

# Valued Seas

## Community Voice Method Project Report

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# Report information

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## Credibility statement

*Through Valued Seas, the Marine Conservation Society has effectively used the Community Voice Method to gather and report socio-cultural value by running an inclusive research and engagement process. The results of this study demonstrate how qualitative research methods can aid more holistic consideration of these less tangible values in decision-making. The project team has taken a robust approach to coding and analysis, applying appropriate methods and drawing established conceptual frameworks to underpin the work. The project prioritised accessibility and demonstrated a commitment to engage a diverse cross-section of relevant stakeholders in the community, but gaps and challenges are acknowledged in the reporting. The Valued Seas project has progressed practice in including socio-cultural values in Natural Capital Assessments and suggested some interesting directions for future research.*

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## Questions or feedback

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# Executive summary

## Report outline

In 2024, the Marine Conservation Society embarked on the 'Valued Seas' Community Voice Method (CVM) project in south Cornwall. This project was designed to gather evidence that could be used by Natural England (NE) to contribute to the Department of Environment, Food and Rural Affairs' (Defra) Marine Natural Capital and Ecosystem Assessment (mNCEA) programme (CEFAS, 2022). Specifically, it aimed to explore how data on socio-cultural value could be captured and integrated into a Natural Capital Assessment (NCA) for the Falmouth to St Austell Bay Special Protection Area (SPA), one of the case study sites for the mNCEA.

This work was undertaken in recognition of the need for innovative approaches to achieving more holistic accounts of value in NCAs. The Marine Conservation Society (MCS) is supportive of the Natural Capital Approach, which is a way of accounting for the economic and social value people derive from the services nature provides (e.g. providing food, regulating climate, supporting leisure opportunities and culture and wellbeing). This helps represent the value of ecosystems, and MCS wants to see those in coastal and marine spaces accounted for in decisions affecting the marine environment.

CVM is a tried and tested methodology which has been shown to enable the expression and understanding of socio-cultural values through community engagement and discussion of natural resource use, management and problem solving. Each project has a bespoke design shaped by its context and objectives. With that in mind, MCS engaged with NE and other local stakeholders in the design phase of the project to ensure that the research tools were built to meet the needs of the local area (St Austell Bay) and would dovetail with other ongoing work in the region. Stakeholder mapping was carried out and a sample of 28 people participated in filmed interviews. The interviews were transcribed, imported to a qualitative data analysis software (NVivo for Mac Release 1.2.7) and the values expressed by participants were coded as relational, intrinsic, or instrumental values, as set out in the IPBES Values Assessment.

Data analysis informed the development of a film narrative, and a 30-minute documentary film was produced using the recorded interview footage as a research output from the work. The film was then screened at five workshops which encouraged participants to discuss and explore different topics. This enabled more information to be shared, and additional data gathered about value from a wider segment of the community. Over 60 individuals participated in these workshops, sharing their views,

values, and aspirations. The workshop data was digitised and summarised, with the findings included in this report.

## Key findings

- Qualitative research and community discussion can be an effective way of collecting data on some socio-cultural values.
- Most of the value that participants in this project get from the coast is socio-cultural.
- Socio-cultural values connect with one another and people can hold multiple values.
- Participants recognise the limitations of monetising some kinds of value.

## Next steps

The main aim of the data supplied in this report is to add to the mNCEA socio-cultural evidence base within this project area and subsequently to support Natural Capital Approach based decision-making both in the project area and further afield. The final report of the mNCEA programme, including information and learning from project areas, is due to be shared during the 2025/26 financial year.

As well as supporting the mNCEA programme, an opportunity has arisen for the data collected to support the Marine Management Organisation's integration of community values into its work on the Celtic Seas and Western Pelagic Channel Fisheries Management Plan. Led by the Marine Management Organisation (MMO), this is a joint plan between Defra and the Welsh Government to maintain or restore specific fisheries. It is currently set to be published by the end of 2025.

This CVM report and the documenting of socio-cultural values around St Austell Bay could also be useful for local stakeholders, including Cornwall County Council, which is developing a voluntary Marine Nature Recovery Framework, and Cornwall Wildlife Trust, which is delivering the ['Tor to Shore'](#) project.

The project has shown how CVM can be used as a novel approach to gathering data on socio-cultural values. It demonstrates how these values can be integrated in an NCA by using the IPBES specific value types (2022) – relational, intrinsic, and instrumental – as a framework for analysis. By identifying these value types, the research has highlighted the different ways that the case study area (St Austell Bay) provides value outside of what has traditionally been included in NCAs.

CVM is a methodology which can meaningfully engage a diverse cross-section of the community by using accessible and engaging methods and ensuring that outputs effectively communicate the views and values of participants. This is crucial to ensure the

scale and diversity socio-cultural value is understood and can be considered in decision-making.

Visualising the data could help present rich qualitative data, like that collected through a CVM project, more concisely, making it more suitable for presentation in decision support tools like NCAs and Impact Assessments. Further thinking is needed to explore how data gathered through creative, participatory, and deliberative methods can be communicated in a way that supports the requirements of policy and decision-making.

## List of abbreviations

<b>Abbreviation</b>	<b>Full term</b>
CCC	<a href="#"><u>Cornwall County Council</u></a>
CVM	<a href="#"><u>Community Voice Method</u></a>
CWT	<a href="#"><u>Cornwall Wildlife Trust</u></a>
Defra	<a href="#"><u>Department for Environment, Food &amp; Rural Affairs</u></a>
EDI	<a href="#"><u>Equity, Diversity, and Inclusion</u></a>
FMP	<a href="#"><u>Fisheries Management Plan</u></a>
IFCA	<a href="#"><u>Inshore Fisheries Conservation Authority</u></a>
MMO	<a href="#"><u>Marine Management Organisation</u></a>
mNCEA	<a href="#"><u>Marine Natural Capital Ecosystem Assessment</u></a>
MPA	<a href="#"><u>Marine Protected Area</u></a>
NE	<a href="#"><u>Natural England</u></a>
SPA	<a href="#"><u>Special Protected Area</u></a>

# The Community Voice Method process

## What is Community Voice Method?

Community Voice Method (CVM) is a holistic and inclusive way of stimulating more meaningful and equitable community engagement in natural resource policy development, decision-making and management. Engaging with community members in a way that seeks their views and encourages discussion on marine issues, CVM combines arts-based social research with best practice in stakeholder engagement to deliver insights and conversations which can support positive, constructive, and enduring relationships and improved outcomes for people and nature.

*“This place-based approach has enabled stakeholder engagement processes that were considered to be trustworthy, relevant, representative, and productive by the vast majority of the people who took part in them. Built on the simple premise of careful listening, CVM has consistently proven beneficial in achieving community-based, institutional, and policy impacts across a diverse range of resource management challenges. It has emerged as a systematic, replicable, and transparent approach for placing stakeholder engagement efforts in a wide variety of local contexts and shows promise for being even more widely applicable.”*

*(Cumming et al., 2021)*

The Marine Conservation Society has used CVM since 2009 to engage communities on a wide range of issues both in the UK and the UK Overseas Territories in the Caribbean (Ranger et al., 2016; Cumming et al., 2022; Acott et al., 2023; Cumming et al., 2021; Acott et al., 2022). This work has created lasting impacts in communities such as informing species management measures and plans in the UK Overseas Territories, engaging stakeholders more broadly and deeply in marine resource management in the east of England, and supporting community input to MPA management measures in Sussex.

The methodology was developed in North Carolina (USA), by PhD students Gabe Cumming and Carla Norwood, whose research explored new ways of enabling communities to address issues of changing land use and management (Cumming and Norwood, 2012). Although CVM has evolved and developed over time, it typically includes five key stages: design, research, deliberation, reporting, and action. As a research method, it is adaptable and flexible enough to be moulded to suit the needs of a specific place or project.

## Stage 1: Design

### Establishing the purpose and scope

The Natural Capital and Ecosystem Assessment (NCEA) is Defra's flagship research and development programme which accounts for the social and economic value derived across land and sea in England (Defra, 2022). The Valued Seas project was created to explore how data on socio-cultural value could be captured and integrated into a Natural Capital Assessment to support decision-making which affects the marine environment, for the Falmouth to St Austell Bay Special Protection Area (SPA). This is one of the case study areas around England where work has been undertaken to develop best practice guidelines, as part of the Defra Marine Natural Capital and Ecosystem Assessment (mNCEA). NE and other government agencies are contributing to the mNCEA programme by providing evidence, tools and guidance on the extent and condition of marine natural capital assets, the ecosystem services they provide and the trade-offs that are necessary in producing natural capital benefits of most importance to society.

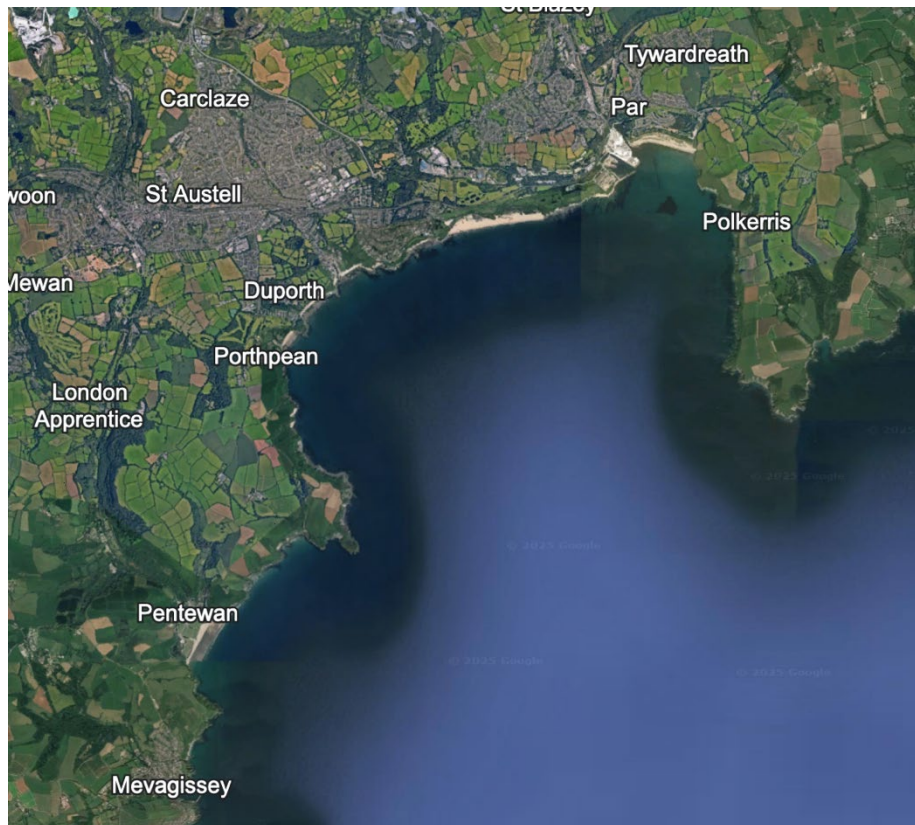
*"mNCEA is Defra's flagship 3-year research and development programme that will provide a robust evidence base, suite of tools and a framework where ecological, societal, and economic information is brought together in a holistic way. Improving our understanding and helping us make better decisions about the marine environment. The [mNCEA] programme is establishing new ways of working and gathering new and innovative evidence to measure the health of our seas and how it's changing over time. By ensuring nature's value is fully considered, mNCEA will ultimately transform marine decision-making in England across national and local governments, and in the private sector."*

(CEFAS, 2022)

The Valued Seas project was developed to support the ambitious aims of the mNCEA whilst recognising the challenges of gathering and incorporating widely experienced but often non-monetary value in Natural Capital Assessments. Socio-cultural values are generally poorly documented and underrepresented in Natural Capital Assessments (Mulholland, Le Quesne and Mynott, 2021; Makowska *et al.*, 2022; Environment Agency, 2023; Breyne, Dufrêne and Maréchal, 2021), but it is important to consider the everyday value to those who live, work, and enjoy time in social-ecological settings, as well as the monetary value gained from natural capital. Narrow or incomplete accounts of value limit the effectiveness and usefulness of decision support tools because they do not enable decision-makers to consider the full range of impacts that an intervention might have for people and nature.

## Study site

St Austell Bay covers the area of coast and sea northward of Gribbin Head to Black Head in Cornwall. Surrounding the Bay are the communities of St Austell, Polkerris, Par, Charlestown, Duporth, Porthpean, Tywardreath, St Blazey and Trenarren (Image 1), which have a collective population of ~39,591 people (Brinkhoff, 2021). The site is designated to protect the black-throated diver, great northern diver, and the Slavonian grebe (Natural England, 2016).



**Image 1** A map of the case study site (Google Earth, 2024)

It is also a busy section of coast and sea that is used by a diverse group of stakeholders and communities for work and recreation. The sheltered Bay is used for aquaculture (mussel farming) and wild-capture fisheries, with most commercial fishers using the area based in nearby Mevagsissey. An area of seabed within the Bay is also being considered for a desalination plant, which extracts salt and minerals from the water to make it drinkable, by South West Water (South West Water, 2024) and both Cornish Lithium and British Lithium are licensed to explore for minerals in the seabed (Gladwell and Dixon, 2023; Cornish Lithium, 2023).

Recreational users include local and visiting recreational fishers, sailors, jet skiers, paddle sports enthusiasts, sea swimmers, walkers and more. There are multiple agencies with responsibility for or interests in the area. The shore and/or access to the shore is under multiple ownership, including the National Trust, Duchy of Cornwall and Crown Estate, whilst Par Docks is owned by Imerys china clay mining, and the piloting of vessels in and out is supported by Fowey Harbour Commission.

The Bay is also a focus of ecological research. In recent years, it has been found to have more extensive seagrass than previously thought and understanding of the size and quality of the Bay's maerl beds has been updated (Cornwall Wildlife Trust, 2023).

### **Co-design and integration of local stakeholders**

An integral part of the CVM process is the inclusion of local partners throughout the design, development, and research elements of the project to ensure research is aligned with communities' needs and works alongside existing projects.

Early in the design stage, MCS engaged with NE and its contractors and local stakeholders including Cornwall County Council (CCC), Cornwall IFCA (CIFCA) and the Cornwall Wildlife Trust (CWT) to better understand St Austell Bay and design research tools to gather data about the area's use and value, such as the co-designed Valued Seas Interview Guide. Work on the NCA was happening at the same time, so the aim was to try and produce a dataset that would help plug a gap around socio-cultural value in other data being gathered.

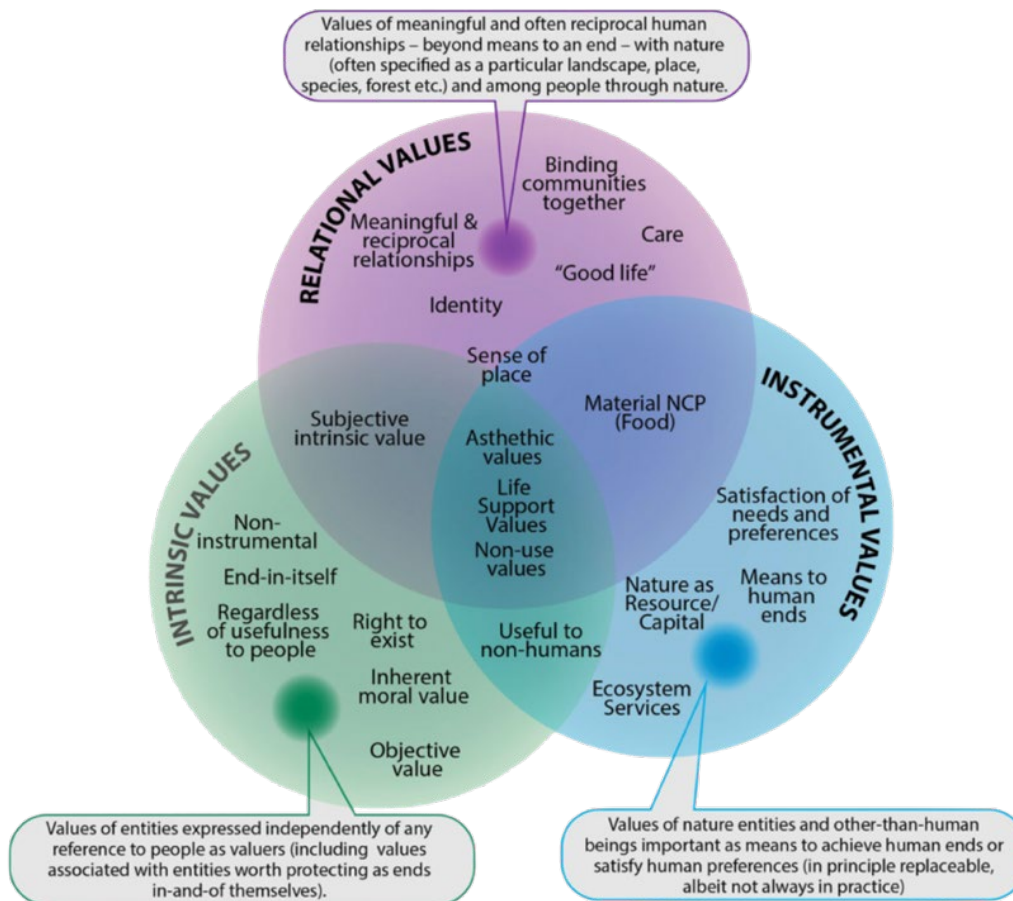
As well as providing support during Valued Seas' design phase, MCS actively encouraged the involvement of local partners throughout the project. CWT, CIFCA and the EA engaged with the project at various stages, a representative from CCC consistently attended project meetings to offer feedback and assistance, and NE was kept informed to encourage it to contribute so the project aligned with its specific needs. A wide range of local authorities and decision-makers were also offered the opportunity to take part in both the interview and workshop stages of the project, although engagement was limited to those who responded to these requests.

## Interview guide design

As communities around the Bay are diverse and use and value the area in a variety of ways, MCS co-developed an interview guide alongside local partners which included questions designed to collect data about the different ways that value is realised in socio-cultural settings (Acott *et al.*, 2022).

Experience has shown that, for people to feel comfortable sharing their personal experiences and to recall aspects of them that are almost unconsciously experienced, the interview guide needs to be structured and delivered in a particular way. CVM interviews are conducted using a semi-structured interview guide which helps to create a conversational and relaxed tone, putting interviewees at ease and better able to share rich, meaningful accounts. Interviews begin with wide, situating questions before exploring more specific questions and issues. Care is taken throughout to ensure questions are accessible (prompts are included to support participant understanding) and are not leading. The quality of the data gathered from these interviews reflects both the design of the interview guide and the skill and experience of the interviewer.

A decision was taken to use the IPBES Value Types (IPBES, 2022) as described in Himes *et al* (2024) and IPBES (2022) as the guiding framework for analysing the data, as it is based on a recently published systematic literature review. It was supplemented with the coding methodology developed by Kachler *et al* (2024) to provide further granularity on relational values (Figure 1).



**Figure 1** An illustration of how the IPBES Value Types interact and overlap based on existing literature (Himes et al., 2024)

Specific values are judgements regarding nature’s importance in particular situations (Acott et al., 2022). They can be grouped into *instrumental*, *intrinsic*, and *relational values*. *Instrumental values* relate to things that are a means to a desired end and tend to be associated with nature (e.g. as asset, capital, resources) and its contributions to people. *Intrinsic values* relate to the values of nature expressed independently of their value to people and include habitats or species that are worth protecting as ends in and of themselves. *Relational values* refer to the meaningfulness of interactions people have with nature, and interactions among people, including across generations, through nature (e.g. sense of place, spirituality, care, reciprocity) (Acott et al., 2022).

The Valued Seas Interview Guide included five sections to align with the project’s aims (see [Appendix 3](#)). An overview is provided in Table 1.

**Table 1** Overview of the content and intention of the Valued seas interview guide

<b>Section</b>	<b>Key question</b>	<b>Areas of enquiry</b>	<b>Intention</b>
1	Relationship with the coast and sea (General and local)  Specific characteristics of the place Access	Connection with the coast and sea in general: broad understanding of view of the coast and sea and the role it plays in people's lives (use)  Connection with specific species or habitats  Extent to which people can access these places and whether there are barriers to accessing them	Broad questions enabling people to reveal a sense of their deeply held values about the sea. Memories often include clear expressions of value. Questions about community encourage an exploration of the social dimension of the relationship between people and the sea, including kinship with nature.  Experimental question to see whether this project can link accounts of benefit/value to specific species and habitats (ES or NC).  Exploring how accessible benefits/value are to people and what barriers there might be to people accessing benefits.
2	Benefits from the coast and sea  Specific characteristics of the place  Relationship with the natural world in general	General perception of benefit  Benefits from specific species or habitats – how people feel when in place; how being there with others affects the experience  World view, sense of responsibility and empowerment	Responses acknowledging benefit indicate that that person is deriving value from time by the coast and sea. These questions encourage people to explore the range of ways they benefit from the coast and sea.  Questions establishing the link between benefit and specific plants, animals and places, and the value derived from time spent in natural settings, alone (individual) and with others and nature (relational).  Exploring world view relates to feelings of agency and empowerment to act and how that impacts the person's relationship with nature and with others, but also world view/values relates to the environment (e.g. intrinsic value).
3	Issues and change	What key issues are being experienced and how things are changing	Indications of people's perceptions of trends/issues that may affect NC and ES, and the benefits people derive from the coast and sea in the future (positive and negative).
4	Views on management	General views on management and Marine Protected in particular	Indications of perceptions of the role of resource management and of protected areas in safeguarding NC and ES. These questions also provide insights on values and world view (e.g. no need for management because nature regulates itself).
5	Future vision	What people feel the future should look like for the coast and sea in South Cornwall	Understanding the goals of the communities in terms of what they'd like to achieve, what they'd like to stay the same, and what they'd like to change. Understanding of the concept of a 'good life'.

