

Deliberative Monetary Valuation of the Clyde Regional Marine Plan

In November 2019 two workshops were organised in the Clyde region, one in a rural and one in an urban area. The aim was to elicit a group deliberated fair price for the implementation of the Clyde Marine Plan which currently exists in draft form. Participants were recruited by an independent recruiting agency to reflect the age, gender, and education-attainment make-up of each of the workshop areas. Each workshop was half a day long, had 14 or 15 participants and was facilitated by members of the research team. Participants were given a monetary incentive to take part in the workshops to avoid self-selection bias.

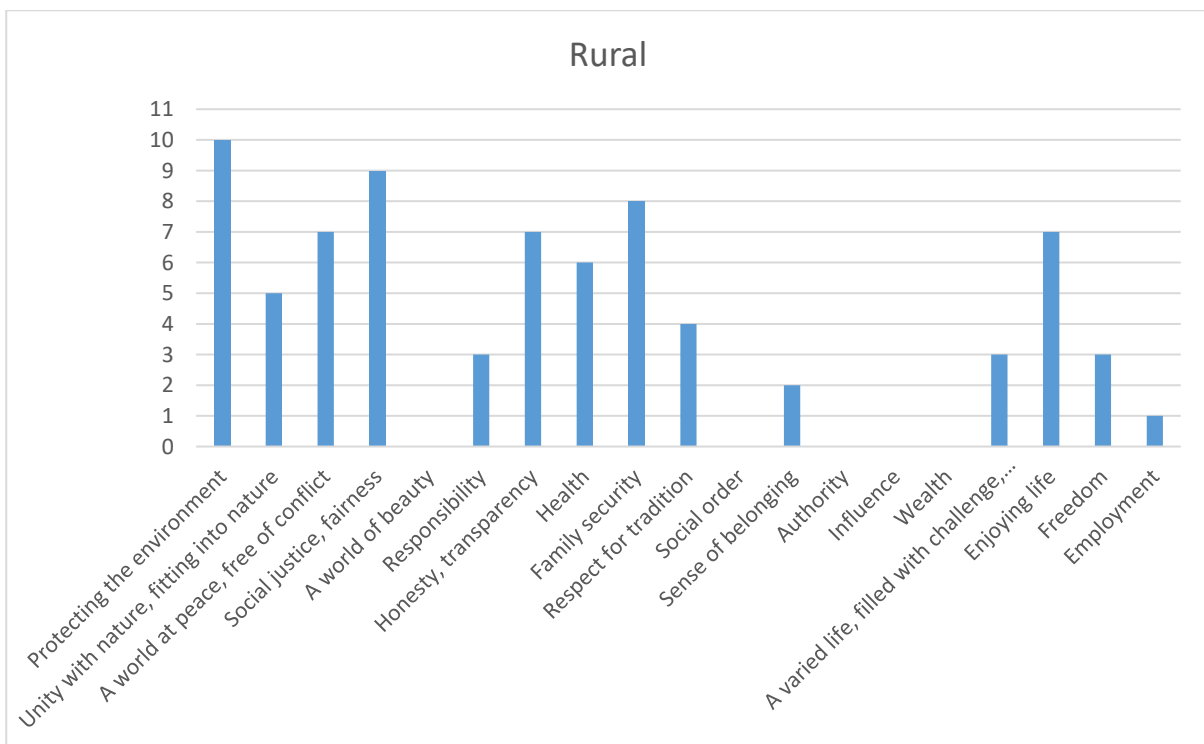
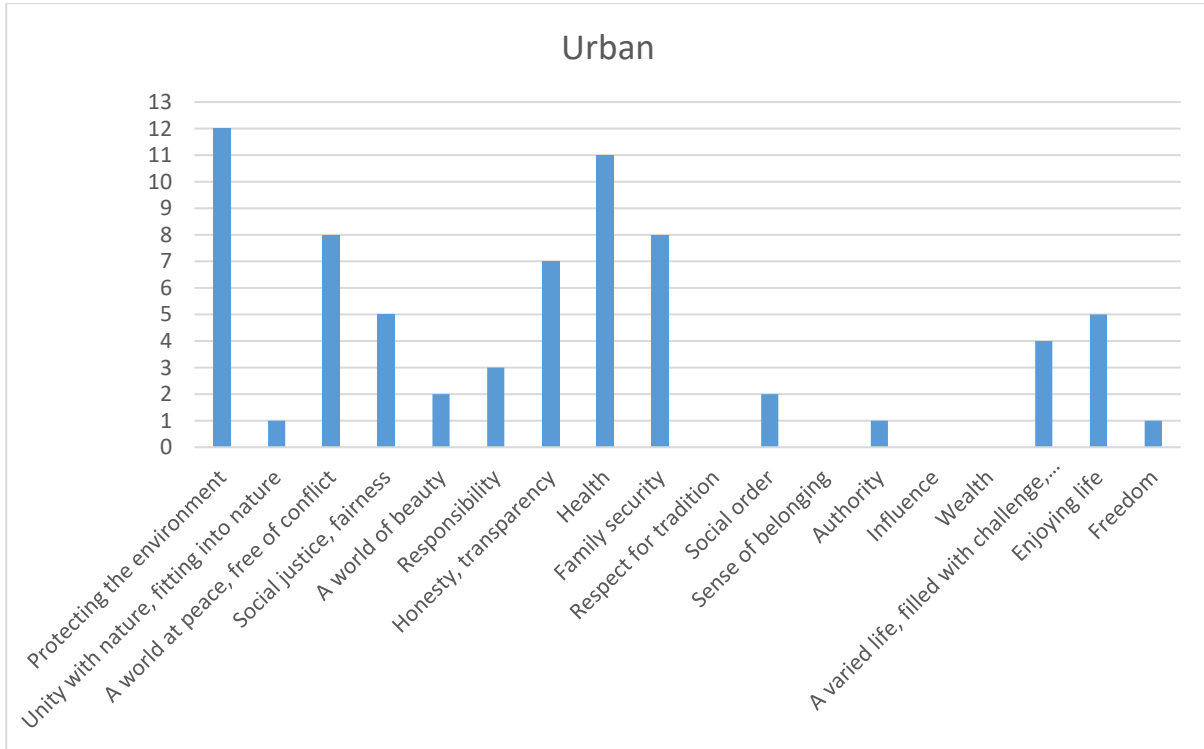
The study was designed to present a representative public panel with the draft plan and its likely impacts on a range of environmental, social and economic metrics before conducting a series of deliberative exercises to arrive at a group deliberated valuation for the implementation of the plan. Participants were asked to value the additional benefits of the plan as compared to a scenario where no plan is implemented. The workshop design was based on recommended steps for deliberative valuation from the Deliberative Value Formation Model (Kenter et al., 2016c). Each workshop consisted of four main stages: i) prioritisation; ii) learning; iii) reflection and iv) valuation; and each consisted of a mix of whole group presentations, break out exercises in smaller groups and individual exercises.

