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# **Local Nature Recovery Strategy for Cambridgeshire and Peterborough**



## **Stakeholder Engagement Summary**

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# 1. Introduction

This document presents a summary of the plan which boosted the level of community, organisational and farming business engagement with the development of the Local Nature Recovery Strategy via promotion of a public survey, an organisational questionnaire, and a farmer/landowner questionnaire, whilst they are open for contributions.

It fed into the approach to be taken at the next stages of the development and consultation on LNRS and sought to capture lessons learnt/changes required for future stages.

The external campaign was set to run for four weeks from the first flagship event on 23-24 March, through to the last day for responses on Friday 19 April 2024. It followed an earlier soft launch of the public survey at the Ely Library Eco Fair on 3 February 2024.

The content below is broken into key components parts, as shown, and primarily focusses on the outreach work with communities and organisations:

- Geography and demographics
- Campaign goal
- Campaign messaging
- Key project dates
- Key channels
  - Face to face event series
  - Press interaction
  - Print assets
  - Social media activity
  - Stakeholder liaison
- Next steps

In addition to the work with communities and organisations within the area, Natural Cambridgeshire has close links with farmers and representatives of the farming community. Engagement with this audience has primarily been face-to-face and via existing contacts and networks as well as farm cluster facilitators and is treated separately to general community engagement.

## 2. Geography and Demographics



The LNRS sought contributions from across the county, and so the stakeholder engagement plan covers the entirety of the area.

The key events plan enabled the team to interact with audiences in particular localities, and working on social media enabled us to target key locations or demographic profiling through targeted advertising where the limited budget allowed.

The views we sought to capture cover all demographics but we were mindful that a tailored message might be necessary for particular groupings, such as Youth.

We also needed to be aware that the subject-matter and the survey questions would naturally appeal more to people who have a

keen interest in the environment, nature and ecology, so the demographic showing the most engagement was also likely to be skewed.

*'Basic map of combined authority with districts' from [Cambridgeshire & Peterborough Insight Open Data](#)*

## 3. Campaign Goal and Success Criteria

**Objective:** To gain direct survey responses from individuals and groups based in Cambridgeshire and Peterborough to help inform the future local strategy, whilst simultaneously increasing awareness of the wider strategy and profiling Natural Cambridgeshire as a delivery partner.

Success criteria for the campaign would be demonstrated by:

- 1000+ public survey responses
- 40+ group/organisation responses
- 5 pieces of press coverage
- 10% engagement rate on social media posts (see below)

While an increase in social media followers was suggested as a measure, due to inactivity of this account at the present time this was not included. For the LNRS public consultation anticipated later, it is recommended that consideration be given to setting up specific social media channels (rather than Natural Cambridgeshire specific channels) for promoting and monitoring responses to the consultation.

## Campaign messaging

Ultimately, we wanted to directly influence the local community so they became enthused and encouraged to participate in the LNRS survey.

It was essential that messaging clearly explained not just the ‘what’ but also the ‘why’ so that the community felt informed about the direct impact of their involvement.

The ultimate outcome of the strategy is to “*help Cambridgeshire and Peterborough become a world-class environment where both nature and people can thrive*”. This aspiration has mass appeal, even to those who would not necessarily consider themselves to be particularly environmentally-minded, and importantly, feels uplifting and positive.

To keep this mass-demographic appeal, we also needed to be quite careful about the words we used (and didn’t use). For example, the creation of a strategy is not necessarily something that everyone would understand. It suggests something long-term, corporate, and not particularly democratic, so we avoided the use of this word. We recommended that plain English was used in the messaging, to ensure that no audiences are alienated.

### EXAMPLE OF THE MESSAGING: A6 postcard

#### **Side 1:**

##### **NATURE NEEDS YOU!**

***Imagine living in a world-class place where nature and people flourish together! With your help, together we can create a nature-rich future for Cambridgeshire and Peterborough.***

*To get involved, just tell us:*

- *What you love about your local natural environment.*
- *Where you love to go locally, to enjoy nature.*
- *Why your natural environment is important to you.*

*Be part of something extraordinary, complete our survey and together let’s revive and reset the living world around us.*

##### **Complete the survey**

###### ***I’m an individual:***

QR code to link:

<https://forms.office.com/e/gz7th9AkkE>

*Survey closes Friday 19 April @ 5pm*

###### ***I represent an organisation or group:***

QR code to link:

<https://forms.office.com/e/2ddKrVgDMV>

*Survey closes Friday 19 April @ 5pm*

## **Side 2:**

### **LET'S MAKE OUR AREA A BETTER PLACE FOR NATURE**

*You might be surprised to know that Cambridgeshire and Peterborough is one of the most nature-depleted areas in England. We want to change that!*

*If local nature is important to you, or you are part of a local group or organisation that has a wider interest in the natural environment, we want to hear from you! Your thoughts and ideas have the power to help shape nature recovery in our county.*

- *Tell us about the important local habitats and wildlife you believe should be looked after.*
- *Help us identify opportunities to increase biodiversity and create a landscape that is more resilient to climate change and other environmental pressures.*
- *Be part of the action to recover nature in the place where you live.*