## Research ethics

- Informed consent: A participant information sheet and consent form were created (see [Appendix 1](#)) to ensure that participants were aware of the purpose of the work, and how and where the data would be used, shared, and stored. It also signposted participants to local organisations and service providers involved in ongoing work in Cornwall.
- Management of personal data: Potential participants were contacted via phone and email using publicly available contact information. All participant information was stored in a password protected Excel sheet on a SharePoint site, which was only accessible by those directly involved in the project.
- Storage of data: Interview recordings and B-roll (supplemental video footage) were stored on two external hard drives (one primary and one backup drive), with footage backed up after each day of filming. Interview transcripts, consent forms and mapping data were saved to a secure OneDrive folder.
- Data transcription: Audio from filmed interviews was shared with an external transcription service using a secure online document sharing platform. Transcripts were downloaded from the platform and stored securely.
- Researcher safety: To ensure researcher safety, a plan including interview locations and timings was shared with line managers, and at least two staff members attended all interviews.
- Right to withdraw: The information sheet included contact details of the Marine Conservation Society team, and instructions on how to withdraw data.

## Stage 2: Research

This phase of the project includes:

- Data collection and processing: Interviews, shooting or acquiring B-roll, and interview transcription
- Data Analysis: Data coding, data analysis, and development of a film narrative
- Research outputs: Film editing, film review and finalisation

### Data collection and processing

#### Filmed interviews

In CVM, interviewees are intentionally selected using a purposive sampling approach informed by the stakeholder mapping undertaken in the design phase. For this project, a first group of potential interviewees were identified through local partners and known networks, followed by 'snowball' sampling so that the sample consisted of a diverse range of people, including those whose voices are not usually heard.

A stakeholder mapping tool with automated visualisations was used to enhance the team's agility during the research by highlighting over- or under-represented stakeholder groups throughout the interview process ([Appendix 2](#)). This ensures as many views as possible are represented in the film and the risk of bias is reduced. Specifically, this tool visualised stakeholder age, gender, stakeholder group and location, and the project team worked to ensure diversity in each of these categories.

29 semi-structured interviews were conducted across the St Austell Bay area between January and April 2024 during three one-week interview trips. One participant withdrew their data from the project, leaving a final sample of 28 interviewees (Image 2). Not everyone who was approached responded or agreed to be interviewed, including South West Water. Members of the Mevagissey fishing community were hesitant to engage but the fishing sector was represented to an extent in the film through the participation of one fisher, a Harbour Master, and a fishmonger. Young adults were also underrepresented, which could be somewhat explained by the demographics of the area as an ageing population (Office for National Statistics, 2021).

Everyone who agreed to participate was invited to choose the interview location with the caveat that it needed to be quiet, with enough space for film equipment and adequate light. From experience, this approach makes people feel more comfortable and confident about participating and in turn enhances the quality of the interview. Locations used included participants' homes, places of work, and local beaches. Whenever time allowed, participants were asked after the interview to indicate on a map which places around the

St Austell Bay area were important to them and why. This map was also used during the workshop stage of the project, and further detail is provided later in the report.

## B-roll

Some participants were also asked if they would be happy to be filmed going about their daily lives to add to the supporting footage (B-roll) that is used to enhance the interest and quality of final film. Interviewees' participation in this was completely voluntary and subject to the availability of the team and weather conditions. Additional B-roll was captured by MCS staff, and drone footage was purchased from Lewis Jefferies, a Cornwall based filmmaker. B-roll footage was also kindly donated by the Cornwall Wildlife Trust, Jacob Guy, Flying Fish Seafoods, and Charlestown Harbour.

## Interview transcription

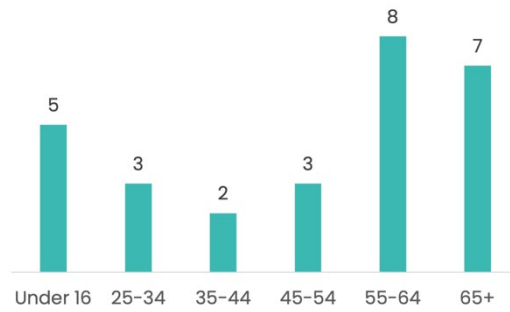
Verbatim interviews, time stamped at each change of speaker, were prepared by an external provider (Way With Words) and provided to MCS. Text files were provided in a format compatible with NVivo for Mac (Release 1.2.7), the qualitative data analysis software used for coding and analysis.



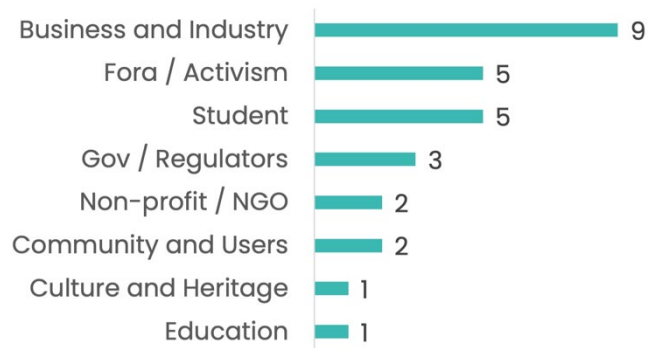
**Image 2** Participants interviewed for the Valued Seas Project

## Interviewee demographics

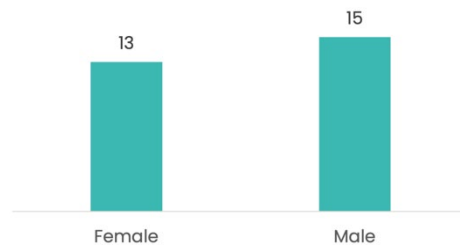
Interviewee demographics were collected at the start of the interviews and from participant consent forms.



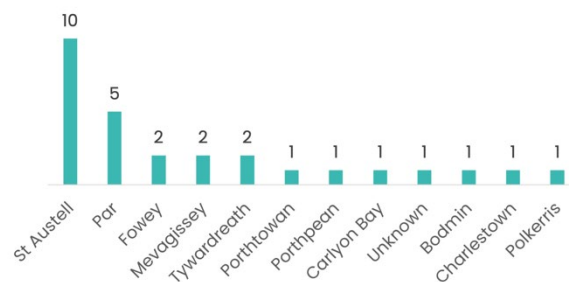
**Figure 2** Interviewee age



**Figure 3** Interviewee stakeholder group



**Figure 4** Interviewee gender identity



**Figure 5** Interviewee location

## Data analysis method

### Data coding

Transcribed interviews were uploaded to NVivo for Mac (Release 1.2.7) for coding and analysis. The interview guide and the IPBES values framework provided a coding structure, which is outlined in Table 2.

**Table 2** Overview of interview coding structure

<b>Main theme</b>	<b>Content included in theme</b>
Attributes	Age, location, name spelling, work, and/or stakeholder group
Relationship with the coast and sea in general	What do you think of when you hear the word 'sea'? Access to the coast and sea Barriers to access Activities participated in by the coast and sea Memories of the coast and sea Responsibility and ability to look after the area Types of places likely to use Types of places likely to avoid A typical day by the coast and sea
Relationship with and description of specific place	Describe area Describe community What is it like to live here? Descriptions of species Descriptions of geography Descriptions of local folklore
Benefits from the coast and sea	Benefits categorised by Values Typology Benefits experienced by other people Introducing other people to the benefits of the coast and sea
Issues and change	Has the coast and sea changed? Has life changed here? Do you think the relationship between people and the coast and sea has/will change? What are the big issues here?
Views on management	Awareness of Marine Protected Areas (MPAs) Opinions on MPAs Word association of MPA Is there a need for management? Opinions on current management
Future Vision	Desired future vision Expected future vision Barriers to future vision
Additional codes to support understanding of the data	Magnitude coding (positive, negative, neutral) Locations discussed in transcript Well-articulated quotes Interesting quotes for film DO NOT INCLUDE (consent redacted) Additional topics that came up in interviews not directly linked to this work

Once the coding was underway, the coding structure was refined, and emergent themes were added. When all the interviews had been coded, the themes with the most data

coded to them could be drawn out and explored in more detail. It should be noted that a theme being raised by fewer participants does not mean it was less significant – less frequently discussed themes may arise because of participants’ different knowledge systems and life experiences. In addition, as qualitative data prioritises data richness over quantity, the results do not represent the entire community of the St Austell Bay area; rather, they offer an in-depth examination of the small cross section of the community that the project team engaged with. The aim of the analysis is to underpin the development of a narrative that reflects, as comprehensively as possible, the views and values captured in the interviews of the community.

Most of the data collected for this report is qualitative. The analysis of qualitative data requires more nuance than quantitative data, and so the quantification of this information can be problematic (Sigmond, 2023). For this reason, this report uses descriptors to report frequency of themes rather than quantitative values as described in Table 3.

**Table 3** Descriptors used to represent percentage of respondents

<b>Percentage of participants</b>	<b>Descriptor used</b>
0	None/No one
1-10	Infrequent/Infrequently mentioned)
11-25	A few (people mentioned)
26-40	Several (people mentioned)
41-60	About half (of people mentioned)
61-75	Many (people mentioned)
76-99	Most (people mentioned)
100	All (people/every person mentioned)

### Developing the film narrative

Results of the analysis of issues and themes that emerged from the data, shown below, informed the backbone of the film narrative for a 30-minute documentary. This film narrative was shared with local partners to update them on the projects progress and for feedback. In addition to presenting an overview of these themes, the editor ensures that each participant appears in the film at least once.

## Data analysis summary

### Socio-cultural values

#### Relational values

*Relational values* refer to the meaningfulness of people–nature interactions, and interactions among people, including across generations, through nature (e.g., sense of place, spirituality, care, reciprocity) (Acott *et al.*, 2022). They were discussed by most interviewees. The relational values identified in the interviews are described in Table 4 with example quotes provided in [Appendix 5](#).

**Table 4** Relational values identified in the interview stage

Value	Frequency	Notes
Wellbeing and therapeutic value	Most	Physical health, mental health, support getting through difficult life events, experiencing wellbeing benefits from recreation and time spent by the sea. Using the coast and sea as a place to go specifically to support mental wellbeing (e.g. after a stressful day)
Social relations	Many	Spending time with others at coast and sea, creating and maintaining friendships, sense of community
Care and Stewardship	Many	Respect and care, ability, and responsibility to look after environment, individual and community activism
Identity	A few	Part of self, history, and heritage,
Learning from nature	Infrequently	Children learning from nature
Social responsibility	Infrequently	Intergenerational responsibility and preservation for future generations
Spirituality	Infrequently	Spiritual emotions evoked by coast and sea

## Instrumental values

*Instrumental values* relate to things that are a means to a desired end and tend to be associated with nature (e.g. as asset, capital, resources) and its contributions to people (Acott *et al.*, 2022). They were discussed by many interviewees. The instrumental values identified in the interviews are described in Table 5, with example quotes provided in [Appendix 5](#).

**Table 5** *Instrumental values identified in the interview stage*

<b>Value</b>	<b>Frequency</b>	<b>Notes</b>
Economic value	Most	Fishing, hospitality, tourism. First hand descriptions (i.e. relying on for livelihood) and general importance (importance for local economy). Security of livelihoods into the future and changing nature of ocean economy (towards tourism and away from extraction)
Recreation	About half	Walking (including coast path), watersports, swimming, importance of being in natural environment for recreation, spending time at coast and sea
Natural resources	About half	Not directly discussed using 'natural resource' terminology, but value of provision of fish as a primary resource for economy, and other industries such as china clay and lithium. Quotes that refer to seafood consumption specifically are coded elsewhere (fuzzy values – food)

## Intrinsic values

*Intrinsic values* relate to the values of nature expressed independently of any reference to people as valuers and include entities such as habitats or species that are worth protecting as ends in and of themselves (Acott *et al.*, 2022). Pure intrinsic value proved difficult to identify and code within the transcripts because all discussion of the intrinsic value of nature was linked to its relationship with humans, resulting in these discussions being coded within the chosen framework as a 'fuzzy' value. The absence of coding to intrinsic value should not be interpreted as the absence of this value type in the data; rather, it reflects the complexity of understanding value that can be understood solely as intrinsic.

## Fuzzy values

*Fuzzy values* are those that cross into two or more value types, as described by Himes *et al* (2024) (see overlap in values Venn diagram in figure 1). They were discussed by many interviewees. The fuzzy values identified in the interviews are described in Table 6 with example quotes provided in Example quotes provided in [Appendix 5](#).

**Table 6** Fuzzy values identified at interview stage

Value	Frequency	Notes
Sense of place	About half	An overlap of intrinsic, relational, and instrumental values. Importance of being physically by the sea, the coast and sea creating a sense of place, feeling at home
Aesthetic values	Several	An overlap of intrinsic and instrumental values. References to beauty, creativity, inspiration, appreciating aesthetic value of coast and sea
Food	A few	An overlap of relational and instrumental values. Value of the coast and sea for food provision
Useful to non-humans	A few	An overlap of intrinsic and instrumental values. Benefits felt by flora and fauna other than humans

## Co-existence of value

Value co-exists. This means that people can value something in many ways, sometimes at the same time. In the following quote, an interviewee references how the coast and sea add value to their life by contributing to their wellbeing, providing a beautiful, therapeutic environment, and enhancing their sense of being connected to nature. This interrelatedness should be kept in mind when reporting this type of data.

*"I think that being by the coast and the sea benefits me personally in so many ways. It gives me the opportunity to get out every day and see something beautiful, feel refreshed and renewed and reset and do the things that I love to do and be engaged with the natural world."* – CVM interview participant

The value types are not mutually exclusive: someone can derive multiple, sometimes seemingly conflicting, benefits from something. For example, a person who derives economic benefit from the coast and sea may also be a keen birdwatcher, member of the lifeboat crew or shanty singer, benefitting from a suite of non-monetary value from the very same resource. Similarly, fishermen in Mevagissey were not only concerned about livelihoods, but also the impacts of shifting management regimes on the culture of their village.

## Issues

Interviewees were asked what the most important issues concerning people locally were. A total of 18 issues were identified, one of which was split up into a further six sub-issues. The most frequently discussed issue was the desalination plant (mentioned by around half of interviewees), with a similar number of interviewees raising concerns about sewage, climate change and the environment, and development and gentrification. Many of the issues overlapped, for example, the desalination plant and sewage – in these cases, data were coded to multiple issues. A complete list of the issues identified, including supporting quotes, is available in [Appendix 6](#).

## Views on management

### Is management needed?

Most interviewees felt that management of the marine environment is needed to conserve the benefits experienced from the coast and sea for future generations. Interviewees infrequently highlighted the following concerns:

There is need to consider fishing voices when developing policies. An interviewee explains that management can't be a "kneejerk reaction" and that it needs to get "not only the scientists, but ... everybody around the table". Another interviewee describes how fishermen are proactive in supporting management measures, and in protecting fish stocks, because they want to "protect these resources for generations".

How marine management may negatively impact livelihoods of small-scale, local fishers should also be considered. Interviewees describe the importance of fishing for Mevagissey's culture, and their concern about losing this due to management.

### Awareness of Marine Protected Areas

Many interviewees had either not heard of Marine Protected Areas (MPAs) or weren't sure if there was one in their local area. Those who were aware of MPAs tended to have jobs connected to the sea (e.g. fishing, working for the local Council, or working for an Environmental-NGO) or were particularly active in local environmental groups. A few interviewees described thinking the seagrass beds in St Austell Bay might be associated with a protected area, illustrating the confusion and misunderstanding about St Austell Bay's management. A few interviewees also discussed the complexity of MPAs, and the difficulty of communicating what it means to the public.

## Future vision

### What is your future vision for the local coast and sea?

Themes identified when interviewees were asked about their future vision for the local coast and sea are presented in Table 7. Those most frequently discussed referred to nature and management, with interviewees describing their desire to see a clean environment with a diverse, fully functioning, and managed ecosystem that people can use and enjoy. Interviewees also highlighted the importance of access and usage, and their vision for the coast and sea as a place that supports industry and economy. Quotes to support these visions are available in [Appendix 7](#).

**Table 7** Future visions identified at interview stage

Theme	Frequency of mentions
Nature and management	About half
Access and usage	About half
Industry and economy	Several
Community and social wellbeing	Several
Climate adaptation and future-proofing	A few
Education and awareness	A few
Infrastructure	Infrequent

### Are there any barriers to achieving your future vision?

Themes interviewees identified as barriers they felt could prevent their future vision from being achieved are presented in Table 8. The most identified barrier was cost (public finances and the cost of housing). Quotes to support these barriers are available in [Appendix 7](#).

**Table 8** Barriers to future vision identified at interview stage

Theme	Frequency of mentions
Cost	A few
Government	A few
Lack of understanding	A few
No barriers	A few
Global environmental issues	A few
Pollution and environmental degradation	A few
Low workforce	Infrequent
Resilience (of the coast and sea)	Infrequent

## Film output

The film produced using interview footage was created specifically for the workshop stage to connect people with shared, deeply held values and encourage open consideration of contemporary local issues. A holistic and open listening approach is demonstrated through the film, which is why it is usually screened at the beginning of community workshops. The structure of the final film is presented in Figure 6.



**Figure 4** Structure of the film

The film is available [online](#).

## Stage 3: Deliberation

The deliberation stage of the project includes:

- Workshop design
- Communications and promotion
- Workshop delivery and facilitation
- Data processing

### Workshop design

CVM workshops are always designed to meet the needs of the community in question and the objectives of the project. In this case, data gathered during the interview stage gave the project team more insight on community needs, which were considered alongside Valued Seas' aim to gather and report socio-cultural data to support the mNCEA programme.

Given the lack of understanding about local marine management measures, as identified at the interview stage, a two-way information sharing session was included in the workshops to allow MCS to listen to the community and share information with them. It was felt that this would also be a good opportunity to upskill attendees about the Natural Capital Approach, which is not generally understood by the public.

The workshop plan was developed to ensure that the ways participants' perceived value of the coast and sea was captured aligned with the required outputs of the project. The plan was then shared with local partners and NE to ensure the data collected met their needs. All workshop roles were undertaken by MCS staff, unless described otherwise. Local partners were offered the opportunity to support the workshops, for example by supporting activities, but those who attended decided to take part as attendees instead.

### Part 1. Introductions

The introduction session provides participants with information on what they can expect from the workshop, whilst setting the tone that it is an inclusive space designed to give participants the opportunity to have their opinions heard. Several MCS staff joined as facilitators to help ensure the session ran smoothly and to provide extra support for attendees.

- Participants sign in and choose where to sit. The Lead Facilitator introduces MCS staff and the Valued Seas project. A Code of Conduct for the session is shared and agreed to create an inclusive and respectful environment.

- The Lead Facilitator shares a brief introduction to the Natural Capital Approach to provide more context for the workshop.
- Participants introduce themselves in their table groups and share their reasons for attending the session. Any input from participants is noted by the table facilitator.

## Part 2: The film

The film is then shown to participants to help them understand different perspectives on the topic being discussed. It also showcases that a range of voices from the community were sought, which helps build a holistic picture of community needs and highlights the inclusive nature of the project and workshop. As participants will often recognise members of their local community or locations in the film, the film helps participants feel directly connected to the issue. Before the film is screened, participants are reminded that it represents the views and opinions of those interviewed and sets out to capture these diverse views. After the screening, table facilitators gather feedback from their table groups on which parts of the film they strongly connect with, what they disagree with and what they feel is missing.

## Part 3: Information Stations

This part of the workshop is designed to allow the two-way sharing of information between MCS staff and workshop participants. The aim is to quickly explain the Natural Capital Approach, gather feedback on the information shared, and to answer questions when possible.

- Five 'Information Stations' are set up around the room covering:
  1. The value of ecosystem services,
  2. Socio-cultural values,
  3. Natural Capital Assessments
  4. Current management of St Austell Bay
  5. A participatory mapping exercise
- Workshop participants move between Information Stations in small groups, with the Workshop Lead ensuring around 8-10 minutes are spent at each station. Participants are encouraged to stay within table groups but can move to another group if they wish.
- Station leads provide an overview of information about their Information Station, before collecting feedback and questions from the group. All Information Stations have feedback prompts to help collect useful data.
- After all groups have visited all stations, the station Leads share a summary of what was discussed at their station with the room.

#### **Part 4: Visioning exercise**

This part of the workshop is designed to capture what participants would like to see in the future for the area to help understand what is important to them.

- Participants are individually given an A6 postcard and asked to draw their vision for the future on one side and write a description of it on the other side. They are not asked to discuss or share their visions to prevent the opinions being influenced by others, but any discussions are noted by the Table Facilitator.
- Postcards are collected at the end of the session.

#### **Part 5: Session close**

The end of the session provides an opportunity to explain the next steps of the Valued Seas project, collect feedback on the workshop, and highlight other work in the local area.

- At the community workshops, CWT staff provide a short introduction to their new project in St Austell Bay coast and sea called 'Tor to Shore' (Cornwall Wildlife Trust, 2024).
- At the Council workshop, an overview of Council-led Marine Nature Recovery Framework (complementary to the terrestrial Local Nature Recovery Strategy) is delivered by a Senior Marine Officer (Cornwall Council, 2024).
- At the end of all the workshops, participants are given workshop feedback forms and Equity, Diversity, and Inclusion (EDI) data collection forms which are collected by MCS staff. These forms are optional and anonymous.

## Approach to workshop demographics

CVM typically involves workshops which all stakeholder groups are encouraged to attend. This is because the process is designed to encourage groups that may not typically get involved or even perceive themselves as in opposition to the issue being discussed, to feel comfortable joining and sharing their views and values with other members of the community. CVM can support the development of meaningful relationships between resource users and decision-makers and creates a level playing field where everyone's opinion is valued equally. Having a diverse range of opinions in the room can also help participants consider new ideas and ways of thinking, supporting greater understanding and respect of wider community views.

## Community workshops

Three community workshops were planned – one each in Par, St Austell and Porthpean. These locations were chosen to give those in all the main towns and villages around the Bay the opportunity to take part. These community workshops were held outside typical 9am to 5pm working hours, as experience has found that this generally suits more people. Contrary to the standard CVM process, after careful consideration, the Valued Seas project team decided to hold two stakeholder-specific workshops as well as wider community workshops. The first workshop was for the Mevagissey Fishing Community and the second for Cornwall County Councillors.

