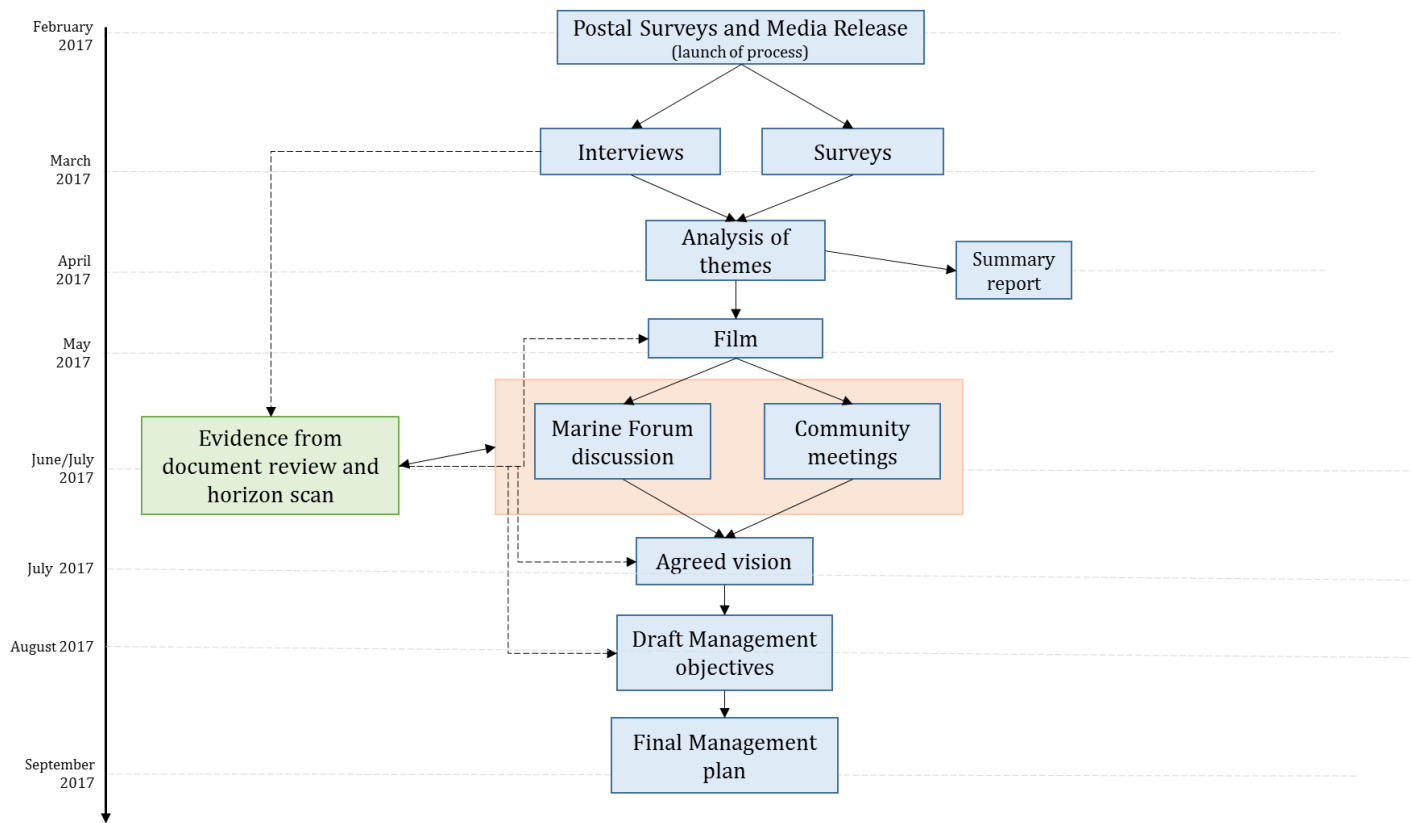


## Community Engagement Strategy for the Alderney Marine Plan

Generating community support for, and alignment with, a marine management plan are proven prerequisites for a successful and long-term marine management. At the last two meetings of the Alderney Marine Forum, a *draft* community engagement strategy was discussed, with a *final* strategy to be presented at the meeting on 22 February 2017. The revised *final* strategy and the timeframe for implementation is presented in the diagram below.

*Community Engagement Process*



The Marine Management Plan development process will be launched via the release of a media statement and the postage of a survey to Alderney residents in February 2017. The media release will present the purpose of the Forum and its responsibilities, the rationale for the marine management plan, and the marine management plan process. An article and advertisement will be placed in the Alderney Press and Journal to raise awareness of the survey and to ‘seed’ community feedback. The meeting will allow Forum members to gauge community attitude to the Forum and the marine management plan.

### Groups to engage in the process

Key groups to involve in the community engagement process are:

- Businesses and organisations reliant upon or with an interest in the sustainable use and conservation of Alderney’s marine environment or resources.
- Organisations with a regulatory responsibility for any aspect of Alderney’s marine environment or resources.
- Alderney residents.
- Alderney visitors.
- States representatives.

The proposal is to use a combination of methods to engage with these groups, as presented in the table below.