*The Local Nature Recovery Strategy (LNRS) programme is a national Government initiative designed to set priorities for nature recovery across England. Locally, this is being developed by Cambridgeshire County Council, in association with Natural Cambridgeshire.*

## **4. Key Project Dates**

- **Weekly check-ins** – Tuesday afternoons, or as/when available
- **Natural Cambridgeshire Board Meetings** – Tuesday 26<sup>th</sup> March; Thursday 27<sup>th</sup> June
- **Public Survey close** - Friday 19<sup>th</sup> April (extended from Monday 8<sup>th</sup> April)
- **Organisational Questionnaire close** - Friday 19<sup>th</sup> April
- **Farmer/Landowner Questionnaire close** - Friday 19<sup>th</sup> April
- **LNRS Development Group** – Wednesday 10<sup>th</sup> April, 1-4pm, Ely
- **LNRS Steering Group** – Tuesday 7<sup>th</sup> May
- **Partnership Forum (online)** – Wednesday 12<sup>th</sup> June. Opportunity to provide a 15-minute online presentation to up to 100 people about initial survey results.

## **5. Key Channels**

It was essential that we focused on placing messaging in the environments in which our audiences already engaged and interacted. Each key channel is shown below, with details provided.

### **#1 | Events**

Local events formed a key component of the community engagement activity; enabling the project team to gain direct access to the community in local environments.

These events were a chance to promote the public survey for the first time and showcase the wider vision - as well as positioning a direct call to action with survey contributions.

**8<sup>th</sup> March** - Chatteris Library

**13<sup>th</sup> March** - Linton Library

**14<sup>th</sup> March** – Papworth Library  
**19<sup>th</sup> March** – Wisbech Community Orchard Celebration Event  
**23<sup>rd</sup>-24<sup>th</sup> March** - Cambridge Imaginarium, King's Parade, Cambridge  
**2<sup>nd</sup> April** – St Ives Library  
**5<sup>th</sup> April** – March Library  
**6<sup>th</sup> April** - St Ives in Bloom Biodiversity Event, St Ives  
**18<sup>th</sup> April** - U3AC Event, Cambridge  
**18<sup>th</sup> April** – Cambridgeshire Local Access Forum (CLAF) Online meeting

A 'Tell us one thing' [about the green space/natural environment near to where you live] question was also utilised as an engagement tool at some of the above events, to gain insights about attitudes and perceptions towards nature at a hyper-local level.

The feedback from previous engagements with the farming and landowning community was to engage with the sector via existing groups and representatives and to align with existing events, rather than generate new events. This was to make best use of the very limited time that working farmers have and to work around the differing priorities and pressures, depending on the time of year.

The farmer and landowner engagement was therefore undertaken in partnership with FWAG East, the NFU, the Wildlife Trust BCN and other existing groups e.g. Ely Nature Friendly Farming Zone facilitated by the RSPB, and targeted farmer clusters, all identified via an earlier piece of work. The events are listed in a separate section below.

## #2 | Press

Broadcast, print and online publications that cover the geographic area were engaged at the point of launch of the stakeholder surveys. With the short-term nature of this campaign, this was planned predominantly as a push on local radio and newspaper titles for support, rather than parish magazines which often have longer lead times.

### Key activities

- Identified the key publications that meet the above requirements - *already known by project team and marketing agency*
- Prepared a press release to distribute to key titles
- Undertook key calls with primary outlets/journalists to build commitment

## #3 | Print Assets

Whilst mindful of the environmental implications, the development of some offline materials to tackle possible issues with digital exclusion and cascade the message more widely were produced. These included:

### Key materials

- Survey specific A6 postcard for use at events\*



- Table talkers for use at events
- Survey specific roller banner for use at local events (this was not produced as roller banners were not permitted at our main launch event, and the triptych notice board with table talkers proved to be sufficient for the other events).

*\* Production numbers responsive to amounts used, recycled stock and vegetable inks used*

## #4 | Social Media

In terms of social media focus, messaging was planned to benefit from being seen in the platforms and community forums where specified audiences were engaging. These audiences were not likely to know Natural Cambridgeshire or be looking for the LNRS survey, and so the online activity very much focused on education about nature recovery and how people could get involved. To ensure LNRS promotional materials were seen in the places and spaces in which they circulate, the following channels were deployed:

### Primary channels

- The Natural Cambridgeshire website was planned to be the home of digital promotions
- Natural Cambridgeshire Facebook page was used to amplify messages once access was regained
- Meta advertising
- Facebook community groups and forums
- Wider stakeholder profiles
- Campaign hashtag, plus others

### Key materials and activities

- Top-level social media template designed for use
- Targeted advertising on Facebook and Instagram through Facebook Ad Manager
- Content posted in key Facebook groups and discussion forums. Some groups were free to post in; others required joining/moderation

As previously mentioned, due to the inactivity of the Natural Cambridgeshire account at the time, and the challenges in gaining administrator access, social media activities were generated via Facebook contacts via Keystone Marketing and personally via NC Officers. For the LNRS public consultation anticipated, specific LNRS social media channels for promoting and monitoring responses to the consultation are planned.