## Mevagissey fishing community

The primary fishing community that uses the project area is based around four miles away at Mevagissey. The Mevagissey Fishermen's Association and wider fishing community there, including local retailers and charter angling skippers, had been hesitant to engage with the filmed interviews, with several interview requests declined. Although the reason for this was unclear, it was understood by the project team that the fishing community here decided not to engage with them, which meant limited data was gathered at the interview stage. Given the importance of this stakeholder group as key users of the Bay, an extra workshop was run specifically for the Mevagissey fishing community to ensure the views and values of this key group were included in the project. It was important to make this workshop as easy to attend as possible, so advice was sought from a representative of the Mevagissey fishing community on convenient locations and the best tidal state for holding a workshop. Cornwall IFCA, the Association of IFCA, Cornwall Fish Producers Organisation and local Marine Management Organisation Office were also invited to this workshop as part of the wider fishing sector of St Austell Bay, but only Cornwall IFCA came along.

## Cornwall County Councillors

A workshop was planned at the Cornwall County Council offices after a Senior Marine Officer at the Council requested a session for local Councillors. The project team felt this would improve the project's reach and would be a good opportunity to share local perspective and concept of social value with local decision-makers. Attendees were actively encouraged to either attend the community workshops too, or to share them within their networks to increase representation from this stakeholder group in the community workshops.

## Communications and promotion

MCS is committed to taking a holistic approach to reduce silos and allow people, sometimes with differing or opposed world views or values, to hear and consider the views of others. This approach allows stakeholders who may have previously felt frustrated by narrow and less inclusive engagement in conversations about marine issues, to feel heard and included. The diversity of views in mixed groups means that views on deeply complex and multi-faceted issues can be better informed, whilst also allowing deeply held, shared values to emerge, building a constructive foundation for positive conversations.

Building on the stakeholder mapping which took place ahead of the interviews, MCS identified and invited over 150 individuals, groups, and organisations across the following sectors to participate in the workshops:

- Local marine-related businesses including angling clubs, commercial fishing organisations, charter boat operators, tackle shops, fish processing and sale premises, and water sports organisations.
- Other businesses including the local Chamber of Commerce, galleries and more.
- Existing site users including commercial fishers, anglers, divers, walkers, and sea swimmers.
- Potential site users through local media, social media, and wider community, including colleges and schools.
- Neighbours to St Austell Bay including landowners (e.g. National Trust) and neighbouring port authorities (e.g. Fowey).
- Government bodies including statutory bodies such as Cornwall IFCA, MMO and others.
- Civil society organisations including environmental NGOs and other charitable organisations (e.g. RNLi and CoastWatch).
- Interview participants were also invited to attend the workshops.

Contact information was either collected previously in the project at the interview stage or from publicly available sources. This data was stored on a password protected Excel sheet and saved to a SharePoint site to which only project staff had access. Stakeholders were then approached through email or phone call.

When inviting attendees to join the workshops, snowball sampling was used in addition to purposive sampling to help reach a larger number of community members. The team contacted as many target attendees as possible, who were given time to sign up to attend a workshop. Once this time had passed, the community events were shared publicly to encourage attendance from the wider community. The workshops were advertised on social media, through printed posters in the local area, and in a local magazine (PL24 Community Association, 2024).

### **Accessibility considerations**

Efforts were made to ensure equal access to participation in the workshops. Venues were chosen based on their accessibility, including public transport links, nearby parking, and availability of disabled parking. Within the venues, wheelchair access and accessible toilets were required. Participants were also asked during registration if they had any specific access requirements or food needs (such as allergies or dietary restrictions) to ensure their needs were met. As previously mentioned, the workshop in Mevagissey was specifically designed to take place at a time and place that suited the Mevagissey fishing community, whilst the workshop for councillors was held during working hours.

The Community Voice Method is designed to foster equal access to participation. Using a film-based approach to data collection reduces barriers to participation such as literacy levels, and the workshops structured as a film screening and discussion makes engagement feel easier and less intimidating.

Workshop materials were designed with accessibility in mind. Large-print versions of forms (such as the workshop feedback form and EDI form) were provided. Activities were tailored to be accessible for participants with a range of literacy levels, with facilitators leading on notetaking and using drawing as a way of collecting data.

## Workshop delivery and facilitation

### Part 1: Introductions

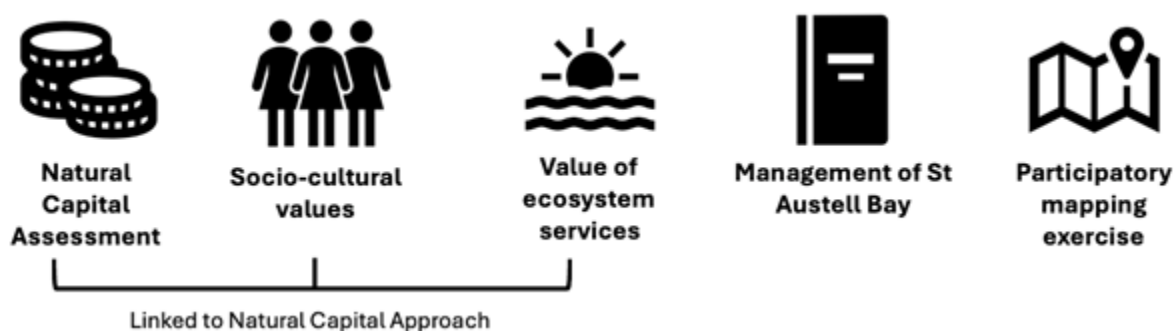
Each table group consisted of around 6–8 participants and one table facilitator, who also took notes throughout the session. Table facilitators welcomed all the participants, making every effort to ensure that everyone felt comfortable. They then invited each participant to introduce themselves and share their motivations for attending the workshop. A Code of Conduct for the workshop was then shared, followed by a brief introduction to Natural Capital Assessment.

### Part 2: The film

The film was introduced and screened to the whole room, with care taken to ensure that everyone had a clear view of the screen and could hear the film soundtrack. After the film, table facilitators collected feedback from their tables on what participants agreed with, what they disagreed with, and what they felt was missing.

### Part 3: Information Stations

Five Information Stations were set up around the room, as presented in Figure 7.



**Figure 5** The five Information Stations used at the workshops

The first four stations all had flip-charts with relevant information. These topics were chosen based on the needs identified in the community and the project's main objective of gathering data on the value that the community attaches to the area. The participatory mapping exercise was conducted at a table and was designed to assess how data mapping can be used to identify and present socio-cultural values.

Information Station Leads briefly described the topic before taking notes and answering questions. People were invited to move between the stations in their small groups every 8–10 minutes, with the lead facilitator time keeping. While most people stayed with their table group, some people did choose to move between groups.

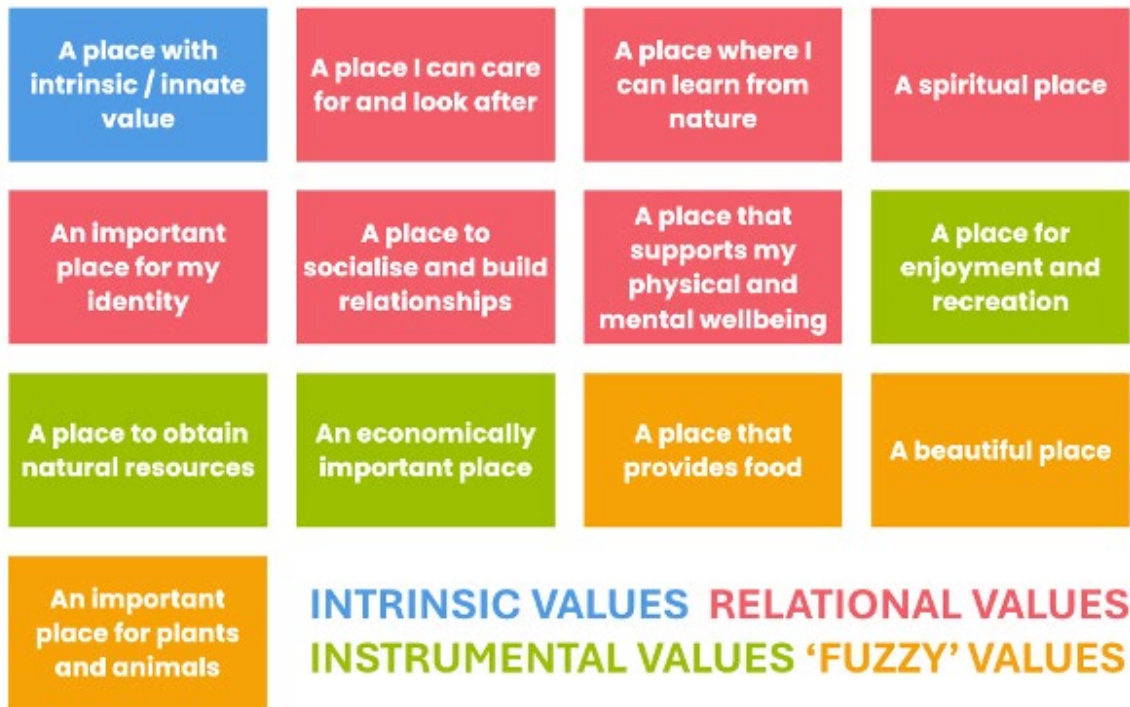
At the Mevagissey workshop, at the request of participants, the Information Stations were presented to the entire group at the front of the room rather than as small table groups moving around. Discussions were captured by table facilitators to support their inclusion in data analysis.

### Value of Ecosystem Services Station and Socio-cultural Value Station

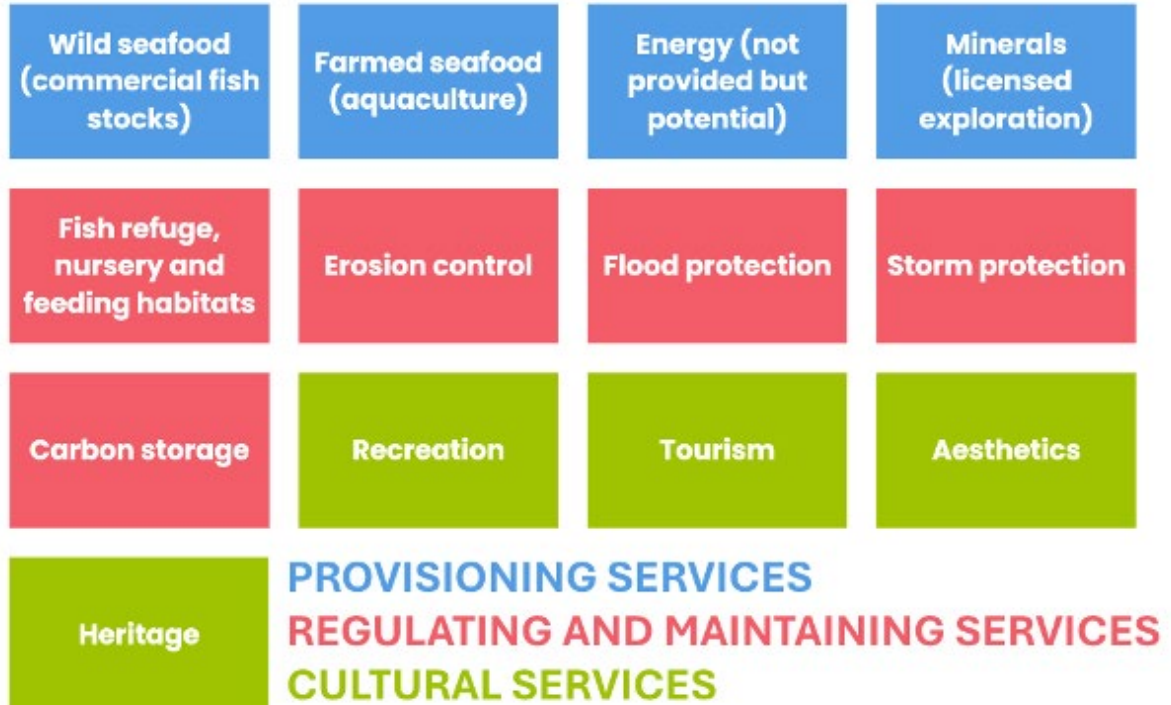
Data on the importance of specific values to workshop participants was captured by facilitators at the *value of ecosystem services* and *socio-cultural value* Information Stations (Image 3). Infographics with a list of values for participants to choose from (Figure 8 and Figure 9) supported these stations and the values each group identified with, as well as any additional information they shared, was recorded.



**Image 3** Workshop participants at the Ecosystem Service Values Information Station



**Figure 8** Visual aid used at the workshop to support the discussion of socio-cultural values



**Figure 9** Visual aid used at the workshop to support the discussion of ecosystem service values

### Natural Capital Assessment Information Station

This station gave participants an insight into on how Natural Capital Assessments are conducted, specifically, how financial value is ascribed to the natural environment (Image 4). Workshop participants were asked what they thought of the approach and whether they felt it had been useful to learn more about the Natural Capital Assessment process. The key goal of this Information Station was to provide information to participants, rather than to gather data.



**Image 4** Workshop participants at the Natural Capital Assessment Information Station

### Management of St Austell Bay Station

Responding to the community need for improved understanding of the management of the St Austell Bay coast and sea, an Information Station was set up that detailed all the current layers of management of the sea in the area (Image 5). Although feedback on the management of the sea was collected by the Information Station Lead, the key goal of this Information Station was to provide information to participants, rather than to gather data.



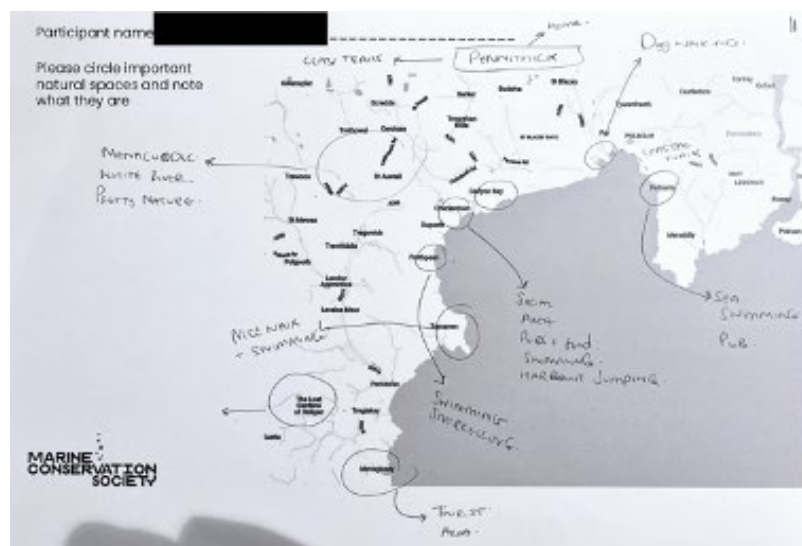
**Image 5** The Management of St Austell Bay Information Station

### Participatory mapping station

In this exercise, participants were invited to identify locations that are important to them in and around St Austell Bay on a printed map (Image 6 and Image 7). The table facilitator described the activity, supported participants where needed and took note of any conversations that were had at the table. Mapping data was only collected at the community workshops and council workshop.



**Image 6** Participants at the Participatory Mapping Information Station



**Image 7** An example of a map from the Participatory Mapping Information Station

#### Part 4: Future vision

Workshop participants were given an A6 postcard and asked to individually reflect on their hopes for the future of the local area. They were asked to consider what they would like the area to be like, and if there were any barriers to their vision (Image 8 and 9). They were asked to draw their vision on one side of the postcard and make notes on the other side. As participants were completing their postcards, any table discussion was captured by table facilitators.

At the Mevagissey fishing community workshop, participants requested the workshop be made shorter, and so data was collected on participants' visions for the future through discussion at tables rather than through postcards, with facilitators taking note of what was said.



**Image 8** A participant with their vision postcard



**Image 9** Participants working on their vision postcards

#### Part 5: Close and feedback

The Lead Facilitator provided a session round-up and described the expected timeline of events for the project report to be completed and where it would be shared. Information was also shared about local projects the participants could engage with.

Finally, all participants were encouraged to provide individual feedback on the workshop and, if over 18 years old, complete an Equity, Diversity, and Inclusion (EDI) survey ([Appendix 4](#)). Both surveys were collected on printed forms and were anonymous.

## Data processing

All staff were provided with templates to take notes throughout the workshops. These notes, as well as the rest of the data from the workshops, were scanned and uploaded to a secure SharePoint site accessible only to the project team. The photocopied data was digitised using a password-protected Excel workbook, which was used as the data base for analysis. All postcard data was uploaded to NVivo for Mac (Release 1.2.7) for analysis.

### Part 1: Introductions

Participant introductions were coded to an existing stakeholder type framework which was also used in the workshop feedback form, and additional stakeholder types were added where identified. The coding allowed a count of the various stakeholders who attended sessions and participants were ascribed multiple stakeholder types where relevant (e.g. a recreational sea user and charity/NGO representative). Participants were assigned 'community member' either if they specifically described living in the area and/or provided no other information about their motivation for attending.

To analyse the additional information collected, emotive coding, in which participants' emotions are identified and categorised, was conducted using NVivo to facilitate understanding of the needs and concerns of the workshop participants (Saldaña, 2016).

### Part 2: The film

Film feedback was split into three sections for analysis: (1) what people liked about the film, (2) what they disliked about the film and (3) what they felt was missing from the film. Primary themes and subthemes were identified within each of these topics and the data was analysed by assigning a value of '1' to a subtheme each time it was discussed by a group. The percentage of tables that discussed each primary theme was noted by identifying the tables that had discussed at least one of the theme's subthemes.

### Part 3: Information Stations

#### Socio-Cultural Value Station and Ecosystem Service Value Stations

Data from these two stations was analysed by assigning a value of '1' each time a group discussed a particular value in a positive manner. Discussions on the negatives of values were also noted in analysis when mentioned in Information Station leads notes. When participants said all values were important, an extra data point labelled 'all important and/or interconnected' was added to prevent these statements from skewing the other data.

As the Information Stations were presented to the entire group in the Mevagissey workshop, each value discussed was given a value of '4' to represent the four tables

contributing to the discussion. The values presented on the station’s infographic were mentioned but the participants did not all have direct view of this list, which made it harder to discuss individual values and meant the thematic groupings were often the focus of discussion. Despite these challenges, it was important to capture value data from this group and by modifying the data collection method, the team was able to do so.

### Natural Capital Assessment Station and the Management of St Austell Bay Station

Not all participants were able to share their thoughts at these stations due to time constraints, so the feedback received was coded and reported by the frequency of mentions rather than the number of tables that mentioned various issues or themes. Any feedback on the content presented at these stations was noted by facilitators and thematically coded.

### Participatory mapping station

The maps were digitised using Excel by assigning each map a Unique ID and inserting a column of information for each data point identified on the map, with an example provided in table 9. Longitude and latitude values were identified using Google Maps.

**Table 9** An example of how mapping data was transformed into tabular data

Unique ID	Location	Longitude	Latitude	Description (as provided on map)	Theme
Truro1	Mevagissey	-4.782745955	50.27116608	Fishing pilchards	Fishing
Truro1	Pentewan	-4.783977695	50.29084437	Outdoor activity	Recreation and leisure general
Truro1	Pentewan	-4.783977695	50.29084437	Sand dunes	Terrestrial habitat, ecology, and geology

Longitude and latitude values were identified using Google Maps. The following data quality notes should be considered for the participatory mapping data.

- Where participants circled multiple areas (e.g. four locations along the coastline), the researcher used multiple place–point datapoints to map the data.
- Where participants circled large areas (e.g. the entire Bay), or wrote information without assigning a location, this data was unmappable as no singular point could be ascribed. Instead, these points were recorded separately.
- Where points were identified but no information given, points were given the value ‘circled (no info added)’.
- Where data was not relevant to the intention of the exercise (e.g. a participant circling Carlyon Bay and asking what the development plan was), it was omitted.

- Map points identified as 'fishing' include both participants describing where they commercially fish, and participants describing where other people commercially fish.
- All recreational fishing is identified as 'angling'.

Mapping datapoints in the marine space was limited as it was more difficult to identify latitude longitude values compared to on-land data. Participants also sometimes referred to the same things but mapped them in different locations. As the map is designed to capture what is important to participants in the marine space by recording the number of participants who mentioned each feature or use rather than place-specific data, all references to some features or uses of the marine space are attributed the same location (i.e. seagrass, maerl, desalination plant and aquaculture).

Participants at the Mevagissey fishing community workshop asked for changes in timings which meant there was no time for the participatory mapping exercise at that workshop.

## Part 4: Postcards

Themes were identified from the coding framework developed at the interview stage and were refined as new themes emerged. Coding was split into (1) vision and (2) barriers. Both drawings and text were coded together to avoid double-counting; for example, if one person drew and wrote fishing, this would be identified as one data point.

Inclusion of postcard data was limited by data quality. Where drawings or writing were unclear, data was left uncoded to avoid potential misinterpretation. Some participants drew their coastline and existing places (e.g. place names, existing dockyards), which was seen as 'place setting' for the image rather than a future vision and so was not coded.

At the Mevagissey fishing community workshop, vision data was gathered from the whole group in conversation. To account for this difference, a narrative of the dialogue was captured instead of noting how often themes had been mentioned by individuals.

## Part 5: Workshop close

### Workshop feedback survey

All feedback collected from the feedback forms distributed at workshops was digitised in Excel, and response frequency was calculated to produce graphic visualisations. Feedback was reviewed at the end of each workshop to identify improvements that could be made for the remaining sessions.

### Equity, Diversity, and Inclusion data analysis

All data collected from the EDI forms distributed at workshops was digitised in Excel, and response frequency was calculated to produce graphic visualisations. Postcode data was mapped using data visualisation software, Tableau, and was also used to apply the Index of Multiple Deprivation (MHCLG, 2019).

## Stage 4: Reporting

### Part 1: Introductions

Data from participant introductions provided an insight into the diverse connections that stakeholders have to the coast and sea in the area and how that motivated them to attend. The conversational structure of the session not only allowed people to self-describe their stakeholder group/occupation but also gave them an opportunity to share any concerns or questions they had. Further information can be found in [Appendix 8](#).

### Council workshop

Participants described feeling *concerned* about the issues of pollution, gentrification and damage created by visitors trying to access difficult to access coastal locations. They also felt *contemplative*, thinking about management of different stakeholder needs, and the historic impacts of poor fisheries management. One participant described feeling *surprised* that they had not come across the concept of 'natural capital' before.