*Method of engagement of each community group*

<i>Group</i>	<i>Engagement method</i>
Businesses and other organisations	1-1 interviews
Regulatory organisations	1-1 interviews
Alderney residents	Short survey (online, paper street)
Alderney visitors	Short survey (online, paper, street)
States representatives	1-1 interviews

**1-1 Interviews**

Short interviews with interviewees identified by the Alderney Marine Forum will be undertaken on 1-1 basis with a member of the UNEP-WCMC support team. A draft list of potential interviewees is listed below. Each interview will be filmed subject to the agreement of interviewees. The same core questions will be asked in each interview. The questions will not be confidential in nature but will focus on understanding each interviewee’s perspective on:

- The current and anticipated future benefits their business or organisation receives from Alderney’s marine environment.
- The current and future marine-related challenges facing their business or organisation.
- Their organisational or business priorities and ambitions for Alderney’s marine future.

In addition, questions will also be framed around any emerging themes or information gaps identified through a scoping study.

<b>Organisation</b>	<b>Interviewee</b>
Fish monger / RNLI Launch Operations Manager	Dave Mc Allister
The Alderney Fishermen’s Association	David Gillingham (junior) Chairman Graham Gillingham David Gillingham (senior) Secretary
The Leisure Anglers Alderney Angling	Mark Harding
Harbour Master	Mark Gaudion

	Nigel Shaw Adam Rose
Alderney Sailing Club	Nigel Clarke (Treasurer)
Alderney Wildlife Trust	Dr Mel Broadhurst Roland Gauvain RAMSAR officer
Alderney Renewable Energy	Declan Gaudion
Alderney Commission for Renewable Energy	Ruth Gaudion
Chamber of Commerce	Tony Haywood Andrew Ecclestone
Visit Alderney	Helene Taylor
Alderney Maritime Trust	Mike Harrison
Alderney Shipping	Bruno Kay Mouat
Bumblebee	Dan Meinke
Alderney Society	Trevor Davenport
States of Alderney	Victor Brownlees
President	Stuart Trought
External Affairs, States of Guernsey	Jo Reeve
Shore fisherman	Nigel Dupont
School Council	Martin Winward, Headteacher

## Surveys

The surveys will focus on the same broad topic areas as the 1-1 interviews. In order to engage as many people as possible, the survey will be delivered in several ways:

- i. *Online*. This enables people not on Alderney (particularly visitors) to engage in the marine planning process. This method also tends to engage younger people. There will also be some Alderney residents who prefer this method. The survey will be posted on Alderney social media sites and potentially through the networks and memberships of members of the Alderney Marine Forum (i.e. to the mailing lists of various clubs in Alderney).
- ii. *Postal*. Our intention is to deliver a survey to each household on Alderney. The same survey will also be available to complete in prominent locations on Alderney, including pubs, shops and public buildings. The method of survey return could be through free post returns or return via 'post-boxes' in public buildings.
- iii. *On street*. The same survey will be addressed to people on the street in St Anne and other locations. It is anticipated a minimum of two half-day on street survey sessions will be undertaken. These surveys will be filmed where possible, subject to the agreement of interviewees.

## Analysis to create a Film

The responses to the interviews and surveys will be collated and analysed to identify common themes and trends. This will be summarised in a brief written report. However, in order to communicate the results of the community engagement in a more compelling and engaging manner, a short film (25-30mins) will be produced that presents representative views from the 1-1 interviews and surveys. The results from the online and on paper surveys will be presented on the film by a member of WCMC staff. As the on street surveys will be filmed, these will contribute directly to the film. The film will be basic in its production but authentic. Using a film at this stage in the process has been proven elsewhere to promote transparent engagement in the process and build trust in the outcomes. It also provides a strong legacy that can be used as a basis to show how the marine management process has moved marine management forward.

### **Discussions with Alderney Marine Forum and Community Meetings**

The film will be used as a basis for discussion within the Alderney Marine Forum and at Community Meetings. The basic premise is that the content of the film is used to stimulate discussions around the vision for Alderney's marine environment and possible management actions. The proposed visions and actions will be compared to the content of the film in order to ensure all perspectives and views are taken into account when developing the vision and actions. From this information a draft management plan will be developed and will be open for consultation and review at a public meeting and available for comment online. Following these consultations, revisions will be made and a final management plan will be presented by the Alderney Marine Forum to the States of Alderney.

### **Alderney Marine Forum Website**

The purpose of the Alderney Marine Forum website is to provide a communication platform through which members of the Alderney community can access documents, contact Forum members<sup>1</sup>, and raise any issues or concerns to the forum. Regarding the marine management plan development process, the website will ensure transparency throughout the process through the provision of online resources, such as forum meeting minutes, decisions and contact details, alongside content on events and news. After conducting research into the websites of various coastal partnerships, and potential website users, key website features and aspects were selected for use and user statements developed to ensure the website caters to the needs of a variety of different users.

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<sup>1</sup> The website will provide a contact/enquiry form that allows users to send concerns, enquiries or requests directly to the forum – this may require the set-up of an Alderney Marine forum email account that can be used in the long term.