## #5 | Stakeholders

As a long-standing enabler in the community, Natural Cambridgeshire and Cambridgeshire County Council had many existing stakeholder relationships which were called upon on as part of this campaign.

### Examples of primary contacts included



- eNGOs
- Natural Cambridgeshire's Partnership Forum – over 700 subscribers
- Cambridgeshire ACRE
- Nene Park Trust
- Peterborough Environment City Trust
- All local authorities
- CAPALC
- Cambridge Conservation Forum
- Cambridgeshire Libraries Network
- Cambridgeshire Climate Leaders
- Ely Diocese Eco Church Network

#### Priority stakeholder activities

- A stakeholder toolkit (see Appendix 1) was provided to make it quick and easy for stakeholders to understand the opportunities and immediately support the rollout.

## 6. Farmer and Landowner Engagement Events

A series of events was delivered to the 9/10 farm clusters identified across the county is listed below. In addition, three open invitation events were delivered in partnership with the NFU and promoted by the CLA and farm cluster facilitators. A dedicated survey was conducted and promoted via farmer/landowner contacts, representative organisations, and facilitator organisations with a closing date of 19<sup>th</sup> April. It was available on this link <https://forms.office.com/e/ctRiXiW0A>

### List of farmer and landowner engagement events in 2024

**26<sup>th</sup> January** – West Cambridgeshire Hundreds Cluster

**1 February, 7 March, 19 March** – Ely Nature Friendly Farming Zone

**12<sup>th</sup> February & 5<sup>th</sup> March** – Granta and East Cambridge Clusters (in the process of merging)

**6<sup>th</sup> March** – Great Ouse Valley Cluster

**19 March** – District workshop Abbots Ripton Village Hall- open invitation via NFU/CLA/Cluster facilitators

**21 March** – District workshop March Golf Club- open invitation via NFU/CLA/Cluster facilitators

**27 March** – District workshop Kingfishers Bridge- open invitation via NFU/CLA/Cluster facilitators

**9<sup>th</sup> April** – John Clare Countryside Cluster

## 7. APPENDIX 1: LNRS MESSAGING TOOLKIT V.1 28.03.24

### 1. PR STATEMENT

#### **Priorities for local nature recovery to be set out in new strategy - and local community asked to have their say**

A new initiative is designed to set priorities for nature recovery across Cambridgeshire and Peterborough as part of the Local Nature Recovery Strategy - and a survey is now open to capture local community views.

The call for local community support is part of the **Local Nature Recovery Strategy** (LNRS) programme - a national Government initiative designed to set priorities for nature recovery across England. Natural Cambridgeshire has been asked by the County Council to support the creation of an LNRS for Cambridgeshire and Peterborough, as the County undertakes this commission on behalf of the CPCA.

Separate surveys are live for members of the general public, or individuals representing a local community/special interest group or organisation. The survey asks participants to share their views and insights on local knowledge and aspirations, including:

- What you love about your local natural environment.
- Where you love to go locally, to enjoy nature.
- Why your natural environment is important to you.

Speaking about the Local Nature Recovery Strategy, Partnerships Director at Natural Cambridgeshire Pamela Abbott said:

*Cambridgeshire and Peterborough is one of the most nature-depleted areas in England and it's critical that we shape nature recovery in the county. The local community has a key role in enabling this. Through these surveys, local people can help us understand in greater depth the important local habitats and wildlife that need to be looked after and identify where we can increase biodiversity and create landscapes more resilient against climate change and other environmental pressures."*

The surveys are available to access online:

- For local individuals – survey open until 5pm on 8 April: <https://forms.office.com/e/gz7th9AkkE>
- For representatives of local community/special interest groups or organisation – survey open until 5pm on 19 April: <https://forms.office.com/e/2ddKrVgDMV>

The survey findings will help feed into the wider work of the Local Nature Recovery Strategy as it sets priorities for nature recovery in the local area. The public will also be asked to engage in a wider public consultation on the strategy at a later stage.

**ENDS**

**Editors Notes:**

- i. **Natural Cambridgeshire** is a partnership of leaders from local businesses, authorities, health sector, farming and nature conservation organisations.
  - ii. Find out more about National Cambridgeshire at **[www.naturalcambridgeshire.org.uk](http://www.naturalcambridgeshire.org.uk)**
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## 2. SOCIAL MEDIA POSTS

- a) Did you know that Cambridgeshire and Peterborough is one of the most nature-depleted areas in England? We want to change that!

If local nature is important to you, or you are part of a local group or organisation that has a wider interest in the natural environment, we want to hear from you. Your thoughts and ideas have the power to help shape nature recovery in our county.

Just tell us:

- What you love about your local natural environment.
- Where you love to go locally, to enjoy nature.
- Why your natural environment is important to you.

ACCESS THE RIGHT SURVEY FOR YOU HERE:

I am an individual – survey open until 5pm on 8 April:  
<https://forms.office.com/e/gz7th9AkkE>

I am a representative of a group or organisation – survey open until 5pm on 19 April:  
<https://forms.office.com/e/2ddKrVgDMV>

- b) What is it that you value most about your local natural environment?

That's one of the questions we're asking in our live surveys to capture views for the emerging Local Nature Recovery Strategy.