### Mevagissey workshop

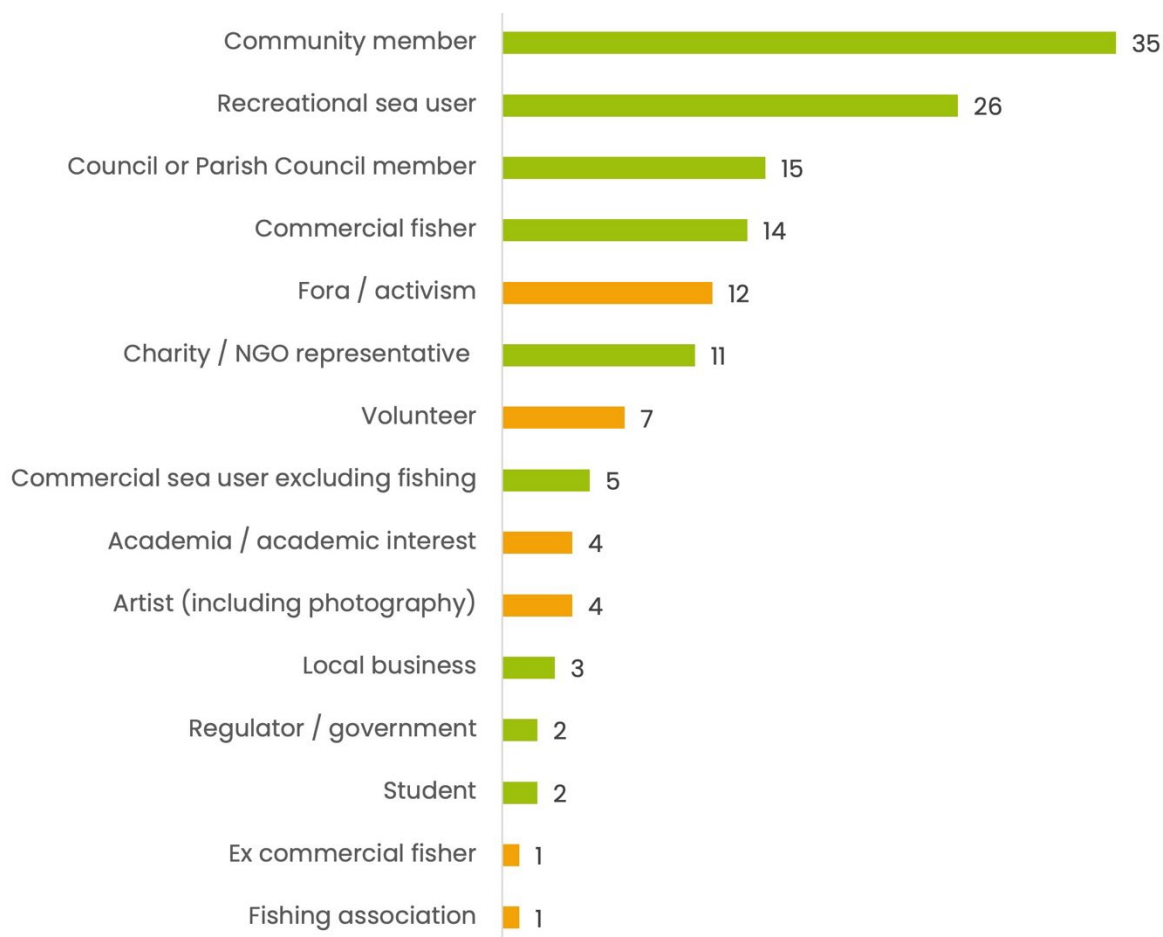
Participants shared many negative emotions and worries at the start of the workshop. They were *concerned* about management and its impact on the community, the lack of knowledge among members of the public, and that natural capital might be used for trading and offsetting. They also felt *excluded* as they felt the film, which had been shared with them in advance, did not represent them. One person described how they don't want to damage the environment because it's important for future generations and they also depend on it, but that they feel the knowledge and perspectives of the fishing community are not listened to. Participants also described feeling *suspicious* of other groups, and that they can't establish trust until they feel listened to. They shared their feelings of *disillusionment* with too many meetings and with a government which has a high turnover and a perceived lack of knowledge. One fisher described how they work 70-80-hour weeks and that time commitments are a challenge to attending meetings. They also described feeling *threatened*, describing how they feel that fishermen are the "most endangered species".

### Community workshops

Participants were mostly *reflective*, discussing their memories of the Bay and the history of the area. One participant described feeling *suspicious* about South West Water being "sneaky" about the desalination plant.

## Stakeholder types

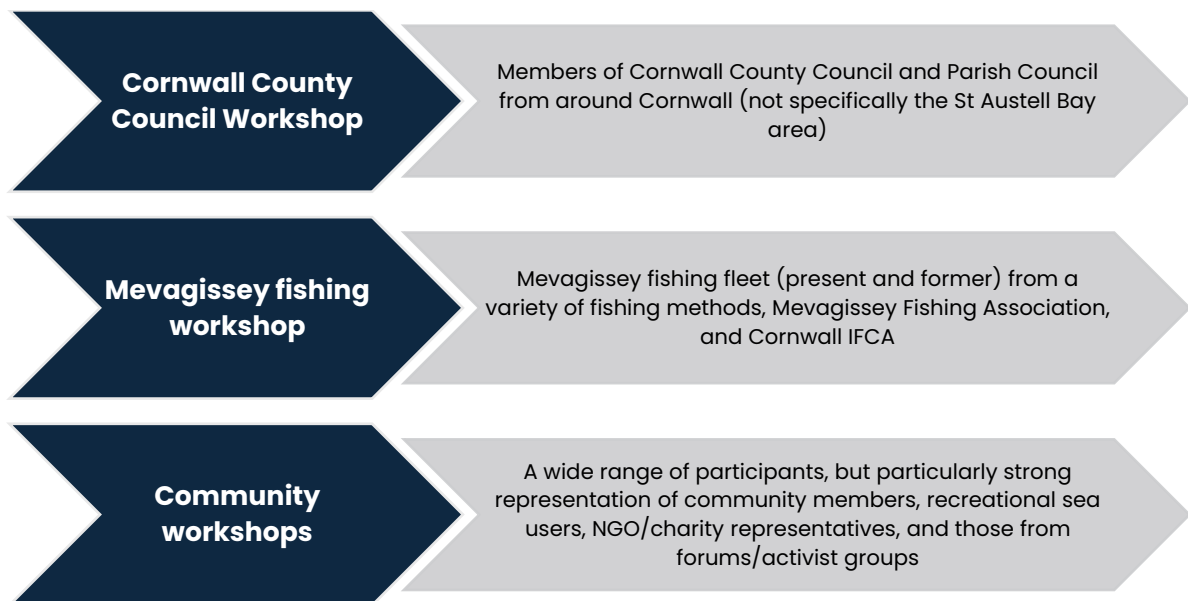
Inviting people to introduce themselves and talk about their motivations broadened out the list of stakeholder types that had been identified in advance, which was helpful to better understand the diversity of participant interests. This data can be used alongside the feedback form data to understand the stakeholders who were engaged in the workshops. The stakeholder types identified at the workshops are described in Figure 10.



**Figure 10** Stakeholder types as identified in part one of the workshop. **Green** bars represent stakeholder groups that are also used in the Workshop Feedback Form. **Orange** bars represent additional groups identified from the table introductions

Given the highly sensitive nature of a potential desalination plant in the St Austell Bay area, South West Water was not invited to attend any workshops to prevent the derailing of the meetings' focus. As South West Water did not accept the invite to be involved in the interview-stage of this project, the perspective of this key local stakeholder is not included in the data.

As the different workshops catered for different audiences, the make-up of the groups was quite different (Figure 11).



**Figure 11** Description of the participants who attended each of the workshops

Delivering workshops specifically to include the views of the Mevagissey Fishing Community and Cornwall County Councillors helped collect meaningful data on these groups that might otherwise have been difficult to capture. Given the concerns and negative emotions shared by the Mevagissey fishing community at the start of the workshop, it was particularly beneficial to be able to engage with this community and capture their views in the project.

## Part 2: The film

### What did you like about the film?

Several tables said they felt the film accurately showed the local area and local views, with about half of workshop participants sharing interviewees' concern about the apparent lack of awareness of marine issues among community members and decision-makers. Further information is provided in Table 11 and in [Appendix 9](#).

**Table 11** What workshop participants liked or agreed with in the film

Specific agreement with depiction of lack of awareness/education	About half
Agreement in the film's representation of local people and views in general	Several
Specific agreement with depiction of access issues	A few
Specific agreement with depiction of environmental issues	A few
Specific agreement with depiction of local economy	A few
The film is impactful	Infrequent
Specific agreement with depiction of management issues	Infrequent
Agreement with the film structure and design	Infrequent
Specific agreement with depiction of fishing issues	Infrequent
Specific agreement with depiction of wellbeing benefits	Infrequent
Specific agreement with depiction of heritage	Infrequent

### What did you dislike about the film?

The thing most frequently disliked was the perceived lack of knowledge among the interviewees who appeared in the film. A few participants also said they felt the fishing industry was misrepresented in the film, saying they felt it was negatively and under-represented. Further information is provided in Table 12 and in [Appendix 9](#).

**Table 12** What workshop participants disliked or disagreed with in the film

Concern at low awareness	Several
Misrepresentation of fishing	A few
Film presentation	Infrequent
Misrepresentation of society	Infrequent
Unsafe activity	Infrequent
Leading/inaccurate content	Infrequent
Editing decisions	Infrequent
Underrepresented topics	Infrequent
Overrepresented topics	Infrequent
Negative future	Infrequent
Misrepresentation of value of environment	Infrequent

### What did you feel was missing?

Across the workshops, a few tables said they would like to have seen more about issues related to decision-making, such as the challenge of engaging with the decision-making processes, the lack of join up between government departments, the lack of trust between stakeholders, and the need for better and more collaboration. Further information is provided in Table 13 and in [Appendix 9](#).

**Table 13** *What workshop participants felt was missing in the film*

Issues with decision-making	A few
Issues facing the environment	Infrequent
Issues facing economy and society	Infrequent
Issues with management	Infrequent
Portrayal of fishing	Infrequent
Lack of representation of specific aspects of local society	Infrequent
Aspects of local environment	Infrequent
suggested solutions to local issues	Infrequent
Issue of lack of marine education	Infrequent

## Part 3: Information Stations

### Socio-cultural values

About half of tables described all the values being important, with a few tables also describing the connection between values and their reliance on one another. It was mentioned that *relational value* is becoming better understood, and this was indeed the value type mentioned most often, with all tables discussing the importance of ‘a place that supports my physical and mental wellbeing’. The least discussed relational value was ‘a place I can care for and look after’, which one group described feeling but felt they shouldn’t have to. Further information is provided in Table 14 and Table 15.

**Table 14** Frequently each type of socio-cultural value was positively discussed by groups

Value options aggregated	Frequency of mentions by groups (corrected for number of value options provided)
Relational values	Many
Intrinsic values	About half
All important/interconnected	About half
Fuzzy values	Several
Instrumental values	Several

**Table 15** Frequency of each type of socio-cultural value positively discussed by groups

Value options provided	Frequency of mentions by groups
A place that supports my physical and mental wellbeing	All
An important place for my identity	Many
A place to socialise and build relationships	Many
A spiritual place	About half
A place with intrinsic value	About half
All-important/interconnected	About half
An economically important place	About half
A place that provides food	About half
A place where I can learn from nature	About half
A place for enjoyment and recreation	Several
An important place for plants and animals	Several
A place I can care for and look after	Several
A beautiful place	Several
A place to obtain natural resources	Infrequent

### Values participants felt had less importance

Some participants shared how they felt certain values had less importance to them. One group suggested that people may not understand the connection between the sea and food production and so may not hold food value as strongly. It was also infrequently discussed that 'spirituality' might not be the right term as it alludes to religion, with "soul food" and "nourishment" suggested as alternatives. A few tables discussed feeling less connected to economic value and 'obtaining natural resources', although half of these described understanding economic value was important for other stakeholders. One group described that *instrumental value* was important, but that it had to be sustainable.

### Circumstances described to impact value

Some participants shared how they felt values could be or have been impacted. For example, one participant said they held strong recreational value when younger but could no longer participate in recreation, so their value had shifted; however, the value of spirituality and wellbeing has remained the same for them. One table discussed digital versus physical interactions to the coast and sea and described how this could impact people's values. One group described that children locally don't have access to environment as it is hard to get people there; As they don't get the chance to build their values from these experiences, they may therefore hold different values. One participant wondered whether values held would be different when considering the inshore versus offshore environment. Finally, one participant described moving into the area, and discovering the strong community identity there (including the history and culture of the sea).

### Unprompted values

While participants were asked to indicate which of the values from the infographic they identified with, they infrequently described values they felt were not represented. These included historic and generational value, a place where there is no one else (isolation), and environmental education, which was described as "not the same" as learning from the environment.

## Mevagissey fishing community workshop attendee values

The participants of the Mevagissey fishing community workshop initially expressed difficulty with the concept of identifying values. It was described that the ways the community value their coast and sea should be “*obvious*”, and that no one would disagree with any of the values presented. However, the conversation progressed, and some participant shared how they experienced socio-cultural value. As this information was presented at the front of the group, rather than at an Information Station, not all participants read the values options available. The following data is taken from facilitator notes of the whole-group discussion. Further information is provided in Table 16.

**Table 16** Discussions about socio-cultural value shared at the Mevagissey Fishing Community Workshop

Value types	Discussions linked to value types
Intrinsic value	Participants nodded when presented
Relational value	<p><b>Learning from the environment:</b> Participants described learning fishing from “<i>old timers</i>”, and the importance of passing on fishing knowledge to the next generation. At another point in the workshop, fishers described the negative impact of age-restrictions on fishing boats, as fishers previously learned by going fishing at a young age.</p> <p><b>Spirituality:</b> Participants expressed frustration at the framing of this value. A member of the facilitation team described how in a previous workshop a former fisher had described feeling “<i>closer to God</i>” when fishing, and a small group described agreeing to this statement when faced with 50mph winds.</p> <p><b>Identity:</b> Participants described feeling a total connection to the sea.</p> <p><b>Socialising and building relationships:</b> Participants described the importance of fishing for the community, and the innate connection of village folk – “<i>We all learned together, we all look out for each other</i>”.</p> <p><b>Wellbeing value:</b> Fishers mentioned that prohibiting fishing would have a negative impact on wellbeing, but didn’t reference particular aspects of wellbeing.</p> <p><b>Recreation:</b> Participants did not talk about how they used the sea for recreation outside of fishing, however, one participant described how fishing culture benefitted recreation – “<i>Kids would take my boat out to play without my knowledge</i>”. At a different stage of the workshop, one participant also mentioned that outside of their role as fishers, they hold the same use values as the general population presented in the film.</p>
Instrumental value	<b>Economy:</b> Participants described the sea as a place to make a living.
Fuzzy values	<b>Food:</b> It was described that the fishers provide food, and that Mevagissey would not exist without this benefit.

The group also highlighted that the stopping or loss of fishing in Mevagissey would negatively impact all socio-cultural values.

## Ecosystem service values

About half of tables described all *ecosystem values*, such as storing carbon, providing habitats for species, and encouraging tourism in the area, as being important and/or interconnected. *Cultural services*, like tourism and recreation, were identified by about half of groups as being important. Recreation was seen as particularly important in terms of the sea supporting the hobbies of local people and tourists, including spending time with family and friends, swimming, walking and water sports. *Regulating and maintaining services* were also identified as important by about half of groups, with particular focus on fish refuge, nursery and feeding habitats, and carbon storage. *Provisioning services*, such as providing seafood, energy, and minerals, were the least discussed and were only identified by a few participants. Further information is provided in Table 17 and Table 18.

**Table 17** Frequency that each type of ecosystem service was positively discussed by groups

<b>Ecosystem service values (aggregated)</b>	<b>Frequency of mentions by groups</b> (corrected for number of value options provided)
All important and/or interconnected	About half
Cultural services	About half
Regulating and maintaining services	About half
Provisioning services	A few

**Table 18** Frequency of each type of ecosystem service value positively discussed by groups

<b>Ecosystem service values (options provided)</b>	<b>Frequency of mentions by groups</b>
Fish refuge, nursery and feeding habitat	Many
Recreation	Many
Carbon storage	About half
All important and/or interconnected	About half
Heritage	About half
Flood protection	About half
Tourism	About half
Aesthetics	About half
Wild seafood	Several
Erosion control	Several
Storm protection	Several
Farmed seafood	A few
Energy (potential)	Infrequent
Minerals	None

### Discussion about the perceived importance of different ecosystem services

Some participants shared how they felt some *ecosystem services* were more important than others. Opinions on tourism were mixed; whilst it was argued that tourism has high value as it is critical to Cornwall's future, some participants said tourism has a lower value as it has negative impacts such as pricing of local people being priced out, litter, and wildlife disturbance. It was also noted that tourism and recreation can happen elsewhere, but the services of fish refuge, nursery and feeding habitat cannot. There were also some mixed discussions around sea level rise – some people rated storm protection highly where others showed a sense of apathy, feeling that it cannot be stopped, and therefore rated it less important. Although categorised as a *cultural service*, heritage was described as a product of the *provisioning service* of wild seafood, and the *regulating and maintaining services* fish refuge, nursery and feeding habitat and carbon storage.

### Impact of the desalination plant on ecosystem services

The community's main concern about the potential desalination plant at Par is the potential damage it would cause to valuable local marine habitats such as seagrass and maerl, which some participants linked to the carbon storage capacity of the Bay. It was also mentioned that the desalination plant may negatively impact all *ecosystem services*, although this was discussed infrequently.

### Unprompted values

It was suggested that the provision of 'fresh water' be added to the list of values, as this would be produced at the proposed desalination plant.

### Values discussed at the Mevagissey fishing community workshop

Discussion at the Mevagissey fishing community workshop focussed on all *ecosystem services* being important and interconnected. There was mention that commercial fishing is a *provisioning service* in that, unless fishermen target fish, there won't be a provision of wild seafood.

## The management of St Austell Bay’s coast and sea

Data was collected on how participants responded to learning more about the marine management of St Austell Bay and is described in Table 19. As feedback was not gathered from every group, these results do not follow the main reporting style and are not comparable with other frequency data in this report.

**Table 19** Workshop participants’ response to learning more about the management of St Austell Bay

	Positive sentiment	Negative sentiment/areas for improvement
Most frequently discussed (mentioned 5-6 times)		<ul style="list-style-type: none"> <li>- Concern at the number of different authorities/managing organisations at sea. The information about the marine management in the Bay sparked several questions about how marine managers work together. Examples provided in <a href="#">Appendix 10</a></li> <li>- Participants consider their own lack of awareness to be a problem and express a desire to understand the existing management, monitoring, and enforcement regimes better. Examples provided in <a href="#">Appendix 10</a></li> </ul>
Sometimes discussed (mentioned 3-4 times)	<ul style="list-style-type: none"> <li>- The IFCA is a democratic place where the fishing community can provide information directly into decision-making processes,</li> <li>- Existing management is sufficient and should not change</li> </ul>	<ul style="list-style-type: none"> <li>- Concern about the lack of monitoring and enforcement of existing management on issues such as sewage</li> <li>- It should be easier to participate in marine management decision-making processes and that currently, it is really challenging.</li> <li>- There is a need for a centralised place/location to bring together all aspects of marine management.</li> </ul>
Least frequently discussed (mentioned 1-2 times)	<ul style="list-style-type: none"> <li>- Management is well monitored</li> <li>- The SPA designation is helping birds</li> <li>- There has been an increase in awareness of the sea by terrestrial authorities/legislators</li> </ul>	<ul style="list-style-type: none"> <li>- Existing management is not perfect/good enough</li> <li>- Concern about the activity of bottom-towed fishing gear over maerl beds</li> <li>- Concern about anchoring over maerl (general)</li> <li>- Management measures themselves need to be easier to understand (e.g. too lengthy)</li> <li>- Some marine managers are more difficult to engage with than others</li> <li>- There is too much management</li> <li>- There is not enough management of the seabed</li> <li>- There is a need to increase management to preserve tourism</li> <li>- There is a need to improve the management and enforcement of jet ski licenses</li> </ul>

- 
- The fishing industry within the St Austell Bay area needs to be maintained, particularly to of supporting future generations.
  - Concern about staff turnover and not knowing who to go to about your concerns within an organisation
  - Concern about the poor communication of the existing management within St Austell Bay.
-

## How Natural Capital Assessments are conducted

Data was collected on how workshop participants responded to learning more about how Natural Capital Assessments are conducted (Table 20). As feedback was not gathered from every group, the following results do not follow the main reporting style and are not comparable with other frequency data in this report. Participants also described how they felt about the Information Station itself, and questions that were elicited at this station. Further information in [Appendix 10](#).

**Table 20** Workshop participants' feelings towards Natural Capital Assessment after learning more about them

	Natural capital – Pros	Natural capital – Cons/concerns
Most frequently discussed (mentioned 5-6 times)		<ul style="list-style-type: none"> <li>- Nature is valuable in and of itself and should not be given a financial value</li> </ul>
Sometimes discussed (mentioned 3-4 times)		<ul style="list-style-type: none"> <li>- General negative feeling towards the approach</li> <li>- Not every service with financial value is equally valued by society. Perhaps priority should be given to what matters more to local people.</li> <li>- Everything comes down to money</li> </ul>
Least frequently discussed (mentioned 1-2 times)	<ul style="list-style-type: none"> <li>- Natural Capital Approach supports the understanding of interconnectedness and consequences of management</li> <li>- It effectively engages the financial community in conservation</li> <li>- It is a holistic approach to understanding value of nature</li> <li>- It encourages investment in nature</li> <li>- It is important in general</li> <li>- It is important for business</li> <li>- Marine space will benefit from previous experience of terrestrial environment</li> <li>- It gives nature a space at the table</li> <li>- It helps highlight management trade-offs</li> <li>- General positive feeling toward the Natural Capital Approach</li> </ul>	<ul style="list-style-type: none"> <li>- Natural Capital Approach may not enable investment in conservation of important but less charismatic species/habitats</li> <li>- It's subjective and there are lots of unknowns</li> <li>- There is potential for the valuations to be applied too literally</li> <li>- An estimated financial value is not good enough/fake</li> <li>- Approach has potential to fail without prioritisation/buy-in</li> <li>- Concern about how quickly assessments can go out of date</li> <li>- Assessments are hard to do fully</li> <li>- There is potential for bias</li> <li>- Concern at the time needed to do an assessment</li> <li>- The value to people speaks to society's self-interest and greed</li> <li>- Concern about the cost of conducting an assessment</li> <li>- The approach is inflexible when considering changes in environmental conditions</li> </ul>

- 
- Natural Capital Approach needs regulation/a standardised approach
  - Government is using the Approach to look good
- 

## Participatory mapping station

A total of 73 maps were analysed, including 18 from the interview stage of the project. The results of the mapping data showed that the whole of St Austell Bay is seen as important for a range of uses. The most frequently identified theme was *Recreation*, which was identified on most maps. About half of maps also identified the themes *Environment*, *Work*, *Commercial use*, and *Travel*, and *Cultural and Social*. In the water, a few participants identified seagrass and maerl. Participants also identified the mussel farm (which was also described in Fowey) and the desalination plant (which was also described in Par).

