



Committee Name: Climate and environment emergency executive panel

Committee Date: 22/03/2022

Report Title: Report of Recent Community Engagement Activities
Relating to Biodiversity

Portfolio:	Councillor Packer, Cabinet member for health and wellbeing
Report from:	Head of Strategy, Engagement and Culture
Wards:	All Wards
OPEN PUBLIC ITEM	

Purpose

The purpose of this report is to update the committee on recent community engagement activity around biodiversity, seek the panel's own views on this topic, and receive views on additional consultation opportunities to inform next steps in developing the Biodiversity Strategy and Action Plan.

Recommendation:

It is recommended that this work is noted and that the panel's views on this topic are received to inform the development of the Biodiversity Strategy and Action Plan.

Policy Framework

The Council has three corporate priorities, which are:

- People living well
- Great neighbourhoods, housing and environment
- Inclusive economy

This report meets the Great neighbourhoods, housing and environment corporate priority

This report addresses *Sustainable City* and *A Sense of Community* strategic actions in the Corporate Plan

Report Details

1. This report provides feedback and insights resulting from two recent community engagement activities on the topic of biodiversity, managed by the Neighbourhoods and Community Enabling Team. The aim of the activity is to feed into the development of the new Biodiversity Strategy which will be published in June 2022. The two recent activities were:

- An event at Blackfriars Hall facilitated by council staff and attended by members of the public
- A follow-up digital engagement using The Big Conversation Format

The sections below set out the successes, findings and implications of these events, which are pilots for the emerging Citizen Engagement Strategy.

2. A consultation event was held at Blackfriars Hall on 30/11/2021

2.1 Attendance – invites were sent to just over 400 people from our mailing lists representing VCSEs, institutions, businesses and residents. The event was promoted through public advertising on social media with sign up being via EventBrite. Due to covid, the attendee list was closed at 90 places with those unable to attend being placed on a reserve list.

2.2 Event Structure - the event was structured in two parts. The focus of part one was *key questions*:

1. What are your nature highlights of Norwich?
2. What are you doing and where? What are others doing and where? Where is your expertise?
3. Citizen science – what is going on already that we can embrace? What could we do?
4. What do we need to discuss today?
5. Small changes
6. Big ideas

Attendee's thoughts and ideas were captured on boards.

Part 2 focused on answers to Question 4 from part one i.e. what should we discuss? Attendees, grouped onto tables, voted for discussion topics using Slido, a digital audience interaction service. On a table-by-table basis attendees then had focused discussions on topics of their choice.

2.3 Observed outcomes – a full analysis of results is expected following a collaboration with UEA placement students during March. The following observations were recorded at the event:

1. There was competition amongst attendees to present good ideas – participation was high.

2. The level of ambition around the Big Ideas section was low e.g. little mention was made of big shifts such as wide scale greening of roofs, but this meant that a lot of the ideas were very achievable.
3. General negativity about the council was low
4. There was anger aimed at NDR / Western Link as well as transport more widely
5. Repeated and more obvious ideas were put forward around our service delivery linked to longer grass cuts, more wildflowers on our land, etc.
6. There were many examples of projects and activity that the council is unaware of, which showed the benefit of knowledge sharing.
7. Some groups went away enthused to make specific change – the Mount Pleasant group hatched the idea of a biodiversity street and have asked for further assistance to develop their plans.
8. Lots of attendees reported working on similar projects although they were meeting at the event for the first time. People made new connections, which they spoke about following up on, in the future.
9. The idea of Citizen Science projects was discussed and examples of existing projects were evident.
10. Lots of people suggested things that already exist, they just didn't know about them, such as the LUMi resource sharing website
11. Links to food poverty/sustainability were discussed.

3. A follow-up digital engagement using The Big Conversation Format

3.1 Purpose and audience - the digital engagement was designed to maintain the momentum of the event at Blackfriars Hall. Attendees were invited to engage, with additional promotion to the council's consultation mailing list received from the Communications Team. Social media advertising was used to broaden the engagement.

3.2 Set-up and learning experiences - it took longer than expected to establish the engagement website due to issues with the provider. It was hoped to go live a week after the event, but it took a month although the engagement metrics are positive with new engagements still being recorded.