We're on a mission to create a local environment full of thriving habitats and wildlife, and a landscape more resistant to environmental pressures.

You can be part of the action to recover nature in the place where you live. Just tell us:

- What you love about your local natural environment.
- Where you love to go locally, to enjoy nature.
- Why your natural environment is important to you.

ACCESS THE RIGHT SURVEY FOR YOU HERE:

I am an individual – survey open until 5pm on 8 April:

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I am a representative of a group or organisation – survey open until 5pm on 19 April:

<https://forms.office.com/e/2ddKrVgDMV>

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c) STAKEHOLDER SPECIFIC PIECE:

**Nature Needs You!**

A new initiative is designed to set priorities for nature recovery across Cambridgeshire and Peterborough as part of the Local Nature Recovery Strategy - and a survey is now open to capture local community views.

@Natural Cambridgeshire is calling on local residents to be part of the action to recover nature in Cambridgeshire & Peterborough. Have your say and your views will feed into the emerging Local Nature Recovery Strategy.

ACCESS THE RIGHT SURVEY FOR YOU HERE:

I am an individual – survey open until 5pm on 8 April:

<https://forms.office.com/e/gz7th9AkkE>

I am a representative of a group or organisation – survey open until 5pm on 19 April:

<https://forms.office.com/e/2ddKrVgDMV>

Or find out more at:

<https://naturalcambridgeshire.org.uk/projects/building-a-local-nature-recovery-strategy-for-our-local-area/>

### 3. META AD CONTENT

***Location specific:***

Nature Needs You!

Plans are in place to protect and restore nature in <insert name of local area> as part of the Local Nature Recovery Strategy. With your help, together we can create a nature-rich future for Cambridgeshire and Peterborough.

Your thoughts and ideas have the power to help shape nature recovery in our county. Have your say by 5pm on Monday 8<sup>th</sup> April.

Access the public survey here: <https://forms.office.com/e/gz7th9AkkE>

### ***Demographic specific/Under 25s:***

Nature Needs You!

The nature around you is under threat, and right now there's a drive to protect and restore it for the future. Your future.

Together we can build a local environment full of thriving habitats and wildlife, and a landscape more resistant to environmental pressures.

Help us recover nature in the place where you live - have your say by 5pm on Monday 8<sup>th</sup> April and your views will feed into the emerging Local Nature Recovery Strategy.

Access the public survey: <https://forms.office.com/e/gz7th9AkkE>

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## **4. SHORT FORM ARTICLE (FOR STAKEHOLDERS)**

### **Priorities for local nature recovery to be set out in new strategy - have your say**

You might be surprised to know that Cambridgeshire and Peterborough is one of the most nature-depleted areas in England. A new initiative is designed to set priorities for nature recovery in the local area - and a survey is now open to capture local community views.

If local nature is important to you, or you are part of a local group or organisation that has a wider interest in the natural environment, Natural Cambridgeshire wants to hear from you. Your thoughts and ideas have the power to help shape nature recovery in the local area.

The local insights captured in the survey will help to create a nature-rich future for Cambridgeshire & Peterborough. The survey asks participants to share:

- What you love about your local natural environment.
- Where you love to go locally, to enjoy nature.
- Why your natural environment is important to you.

Separate surveys are live for members of the general public, or individuals representing a local community/special interest group or organisation.

### **ACCESS THE RIGHT SURVEY FOR YOU HERE:**

I am an individual – survey open until 5pm on 8 April:  
<https://forms.office.com/e/gz7th9AkkE>

I am a representative of a group or organisation – survey open until 5pm on 19 April:  
<https://forms.office.com/e/2ddKrVgDMV>

The Local Nature Recovery Strategy (LNRS) programme is a national Government initiative designed to set priorities for nature recovery across England. Natural Cambridgeshire has been asked by the County Council to support the creation of an LNRS for Cambridgeshire and Peterborough, as the County undertakes this commission on behalf of the CPCA.

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## 5. SURVEY FOR LOCAL GROUPS AND ORGANISATIONS

### Local Nature Recovery Strategy (LNRS) Survey for local groups and organisations

Welcome to the LNRS Survey for local groups and organisations including local interest, expert, volunteer, faith, and place-based community groups and organisations.

The purpose of this survey is to capture the views, ideas, plans and priorities that local groups and organisations would like to contribute towards the development of Cambridgeshire and Peterborough's Nature Recovery Strategy. There is a separate survey for individuals to contribute their views and that can be found here <https://forms.office.com/e/gz7th9AkkE>

Local Nature Recovery Strategies (LNRS) are a component of the Environment Act 2021, and will set priorities for nature recovery, by identifying existing habitats and species which are important to conserve, and opportunity areas where biodiversity can be increased to create a landscape more resilient to climate change and other environmental pressures.

Information provided will be fed into the LNRS development process for Cambridgeshire and Peterborough and shared with Natural Cambridgeshire, the Local Nature Partnership, to inform priorities for future nature conservation focus across our area.

If there are any relevant plans, maps or other documents that you would like to share, please email them to [localnaturerecoverystrategy@cambridgeshire.gov.uk](mailto:localnaturerecoverystrategy@cambridgeshire.gov.uk)

The closing date for this survey is 5 April 2024.