Further information in [Appendix 10](#), and the interactive mapping data can be viewed [online](#).

## Vision data

### Postcard results

64 postcards were completed and analysed, with 52 collected at community workshops and 12 collected at the Council workshop. The most frequently identified theme was nature and management. Participants described their vision for a healthy and clean environment, full of wildlife, whilst also balancing conservation with the needs of people. Many participants shared visions around access and usage, describing how they want to use the coast and sea for recreation and mentioning the importance of accessibility in allowing people to do so. Several visions highlighted industry and economy, with a few describing and drawing fishing. A few participants also described the barriers to their future vision, with pollution and environmental degradation identified as a key barrier. More information is provided in Table 21 and Table 22, and detailed results are available in [Appendix 11](#). Examples of postcards are provided in Figure 12.

**Table 21** Themes identified from vision postcard exercise

<b>Main Theme identified</b>	<b>Content</b>	<b>Frequency</b>
Nature and management	Participants identified a diverse range of wildlife and specified that they wanted to see a healthy and clean environment. The balance between conservation and people's needs was also discussed	Most
Access and usage	Typically characterised by recreational use of the coast and sea, but also included reference to access and accessibility	Many
Industry and economy	Industries including fishing, seafood, aquaculture, cafés and eateries, wind energy and terrestrial food production were identified	Several
Community and social wellbeing	Some references were made to community and social wellbeing in general, with reference made to housing (being close to the sea and affordable)	A few
Infrastructure	Infrastructure illustrated and described included docks, jetties, or marinas, carparking, boat marker buoys, bins, a lighthouse, and a play area	A few
Education and awareness	Reference to the need for education and awareness about the sea or how to use the sea	A few
Climate adaptation and future proofing	Discussion of the need for natural coastal protection to protect against future flood risk	Infrequent
Other categories	Include reference to aesthetic and beauty, good weather, history and heritage, and postcards with a terrestrial landscape focus	A few

**Table 22** Barriers to future vision discussed in postcards

<b>Barriers to future vision</b>	<b>Content</b>	<b>Frequency</b>
Pollution and environmental degradation	Concern about sewage and plastic pollution, general damage to the natural environment, and the impact of the desalination plant	A few
Government and politics	Concern about lack of cohesion between authorities and national government policy	Infrequent
Cost	Cost of housing by the sea, the state of the economy, and economic pressures on fishers and farmers	Infrequent
Global environmental issues	The impact of global warming and climate change	Infrequent
Lack of understanding	The need to increase awareness	Infrequent
Other	Restricted access to nature, balancing the competing demands on the area, and lack of policing of polluting companies	Infrequent



## Visions discussed at Mevagissey workshop

### Vision

Participants discussed the value of Mevagissey to the community, describing how the fishermen grew up together, learned together, and look after each other. It was described as a place to be treasured, and where people have a strong connection to the sea.

The group's primary vision for the future is to carry on fishing in St Austell Bay. Participants described want to continue fishing for the rest of their lives, and for Mevagissey to remain as a "real", vibrant fishing community. It was described that fishing is "not just a job", and that fishing is important as "we're feeding people". The group also discussed wanting to find a balance and preserve the environment so everyone can continue to use it: "We want to carry on with our limited fishing, all we want to do is take a bit of fish to pay our mortgage". A vision of educating environmental organisations to help them better understand the fishing community was also expressed.

### Barriers to vision

The fishing workshop participants shared several concerns that could disrupt their vision to continue fishing in St Austell Bay, as described in Table 23.

Table 23 Barriers to future vision identified at Mevagissey Fishing Community Workshop

Issue	Further Information
Feeling attacked	Participants shared that they feel they must "fight for their life" that they feel "attacked" and fear being "shrunk down"
A lack of trust towards conservation groups	Concern their words will be twisted
Damaging pre-conceived ideas about fishing community	Negative, pre-conceived ideas held about the fishing community preventing relationship building with other community members and further estranging fishers
New community members with opposing values	New community members moving to Cornwall who actively oppose fishing and work to prevent it
Young people finding it harder to join the fishing industry	Laws now prevent young people from going out to sea which effects their learning, and young people are having to move away from Cornwall to make a living. There is a concern that once the connection to fishing is lost by young people not taking on the role, it will be lost forever
Climate change	The impact on fishing communities, such as increases in extreme weather reducing days at sea, species migrating in response to sea temperature change, fuel prices rising and the cost of decarbonisation, and pressures for the industry to reduce their plastic use

### Views on management

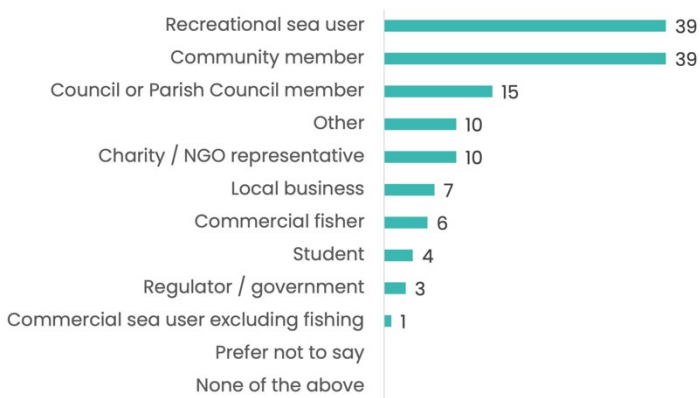
Participants discussed their concerns about current management, and how the loss of fishing in Mevagissey would have a negative impact on the socio-cultural values held by the community. They described feeling there is too much management, with too many people involved in the discussion, and one participant shared their negative experience in engaging with management in the past: after helping to set up a pilot project for tuna with the expectation of receiving a quota, they described how they did not receive one, whilst other boats did. Another participant described being involved in a recent conference where fishers were paid to attend, saying that although it was difficult to gather views in that kind of forum, the fishing perspective provided was important. Finally, the need for transparency with fishers in the Valued Seas project was expressed, with a follow-up workshop suggested to share progress with the group.

### Post-workshop conversation – the need for a just transition

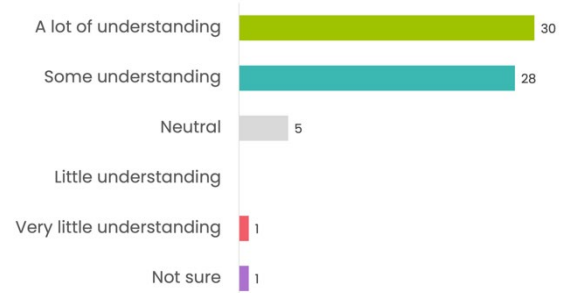
At the end of the workshop held in Mevagissey, two fishers and a staff member discussed the need for a just transition. The fishers felt that if laws or conditions are imposed that negatively impact the fishing industry, then funding should be available to help small boat fleets transition to these new restrictions/procedures. Without this additional funding, they felt that more of the fleet would be lost. The staff member highlighted an MCS project which focusses on just transition, and the fishers seemed interested in that work and how it could benefit the fishing industry if it needs to adapt.

## Workshop feedback

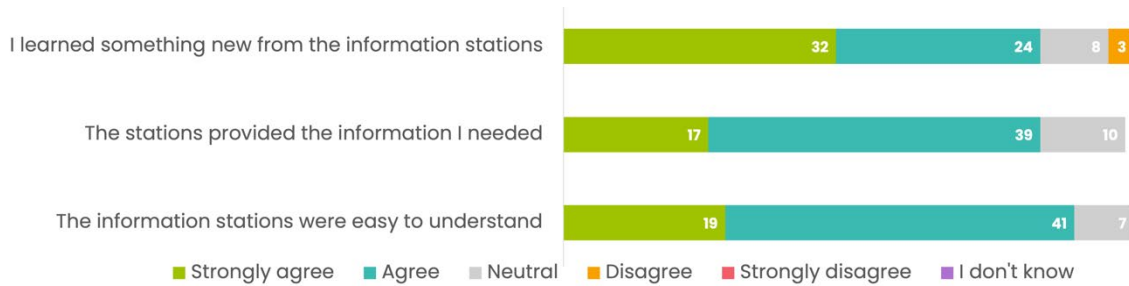
A total of 68 workshop feedback forms were received: 12 from the Council workshop, six from the fishing workshop, and 50 from the community workshops. The form had a pre-determined 'select all that apply' list to identify participants' stakeholder type, but did not include the additional stakeholder types mentioned by participants in the workshops' introduction section. In some cases, the number of each stakeholder type varied across these two datasets (e.g. 'local business' was identified by seven participants on feedback forms but was only mentioned three times during the table discussion). Although the combined data from these two exercises is unlikely to be completely comprehensive, it provides a rich and useful insight into the range of interests within the participant group.



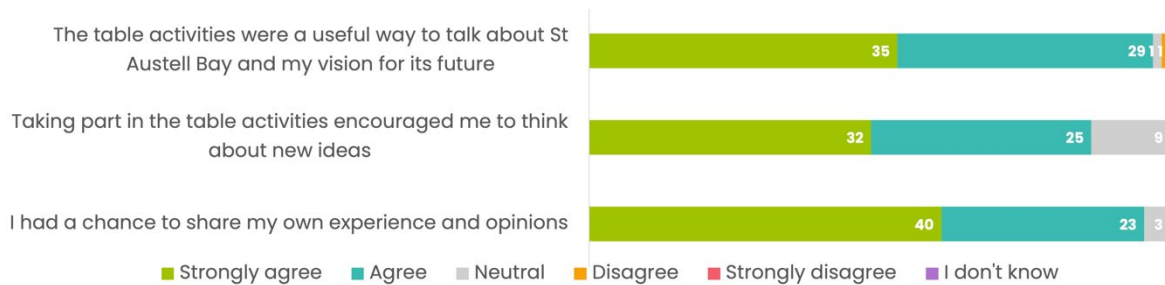
**Figure 13** Stakeholder groups as identified using multiple choice options



**Figure 14** Participants response to the statement "My understanding of how this workshop has helped MCS to achieve their goals and make an impact"

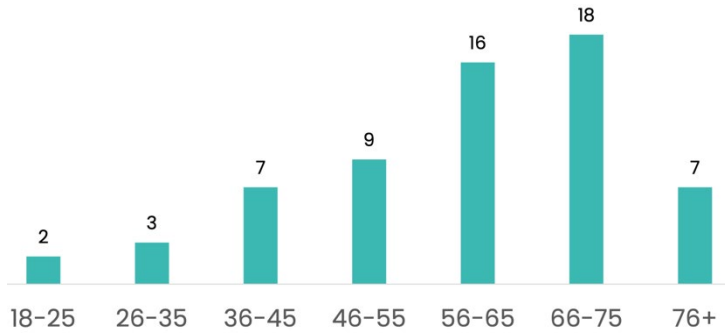


**Figure 15** Participant feedback on Information Station activities

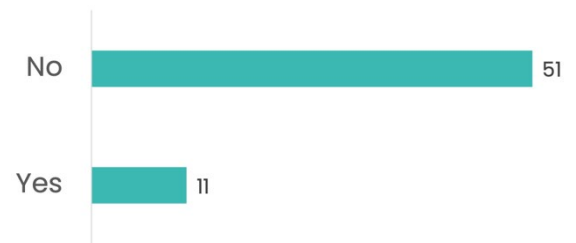


**Figure 16** Participant feedback on table activities (table introductions, film feedback and visioning exercise)

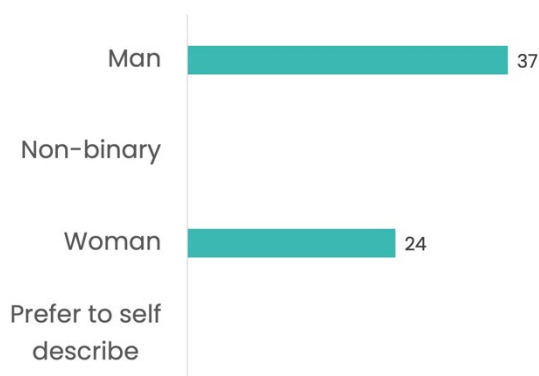
## Equity, Diversity, and Inclusion



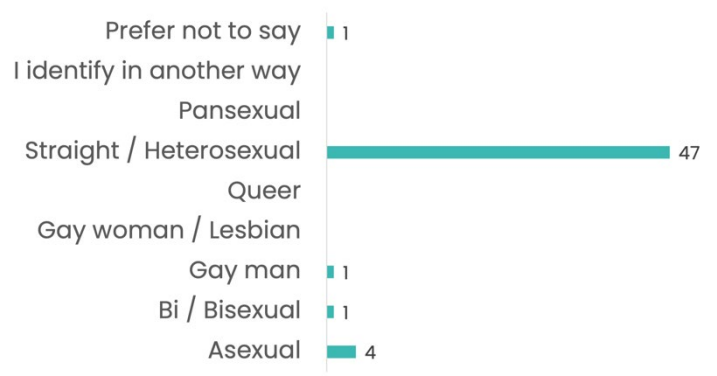
**Figure 17** Workshop participant age



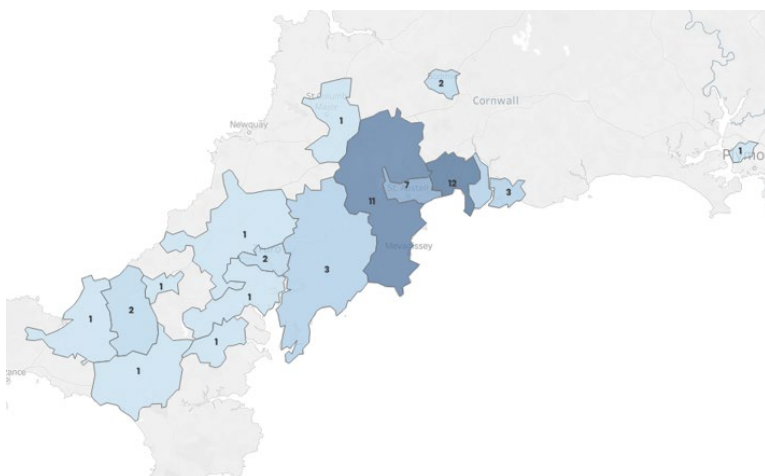
**Figure 18** Workshop participant response to question "Do you consider yourself to have a disability?"



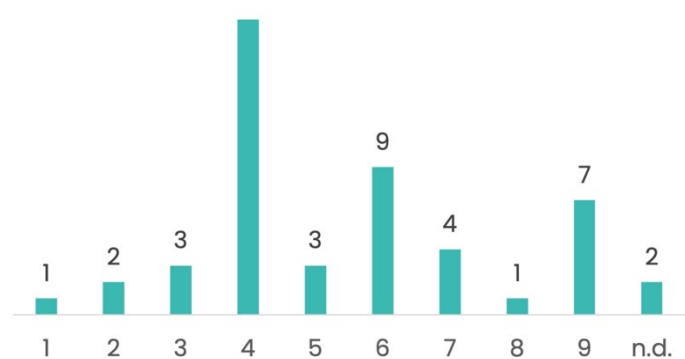
**Figure 19** Workshop participant gender identity



**Figure 20** Workshop participant sexual orientation



**Figure 21** Workshop participant place of residence



**Figure 22** Workshop participant postcode data used to determine distribution on Index of Multiple Deprivation Decile (2019)

# Discussion

## Key findings

### Qualitative research and community deliberation can be an effective means to elicit data on some socio-cultural values

This research was undertaken in recognition of the need for Natural Capital Assessments to capture a more holistic understanding of the value of the marine space so that these benefits can be considered in management and safeguarded into the future.

Valued Seas demonstrated how CVM can be used as a community-centred qualitative research tool to understand and report on socio-cultural values. This study clearly highlights the importance of *relational value* to these communities, particularly the value of the coast and sea to people's mental and physical wellbeing. Although workshop data showed *intrinsic value* is an important concept to the community, it was harder to elicit expressions of this type of value as descriptions were generally associated with benefits people derive from the coast and sea.

*Instrumental* accounts of value, such as economic importance of a place and the value of recreation, are the ways Natural Capital Assessments tend to quantify socio-cultural values, as they are seen as easier to quantify. However, *instrumental values*, such as the economic importance of the bay, were described as less important to the communities engaged in this project than *relational* and *intrinsic value*, although it was acknowledged that these values are important to other users of the Bay.

Interestingly, at the participatory mapping station, participants tended to share *instrumental values* in terms of how they use the coast and sea, rather than the *relational* and *intrinsic values* associated with this use. This exercise could therefore be redesigned to gather further information on *relational* and *intrinsic value* by asking participants to specifically identify places they associate with broader value. Meaningful information on *relational* and, to an extent *intrinsic value*, was collected through the CVM interviews and workshop, highlighting the benefits of a mixed methods approach of CVM. Using this approach in Valued Seas enabled the team to elicit a more rounded account of value to the community of St Austell Bay, particularly as the perspectives of one group may have otherwise been excluded.

## **Socio-cultural values intersect with one another and people can hold multiple values**

Around half of participants at the workshops described how they felt all the presented socio-cultural values were important and interconnected. This interconnectedness was also reflected in the film, with interviewees describing the multiple values they experience simultaneously from their interactions with the coast and sea.

This research also shows that certain types of value are not exclusive to particular stakeholder groups, and that people can hold multiple values. For example, the importance of *relational value* to the fishing community, including the value of the coast and sea for identity, socialising and building relationships, recreation and wellbeing was expressed in the Mevagissey Fishing Community workshop, as well as the economic, *instrumental value* of the sea to this group. This study therefore reinforces the importance of exploring and communicating how values derived from the marine space interconnect with one another, as well as understanding the individual values obtained.

## **Participants recognise the limitations of monetising some kinds of value**

Participant responses to the Information Station around the NCA suggested that there was a good deal of scepticism about assigning a monetary value to some of the benefits nature provides. There was a common opinion that nature should not be given a financial value and that it is intrinsically valuable in and of itself. There was also concern about how only things that could be given a financial value are included in NCA, as values which can be monetised do not necessarily have a higher value to society. For example, this project suggests most of the community are more likely to prize wellbeing value they gain from the sea over natural resource provision, which is easier to assign a monetary value. Therefore, including the types of value people experience and are familiar with, such as *relational* and *intrinsic* values, in NCAs could make approaches like these more accessible and acceptable to a wider audience.

## Project strengths and limitations

### Qualitative research as a suitable tool for values elicitation

The Valued Seas project has shown that Community Voice Method is an effective approach to gathering socio-cultural data from a diverse community. The thoughtful, people-centred process provides the route to inclusive engagement which can produce rich data to support decision-makers in considering the holistic value of the marine environment. Interviews, workshops, and qualitative data analysis are all time- and skills-intensive methods, but their ability to generate rich data that includes accounts of diverse values makes them worth the investment.

Whilst socio-cultural values are not fixed, but evolve over time as people gain new experiences, the data presented in this report captures a snapshot of the views and values of the communities at a specific point in time. This is consistent with other values measured in Natural Capital Assessments, which are also subject to change due to factors like markets, climate change and human activity.

To date, there has been a persistent data gap in socio-cultural values in Natural Capital Assessments (Mulholland, Le Quesne and Mynott, 2021; Makowska *et al.*, 2022; Environment Agency, 2023; Breyne, Dufrêne and Maréchal, 2021). Breyne *et al* (2021) describe how socio-cultural valuation is performed on two levels: (1) the evaluation of the *performance* of a service (such as the monetary value of landscape aesthetic to tourism) and (2) the evaluation of subjective opinions on the non-monetary *importance* of a service (socio-cultural values). Therefore, a lack of understanding among decision-makers about the opinions of a service's importance to different groups can exacerbate the disconnect between societal needs and management decisions. This study demonstrates how Community Voice Method can be used as a tool to better understand the diverse range of socio-cultural values held by a community, which can support the holistic consideration of cultural ecosystem services in decision-making.

## Stakeholder mapping and community engagement

This project engaged around 100 individuals across the interview and workshop stages. This is a relatively small sample, limited by the time- and resource-intensive nature of qualitative research. As participant numbers will be limited, the design phase of the work is particularly important to ensure the questions asked and representation of the group can elicit rich, meaningful data to support the project's aim. Time was taken in this project to try and ensure that the interview sample and workshop participants came from as diverse a cross-section of the community as possible. Gaps and challenges are acknowledged in the report, such as the low representation of the fishing community at the interview stage.

## Workshop design

Workshop data can be impacted by groupthink and power disparities within the group. The project team proactively designed the meetings to avoid these pitfalls. They agreed a Code of Conduct at the start of all workshops which established equal participation for all, split the attendees into smaller groups, and collected data on both group and individual levels. Workshop facilitators also received training on managing group dynamics and challenging participants to support the collection of robust and representative data.

The community workshops were designed both to address community needs identified during the research phase and to fulfil the primary purpose of the project. Both workshops generated further data about value from the wider group and provided information, for example on NCA, to fill knowledge gaps in the community. The project team weighed up the benefits and disadvantages of holding a separate workshop for the fishing community in Mevagissey. Whilst the team recognised that holding a workshop specifically for this group would likely result in their under-representation at community level workshops, they felt it was more important to avoid the serious risk of collecting no data on this group if this opportunity was not provided. The decision was therefore made to deliver the Mevagissey workshop, which ending up producing valuable insights to the team and helped build a holistic view of the community's perspectives.

