



Storytelling about Land Use Futures: Why, what & where have we got to?

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“We’re almost asking much more of our land in terms of what it delivers. It’s not just delivering food, it’s not just delivering a tourism environment, it’s also delivering public amenity, it’s also delivering climate transition, it’s also delivering biodiversity, so we’re asking much more of it now than we did I would say which is really, really challenging. And we’re asking a lot more of the people who are managing that land as well because we’re asking them to deliver on multiple outcomes for which there will be trade-offs because you can’t just do more of everything.”

Research Purpose

- Research **aims**:
 - to identify a diverse set of voices which are weighing in on land-related issues in Scotland
 - to assess the visions of land futures that these voices present
- Research **questions**:
 - Whose voices are put forward in land sector governance consultations?
 - Which voices are missing from these consultation processes?
 - What vision of land futures do these voices present?
 - What undesirable land futures do these voices argue against?
 - What environmental and/or social justice issues are expressed in these responses?
 - On what grounds do consultation voices claim legitimacy?



Process

- Identified set of ‘traditional’ stakeholder voices weighing in on land-related issues in Scotland
 - M8 Purposive sample for story-telling finalised (Oct 2022)

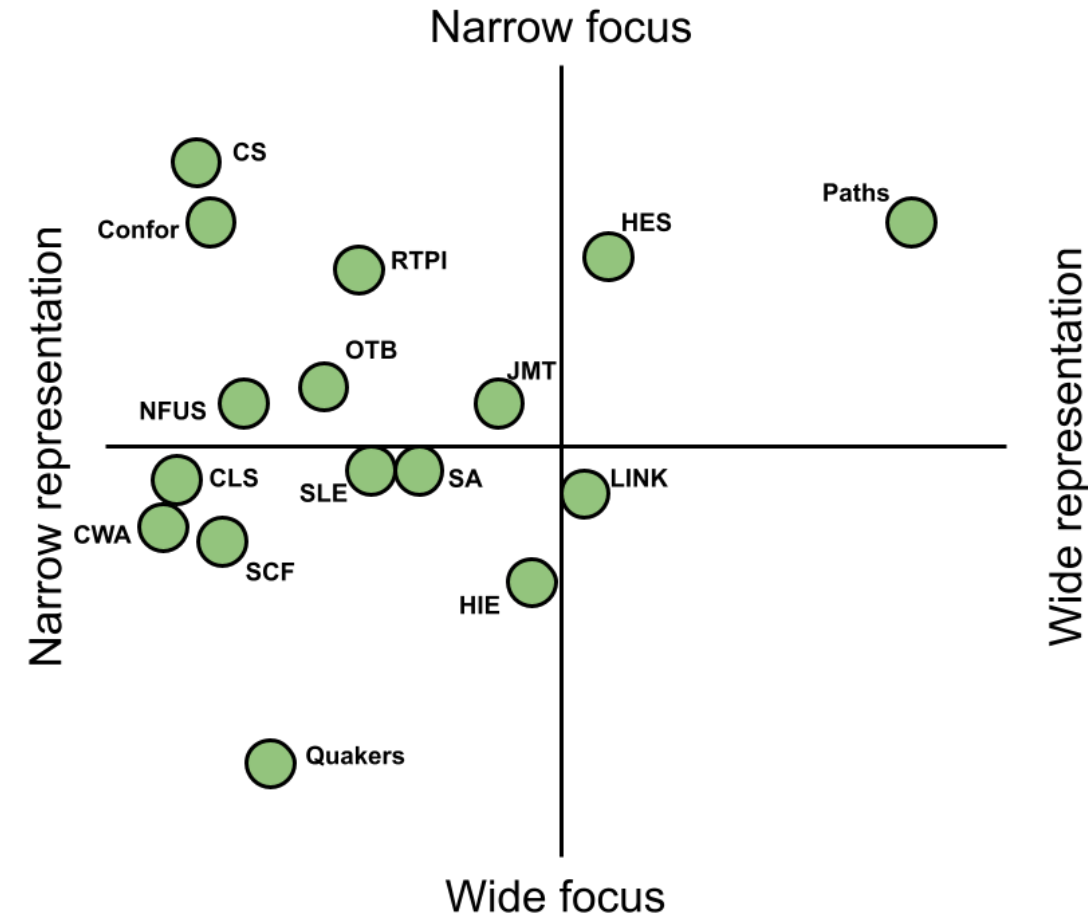


- Conducted discourse analysis using Carvalho’s (2007) media analysis for coding framework
- Completed template for organisation responses
 - M9 Sensory and conventional interview analytical approach confirmed (Feb 2023)
 - M25: LU/LUC story telling draft findings fed into QST2 (Sep 2023)