1. Prioritisation

The prioritisation component of the workshops addresses three components: transcendental values (core guiding principles), cultural heritage and key topics from the draft marine plan.

First, participants were asked to vote for their top five transcendental values (guiding principles) from a pre-prepared list. These were compiled and the facilitator led a discussion on the top values as identified by the group, which are illustrated below.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770504. Further information is available at www.pericles-heritage.eu.





PERICLES Project no. 770504



PrEseRving and sustainably governing Cultural heritage and Landscapes in European coastal and maritime regions

In both the rural and urban setting, a high number of participants (12 and 10) selected protecting the environment as a core value. However, the two second highest in the rural setting, social justice and family security, did not feature as prominently in the urban setting. The second highest scoring value in the urban setting, health, did not feature as prominently in the rural setting.

All participants emphasised the difficulty of only selecting five top values, and they expressed surprise that neither wealth nor power received any votes. In the urban setting it was suggested that the values voted for reflected an 'ideal' as opposed to peoples' lived experiences. The emphasis on family security was reiterated during discussions in the rural setting, with participants emphasising the difficulty of finding secure and stable work in the area. This focus on the need for stable employment was further emphasised by the addition of 'employment' as a separate value by one participant.

Next, participants divided into two smaller groups to complete a group cultural heritage mapping exercise where they were invited to map places that they valued as cultural heritage. No fixed definition of cultural heritage was provided, instead participants were invited to map areas that they considered to have heritage value.