It had been informally shared with the team that the fishing community would be hesitant to engage in a wider community workshop and were actively against engaging with some local partners. Attendees of the fishing community workshop were actively encouraged to either attend the community workshops too or share them within their networks to increase the community's representation in the wider workshops. This resulted in one member of the fishing community sharing their experience and perspectives at the most well attended community workshop.

## Future work

Although this work has effectively captured socio-cultural value in the form of value types (instrumental, intrinsic, and relational value), value indicators need to be more fully developed so they can be standardised and consistently integrated with economic measures of value (such as the value of carbon capture and the value of fish caught). Further research could explore ways to better align the output of socio-cultural values research with the economic measures currently employed in NCA. This alignment could enhance the integration of socio-cultural values into assessment practices.

Novel and innovative collection and reporting of qualitative data has the potential to challenge the tendency to shy away from or omit socio-cultural value from accounts of natural capital. It is true that socio-cultural value is a concept with no physical presence and is most often not part of the traded economy, but research is revealing patterns in the benefits people derive from their relationship with the natural world which make it possible to start developing a shared understanding of the landscape of socio-cultural value.

## Further resources

- [A Sense of Place in Cultural Ecosystem Services: The Case of Cornish Fishing Communities](#)
- [Cornwall Fish Producers' Organisation research on the True Value of Seafood to Cornwall](#)
- [Defra guidance: Enabling a Natural Capital Approach](#)
- [Intergovernmental Science–Policy Platform on Biodiversity and Ecosystem Services' \(IPBES\) report on the Diverse Values and Valuation of Nature](#)
- [Marine Conservation Society: Building a sustainable blue economy](#)
- [Marine Conservation Society: Marine Natural Capital](#)
- [Seas of Opportunity: Navigating the Blue Economy. Episode 10: Understanding Marine Natural Capital](#)

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# Appendices

## Interview resources

### Appendix 1: Information sheet and consent form



VALUED SEAS SOUTH CORNWALL

#### Interview Information and Consent

Please read the information below fully. If you are happy to proceed with a filmed interview, **please sign the form and return that section to the interviewer.**

Keep this interview information for your reference.

#### Project background

This project is led by the Marine Conservation Society and seeks to understand how different people value the sea in the area and their vision for its future. We are using the Community Voice Method, a way of recording people's views, values and knowledge involving film and workshops to generate a wider and shared understanding of a topic. The Valued Seas - South Cornwall project seeks to understand how different people value the sea in the St Austell Bay area of South Cornwall, as well as their vision for its future. The project findings will be combined with a 'Natural Capital' assessment of marine resources in the local area to determine the full value of the local marine environment to local people.

- You are being invited to participate in a video-recorded interview.
- We will be interviewing up to 30 people around the St Austell Bay area of South Cornwall to get different perspectives - your unique views are important to us.
- We will create a film output that reflects what people tell us.
- The film we make will be shared at community workshops to help spark discussion about the St Austell Bay marine environment and its future management.
- We will report our findings to Cornwall Council, Cornwall Wildlife Trust, Natural England, and Cornwall IFCA. We are in touch with these organisations to ensure we avoid any duplication of existing programmes of work.

#### Filming your interview

If you agree to participate, we will ask you to share your views during a filmed interview. It should take between 40 minutes to 1 hour depending on how much you would like to share with us. A member of staff from the Marine Conservation Society will ask you a structured set of questions that may cover following topics:

- Your relationship with the coast and sea
- Your connection to South Cornwall in particular
- Your connection with the natural environment - places, plants and animals and the marine ecosystem
- How you benefit from the coast and sea;
- Local burning issues and change
- Views on management of the local coast and sea
- Marine Protected Areas
- Your future vision for the area

We want to hear your unique personal opinions - there are no wrong answers to the questions.

Page 1 of 5  
Please turn over

**Important things to know as an interviewee:**

- Your interview will be conducted and filmed by staff members from the Marine Conservation Society.
- As well as filming your answers, the interview team may also ask to take photographs of you and shoot some additional footage to use in the final film outputs.
- The interview is voluntary, and you are free to stop the interview at any time.
- You don't need to answer all the questions – so feel free to ask to skip on to the next question if you don't want to respond. At any point during filming, if you say: 'this is off the record', we will make sure to mark that specific footage as not consented. Non-consented recordings will never be used for the final film outputs or any other broadcast output from the project.
- You have 7 days from the day of your interview if you would like to withdraw your data. Please contact a staff member using the details below as soon as possible if you want to withdraw.

**Who has rights to use the film we shoot of you?**

- All footage captured is under full copyright by the Marine Conservation Society (MCS) and will be available to our local and national partners as deemed appropriate by MCS for research and education purposes.
- Under Marine Conservation Society's full copyright, all consented video and photography captured during the interviews will be added to an archive held by the Marine Conservation Society of our Community Voice Method work. Your interview could be used to make short films, promoted through all digital channels to promote the organisations' charitable interests. This also includes the use of the photography in printed publications.
- As part of this project, all consented video and photography captured during the interviews could be used by our project partners to promote this project. This also includes the use of the photography in printed publications.
- Transcripts and footage may also be stored by Natural England as part of their Marine Natural Capital and Ecosystem Assessment mNCEA project

**How will your interview be used by the Marine Conservation Society?**

- Your interview will be used in the final film output but could also be used in short films on partner websites and on social media channels (Facebook, Instagram, X formerly known as Twitter).
- During the second phase of this project, the Marine Conservation Society will arrange community workshops to get more people involved in the conversation about South Cornwall and its future management. The film outputs from these interviews will be screened at these events to stimulate discussion in the wider community. The final film may also be uploaded to the Marine Conservation Society's website.
- Information, recordings, and images resulting from this interview may be used for research, educational reports, presentations, publications and publicity.
- Upon completion of this project, the recordings, images, and interview transcripts will be archived and held by the Marine Conservation Society and all project partners.

- Written, printed and video outputs from this project may include your full name, both in acknowledging your contribution and in association with your remarks

**Funding and Project Team:**

- The work is funded by supporters of the Marine Conservation Society. The project has been designed and will be delivered by the Marine Conservation Society [www.mcsuk.org](http://www.mcsuk.org) and support from strategic partners.
- The project team will work in partnership with Natural England to showcase how to include cultural and societal values in a Marine Natural Capital Assessment methodology.
- Data analysis will be led by Emily Bunce who is from the Marine Conservation Society.

**Contact details:**

If you have a question about this interview or the project, or would like to withdraw your data within 7 days of your interview, please contact a member of the project staff:



**Further Involvement Opportunities**

As you are likely aware, the marine environment is vital to Cornwall for us as people as well as the wonderful and world class wildlife it supports. As such, Cornwall is often paving the way with its action and protection of our coasts and seas. Local organisations such as Cornwall Wildlife Trust, Cornwall Seal Group, and the University of Exeter lead the way in research and conservation projects, whilst Cornwall Council supports its management through the innovative Environmental Growth Strategy and the forming Local Nature Recovery Strategy where the marine environment will be considered and represented. From blue carbon mapping to community action with the county's Your Shore Network, there is a huge amount going on for you to connect with or get involved within. This research will feed into this well-established movement of marine work.



Valued Seas South Cornwall

**Consent Form**

**To be completed by interviewee**

I confirm that I have read and understood the nature and purpose of the Valued Seas South Cornwall project and I am willing to participate in a video-recorded interview and to be photographed, with the knowledge that my image, voice, and information I provide (including possible direct quotations) may be used under full copyright, for both digital and printed publication by the Marine Conservation Society and project partner organisations.

Signature of participant \_\_\_\_\_

Date \_\_\_\_\_

Participant's name (please print): \_\_\_\_\_

Age at interview: \_\_\_\_\_

Interview location: \_\_\_\_\_

**If over 16 please provide contact details**

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_



**If under 16 (to be completed by parent / guardian in addition to the above)**

I confirm that I have read and understood the nature and purpose of the Valued Seas South Cornwall project and I consent to

(child's name) \_\_\_\_\_ participating in the project.

Name of parent / guardian: \_\_\_\_\_

Thank you for participating! Your opinions are important and will provide valuable information. We would like to share the final outputs with you and keep in touch about this project.

I am happy for the Marine Conservation Society to contact me about this project in future.

**Please provide parent / guardian's contact details**

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

## Appendix 2: Stakeholder mapping tool

Stakeholder Mapping - Last Modified: 11/12/2024

Home Insert Draw Page Layout Formulas Data Review View Automate Developer

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General Normal 2 Normal Bad

Good Neutral Calculation

Auto-sum Fill Sort & Filter Find & Select Sensitivity Add-ins Analyse Data

O63

**AGE**

Age Group	Count
25-34	3
35-44	2
45-54	2
55-64	7
65+	7
Under 16	3
(blank)	0

**GENDER**

Gender	Count
Male	34
Female	13
(blank)	0

**STAKEHOLDER GROUP**

Stakeholder Group	Count
Business and Industry	8
Student	5
Government and Regulation	5
Education	3
Community and Users	2
Culture and Heritage	2
Non-profit / NGO	1
Fora / Activism	1
(blank)	0

**LOCATION**

Location	Count
St Austell	10
Par	4
Mevagissey	2
Fowey	2
Polkerris	2
Portsmouth	1
Portpean	1
Carlyon Bay	1
Polkerris	1
Tywardreath	1
Charlestown	1
(blank)	0

**FILTERS**

Interview scheduled and / or complete?

Yes

(blank)

Age (estimate)

25-34

35-44

45-54

55-64

65+

Under 16

(blank)

Gender

Female

Male

(blank)

Location

Carlyon Bay

Charlestown

Fowey

Mevagissey

Par

Polkerris

Portsmouth

Portpean

St Austell

Tywardreath

(blank)

Stakeholder group

Business and Industry

Community and Users

Culture and Heritage

Education

Fora / Activism

Government and Regulation

Non-profit / NGO

Student

Text boxes with a grey background are included in the charts. To 'reset filter' button in the top right of the box.

clear filter

filter is clear

If you can only select on category in a box, click the multi-select button (tick chart symbol on right of box name)

select one

select multiple

Interviewee list Visualisation Stakeholder full list Interview notes

Ready Accessibility: Investigate 77%

## Appendix 3: Interview guide

### Community Voice Method Interview Guide

DRAFT Version 0.3



#### Valued Seas – South Cornwall

Over the past 10 years or so, we have been doing interviews like this, exploring the relationship between people and the sea around the UK. This is building a very rich picture of how different people use the coast and sea and what it contributes to their lives and well-being. We try to find ways to ensure that these diverse values are not forgotten when important decisions are being made about the future of the coast and sea.

*This survey has been designed to:*

- gather information about your relationship with the coast and sea in general
- better understand how you use and whether you benefit from the coast and sea in south Cornwall.
- explore your views on management of the coast and sea, including Marine Protected Areas
- find out about your vision for the future of the coast and sea in this area.

*This research will be used in the Valued Seas Project being run by the Marine Conservation Society (MCS) and will feed into the well-established movement of marine work in Cornwall that is described in the briefing document attached to your consent form. If you want to connect with any of the specific projects and groups in the county, please see the information provided there.*

#### **General**

*The interview should take approximately one hour.*

*Your participation is voluntary. You don't need to answer all the questions and can pause or stop the interview at any time.*

*The whole interview will be recorded, but you can state in the recording if there is any part of what you say that you do not want to be used.*

*If you lose your train of thought, are not happy with a response or want to repeat a response, you are able to do so.*

*The questions will not appear in the final film, so please frame your answers so that they stand alone. **[START RECORDING]***

**To get us started...**



Could you please say and spell your name and tell us your age.

Whereabouts do you live and what do you do for a living?

How long have you lived in the area?

## SECTION 1: RELATIONSHIP WITH THE COAST AND SEA

### GENERAL (Coast & Sea)

The first section is about your connection with the coast and the sea in general.

Can you tell us more about what you do when you are by the coast and sea?

(PROMPTS)

When I say the word 'sea', what does it make you think of?

Are there any memories that come to mind when you think about the coast and sea around here?

Can you describe what is involved in a typical day by the coast / sea for you?

*If you don't work or live by the sea, do you have a connection with it in your day-to-day life?*

Do you catch or collect anything by the coast and sea for your own use?

### MORE SPECIFIC (This place)

The next section is about your connection with South Cornwall and your thoughts about the community here.

How would you describe **your relationship** with this place?

(PROMPTS)

What's it like to live here? Is there anything interesting or special about the place?

How much time do you spend by the coast and sea in this area?

How would you describe this area to someone who had never visited?

How would you describe the **community** here?



## EVEN MORE SPECIFIC (The elements / characteristics of this place)

We'd like to understand what particular characteristics of this area are special or important to you.

Thinking about the natural environment – or the places, plants, and animals around St Austell Bay in particular – What type of places by the coast and sea are you most likely to use / do you choose to spend time in?

(PROMPT) Can you describe a particular place that is like this? What natural features do you find there?

Are you able to access these places as often as you would like? If not, what prevents you from spending more time there?

Would you be happy to show me where these places are on a map?

**(If yes, do this AFTER the interview)**

How would you describe your nearest or most accessible bit of coast or sea?

(PROMPTS) What's there? What does it look like? Is there any wildlife there? Do you visit there?

Are there places that you choose to avoid? If so, why is that?

(PROMPT) Do you see any problems with living by the coast and sea?

## SECTION 2: BENEFITS FROM THE COAST AND SEA

In this project, we are particularly interested in whether people benefit from the time they spend by the coast and sea.

Do you feel that the coast and sea in this area benefits you in any way?

**You have already described some places, plants and animals that are special or important to you.**

What is it about places like this that makes them special / important to you?

(PROMPT) How would you describe your relationship with these places?



How do you feel when you are [include reference to primary activity] by the coast and sea?

(PROMPT) How do you feel AFTER you have spent time there?

Do you visit/spend time by the coast and sea with other people as part of your work / leisure?

(PROMPTS) Who are they? Is there anything special or different about the relationship you have with people you spend time with by the coast and sea?

How would you describe your relationship with the natural world in general?

(PROMPT) Do you feel responsible for looking after the places, plants and animals in this area? Do you feel you are able to play a role in looking after them?

Are you aware of any stories or folklore related to the coast and sea in this area?

Does any part of your livelihood depend on the quality of the environment in this area?

**IF YES:**

Do you feel that the coast and sea around here enables you to earn a good living?

Do you think that the living you earn from the coast and sea is secure into the future?

**IF YES / NO:**

Do you think that the coast and sea is important to the local economy here?

Do you feel able to contribute to positive change for the coast and sea in South Cornwall? Are you involved in any local environmental initiatives?

Do you think other people benefit from the sea in different ways from you? How?

**SECTION 3: ISSUES & CHANGE**

**I now have a few questions about whether you feel there are any particularly important issues occupying peoples thoughts in this area**



What do you think are the most important issues concerning people here at the moment? What is everyone talking about?

**(PROMPT - if a not a marine example)** Are there any important issues related to the coast and sea here?

Who do you think is most impacted by these issues?

Has the coast and sea in this area changed in your lifetime?

(PROMPTS)... if so how? What do you think has caused these changes?

Has life changed for people along the coast in this area in your lifetime?

(PROMPT) Has the way that you / people use the coast and sea changed?

Do you think the relationship between people and the coast and sea in this area will change in the future?

**SECTION 4: VIEWS ON MANAGEMENT**

**The following questions relate to management of the coast and sea in general**

Do you think our coast and seas need to be managed?

(PROMPTS) How do you feel about current management of the coast and sea? How could the management of the coast and sea improve things for the environment and for people?

**The following questions relate more specifically to Marine Protected areas or MPAs as a management tool**

When you think of MPAs – what do the words make you think of?

Are you aware of any existing MPAs in your region?

Why do you think they have been established?

(PROMPTS)

Do you think MPAs can be an effective management tool?

**Community Voice Method Interview Guide**

DRAFT Version 0.3



Do you think that MPAs will bring benefits to the community?

What impact have MPAs had?

(PROMPT) Does a place becoming an MPA change the way you think about it?

**SECTION 5: FUTURE VISION**

**Finally, I'd like to ask you some questions about your vision for the future of the coast and sea in South Cornwall**

In an ideal world, what would a good life by the coast and sea in the UK be like?

(PROMPT) What would a good life for people in this area be like in the future?

What do you think will actually happen? Do you see any barriers to achieving your preferred vision?

Did you have anything else you wanted to say?

**NOTE:**

*Outline what happens now, expected timelines and method of communication about the project so that the participant is aware of future opportunities to engage.*

## Workshop resources

### Appendix 4: Workshop feedback form and EDI form

Please note: these were provided as two separate forms during workshops to ensure anonymity of workshop feedback



#### WORKSHOP FEEDBACK FORM

Thank you for your attendance to our workshop today. Your contribution is incredibly valuable to the project. We have a few questions about your experience we would like you to answer before you leave

##### My background (select all that apply)

- Charity / NGO representative
- Commercial fisher
- Commercial sea user excluding fishing (e.g. tour guide)
- Community member
- Council or Parish Council member
- Local business
- Recreational sea user (e.g. swimming, diving, walking at the coast, recreational fishing)
- Regulator and / or government worker associated with the marine environment
- Student
- Other -----
- None of the above
- Prefer not to say

##### Information station feedback

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not sure
The information stations were easy to understand						
The stations provided the information I needed						
I learned something new from the information stations						

PLEASE TURN OVER

**Table activities feedback**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not sure
I had a chance to share my own experience and opinions						
Taking part in table activities encouraged me to think about new ideas						
The table activities were a useful way to discuss St Austell Bay and my vision for its future						

**To what extent do you understand how your activity has helped us to achieve our goals and make an impact?**

Very little understanding	Little understanding	Neutral	Some understanding	A lot of understanding	Not sure

**Was there anything you felt was particularly good about this workshop?**

**Was there anything you felt could be improved about this workshop?**

THANK YOU FOR YOUR FEEDBACK!

If you are happy to do so, please fill in an Ethnicity, Diversity and Inclusion survey

**ETHNICITY, DIVERSITY AND INCLUSION**

Please only complete this EDI survey if you are at least 18 years old.

These survey results are anonymous and the information you give here is only used to monitor our equality, diversity and inclusion (EDI). We are asking these questions because we would like to better understand who has attended our workshops.

We do not require anyone to answer this EDI questionnaire and are grateful for all responses that we receive. If you want to know more about why we are collecting EDI data, please ask the workshop lead Alice Tebb, or email Alice at [alice.tebb@mcsuk.org](mailto:alice.tebb@mcsuk.org)

**My age**

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- 76+
- Prefer not to say

**What is your postcode?** (please provide full postcode) \_\_\_\_\_

**What is your gender identity?**

- Man
- Non-binary
- Woman
- Prefer to self-describe \_\_\_\_\_
- Prefer not to say

**What is your sexual orientation?**

- Asexual
- Bi / Bisexual
- Gay man
- Gay woman / Lesbian
- Queer
- Straight / Heterosexual
- Pansexual
- I identify in another way \_\_\_\_\_
- Prefer not to say

**Do you consider yourself to be a person with a disability?**

- Yes
- No
- Prefer not to say



## Interview data

### Appendix 5: Socio-cultural values

#### Relational value quotes

Value	Example quote
Wellbeing and therapeutic value	<i>"This place has been my salvation. St Austell Bay was my salvation. I moved down because I had a really bad experience in my life and I needed a reset, and I came to St Austell because my oldest son lives here, and it's been my saviour."</i>
Social relations	<i>"When you look out there, and you see how beautiful it is, it's hard not to just want to be here, and spending all of your time here really. And sharing that with other people, whether they're tourists or people that may live close by but have not really seen this area. Just sharing that with them, and showing them, is a real honour, to be honest with you."</i>
Care and Stewardship	<i>"We look after the beach in terms of how we clean it up. And I feel that does make a positive change when you approach people when they've littered. And you can be like, 'Come on guys'. And you try and educate them. Hopefully then they can take that on, and they can pass that onto other people. And I feel like you can definitely make a small change. And we can all make small changes which are positive."</i>
Identity	<i>"My relationship with this place? Well, as a Cornishman, it's just in me, really. I feel very proud to be a Cornishman and very proud to be here. My family's been here for generations. So, I would say that. But I feel intrinsically linked to the place and landscape, as do many people in the community, particularly around the Mevagissey, St Austell area as well."</i>
Learning from nature	<i>"I know my children are really well-rounded from that experience. They are. They are calmer, more aware kids, they get the environment, they get what they're part of."</i>
Social responsibility	<i>"I think people do appreciate now more than ever that we need to look after our seas if we're to see them healthy and to enjoy the benefits they give us for generations to come."</i>
Spirituality	<i>"I would say that I'm a spiritual person, and that the sea, it definitely evokes, doesn't it, emotions and feelings, and thoughts in you, as a human."</i>

## Instrumental value quotes

Value	Example quote
Economic value	<i>"We're working out today, for another project, how much value the mussel farm brings to Cornwall, or to the local area. End-product price was about £28 million worth of mussels are [sic] sold to tourists and locals alike, which I think is an achievement for a bit of ocean."</i>
Recreation	<i>"Growing up, I've always paddled and sailed, like I said, in various different forms. It's something that's always there, and through the various different seasons. So, if it's the summertime, then I would sail, and I'd race out of Fowey with friends and family. In the winter, I really enjoy the storms so I can go surfing in the local small beaches when we do get pulses of swell that wrap around. And so, I really enjoy those."</i>
Natural resources	<i>"We rely on the ocean, obviously, for our fresh fish. Not only does it give us a good living, it keeps employment with the fishing boats, etc. Also, the lovely land around us that grows some fantastic products."</i>

## Fuzzy value quotes

Value	Example quote
Sense of place	<i>"I've always wanted to live by the sea. And I still get a buzz when I walk out of my house and go over Tywardreath hill. And suddenly I can see the sea in front of me. And it gives me a buzz every time I do it, without fail. I just think, wow, I am so lucky to be living this close to the sea."</i>
Aesthetic values	<i>"It's constantly changing; it's never the same two days running. There's always something different, something new about the sea. It's never the same. There are days when it's blowing a gale, when there are crashing waves. There are days when it's flat calm and the sun is shining. I have to say, one of my absolute favourites, and this is, well, I'm very, very lucky, from the top of my house, when the moon is on the water. We face due South and when the moon is going over and there's that line of silver all the way across the Bay. That has to reach out to you, and just talking about it, I can feel the hairs in the back of my neck going up. That has to have an emotional impact on you, surely. Yes, [I'm] incredibly privileged to live in a place like this where one can see things like that."</i>
Food	<i>"Fish is one of our main products that we sell, so fresh fish, obviously, coming from the ocean on our doorstep, it's got to be unpolluted and the right product, the right fishing measures, [and] sustainable."</i>
Useful to non-humans	<i>"It's a nursery area for scallops. We also know that it has both sorts of seahorse that you get in UK waters, the spiny and the short-snouted. And there are lots of nursery fish out there."</i>