- Interviewed representatives of traditional stakeholder organisations and integrated with analysis
- Identified ‘lesser-heard voices’ for next stage of research

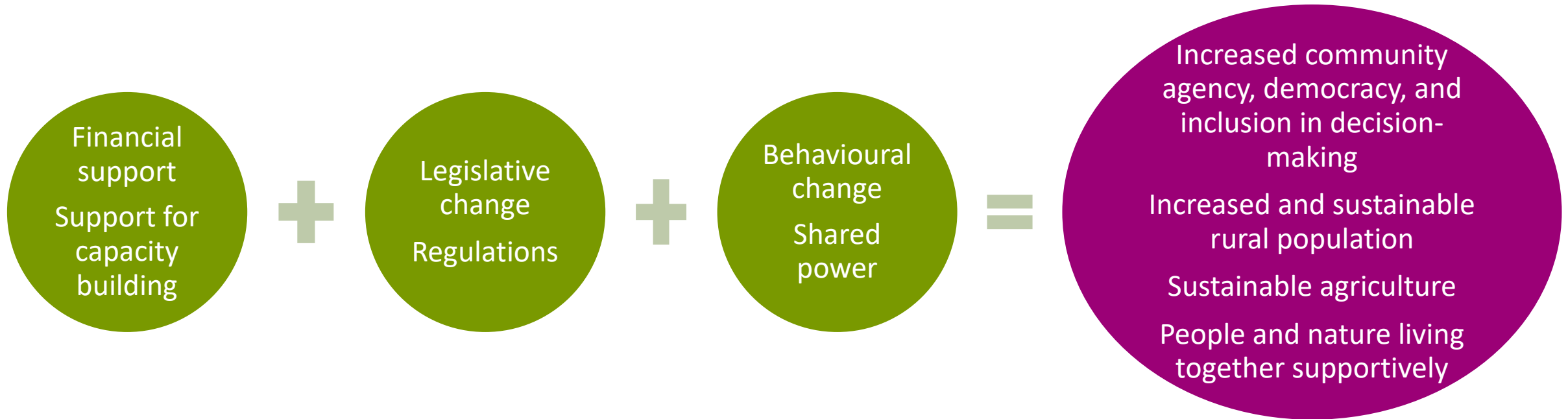


Findings

- What is land for?
‘Land is for people to live on and work on and build sustainable communities’
- Environmental and social issues
‘If you want long term environmental benefits, it’s the people on the land that are going to deliver that in 100 years’ time’
- Sectoral vs holistic view
‘people have a single issue that they want to drive, whether it’s planting more trees, whether its reintroducing lynx... land management doesn’t work like that. It all has to be integrated’
- Change vs status quo
‘fundamental reframing of our relationship with the natural world that is required’
- Role of government/policy
‘I think public policy can in some cases provide incentives to change and in other cases can provide a bit of a stick’



Future Visions (and how to get there)



Next Steps

- Deeper analysis
 - Legitimacy
 - Increased focus on Just Transition for upcoming publication
- Digital story and report (May 2024)
- Walking video interviews with lesser-heard voices (2024-5)
 - Ethnic minorities, people with disabilities, youth, LGBTQ+, Gaelic speakers, artists & artisans, tenants and farmworkers
- How to help with future policy development?



Related research presentation “Scottish Stakeholder Visions of Rural Land Use in a ‘Just Transition’” - RGS-IBG Annual International Conference 2023:

<https://landusetransformations.hutton.ac.uk/outputs/scottish-stakeholder-visions-rural-land-use-just-transition-rgs-ibg-annual-international>

Related research from JHI “A literature review of the social and economic impacts of land use change”:

<https://zenodo.org/records/10143949>

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