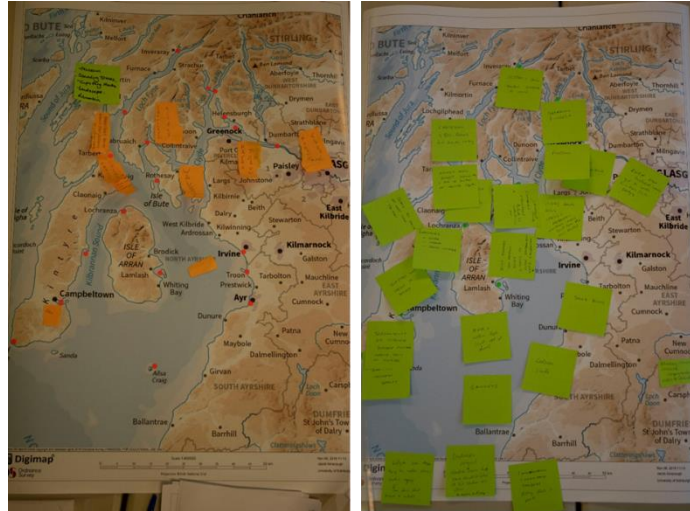
In each setting a wide range of heritage sites was identified although the key aspects of cultural heritage considered important by participants varied between the groups, with the rural setting emphasising the historical fishing industry and the urban area emphasising the significance of the ship building industry. In the rural setting, participants recounted personal stories of sites that were a regular feature in their daily lives, rather than places they had heard of or visited for recreation as was more common in the urban setting. All mapped areas were logged and can be found on the PERICLES participatory mapping portal at www.mapyourheritage.eu.



PERICLES Project no. 770504



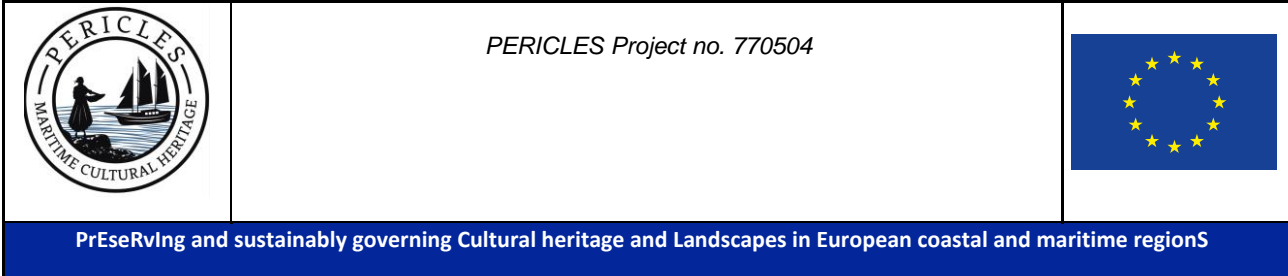
PrEseRving and sustainably governing Cultural heritage and Landscapes in European coastal and maritime regions



A short presentation followed the mapping exercise so as to familiarise the group with the planning process currently underway in the Clyde marine region. The presentation introduced topic sheets addressing indicators of environmental, economic, and social aspects of the region. The groups were then asked to deliberate over and then select the three (or more) topic sheets they considered to be most important.

Both rural and urban groups selected similar priority features with fish and shellfish, marine litter and climate change appearing near the top in all prioritisations, soft seabed habitats also featured prominently. Two key points linked to these emerged in both locations. The first was that all features in the topic sheets are interconnected which made it difficult to identify the most important ones or to assign greater importance to one over another. This led many to suggest selecting features that underpinned others. For example, many groups chose soft seabed habitats, as they were seen as important to fish species which in turn are important to the fishing industry and jobs. The second key point was the overarching importance of climate change although all agreed that it was difficult to mitigate climate change within the scale covered by the Clyde Marine Plan. There were however also differences between the sites during discussions over key features for example in the rural area, there was more discussion about the productive sectors

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770504. Further information is available at www.pericles-heritage.eu.



and the need to provide jobs that allowed for a stable life in rural areas. Another difference between the groups was a higher level of scepticism towards the data underlying the assessments in the rural location as participants from this area were highly familiar and disagreed with some of the data underpinning the draft plan.