## Appendix 6: Important issues

### Important issues

Issue	Frequency	Notes	Quotes
Desalination plant	About half	Discussed concern about the disruption to wildlife caused by the physical infrastructure and high-salinity water output. Concerned about impact on seagrass, maerl, seahorses, mussels, scallops, and juvenile fish. People described feeling that South West Water didn't communicate, and that information was not readily available. Wondered why desalination plant is needed given the high rainfall in the County. Concern about desalination plant using water impacted by sewage outflows. Concern about impact on fishers and aquaculture.	<i>"Probably the biggest threat to the Bay at the moment has got to be, what I would consider a fairly insane proposal to build a desalination plant in Par. My initial reaction to this proposal was not to jump up in a negative way... but the more I considered it, the more I came to the conclusion that this is just an insane idea for the Bay itself, for out on the water. The fact that pipelines are going to go through the maerl beds, they have no idea what effect this is going to have on the seagrass. And if they spend these millions on creating this scheme, and it kicks into action and it is immediately, how are they going to monitor its effects? I don't think anything has been actually proposed in terms of that. And what happens if, with the first time it's used, it is discovered that this is having a seriously detrimental effect on the seagrass?"</i>
Sewage	About half	Impact on people – restricts access to the sea, results in cancellation of activity, exposure to sewage making people (and dogs) unwell, impacts livelihoods, may have a negative impact on tourism. Particularly bad during poor weather. People feel <i>"fed up with not being heard"</i> . Issue of privatised utility (focus on profit for shareholders and not fixing issues). Use of water quality apps to identify sewage alerts. Concern about sewage outflows in water that will be used by desalination plant.	<i>"The sewerage is horrendous. And that's all the way along from Fowey through Polkerris, to Par, to Spit, to Charlestown – all the way through, the sewage goes out. I've known some Bluetitters (swimmers) that went out at Porthpean. They went out in clear water, but when they went to go back in, they actually had to swim through the sewerage, and they were all ill".</i>
Climate change and environment*	About half	<i>See table below</i>	<i>See table below</i>
Development and gentrification	About half	Mix of positive and negative opinions. Development and gentrification through increased cost of housing, lack of affordable	<i>"Biggest challenge that I have, probably will have in the coming few years, as a parent, is can my children stay here? Can I afford to buy a</i>

		housing and second homes, development of tourism businesses (e.g. in Charlestown). Negative impact on community (squeezing of Cornish people out of Cornwall), existence of areas of deprivation in local area, pressure on local amenities. Benefits include development of amenities (e.g. Penrice Hospital) and opportunities for new business	<i>house for my children here? Do they want to stay here? What opportunities are there for them?"</i>
Litter	A few	Primarily plastic pollution. Negative impact on people seeing litter on beaches. See lots of plastic washed up on beaches used less frequently. When picking up litter, finding old plastic (from 80s) and nurdles. Negative impact on sea life, and plastic going into food chain. Litter from barbecues left on beach. Perceiving plastic litter becoming more of a problem. Need for litter picking and more bins	<i>"I think that [one of] the immediate issues that are on everyone's lips at the moment, though... would be litter. We find everything on our beach cleans with the kids. We see who can find the oldest wrapper, the oldest bottle, the oldest label off of something. We get things going back to the 80s, and it really demonstrates how long this litter is going to stay around. We use little sieves and go through the sand, and we get plastic nurdles that have come off shipments, and when the kids learn about all of this, they're really, really surprised how much we can find in a half-hour beach clean."</i>
Tourism	A few	As well as positive impacts, tourism has negative impacts on the area, particularly surrounding job security (with seasonality of tourism jobs), impacts on housing, and overcrowding in the summer. Concern seeing other coastal towns become tourist dominated. Impacts local services (e.g. hospital). Not enough space to accommodate cars.	<i>"The trouble is, I don't like to see houses empty. I don't really appreciate that... and you've got a job to work around [tourists] and that. But most people are quite sympathetic, and they try and just be friendly... The trouble with the tourism is [that] you tend to have jobs that are only really good for six months. So, people will have a short-term contract, lots of hours for six months. And then in the winter, they've got no work. And that you can't really get a mortgage. You can't really feed your family if you've only got work for six months."</i>
Fisheries limitations	A few	Lack of a cohesive fisheries policy and feeling that fishers' voices aren't listened to. Difficulty with licences leaving fishers stuck in niches, leaving them vulnerable to legislative changes to those species/fishing methods (historical experience with sole quota). Concern about limitations an MPA might bring, as fishing already limited in mussel farm and surrounding area. "Exhausted by	<i>"I think fishermen are exhausted by excessive regulations. We've got a lot of laws, like lots of laws to deal with. And some of these laws do threaten people's livelihoods. And people here, they would struggle to fit in in normal jobs, a lot of [which are] ashore. A lot of people [here] come fishing, and they wouldn't want to, or even be able to, necessarily, fit in on the land... This is their life. And if you threaten to take it away from them, they're going to become quite concerned and stressed."</i>

		<i>excessive regulation</i> ” which has had an impact on small-scale fishers	
Mussel farm	A few	Concern about the size of the mussel farm preventing fishers from using the area and pushing them into less-protected water which is a safety concern, and concern about the risk of plastic pollution from lost mussel farm equipment (e.g. buoys, pegs)	<i>“You don’t just lose the actual area that, say, the mussel farm takes up. If it’s a westerly wind, then you would just shoot the west side of that mussel farm – you would drift into it while you haul the net. So, then it denies us a bigger footprint than that actually. And they’re trying to build a seaweed farm in another Bay, right next to here. And it seems like they’re trying to close off areas and stuff. And the trouble with that is [that] the fishermen end up forced displaced into other areas where maybe the weather is worse, where we’re less sheltered. So, it’s a bit more dangerous. Where maybe we’re competing [with] different types of gears. Like, there’s maybe trawlers [that] want to tow through there. And then also we’re trying to put static nets or pots there.”</i>
Brexit	A few	Impact on UK laws for environment. Impact on fishing through Fisheries Act – fishing community was promised things that haven’t come to fruition	<i>“Obviously, there is the commercial fishing which has suffered a lot and it’s continuing to suffer. Certainly, Brexit did nothing to ease those problems, [and has] probably made it worse by preventing our fishermen from being able to sell direct on the Continent.”</i>
Dangerous use of coast and sea	A few	Concern about dangerous use of the sea by tombstoning, partaking in recreation without safety equipment or training, and the lack of any surf lifesaving clubs in the area	<i>“There’s a lot of people that enter the sea and they scare me because they enter without any safety equipment, but everybody thinks, ‘yes, we can do this for free. We don’t need to pay’. And so, they do... until somebody gets into trouble, then they’ll think, ‘well, maybe we need a little bit of advice’.”</i>
Jet skis	A few	Concern about danger of jet skis for other sea users, and concern about noise pollution and risk for marine life	<i>“I would avoid Carlyon Bay, particularly in the summer, and the reason for that is the damn jet skis which I think are, for the individuals riding on them, great, but for everybody else they are an absolute nightmare. They are dangerous, they are damaging, they create noise pollution and unless they are regulated in some way, somebody is going to get killed.”</i>
Seals	Infrequently	One participant is concerned about the Seal Sanctuary sustaining an unusually high population of seals which have a negative impact on fishing. Another participant described how some fishermen will shoot seals which upsets them.	<i>“I am a bit concerned about... Like we’re artificially creating an unusually large population with things like the Seal Sanctuary. Where a storm might kill a seal pup, and in nature that would be how that would go. [Instead], they will rescue that seal pup, bring it up to full strength, and then release it. So, we’re sustaining an unusually high population. I think Britain’s got something like three quarters of the world’s grey seals. Now,</i>

			<i>I admit in your video, you're not going to want to talk about seals. But they do have a negative impact on a lot of fishing, yes."</i>
Trawling	Infrequently	Concern about the impact of bottom trawling for scallops on seagrass and maerl. The need for fishers who partake in trawling to be compensated and supported by the government if this is regulated	<i>"I personally can't understand why they haven't stopped bottom trawling in St Austell Bay [after] the discovery of the seagrass bed and the maerl bed.... I wouldn't say stop actually, I would say suspend would be a better word, suspend it with a precautionary principal approach, until we get a better understanding. So, that doesn't mean [trawling] couldn't happen again in the future. So, that is a big issue, and that would affect those fishermen who partake in that activity. And if that were to happen, I think the government needs to look at supporting them or thinking of how they can be compensated for the loss of that."</i>
Areas of deprivation	Infrequently	Participant described St Austell's town centre not being as nice as it was when they were younger, and facing issues with poverty	<i>"There's a lot of... What's the word I'm looking for? Poverty, rougher areas within the town, which is a shame. I didn't grow up here, but I spent a lot of time in St Austell as a kid, and I think the town centre's gone backwards, massively backwards."</i>
Fake news and misinformation	Infrequently	Concern about misinformation on social media including greenwashing, 'fishwashing', and the importance of having a trustworthy source of information	<i>"I think one of the other concerns about when we look at managing the South coast of Cornwall particularly, is misinformation or fake news. They're getting [it] from social media or from whatever outlet it might be... So, you get greenwash, you get fishwash, you get lots of different spins on different things, and whether that information is correct or true is very important to find out. Because that's when we develop issues."</i>
Finding work	Infrequently	A participant discussed the difficulty young people face in Cornwall finding work, as it's hard to find different industries that are taking on staff	<i>"I think living by the coast and sea can be quite difficult. Especially here in Cornwall. It's hard to find fulltime work for young people. It's hard to find different industries that'll take on staff."</i>
Public transportation	Infrequently	A participant discussed the difficulty of getting to the coast because the bus services are erratic	<i>"It is difficult if you can't walk a long distance to get there, because some of our bus services are a bit erratic. So, some more public services to get us to the coast would be nice."</i>
Chemical pollution	Infrequently	Chemical pollution causing algal blooms	<i>"The storms that come in... can wash lots of pollution in, whether that's plastic or different chemicals. We've had chemicals that have washed in and caused really bad things. But we've also had, when we have really still periods of hot weather for a long time, we get big algae blooms. It will affect the marine life in the Bay. So, it's really hard to then go and do a kayak tour when there's fish washing up on the beaches. People don't want to go in the water because of the colour of it. And rightly so – they've been advised not to. There are various times in the year when it can make it quite difficult."</i>

\*Climate change and environment – subcodes

<b>Issue</b>	<b>Frequency</b>	<b>Notes</b>	<b>Example quote</b>
Biodiversity	A few	Strandings, target fish species (linked to impact on fishing), invasive species on dunes, change in marine species general (increase in dolphins and whales, decrease in basking sharks)	<i>"I spent my whole childhood on boats and never saw a whale, and now people are reporting fin whales off St Austell Bay, – Minke whales. We're having huge pods of dolphins coming up. Things have changed. But why have they changed? It's not because of good management... Fishermen used to catch a lot of cod. In the winter months, you'd be able to go out handlining for codling. There's no cod here now. Things have totally changed. There's concern about brown crab. Brown crab seem to be doing poorly. The cod have all gone. The mackerel are more patchy. Yet we're seeing things like hake doing really well, soles doing well, sardines in abundance... It's an exciting time in some ways, yes, but like I said, it's also horrifying in some ways because we are literally seeing change right in front of our eyes."</i>
Erosion	A few	Erosion of cliffs along the coast and coast path (linked to extreme weather events)	<i>"The changes that are happening are the erosion of the coast. If you go along this coast between St. Austell Bay there, each year there are the new landslips and landfalls as you go along the coast, many of which you can see from the sea, but you won't be able to see them from the land. And a lot of the public footpath, the coastal path which goes along this area, has been stopped, and rerouted on two or three occasions in the last 20 years because of the cliff falls."</i>
Extreme weather events	A few	Concern about flooding, and how extreme weather will impact coastal communities in future	<i>"With climate change, we've got rising sea levels, and we have more severe storms. So, the storms are damaging the coast, causing coastal erosion at a faster rate."</i>
Impact of climate change on fishing	A few	Increases in some species and decreases in others due to warming sea temperatures	<i>"I was at a presentation the other day from one of Britain's leading fishery scientists... He was on Zoom doing a presentation, and he said that the waters around Cornwall in</i>

			<p><i>the last ten years have warmed between one and two degrees, which in ten years is a pretty rapid increase. And you can see in the fish that we're catching, [that] the change is happening quite rapidly. So, like, some things are leaving and heading North... Things like cod and pollock, they're certainly heading north. I've got a friend up in the West of Scotland, and he said [that] ten years [ago] we had no pollock here. And now there's loads of pollock. So, clearly that's moved North. Other things are arriving from the South. We've got loads of hake [coming] that never used to be here. And we've got more octopus. We've got loads of sardines, anchovies. All sorts of things are coming, like this tuna. This is brilliant, and it's cool to see all these new species. But it's also a bit alarming how fast things are changing at the same time."</i></p>
Sea level rise	A few	Sea level rise will have a negative impact on coastal communities in the future. Note about St Blazey being underwater historically	<p><i>"...and the other thing is, coastal communities, low-lying communities, are more at risk as sea levels rise and the storms become more frequent and severe. So, I think we've got to accept that some elements of coastal communities will become unviable at some point in the future, and cost too much to keep repairing them or [to] protect them from the sea, and they will have to move inland a little bit. Or even completely abandon coastal communities in the future. So, that will need to be managed."</i></p>
Impact on aquaculture	Infrequent	Concern about impact of climate change on mussel farm	<p><i>"Climate change certainly will have an effect in the future. One of the quays we work from in Par Docks will regularly flood. That situation is going to get no better, [and] it's one of the only areas that we can find. One of the things with offshore mussel farms is [that] you need a decent amount of land onshore next... To moor your boats and take the equipment off. If that quay goes under [water] anymore, it will become unusable. [There are] also [impacts] with global warming, water temperatures. Whilst mussels like warmer temperatures,</i></p>

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*they can only adjust so fast. Once it gets to a certain temperature, which I couldn't tell you what it is, the shells become thinner and thinner, and the mussels will struggle, but hopefully they adapt in time."*

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## Appendix 7: Vision

### Vision for the future

Theme	Notes	Quote
Nature and management	Management creating a balance between development and protection, clean sea (free of plastic and sewage), preserved natural setting, diverse ecosystems with biodiversity thriving. Well-maintained coastal paths	<i>“The natural setting is at the heart of everything that goes on around it. Without the beautiful beaches and the natural world, the plants, the animals and everything working in the ecosystem as it should, we don’t have any of the knock-on benefits: the beautiful spaces for people wanting to visit, the remarkable landscapes for us to get out and get the benefit of, the businesses that base themselves here in order to make a living off the coast.”</i>
Access and usage	Area is accessible for everyone in the community and is not just full of second homes. Improved accessibility (regarding the ageing population and public transport). Accessible for different budgets (inc. free access), and with space for everyone	<i>“Number one, I have free access to [the sea], [so] nobody’s stopping me going there whenever I want to. If I woke up at three in the morning, I wanted to walk on that beach, I could. If I wanted to swim, which I do go and wild swim, nobody’s stopping me. The only thing that stops me is if the waves are too rough... Rough. I have access to it, and that’s the key for me, that I don’t have to ask permission. Except there are some private beaches that I don’t have access to, but here I have free access, so that’s really important.”</i>
Industry and economy	Thriving of diverse industries including fishing, aquaculture, independent businesses, using the sea sustainably. Maintenance of infrastructure that supports industry and economy. Varied perspectives on management – discussion of sustainable management, and of removing unnecessary restrictions	<i>“I think people in St Austell Bay area would love to see a future where the sea is healthy, full of life, [and where] people can make a living from the sea, be that sustainable fisheries, sustainable aquaculture, [or] ecosystem. I think the sea is always going to be an important part of the local economy, and it really deserves looking after properly so it can make a living for people for generations to come.”</i>
Community and social wellbeing	A community that cares about and is proud of the local environment. A vibrant community with A sustainable economy. A fully functioning community where people don’t have to move away. Affordable housing	<i>“A good life by the sea for people in Mevagissey? Well, people in Mevagissey are enjoying the sea like every day. Everybody walks around the harbour, walks their dog, just goes for a walk, goes for a chat, goes for a coffee. It’s so nice. You bump into everybody down here. And it’s a really nice social space. Yes, I’d hope that that carries on really.”</i>
Climate adaptation and future proofing	Adaptation to flooding, and future threats. Wanting to improve rather than step backwards	<i>“I guess, also, that there is thinking being done around how the challenges of climate change will be addressed. Does that community need to adapt to future flood risk, threats of erosion and so forth?”</i>

Education and awareness	Education about wildlife and how to use the sea, a future of 'marine enthusiasts'	<i>"In an ideal world, I think that a good life would be for there to be opportunity to use the coast and sea for everybody, and yes, for more people to be able to access the water and to learn about the local diverse wildlife and habitats that we have around South Cornwall."</i>
Infrastructure	More bins	<i>"Bins would be good. There's [sic] very few bins around. We walk the dogs, and we take dog mess home with us, and stuff like that. But there's very little in the way of bins and stuff. They seem to be reducing the number all over the place. Yes."</i>

## Barriers to future vision

Theme	Notes	Quote
Cost	Cost of living and cost of investment	<i>"I think that there are huge potential barriers to achieving the right balance in these areas. I think that there's huge investment that needs to be made. An example would be by the water companies, in order to improve infrastructure to make sure that the water quality is of a safe level so that people can continue to enjoy the ocean year-round. But I think that investment and the financial outlay is going to be a huge barrier to something that campaigners and users of the area are going to have to continue to campaign on very hard in order to make change happen."</i>
Government	Wildlife not a priority for government, lack of trust in government, politics being a "waste of time", money could be invested better	<i>"Government is a barrier, I think. Politics. People just play, they don't actually end up doing anything. I think politics, in general, is just a waste of time. They don't seem to want to do anything about it. With the money that there is around government, there could be a lot more done to protect the local area and develop the local areas."</i>
Global environmental issues	Global need to decarbonise, and "greed of humanity"	<i>"Yes, a massive one is we've got to decarbonise the entire planet, and that relies on every nation on the planet decarbonising and us all working together. I don't think history gives you a very optimistic feeling about whether that can be achieved, but let's hope it can, because it'll be too late if we don't."</i>
Lack of understanding	People not interested in issue due to lack of connection to coast and sea, need to spread the word	<i>"I think a lack of understanding by local communities as well as government is a huge barrier to what happens to our beaches. People will invest in something that has an impact on them and if they can't access a beach, they're not invested in that. And so, the more people we can get to the beach, the more communities we can get involved at the beaches, then the more impact we can have as a community on government."</i>
No barriers	Participant sees no barriers to their future vision	<i>"No, not really. I don't think there's any barriers that would stop my ideal world."</i>
Pollution and environmental degradation	Pollution and depleting of fish stocks damaging environment, increase of infrastructure and litter around the coast and sea	<i>"The barrier to my ideal world is people. Unless people stop polluting our waterways, the seaways, the rivers, stop throwing the rubbish away, that's not going to happen. We've got the big fishing fleets that are coming in depleting things... everyday people have to do their bit [as] we said before, recycle, don't throw the pollution away, don't use the plastics, keep the beaches clean."</i>
Low workforce	Barriers to young people engaging in fishing preventing new workforce	<i>"When I was a youngster you could jump on a fishing boat, go to sea for a week. Now you need all your exams, all your papers, your medicals, before a skipper can take you aboard. So, unless the youngsters are really keen, I think it's going to be... Crew to man the vessels is going to be the next issue."</i>
Resilience	Resilience of environment to changes	<i>"So, my concern is, is it going to be resilient enough, is the resource going to be looked after enough, that in 50 years' time my grandchildren can have the same experiences or the same opportunities that I have? So, that's my main concern, is how is the resource going to be looked after and managed in the future."</i>

## Workshop data

### Appendix 8: Workshop introductions

This section contains a record of additional data collected during the workshops. It includes information that was shared but did not directly relate to the primary topic of discussion. These comments may be more relevant to other stages of the workshop, where they may or may not have been raised. These comments represent the views of workshop participants and have not been fact checked. Any inflammatory or offensive information has been omitted.