3.3 In total and to date, 259 people were 'made aware' through this exercise, 106 were informed and 43 engaged; the platform is still live with numbers increasing. A summary of the engagement metrics is appended to this report, entitled The Big BioD Summary V1.0

4. Other observations from these activities

4.1 Attendees wanted to hear back from the council about positive changes which result from their engagement. The opportunity for this is to involve

attendees in a public further consultation for the new biodiversity strategy due to be published in June 2022.

4.2 There may be sufficient 'Citizen Scientists' to play an active role in surveying and measuring biodiversity as part of the new Biodiversity Strategy.

Consultation

5. This work was a consultation exercise by its nature

Implications

6. The consultation exercise set out in this report forms an important stage in the development of the Biodiversity Strategy, a draft of which will be published in June of 2022 for final consultation with members.
7. The success of these activities demonstrates the value in engaging with people in order to:
 - Build community
 - Improve ideation around important issues and solutions
 - Empower communities to meet their own needs and improve the local environment
 - Enlist community support in delivering council and community change programmes

The successes and learning experiences gained from these events will be used to inform the developing Citizen Engagement Strategy.

Financial and Resources

8. This report demonstrates that successful community engagement can provide voluntary resources, which may lead to cost savings in the delivery of environmental change programmes.
9. Provision has been made in the council's budget 2022/23 (Council, 22 February 2022) for resources to continue utilising the community engagement platform 'Bang the Table', used in this exercise. This will enable further engagements of this quality, over the longer term.

Legal

10. There are no legal implications of this activity.

Statutory Considerations

Consideration	Details of any implications and proposed measures to address:
Equality and Diversity	NA
Health, Social and Economic Impact	This activity is likely to improve physical and mental wellbeing of individuals, increase social capital in communities
Crime and Disorder	NA
Children and Adults Safeguarding	NA
Environmental Impact	This activity demonstrates the potential contribution which can be made by members of our community towards good environmental stewardship.

Risk Management

Risk	Consequence	Controls Required
NA	NA	NA

Other Options Considered

11. NA

Reasons for the decision/recommendation

12. NA

Appendix: The Big BioD Summary

Contact Officer: Engagement Activity - Neighbourhood & Community Enabling Manager

Report Author – Environmental Strategy Manager

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Summary Report

04 January 2022 - 02 February 2022

Get Talking Norwich

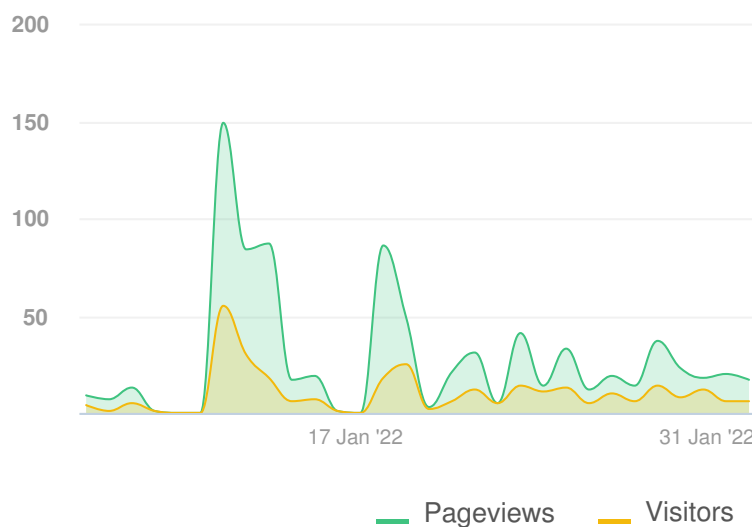
PROJECTS SELECTED: 1

The Big Biodiversity Conversation

FULL LIST AT THE END OF THE REPORT



Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
515	55	
NEW REGISTRATIONS		
104		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
43	106	259