2. Learning

In this step, the aim was to help participants understand the potential impact of the plan on the Clyde marine region. Participants were presented with the results of expert assessments and predictions of the status of key indicators under different implementation scenarios and at different time scales. The process for deriving the scenarios through expert assessment was described in detail to ensure participants did not misinterpret them as the result of extensive modelling.

3. Reflection

Following the presentation, participants were asked to reflect on the impact of the plan with respect to the values and key topic of importance identified earlier in the workshops using the following questions as a guide:

- Does the plan reflect the values expressed at the start of the session?
- How might the plan impact on the places identified as culturally significant in the mapping exercise?
- How will the plan impact on the aspects of the marine environment deemed to be the most important?



PERICLES Project no. 770504



PrEseRving and sustainably governing Cultural heritage and Landscapes in European coastal and maritime regions

During the reflection, significant differences appeared between the rural and the urban group. Participants in the urban group believed the plan could address the values first identified well and believed that it represented a good balance between protecting the environment and the economy. It was recognised that many of the positive features of the plan also determined health, an important value identified earlier in the session and many participants agreed that a healthy environment is necessary for a healthy economy. There were however concerns that the plan could not significantly contribute to climate change mitigation and based on the expert scenarios, that the plan may not be strong enough to halt the decline of fish stocks. There was also the view that smaller cultural heritage sites identified as being of value in the mapping exercise were not well recognised.

In the rural workshop, participants spent significantly more time discussing the planning process itself rather than the scenarios presented. This shift in emphasis was driven by a distrust in the data on which the expert scenarios were based as well as a memory and general distrust of similar processes that had come before. Many participants expressed a worry that the plan would not suitably reflect the realities of living in rural community and the need to prioritise jobs offering year-round employment. The potential for increased tourism also garnered mixed views, while the potential for jobs was welcomed, this was mixed with the dissatisfaction stemming from the seasonal nature of tourism related jobs and there was also concern about high numbers causing a loss of what participants felt gave the area its character. There was also concern that the priority value of family security could be undermined by excessive focus on environmental concerns although some participants were strongly of the view that the plan could deliver mutually beneficial environmental improvements in the long term.

4. Valuation

Following the reflection, participants were asked to undertake a willingness-to-pay exercise where they were asked to individually declare the percentage of council tax they would be willing to pay

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770504. Further information is available at www.pericles-heritage.eu.



PERICLES Project no. 770504



PrEseRving and sustainably governing Cultural heritage and Landscapes in European coastal and maritime regions

for the implementation of the plan without discussion with other participants. They were also asked to express how confident they felt in this valuation on a 5 point-likert scale and if they would prefer if the sum was paid in addition to existing council tax or redirected from other services. An information sheet was provided with a break down of the percentage of council tax spent on a number of services delivered by local authorities.

Finally, participants were invited to deliberate over a fair price that they believe the community should pay for the implementation of the plan in tow groups. For this exercise, they were asked to put themselves in the position of policy makers and think about the group valuation rather than an individual perspective. In the final feedback sheet, participants were asked to express their confidence in the group valuation on the same 5 point-likert scale and to state which of the two valuations they would prefer was used by policy makers.

The mean individual willingness-to-pay was similar in both locations, however at the rural site this was skewed by two exceptionally high valuations (10% and 25%). Without these figures the mean was 0.9%, significantly lower than the urban environment. The range of values expressed in the final group fair price was also lower in the rural environment.

During deliberation over the group fair price similar themes emerged in both locations. However, uncertainty about the likelihood of benefits arising was higher in the rural setting, which potentially accounts for the lower valuation. One recurring theme was uncertainty over the likelihood of the benefits being delivered. One group in the rural location resolved to set a lower valuation at the start of the plan, with an increase over time if the benefits start to accrue. Also, in both locations, a number of participants inquired as to the cost of implementing the plan, seeking to set a price that matched the cost, rather than the value of derived benefits.

In both locations the number of people who felt confident in the group fair price valuation increased as compared to the individual willingness-to-pay, and a large majority in both instances would rather the group fair price was used to inform decision making.