1 What is the name of the group or organisation you are representing in this survey response? Please include the name and contact details of the person responding on behalf of the group and any online presence (e.g. website/social media)

2 What is the main focus for the group/organisation, and the location/area that the group covers? E.g. youth, community, faith, sporting or specialist interest group

3 What would you most like to see in relation to nature recovery that relates to your area and/or expertise?

4 Which habitats and/or species do you think should be prioritised for nature recovery action in Cambridgeshire and Peterborough?

5 What actions, in your group's view, would make the most difference to in relation to restoring or creating natural habitats and reversing wildlife declines in Cambridgeshire and Peterborough?

6 Please detail how your group or organisation is already taking action/could begin to contribute to nature recovery in Cambridgeshire and Peterborough

7 If your group or organisation is run by and/or involves volunteers and unpaid members taking part, please tell us how many people are involved and, if possible, the rough age profile of your membership e.g youth group with 25 members under 16 run by 3 adult volunteers, or all age community grouping with monthly working parties/meetings involving on average 10-15 people

8 Is there anything else you would like to share with us about what you would like to see included or considered in Cambridgeshire and Peterborough's Local Nature Recovery Strategy?

**Like to receive further updates on Cambridgeshire and Peterborough LNRS?**

Thank you for contributing your views and ideas to help shape the future for nature in Cambridgeshire and Peterborough. Please tick the following boxes if you would like to receive further updates.

9 If you would like to receive updates about the Local Nature Recovery Strategy and how your views have shaped it, please tick here:

☐ Yes

☐ No

10 If you would like to find out more about work of the Cambridgeshire and Peterborough Local Nature Partnership, Natural Cambridgeshire please tick here:

☐ Yes

☐ No

11 If you have not already done so, please share your email address here:



## Data Protection

Cambridgeshire and Peterborough LNRS will be developed by a 'Responsible Authority' (RA) as set out by DEFRA. The Cambridgeshire and Peterborough Combined Authority (CPCA) is the RA for the county. The CPCA has contracted the responsibility to Cambridgeshire County Council to develop the LNRS. This is in collaboration with Natural Cambridgeshire (Local Nature Partnership) as a key partner.

This survey has been developed in partnership by Cambridgeshire County Council and Natural Cambridgeshire, with support from Natural England. To support the overall development of our LNRS, the following consultants have been procured:

- Land Use Consultants – Authorship/ Editor requirement
- Natural Capital Solutions – GIS Support requirement

Data collected during this survey will be shared with the consultants above to assist the overall development of the LNRS. A data sharing agreement has been signed between the council and consultants and the data collected will not be shared outside of this programme.

The purpose of this survey is to capture the views, ideas, plans and priorities that local groups and organisations would like to contribute towards the development of Cambridgeshire and Peterborough's Nature Recovery Strategy.

The following personal information will be collected:

- Name and organisation you are representing
- Contact Details (email address and/or telephone number)
- Membership information (number of volunteers, age and regularity of meetings)

If you provided an email address to receive updates about the Local Nature Recovery Strategy and how your views have shaped it and/or to find out more about work of the Cambridgeshire and Peterborough Local Nature Partnership, Natural Cambridgeshire, this will be shared with Cambridgeshire County Council and Natural Cambridgeshire for whichever purpose you have selected.

The timeline for developing the Cambridgeshire and Peterborough LNRS is to be completed by 31st March 2025. All data collected as part of this survey will be stored until this deadline, after which all data will be deleted.

By clicking the submit button, you agree to participate in the survey and for these organisations to process all information collected.

☐ **Submit**

## 6. PUBLIC SURVEY FOR INDIVIDUALS

### Cambridgeshire and Peterborough LNRS Public Survey – Have your say!

#### 1. Introduction

We want to hear your thoughts and ideas to help shape nature recovery in Cambridgeshire and Peterborough. The area is one of the most nature depleted in England and your response will help develop a strategy to help our county to become a world-class environment where both nature and people can thrive.

Local Nature Recovery Strategies (LNRS) are a component of the Environment Act 2021, and will set priorities for nature recovery, by identifying existing habitats and species which are important to conserve, and opportunity areas where biodiversity can be increased to create a landscape more resilient to climate change and other environmental pressures.

This survey provides an opportunity for you to tell us about your relationship with the local natural environment, and what aspects of nature in Cambridgeshire and Peterborough are important to you and why. This survey should take approximately 10 – 15 minutes to complete and your response will help to develop the LNRS for our county.

For more information about the Cambridgeshire and Peterborough LNRS, please visit our website. If you require more information about nature priorities in general, or have any questions please email: [localnaturerecoverystrategy@cambridgeshire.gov.uk](mailto:localnaturerecoverystrategy@cambridgeshire.gov.uk).

To understand how your data will be processed and used in developing the Cambridgeshire and Peterborough's LNRS see the end of this survey.

This survey is being conducted by Cambridgeshire County Council, working in partnership with Natural Cambridgeshire. By clicking the submit button, you agree to participate in the survey and for these organisations to process all information collected.

