Mayesbrook Climate Change Park
Results of mind-mapping workshop

An example mind-map from the workshop

What works well?

- Ticks a lot of boxes

- People like £ values

- New and innovative

- Helps decision makers see 'all' benefits of protecting and enhancing nature

- Can be politically influential

- Money from lots of organisations provides 'BIG' answers

- Holistic

- Collective Vision. Community engagement

- Recognising multiple benefits/impacts

- Breadth of issues relevant to many

- Comparable with other schemes in same approach

- Shows that nature matters and why

- Climate change – USP

- Consistent with Government WHITE PAPER approach

- Involving diverse stakeholders

- Highlights potential conflicts and innovative win-win solutions

- Makes the complex a bit less complex

- Compromise / But not too much

- Educates views

- Explained to all

- Good ideas

- Good weather

- Evidence

- Integrated and shared outcomes

- Integrated approach from beginning

- Summer not winter

- Big picture

- Flakey economics is ok

- Planning

- Buzz word

- Right place

- Right time

- Long term approach

- Integral procurement

- Virtuous circle

- Increased property values

- Value accumulator

- Health and well-being

- Benefits for all user

- Enhance and improve biodiversity

- Connecting people with nature

- Education aspect – people value nature

- Multi-stakeholder

- Reduced insurance costs

- River and SUDs

- More users = greater feeling of safety

- Benefits to all levels of the ecosystem

- Better for residents

- Community engagement and involvement

- Having opinions heard

- Everyone working together

- Volunteers

- Compromise

- School / children involvement – educating their families

Key points identified by groups:

- An accessible "language" of environmental benefits

- Partnership

- Holistic approach

What are the challenges?

- Generating respect for the scheme

- Siloed budgets

- Challenges vested interests

- Demonstrating benefits for future generations

- Developing plan that adapts to 'climate change'

- Fixed historic approaches – SILOs!

- Getting more local businesses to support scheme with funds / in kind 'win/win'.

- Language

- Science based evidence

- Narrow thinking

- Entrenched attitudes and finding ways to convince people

- Explaining the limitations and use

- Practical engagement processes

- Continuity of employment for key project workers

- Making the scheme sustainable and able to develop

- A new politics where people actually matter

- Linking local interests to national and EU policy need

- People not willing (or able) to compromise

- Avoiding capture by 'loudest voices'

- How to integrate into planning process

- Persuading power-holders to negotiate and innovate

- How would a grassroots approach work – community driven?

- Time to engage with local people

- Resources and staff time to do good consultation

- Not all benefits affect "Bottom Line"

- Who determines the bottom line? (What's included?)

- Multiple partners, multiple needs

- Might take longer

- Planning

- Other "natural capital" approaches

- Convincing sceptics

- Fuzziness of definition

- Money

- Resources

- Understanding the concept and method of ecological services

- Communication

- Persuading key partners of approach

- Entrenched views

- Reluctance to change

- Embed long-term thinking

- Entrenched attitudes

- Lack of ambitions?! Or willingness

- Over ambitious goals

- Multi-stakeholder

- Maintaining momentum

- Lack of positive attitude from local authority

- Leadership

- Funding

- Conflicts of interest

- Roles and responsibilities

- Local people buy-in

- Organisational cultures

- Long-term community involvement

- Maintaining enthusiasm

- Funding cycle

- Evolving contributions

- Resource intensive elements

Key points identified by groups:

- Valuation (and confidence in it)

- Objective valuation techniques

- Valuing non-market goods/services

- Risk management

What core principles of an ecosystems approach can be transferred between projects?

- Involvement of all stakeholders

- That narrow interests should be set in broader aims

- Listen to local people

- Good consultation

- Engaging many "stakeholders"

- Project reports with logos of all participants

- Applying to development sites that have degraded waterways through them

- Describe the breadth of benefits

- Back office / team co-ordinator

- Positive success stories

- That imperfect knowledge is better than none

- Scientific data in common database

- Importance of monitoring

- Some valuations can be transferred to new schemes

- The benefits of a systems approach

- Knowledge

- Indicator species

- Success

- Goals

- All tech reports, tender documents, plans, specs etc

- Everything

- Partnership relations

- Cost savings for stakeholders particularly Las

- Vision

- Multi-stakeholder

- Recommendations – for application to other projects

- Community involvement

Key points identified by groups:

- The need for partnership

- Good practice experiences from other schemes

- Everything!

- Suggestions for avoiding the parts that went wrong

How do we better enable projects applying an ecosystems approach?

- More case studies

- Integrate into EIA, SEA etc

- Show people it works

- A simple guide to how to do it

- Bring media on board

- Use more local schools and colleges

- Put into policy planning guidelines

- Standardise valuation methods

- Local Development Framework? SPDs?

- Robust analysis of the cost benefits

- Demonstrate costs and benefits of SUDs – cheap

- Remind people that ecosystem approach is WHITE PAPER requirement

- Local supermarkets promote scheme

- Have annual conference to promote scheme and celebrate success

- Use chamber of commerce

- Demonstrate benefits to policy areas other than "the environment"

- Add ecosystems assessment to screening of all planning proposals

- Mainstream

- Educate

- Network

- Publish academic studies and articles in the 'sun'

- Facebook and twitter

- Word of mouth

- Sharing

- Case studies

- Review and evaluation

- Get all stakeholders involved – To feel valued and take ownership

- The Big Society?

- Media attention

- Show a long term community commitment

- School / Education projects

- Spread the word

- Political lobbying

- Awareness and education

- Increased participation

- Report out to network

Key points identified by groups:

- Get ecosystems ideas into education

- Learn from successful existing projects

- Make it understandable and practical for people to adopt and take action

- Demonstrate to organisations / Government, etc, how they can work together to get more done for less!