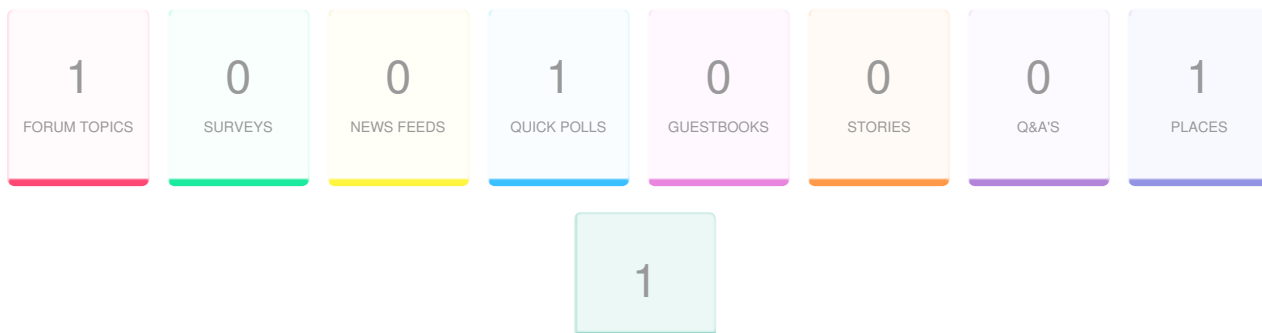
PARTICIPANT SUMMARY

ENGAGED	43 ENGAGED PARTICIPANTS				(%)
		Registered	Unverified	Anonymous	
	Contributed on Forums	8	0	0	The Big Biodiversity Conver... 43 (16.6%)
	Participated in Surveys	0	0	0	
	Contributed to Newsfeeds	0	0	0	
	Participated in Quick Polls	16	1	12	
	Posted on Guestbooks	0	0	0	
	Contributed to Stories	0	0	0	
	Asked Questions	0	0	0	
	Placed Pins on Places	3	0	0	
Contributed to Ideas	21	0	0		
* A single engaged participant can perform multiple actions				* Calculated as a percentage of total visits to the Project	

ENGAGED	106 INFORMED PARTICIPANTS				(%)
			Participants		
INFORMED	Viewed a video	0			The Big Biodiversity Conver... 106 (40.9%)
	Viewed a photo	0			
	Downloaded a document	14			
	Visited the Key Dates page	0			
AWARE	Visited an FAQ list Page	0			
	Visited Instagram Page	0			
	Visited Multiple Project Pages	66			
	Contributed to a tool (engaged)	43			
	* A single informed participant can perform multiple actions				

ENGAGED	259 AWARE PARTICIPANTS				
			Participants		
INFORMED	Visited at least one Page	259			The Big Biodiversity Conver... 259
AWARE					
* Aware user could have also performed an Informed or Engaged Action				* Total list of unique visitors to the project	

ENGAGEMENT TOOLS SUMMARY



FORUM TOPICS SUMMARY	
1	Forum Topics
8	Contributors
57	Contributions

TOP 3 FORUM TOPICS BASED ON CONTRIBUTORS	
8	Contributors to Big Ideas Chat

QUICK POLLS SUMMARY	
1	Quick Polls
29	Contributors
29	Responses

TOP 3 QUICK POLLS BASED ON CONTRIBUTORS	
29	Contributors to Citizen Science: is the collection of data by the public, such as bird counts or fungi

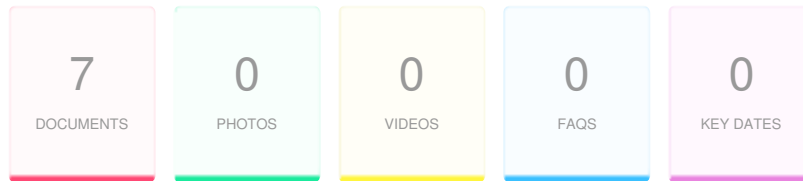
PLACES SUMMARY	
1	Places
3	Contributors
9	Pins

TOP 3 PLACES BASED ON CONTRIBUTORS	
3	Contributors to Map your actions

IDEAS SUMMARY	
1	Ideas
21	Contributors
199	Contributions

TOP 3 IDEAS BASED ON CONTRIBUTORS	
21	Contributed to Small Changes, Big Impact

INFORMATION WIDGET SUMMARY



DOCUMENTS	
7	Documents
14	Visitors
28	Downloads

TOP 3 DOCUMENTS BASED ON DOWNLOADS		
13	3	3
Downloads	Downloads	Downloads
Event Feedback: Nature highlights of Norwich	Event Photo Collage.pdf	Event Feedback on table discussions - the Big Questions discussed

TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
t.co	19
www.bing.com	7
android-app	6
l.facebook.com	6
m.facebook.com	6
lm.facebook.com	3
mail.google.com	2
email.bt.com	1
teams.microsoft.com	1
www.ecosia.org	1
www.facebook.com	1

SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
The Big Biodiversity Conversation	259	106	43