**The closing date for comments is Friday 5 April at 5pm**

## **2. Help shape nature recovery in Cambridgeshire and Peterborough!**

This survey provides an opportunity for you to tell us about your relationship with the local natural environment, and what aspects of nature in Cambridgeshire and Peterborough are important to you and why.

Question	Answer
1. What is your general interest in Cambridgeshire and Peterborough's natural environment? (select all that apply)	<input type="checkbox"/> I work in the environment sector <input type="checkbox"/> I am a farmer and/or landowner <input type="checkbox"/> I live in or near the countryside <input type="checkbox"/> I visit local nature sites for recreation <input type="checkbox"/> I have a general interest in nature and the health of the natural environment <input type="checkbox"/>
2. Is there a particular area you are interested in, and/or do you have a general interest in nature? (select all that apply)	<input type="checkbox"/> Country Parks (e.g. Nene Park, Milton Country Park, Hinchingsbrooke Country Park)

	<input type="checkbox"/> Nature Reserves (e.g. Brampton Wood, Fen Drayton Lakes, Wicken Fen) <input type="checkbox"/> Open spaces in my neighbourhood <input type="checkbox"/> My own garden <input type="checkbox"/> I enjoy accessing the countryside <input type="checkbox"/> I am interested in nature generally <input type="checkbox"/> Other, please tell us_____
3. Cambridgeshire and Peterborough's natural environment is important to me because (select all that apply)	<input type="checkbox"/> It is home to a diverse range of species and habitats <input type="checkbox"/> It provides us with goods and services, such as food, clean air and raw materials <input type="checkbox"/> It is good for my physical health and keeps me active <input type="checkbox"/> It helps to attract visitors and is a key part of the local economy <input type="checkbox"/> It plays a key role in our industries and businesses, including farming and agriculture <input type="checkbox"/> It is good for my mental health <input type="checkbox"/> It protects us from natural hazards, such as flooding and climate change <input type="checkbox"/> It contributes to a sense of place and feeling of belonging <input type="checkbox"/> I am part of nature <input type="checkbox"/> It is not important to me
4. Are you involved in any environmental projects or activities in Cambridgeshire and Peterborough?	<input type="checkbox"/> I am a member of an environment or nature conversation group or organisation <input type="checkbox"/> I volunteer and get hands-on with conservation work <input type="checkbox"/> I am involved in monitoring or researching habitats/species <input type="checkbox"/> I work in farming <input type="checkbox"/> I work for an environmental organisation <input type="checkbox"/> I work in partnership with local environmental organisations

	<input type="checkbox"/> I work in partnership with a national organisation, locally <input type="checkbox"/> I am not involved in any environmental projects <input type="checkbox"/> Other, please tell us_____
5. Wildlife in England has declined in abundance by 32% on average since 1970. To what extent are you concerned about this decline? (select one option)	<input type="checkbox"/> To a large extent <input type="checkbox"/> To some extent <input type="checkbox"/> Not at all <input type="checkbox"/> I'm not sure
6. Which of the following potential impacts on biodiversity are you most concerned about? (select top three)	<input type="checkbox"/> Climate change (for example flooding and drought, increased adverse weather, non-native invasive species) <input type="checkbox"/> Development (including housing, transport infrastructure and for business premises, scientific laboratories, and educational institutions) <input type="checkbox"/> The quality of the water in our rivers and streams for wildlife and people <input type="checkbox"/> Not enough water for wildlife <input type="checkbox"/> Air pollution <input type="checkbox"/> Current farming and horticulture practices <input type="checkbox"/> Recreational activities (for example boating, dog walking) <input type="checkbox"/> Lack of awareness and education about the value of nature <input type="checkbox"/> Loss of connections and wildlife corridors between green spaces <input type="checkbox"/> Other, please tell us_____
7a. Cambridgeshire and Peterborough is home to a diverse range of species and the nature recovery strategy needs to prioritise.  Which groupings of species do you consider to be the most important for	<input type="checkbox"/> Small mammals (e.g. water vole, field mouse, bat, hedgehog) <input type="checkbox"/> Large mammals (e.g. badger, fox, deer) <input type="checkbox"/> Invertebrates (e.g. bumblebee, grasshopper, dragonfly, butterfly). <input type="checkbox"/> River and stream species (e.g. fish, crayfish, otter, water vole, water shrew, common seal)

