



**ENVIRONMENT AGENCY**

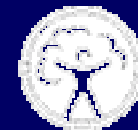
# **Encouraging Active Involvement**

## **Experiences from the Ribble Basin**

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Environment Agency UK

- Introduce the project
- Public participation in the Ribble Basin
- Early views on our performance
- Next steps



# The Ribble Basin

- 2118km<sup>2</sup>
- 1.25 Million population
- 90% Rural
- Northwest England



# Objectives

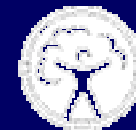
- Report on the performance of European Guidance
- Help the Environment Agency refine national guidance on methods, tools and procedures
- Help the business assess the implications on resources (money & skills)
- Help stakeholders understand what it means
- Prepare the basin for implementation



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# Directive requirements for public participation

1. Member states shall encourage active involvement of all interested parties
2. Member states shall ensure they publish and make available:
  - a timetable and work programme
  - an interim overview of significant issues
  - draft copies of the River Basin Management Plan
3. Access shall be given to background information



# Lessons from the Ribble



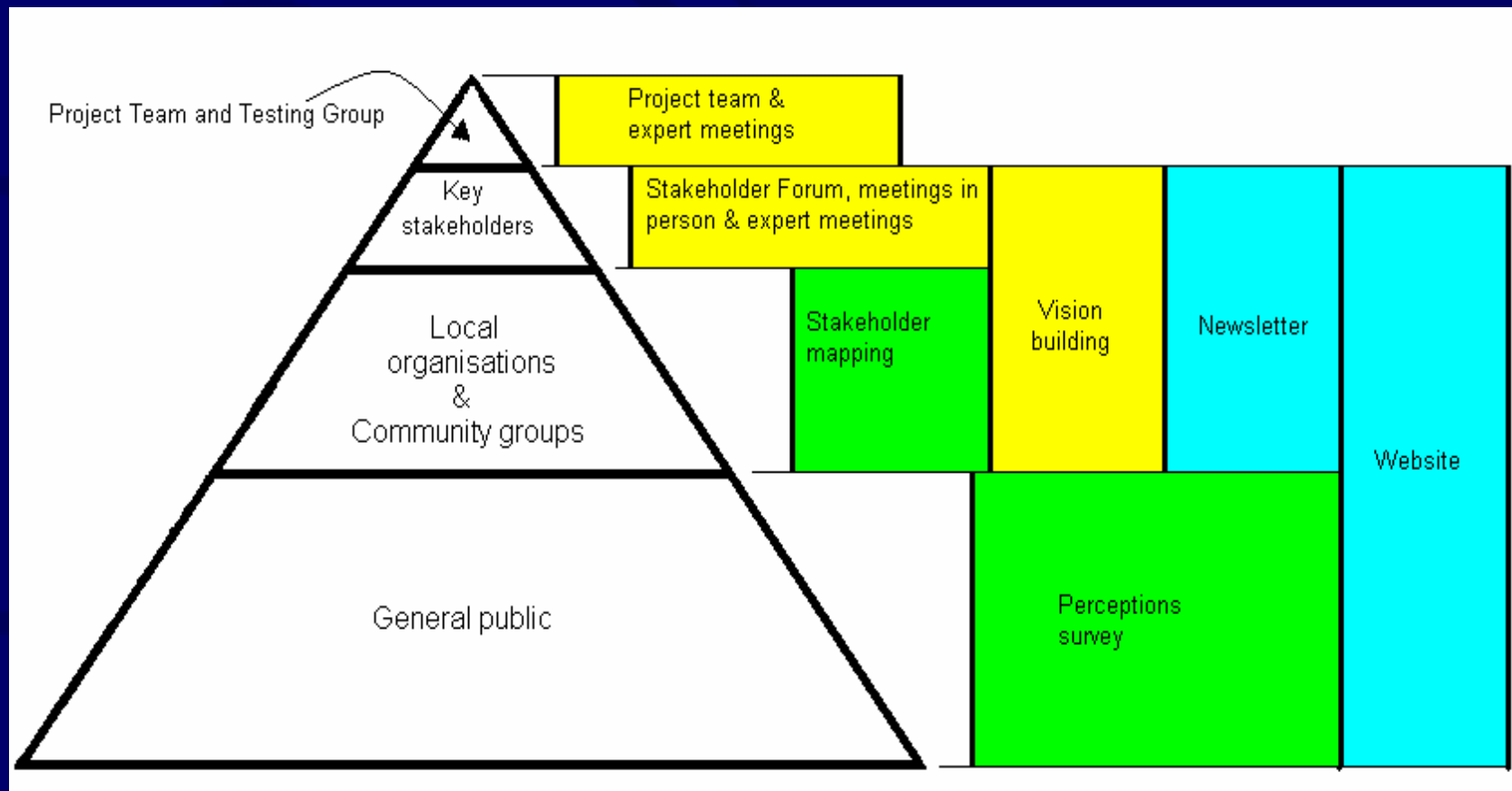
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## Who are the interested parties?

- all those organisations who have powers and procedures which can deliver elements of the Programme of Measures (stakeholder/regulators)
- all those individuals and organisations who use the water environment and whose activities impact on the water environment (stakeholder/deliverers)
- the general public



# Participation Methods Tested



Yellow - Informing, listening & active involvement

Green - Listening & learning

Blue - Information provision



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Choice of technique depends on:

- stage of the process
- objectives
- stakeholders
- resources
- scale



### Link process to product

- issue based participation
- meaningful participation
- Integrated planning needs public participation



### 3. The Ribble tells us...

Don't try and engage with general public - 86% aren't interested!

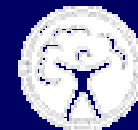
- Focus on issues
- Internet can be used for those 14% interested
- Use local organisations (e.g. environmental groups)
- Concerted engagement works



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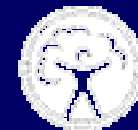
A stakeholder vision is powerful

- Aspirational thinking drives actions
- Active involvement with interested parties
- Shared Learning builds consensus
- Manages expectations



## 5. The Ribble tells us...

- Be Flexible and use a 'Toolkit' approach
- Scale is crucial - basin scale works
- Use current best practice
- Don't lose focus on the problem!



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# Summary

- Public participation is required for integrated RBMP
- Ribble has demonstrated value of CIS guidance & best practice
- International conference in Ribble Basin on Encouraging Public Participation (Oct 12-14th)

[www.environment-agency.gov/ribblewfd](http://www.environment-agency.gov/ribblewfd)



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