#### Table introductions

##### Council workshop

- Participant described issues with pollution, describing how they feel that the sea has been taken for granted and that people need to think about their impact on it
- Participant had not heard of Marine Conservation Society or Natural Capital before and was surprised by this
- Participant was interested in access and public planning
- Participant discussed the damage caused by the public attempting to access areas which are difficult to access, e.g. damage to grass verges at Gwithian
- Participant felt that coastal businesses are struggling - including fishing, tourism, St Austell Brewery (due to high pricing). They said that locals are paying the price for the area's holiday economy, e.g. the knock-on effect the tourism industry has on jobs. Participant also believed that gentrification was becoming widespread and reaching further and further in the area
- Participant described the "drastic" environmental measures which were introduced, due to what they consider to be poor historic management of pollock and fishers, and the economic impact of these.
- Participant described how seaweed used to be collected as a fertiliser on farmland but said that these fertilisers are now leaching into environment (run-off) and a licence is now needed to take sand/seaweed for farming
- Participant described that there are multiple stakeholders to consider when auditing the value of the sea (e.g. shellfish ownership), meaning it is not as easily audited as land value. They felt that people only consider their own need and have "no idea of true value". The participant said that they have seen the damage that can be caused if there is no management

##### Mevagissey Fishing workshop

- Participant felt that the film is not representative
- Participant described how fishermen are busy due to working 70-80-hour weeks. They said the time commitments involved in attending meetings is challenging
- Participant raised concerns about the amount of marine life under the mussel farm
- Participant disliked the film and said that they do not feel listened to
- Participant was not concerned about eelgrass (seagrass) in the area, due to an MPA already being in place
- Participant expressed concern at a lack of knowledge or understanding about fishing amongst the general public
- Participant felt that there has been excessive management and measures introduced in the area
- Participant described the mackerel as "not good this year"
- Participant said that without fishing, there would not be fishing villages in the area

- Participant said that they felt suspicious of other groups and are tired of meetings. They expressed concern that natural capital is being traded for offsetting. They also expressed a distrust of an investment bank which is funding the Valued Seas project
- Participant felt that other people should not have a stake in the fishing community's livelihoods. They believe that other stakeholders do not consider the impacts on seagrass and maerl when carrying out activities in the Bay, so feel that fishers should not have to
- Participant described how St Austell Bay is a protected Bay
- Participant said that Meva is Cornwall's second largest fishing port
- Participant said that fishers are unable to fish in the entire area, for example, they cannot fish in the mussel farm. They believe the mussel farm has a big impact on seabed
- Participant said that diversity in the types of fishing carried out in the harbour is important and that they all use St Austell Bay
- Participant described the long history of fishing in St Austell Bay and expressed concern at the impact seagrass and maerl may have on the fishing community. They said St Austell Bay is healthy and has been fished for hundreds of years. Concern from fishers that 'new finds' (e.g. seagrass and maerl) will impact fishing community
- Participant feels that fishing knowledge is not listened to. They said that they do not want to damage the environment because they depend on it, and it is important for children
- Participant expressed distrust and said that they do not trust parties if they are not listened to. They also expressed concern at the turnover and levels of knowledge on fishing of the government
- Participant expressed concern at the restriction or stopping of fishing due to environmental conservation and said that the "*most endangered species are fishermen themselves*"
- Participant expressed concern at the impact the nearby seal sanctuary has had on fishers, as the animals eat fish. They believe that this reduces the amount of fish available to catch. They were also concerned at the number of seals in said sanctuary
- Participant does not feel that desalination is necessary

#### **Community workshops**

- Participant said that they see large shoals of tuna locally
- Participants discussed the history of area (e.g. that St Austell Bay was renamed, history of St Blazey church)
- Participant said that they could see the whole of St Austell Bay from their previous home. They said that they fell in love with the Bay whilst watching the moon over the sea
- Participants discussed the new marina (*researcher note - not sure where*), which has been in development for several years. Some participants were in favour of the marina, whilst others were against it
- Participant said that they go 5-8 miles out in a larger boat and see lots of seabirds and eider ducks
- Participant discussed how natural capital Assessment has been talked about for many years and that ecosystems have had a monetary value assigned to them long before now
- Participants discussed around the desalination plant and the way that it is being developed by South West Water, with a participant feeling that South West Water is being "*sneaky*". Participant felt that St Austell Bay would be considered as expendable as it is an industrial area
- Participant felt that access to the beach is needed and suggested the addition of a slipway to access it. Participant says that they understand that people want the beach to be wild but thinks it can be shared by users
- Participant feels that fresh air and walking are important and good for the soul
- Participant believes that desalination is a concern amongst local people
- Participant believes that the beach at Par is a fantastic attraction for dog walking and socialising. They believe that the beach should be more accessible as people with mobility scooters may have difficulty getting onto the beach

- Participant feels that Par beach isn't too commercial as you can get a coffee or ice cream, but the beach is also available to be used
- Participant felt that area is underdeveloped for nature enjoyment and believe there is scope for improvement from St Austell
- Participant described the purpose of time and tide bell and that it is supposed to play a different tone as the sea levels rise. It was recently vandalised as it is made of brass and therefore expensive, so is being currently worked on

## Appendix 9: Film feedback

### What did you like about the film?

Main theme	Subtheme	Description	
Specific agreement with depiction of lack of awareness/education Agreement in the film's representation of local people and views in general	Specific agreement of low awareness/need to <b>increase education</b> (young people, community, decision-makers) of marine environment/issues/management	About half	
	<b>General agreement</b> with statements/sentiments shared (All or almost all)	Many	
	Film <b>accurately shows the area/people</b> of the area and local issues (demography, geography)	Several	
	Specific enjoyment of seeing how many <b>people care</b> about the Bay	Infrequent	
	Specific interest in seeing the <b>contradicting views</b>	Infrequent	
	Specific agreement on <b>access challenges</b> and needs (age, wheelchairs etc.)	A few	
	Specific agreement on <b>access</b> to sea being <b>free</b> in UK	Infrequent	
	Specific agreement on concern about <b>desalination</b>	Several	
	Specific agreement for issue of <b>pollution (litter/plastic)</b>	A few	
	Specific agreement with <b>water quality</b> issue (sewage, outflows)	A few	
Specific agreement with depiction of access issues	Specific agreement on <b>capturing rainwater</b> as a solution	A few	
	agreement that <b>mussel farm</b> area has positive impact (e.g. free of towed gear, mussels filter water, lots of fish etc.)	Infrequent	
	Specific agreement on issue of <b>flooding</b> caused by <b>climate change</b>	Infrequent	
	Specific agreement on issue of <b>anchoring</b> impact to seabed	Infrequent	
	Specific agreement on issue of <b>changing species</b> due to <b>climate change</b>	Infrequent	
	Specific agreement with depiction of environmental issues	Specific agreement about issue of <b>second homes</b> and house <b>prices</b>	A few
		Specific agreement of <b>importance of tourism</b> to local economy	A few
		Specific agreement of the <b>issue of tourism</b> for local people (generic)	Infrequent
		Specific agreement of the contribution of <b>mussel farm</b> to local economy	Infrequent
		Specific agreement of the <b>impact of sewage/outflows</b> to local <b>business</b>	Infrequent
Specific agreement of dislike of <b>low wage economy</b> in the area and issues for locals		Infrequent	
Specific agreement with <b>value of local fishing</b> industry to local community		A few	
Specific agreement on importance of <b>preservation of community and economy</b>		A few	
Specific agreement on challenges for <b>young people</b> leaving Cornwall for work		A few	
The film is impactful		Thought-provoking	Infrequent
	<b>Emotive</b>	Infrequent	
Specific agreement with depiction of management issues	Specific agreement of dislike of how <b>management</b> is conducted (e.g. top-down, inaccessible)	A few	
	Specific agreement that <b>MPAs are not working</b> /SPA is not managing enough	Infrequent	
	Specific agreement in the <b>need to involve communities</b> in decision-making	Infrequent	
	Need for <b>management of trawling</b> in the Bay	Infrequent	

	Agreement for need of <b>balance</b> between heritage, business, and environment	Infrequent
	<b>Duration</b> of the film	Infrequent
Agreement with the film structure and design	Specific commendation for <b>music</b> used	Infrequent
	Agreement that it is a <b>challenging time for fishing</b> from Mevagissey	Infrequent
Specific agreement with depiction of fishing issues	Need for <b>industry access</b> to fish in St Austell Bay	Infrequent
	<b>Feels good</b> to see wildlife in the Bay	Infrequent
Specific agreement with depiction of wellbeing benefits	Specific agreement with <b>mental health benefits</b>	Infrequent
Specific agreement with depiction of heritage	Specific agreement with portrayal of <b>heritage</b>	Infrequent

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## What did you dislike about the film?

Main theme	Subtheme	Description
Concern at low awareness	Concern at <b>lack of knowledge</b> /understanding within the wider community	Several
Misrepresentation of fishing	<b>Negative representation of fishing</b> industry (misinformed perspectives)	A few
Film presentation	Pre-film introduction	Infrequent
Misrepresentation of society	<b>Inaccurate representation</b> of the area and people	Infrequent
Unsafe activity	Portrayal of <b>harbour jumping</b> (safety)	Infrequent
Leading/inaccurate content	Feeling the film has an ' <b>agenda</b> '/bias	A few
	Film section headlines 'feels <b>leading</b> '	Infrequent
	That the film is sharing <b>inaccurate information</b>	Infrequent
Editing decisions	Portrayal of Mevagissey in <b>second homes</b> section (currently only accounts for 25% of housing)	Infrequent
	Late introduction of fishing industry ( <b>film order</b> /who was selected to speak and when)	Infrequent
	Visual portrayal of <b>fishing gear in pollution</b> section	Infrequent
Underrepresented topics	<b>Map</b> representation of St Austell Bay, should be <b>clearer</b> /more	Infrequent
	Not enough information about <b>desalination</b>	Infrequent
	Not enough from local bodies/ <b>government</b> (e.g. Crown Estate)	Infrequent
	Not enough on issue of <b>sewage</b>	Infrequent
	Not enough on <b>pollution</b> (general)	Infrequent
	Not enough on <b>threats to environment</b>	Infrequent
	Not enough mention of <b>history</b> /impact of industrial Revolution on environment	Infrequent
Overrepresented topics	Excessive mention/ <b>portrayal of SPA</b>	Infrequent
	Too much focus on <b>anchoring</b>	Infrequent
Negative future	Disagree, feel <b>future is not bright</b>	Infrequent
Misrepresentation of value of environment	Opinions on the value of <b>maerl</b> (mostly dead locally)	Infrequent

## What did you feel was missing from the film?

Main theme	Subtheme	Description	
Issues with decision-making	Lack of <b>join up between government departments</b> /need for a <b>single body/group</b> supporting/delivering marine management	A few	
	Challenge of <b>engaging in decision-making</b> processes/management as an individual/community	A few	
	lack of <b>trust</b> between environment and fishing sectors (both ways)	A few	
	Lots/ <b>too many stakeholders</b> /organisations involved	A few	
	Lack of <b>'lived' experience by regulators</b> of what they are regulating	Infrequent	
	<b>Need for collaboration</b> between stakeholders	Infrequent	
	Licence applications take <b>long time</b> to clear	Infrequent	
	challenge to deliver <b>international management</b> (e.g. quota)	Infrequent	
	<b>Agricultural run-off</b> (inc. silage and phosphate)	A few	
	<b>Negative</b> perception of <b>mussel farm</b>	A few	
Issues facing the environment	<b>Disturbance</b> of wildlife by people (e.g. jet skis, kayaks)	A few	
	That <b>change happens to nature</b> , and it can recover/is resilient	A few	
	<b>Historical impacts on</b> ocean (e.g. industrial revolution/how bad pollution used to be)	Infrequent	
	<b>Carbon capture</b> /blue carbon value of environment (e.g. of seagrass and maerl)	Infrequent	
	Information on local marine <b>ecosystem threats</b> (generic)	Infrequent	
	Fishing community's <b>dislike of seals</b> (competition for fish, introduced to the area by people)	Infrequent	
	<b>Impact of yachts</b> on water quality (sewage)	Infrequent	
	capture of fish coming to breed in the Bay (need for legislation)	Infrequent	
	<b>Statistics</b> about threats to the Bay environment	Infrequent	
	Impact of <b>storms</b> on marine environment	Infrequent	
Issues facing economy and society	Information on local marine ecosystems and <b>variety of life locally</b>	Infrequent	
	Information/perspective on <b>ocean acidification</b>	Infrequent	
	Issue of <b>parking</b> in the area (high cost, accessible parking etc.)	A few	
	Lack of money/ <b>poverty/funding</b> for the area	A few	
	Increase in <b>house building</b> locally	Infrequent	
	<b>High cost</b> of tourism/accommodation	Infrequent	
	<b>Value of mining</b> to Cornish economy (present day)	Infrequent	
	<b>Public transport</b> - high cost and low availability (makes sea in accessible for some)	Infrequent	
	<b>Wellbeing</b> : children do not spend time by the beach	Infrequent	
	Feeling of no/little <b>enforcement</b> of managed activities by MMO/EA/Council (e.g. jet skiing)	A few	
Issues with management	The high level of <b>regulation of fishing</b>	Infrequent	
	Issue of private land ownership limiting access/expensive access	Infrequent	
	Management is <b>inflexible</b> , doesn't allow for change/adaptability (e.g. fishing using diverse methods)	Infrequent	
	Perspective that fisheries <b>management in StAB is sufficient</b>	Infrequent	
	Lack of <b>communication</b> at local level	Infrequent	
	Issue of <b>bycatch</b>	Infrequent	
	Portrayal of fishing	More/ <b>more diverse fishing community</b> representation	A few
		Issue of the ' <b>demonisation</b> ' of <b>towed gear</b> regarding	Infrequent
		Environmental damage	

	Economic <b>value of fishing</b> industry to wider society	Infrequent
	Impact and management of <b>activities other than fishing</b>	Infrequent
	Representation of <b>fishing industry being broad-minded</b> and working with others	Infrequent
	<b>Self-management</b> through leaving areas unfished	Infrequent
	Presence/ <b>impact of super trawlers</b> off Cornish coast	Infrequent
	Information that many trawlers off Cornish coast are not local ( <b>foreign</b> )	Infrequent
	Representation of <b>fishing community enjoying the coast</b> as others do (walking, beaches etc.)	Infrequent
	Mention of the small <b>proportion of UK-caught fish</b> being sold and eaten in the UK	Infrequent
Lack of representation of specific aspects of local society	Not enough representation of <b>range of ages</b>	A few
	<b>China clay industry</b> /Imerys	A few
	<b>Tourists</b>	A few
	Representation from <b>tourism sector</b> needed	Infrequent
	<b>Representation of fishing industry in management</b> section	Infrequent
	Representation/ <b>perspective from socially deprived</b> communities	Infrequent
	Representative of <b>transport</b> industry	Infrequent
	Representative of <b>restaurant</b> industry	Infrequent
	Some small areas/beaches ( <b>geographies missed</b> )	Infrequent
	Area of Outstanding National Beauty; and Natural England	Infrequent
	People <b>without a connection</b> to local coast and sea	Infrequent
	<b>Terrestrial</b> aspects of St Austell Bay	Infrequent
Aspects of local environment	Representation of <b>Par beach</b> = industry, sea, and countryside	Infrequent
	Discussion of local <b>geology</b>	Infrequent
	Coastal <b>erosion</b> creates beaches	Infrequent
Suggested solutions to local issues	Mention of South West Water fixing leaks as <b>solution to Managing water use</b>	Infrequent
	<b>Water rationing</b> , which has previously happened in Cornwall	Infrequent
	Community buses connecting people to the sea (access)	Infrequent
	Discussion of need for <b>diversification</b> (e.g. into seaweed farming)	Infrequent
Issue of lack of marine education	Issue of <b>lack of marine education</b> in schools	Infrequent

## Appendix 10: Information Stations

### Management data

#### Further information on negative sentiment

##### Thoughts and questions about how marine managers work together

- Participant said that there are *"too many cooks"*
- Participant said that it is a *"minefield"* and there are *"too many people/organisations"*
- Participant said that it is *"a mess"* – it is *"fragmented but also overlapping"*
- Wondering how all the authorities communicate with each other
- Questioning how different bodies relate to each other
- There are too many organisations, do they communicate with each other, who is in charge?
- Asking how many people must come together to make a decision on what can happen in the Bay
- Questioning if all agencies can be brought together so you only go to one for a licence. It is too complicated

##### Thoughts on management, monitoring, and enforcement

- Marine management should be more in the public domain, questioning who does what and why  
Feeling that there is no reason, particularly with social media etc., that management cannot tell the community what they are doing to manage the area
- Participant was not aware of all the agencies that manage the sea and did not know there was any management
- Participant thought it was *"eye opening"*, and questioned if management are doing a good job
- Questioning who is able to enforce anything

## Natural Capital

### Feedback on Information Station itself

<b>Information Station Feedback</b>	
Most frequently discussed	<ul style="list-style-type: none"><li>- Having information about how natural capital assessments are conducted is useful</li><li>- The station was informative</li></ul>
Sometimes discussed	<ul style="list-style-type: none"><li>- Natural Capital Assessments and the information shared at the workshop was complicated</li><li>- There is a general lack of awareness about the Natural Capital Approach and assessments</li><li>- The station also elicited reflections on the unknown value of assets, for example, the value of fishing to the local area (e.g. Mevagissey fishing community paying toward the upkeep of the Harbour, that provides benefit to wider community) and the general value of heritage.</li></ul>
Least frequently discussed	<ul style="list-style-type: none"><li>- Felt that it was thought-provoking and regarded the full value of the environment</li><li>- General point about new learning</li><li>- The need more information</li><li>- The feeling that the Natural Capital Approach is an abstract concept</li><li>- Feeling that the information was overwhelming</li></ul>

### Questions elicited at this station

- Is the value of equipment included?
- How often should assessments be reviewed/updated?
- How can people participate in Natural Capital Assessments?
- What is the impact of change in government to commitment to Natural Capital Approach?
- How does NCA consider changes over space/time?
- How is the value of migratory animals, like fish, considered?
- Is scepticism needed?
- Who does it?
- How is it used?
- What does it cost?

## Mapping data

### Frequency of main themes on maps

Main theme	Frequency
Recreation	Most
Environment	About half
Work, commercial use and travel	About half
Cultural and social	About half
Activism and volunteering	Infrequent
Other	Most

### Frequency of topics on maps

Recreation	Frequency
Walks, runs, coast path and dog walking	About half
Swimming	Several
Recreation and leisure general	A few
Sailing	A few
Kayaking	A few
Snorkelling	Infrequently
Harbour jumping	Infrequently
Angling	Infrequently
Recreation centre	Infrequently
Bodyboarding	Infrequently
Windsurfing, wind foiling and kite foiling	Infrequently
Canoeing	Infrequently
Cycling	Infrequently
Crabbing	Infrequently
Sea glass	Infrequently
Football	Infrequently
Coasteering	Infrequently
Surfing	Infrequently
Golf	Infrequently
Rockpooling	Infrequently
Sport events	Infrequently
Diving	Infrequently
Stand-up paddleboarding	Infrequently
<b>Other</b>	
Circled but no info provided	Several
Not mapped - in Table	Several
Beach general	Several
Home	A few
Memories and childhood	A few
Not coded - not relevant	A few
Conservation of heritage	Infrequently
<b>Environment</b>	
Beauty and scenery	Several
Seagrass	A few
Terrestrial habitat, ecology, and geology	A few
Maerl	A few

Marine wildlife watching	Infrequently
Marine wildlife	Infrequently
Wildlife general	Infrequently
Environmental improvement projects	Infrequently
<b>Work, commercial use and travel</b>	
<hr/>	
Work (past and present)	A few
Tourism	A few
Aquaculture	A few
Fishing	Infrequently
Desalination plant and pipeline	Infrequently
Ferry and boat trips	Infrequently
China clay	Infrequently
Economy general	Infrequently
<b>Cultural and social</b>	
<hr/>	
Culture and heritage	A few
Family, friends, and community	A few
Pubs, food, and local events	A few
Religious events	Infrequently
<b>Activism and volunteering</b>	
<hr/>	
Citizen Science and volunteering	Infrequently
Beach cleaning	Infrequently
<hr/>	

## Appendix 11: Future vision

### Future vision

Main themes identified in postcards	Subthemes identified within the main theme	Frequency in postcards
Nature and management	General	A few
	Wildlife*	Many
	Healthy environment	Several
	Clean (no litter or pollution)	Several
	Balancing conservation with people	A few
	Dunes	Infrequent
	Restricting development	Infrequent
	Communication and transparency from authorities	Infrequent
	Source to sea approach	Infrequent
	Cliff falls	Infrequent
	No human activity	Infrequent
Access and usage	General	A few
	Recreation**	About half
	Accessibility support	Infrequent
	Affordable housing	Infrequent
	Open access	Infrequent
Industry and economy	General	Infrequent
	Fishing	A few
	Jobs	Infrequent
	Seafood	Infrequent
	Aquaculture	Infrequent
	Cafes and eateries	Infrequent
	Wind farm	Infrequent
	Food production on land	Infrequent
Community and social wellbeing	General	A few
	Housing (close to sea and affordable)	Infrequent
Infrastructure	General	None
	Dock, jetty or marina	Infrequent
	Free parking	Infrequent
	Boat marker buoy	Infrequent
	Bins	Infrequent
	More carparking	Infrequent
	Lighthouse	Infrequent
	Play area	Infrequent
Education and awareness	General	A few
Climate adaptation and future-proofing	General	Infrequent
Other categories	Aesthetic and beauty	Infrequent
	Good weather	Infrequent
	History and heritage	Infrequent
	Terrestrial landscape focus	Infrequent

<b>*Wildlife</b>	<b>Frequency</b>	<b>**Recreation</b>	<b>Frequency</b>
General	A few	Boats	Several
Fish	Several	People by the sea	A few
Bird	Several	Dog walking	A few
Seal	Several	Swimming and snorkelling	A few
Seagrass	A few	Kayaking	Infrequent
Dolphin	A few	Children and family	Infrequent
Scallop	Infrequent	Kite surfing	Infrequent
Seahorse	Infrequent	Paddle boarding	Infrequent
Maerl	Infrequent	Scuba diving	Infrequent
Starfish	Infrequent	Walking coast path	Infrequent
Crab	Infrequent		
Jellyfish	Infrequent		
Reef	Infrequent		
Whale	Infrequent		

## Barriers to future vision

<b>Main themes identified in postcards</b>	<b>Subthemes identified within the main theme</b>	<b>Frequency in postcards</b>
Pollution and environmental degradation	General	Infrequent
	Desalination plant	Infrequent
Government and politics	General	Infrequent
	Lack of cohesion of decisionmakers	Infrequent
Cost	General	None
	Economic pressures on fishers	Infrequent
	Cost of housing	Infrequent
Global environmental issues	General	Infrequent
Lack of understanding	General	Infrequent
Other	Competing uses	Infrequent
	Access restrictions	Infrequent
	Enforcement	Infrequent

### Additional information from facilitator notes

The following comments were made by participants and noted by facilitators whilst drawing their visions. Some of these may be represented in vision drawings, although this cannot be confirmed due to data collection being anonymous.

- Barrier to vision: commercialisation, desalination plant
- Do not want too much change, community likes the Bay how it is
- Want the sea to be a family place
- The sea as a place for people to do stuff together, *"togetherness"*
- Want to see better developed protection zones and boundaries so human and sea life benefit from it.
- Improvements to current SPA
- Wildlife scene drawn represents a healthy Bay
- Want area to stay the same
- Open access is very important
- Strong desire for car parks to be free
- Balance
- Wildlife supporting local community



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### Questions or feedback

If you have any questions or feedback on this research, please contact [emily.bunce@mcsuk.org](mailto:emily.bunce@mcsuk.org)



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