<p>inclusion in the nature recovery strategy? (choose the top three).</p>	<p><input type="checkbox"/> Amphibians (e.g. frog, newt, toad)</p> <p><input type="checkbox"/> Reptiles (e.g. lizard, grass snake, adder)</p> <p><input type="checkbox"/> Garden birds (e.g. robin, blue tit, house sparrow)</p> <p><input type="checkbox"/> Summer migrant birds (e.g. swift, martin and swallow)</p> <p><input type="checkbox"/> Farmland birds (e.g. turtle dove, barn owl, yellowhammer)</p> <p><input type="checkbox"/> Wetland birds (e.g. grey heron, crane, bittern, marsh harrier, swan, duck and goose)</p> <p><input type="checkbox"/> Scrub and woodland birds (e.g. nightingale, woodpecker, willow warbler)</p> <p><input type="checkbox"/> Ground nesting grassland birds (e.g. skylark, curlew, corn bunting, stone curlew)</p> <p><input type="checkbox"/> Native woodland trees (e.g. oak, hawthorn, willow)</p> <p><input type="checkbox"/> Traditional orchard trees (e.g. apple, pear, plum)</p> <p><input type="checkbox"/> Native flowering plants (e.g. bluebell, orchid, foxglove)</p> <p><input type="checkbox"/> It is difficult to prioritise, all species are important</p>
<p>7b. If you have time, please provide a brief explanation for your choice of answer to question 7a. (non-compulsory)</p>	
<p>Cambridgeshire and Peterborough has some unique and internationally significant nature sites containing varied habitats and unique natural features.</p> <p>Which would you consider to be the most important habitats to prioritise in our nature recovery strategy? (choose the top three)</p>	<p><input type="checkbox"/> Fens (e.g. the Great Fen, Holme Fen, Woodwalton, Chippenham Fen and Wicken Fen)</p> <p><input type="checkbox"/> Peatland soils and their associated ditch, banks, drain and dyke networks</p> <p><input type="checkbox"/> Historic orchards</p> <p><input type="checkbox"/> Rivers and river valleys (e.g. the Nene, Great Ouse)</p> <p><input type="checkbox"/> Springs</p> <p><input type="checkbox"/> Ponds</p> <p><input type="checkbox"/> Chalk streams (e.g. the Cam and Granta)</p> <p><input type="checkbox"/> Lakes and former gravel pits (e.g. Paxton Pits Nature Reserve, Fen Drayton Gravel Pits,</p>

	<p>Godmanchester Nature Reserve and Grafham Water)</p> <p><input type="checkbox"/> Floodplain meadows and grasslands (e.g. Portholme Meadow, Hemingford Great Meadow)</p> <p><input type="checkbox"/> Chalk and limestone grassland (e.g. Devil's Dyke, Barnack Hills &amp; Holes)</p> <p><input type="checkbox"/> Ancient woodland (e.g. Aversely Wood, Waresley &amp; Gransden Woods, Hayley Wood, Brampton Wood, Monks Wood, Castor Hanglands)</p> <p><input type="checkbox"/> Farmland trees, hedgerows, and field margins</p> <p><input type="checkbox"/> Urban habitats and green spaces in villages, towns and cities, including parks and domestic gardens, street trees and green roofs</p> <p><input type="checkbox"/> All are important, it is difficult to prioritise</p> <p><input type="checkbox"/> Other, Other, please tell us_____</p>
8b. Please provide a brief explanation for your choice of answer to question 8a.	
9. Do you have any thoughts on specific locations or ideas for nature recovery projects that could support the species or habitats you have identified in the previous questions?	
10. Is there anything else you would like to share with us about what you would like to see included or considered in Cambridgeshire and Peterborough's local nature recovery strategy?	
<b>About you</b>	
<p>Your age</p> <p>(this helps us to understand whether we are listening to all age groups)</p>	<p><input type="checkbox"/> Age: &lt;18</p> <p><input type="checkbox"/> 18-24</p> <p><input type="checkbox"/> 25-34</p>

	<input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 – 74 <input type="checkbox"/> 75 and over
7. Please tell us where you live (this helps us understand whether our survey has reached people in all areas of the county)	<input type="checkbox"/> Cambridge City <input type="checkbox"/> East Cambridgeshire <input type="checkbox"/> Fenland <input type="checkbox"/> Huntingdonshire <input type="checkbox"/> Peterborough City <input type="checkbox"/> South Cambridgeshire <input type="checkbox"/> Outside Cambridgeshire and Peterborough
<p>Thank you for contributing your views and ideas to help shape the future for nature in Cambridgeshire and Peterborough.</p> <p>If you would like to receive updates about the Local Nature Recovery Strategy and how your views have shaped it, please tick here: <input type="checkbox"/></p> <p>If you would like to find out more about work of the Cambridgeshire and Peterborough Local Nature Partnership, Natural Cambridgeshire please tick here: <input type="checkbox"/></p> <p>If you have ticked either box above, please share you email address here:</p>	

### 3. Data Protection

Cambridgeshire and Peterborough LNRS will be developed by a ‘Responsible Authority’ (RA) as set out by DEFRA. The Cambridgeshire and Peterborough Combined Authority (CPCA) is the RA for the county. The CPCA has contracted the responsibility to Cambridgeshire County Council to develop the LNRS. This is in collaboration with Natural Cambridgeshire (Local Nature Partnership) as a key partner.

This public survey has been developed in partnership by Cambridgeshire County Council and Natural Cambridgeshire, with support from Natural England. To support the overall development of our LNRS, the following consultants have been procured:

- Land Use Consultants – Authorship/ Editor requirement



- Natural Capital Solutions – GIS Support requirement

Data collected during this survey will be shared with the consultants above to assist the overall development of the LNRS. A data sharing agreement has been signed between the council and consultants and the data collected will not be shared outside of this programme.

The purpose of this survey is to gather members of the public's thoughts on nature and nature recovery in Cambridgeshire and Peterborough. Information gathered will inform the development of the Cambridgeshire and Peterborough LNRS.

The following personal information will be collected:

- Your age
- The local authority area where you live

If you provided an email address to receive updates about the Local Nature Recovery Strategy and how your views have shaped it and/or to find out more about work of the Cambridgeshire and Peterborough Local Nature Partnership, Natural Cambridgeshire, this will be shared with Cambridgeshire County Council and Natural Cambridgeshire for whichever purpose you have selected.

The timeline for developing the Cambridgeshire and Peterborough LNRS is to be completed by 31st March 2025. All data collected as part of this survey will be stored until this deadline, after which all data will be deleted.

By clicking the submit button, you agree to participate in the survey and for these organisations to process all information collected.

☐ **Submit**

## 8. SURVEY FOR FARMERS AND LANDOWNERS

### **Local Nature Recovery Strategy (LNRS) Survey for farmers and landowners**

Welcome to the LNRS Survey for farmers and landowners in Cambridgeshire and Peterborough.

Local Nature Recovery Strategies (LNRS) are a component of the Environment Act 2021, and will set priorities for nature recovery, by identifying existing habitats and species which are important to conserve, and opportunity areas where biodiversity can be increased to create a landscape more resilient to climate change and other environmental pressures.

It is vital that opportunities for nature recovery on agricultural land fit with maintaining the productivity and profitability of current farming systems and potential future land of farms and landholdings. The purpose of this survey is to capture the views, ideas, plans and priorities that farmers and landowners would like to contribute towards the development of Cambridgeshire and Peterborough Local Nature Recovery Strategy.

This survey is being conducted by Cambridgeshire County Council, working in partnership with Natural Cambridgeshire. By clicking the submit button, you agree to participate in the survey and for these organisations to process all information collected. There is also a separate survey for members of the public to contribute their views and that can be found here <https://forms.office.com/e/gz7th9AkkE>

If there are any relevant plans, maps or other documents that you would like to share, please email them to [localnaturerecoverystrategy@cambridgeshire.gov.uk](mailto:localnaturerecoverystrategy@cambridgeshire.gov.uk)

The closing date for this survey is **5pm on 19 April 2024**

1 What is the name of your farm or the organisation you are representing in this survey? Please include your name and contact details and any online presence (e.g. website/social media) if you're happy to share those with us.

2 What is the main type of land use e.g. arable, livestock, horticulture, or mixed farming?

3 What is the main location, size in hectares and soil type(s) on which you farm?

4 Are you part of a farm cluster or grouping and if so, please tell us which one? If you aren't part of a cluster, please tell us if you would like to be connected with an existing cluster or consider beginning a new grouping.

5 What actions are you already taking that are contributing to nature recovery in Cambridgeshire and Peterborough? e.g. pollinator mixes, field margins, ditch management, water management etc.

6 What opportunities under SFI or other incentives, do you see in relation to the creation of more habitats for wildlife in and around your landholding?

7 If there was additional funding available, what additional actions could you like to take on your farm that would provide opportunities to restore or create natural habitats for wildlife?

8 Which habitats and/or species do you think should be prioritised for nature recovery action?

9 Is there anything else you would like to share with us about what you would like to see included or considered in Cambridgeshire and Peterborough's local nature recovery strategy?

10 What do you regard as the most important biodiversity priority for Cambridgeshire?

11 What barriers do you see to taking additional opportunities to restore/create habitats for nature?

### **Data Protection**

Cambridgeshire and Peterborough LNRS will be developed by a 'Responsible Authority' (RA) as set out by DEFRA. The Cambridgeshire and Peterborough Combined Authority (CPCA) is the RA for the county. The CPCA has contracted the responsibility to Cambridgeshire County Council to develop the LNRS. This is in collaboration with Natural Cambridgeshire (Local Nature Partnership) as a key partner.

This survey has been developed in partnership by Cambridgeshire County Council and Natural Cambridgeshire, with support from Natural England. To support the overall development of our LNRS, the following consultants have been procured:

- Land Use Consultants – Authorship/ Editor requirement
- Natural Capital Solutions – GIS Support requirement

Data collected during this survey will be shared with the consultants above to assist the overall development of the LNRS. A data sharing agreement has been signed between the council and consultants and the data collected will not be shared outside of this programme.

The purpose of this survey is to capture the views, ideas, plans and priorities that local groups and organisations would like to contribute towards the development of Cambridgeshire and Peterborough's Nature Recovery Strategy.

The following personal information will be collected:

- Name and organisation you are representing
- Contact Details (email address and/or telephone number)
- Membership information (number of volunteers, age and regularity of meetings)

If you provided an email address to receive updates about the Local Nature Recovery Strategy and how your views have shaped it and/or to find out more about work of the Cambridgeshire and Peterborough Local Nature Partnership, Natural Cambridgeshire, this will be shared with Cambridgeshire County Council and Natural Cambridgeshire for whichever purpose you have selected.

The timeline for developing the Cambridgeshire and Peterborough LNRS is to be completed by 31st March 2025. All data collected as part of this survey will be stored until this deadline, after which all data will be deleted.

By clicking the submit button, you agree to participate in the survey and for these organisations to process all information collected.

☐ **Submit**

## 9. STAKEHOLDER ENGAGEMENT INFOGRAPHIC

# LNRS Methodology

