

Appendix 1 Interview Guide

Towards a new approach to understanding and communicating the value of Scotland's seas



Project Introduction

Oceans of Value is a new project by the Scottish Wildlife Trust's Living Seas department, in collaboration with Heriot Watt University. The Trust's Living Seas work aims to ensure that Scotland's marine resources are sufficiently protected for the benefit of people and wildlife. Scotland's marine area is vast, making up approximately 60% of UK seas and covering an area six times that of Scotland's land area. It supports a vast array of spectacular wildlife and natural habitats that provide many benefits to society, from food and jobs to education and inspiration.

The aim of the Oceans of Value project is to find out how people living in Orkney value their marine environment. We want to open up a constructive dialogue between the local community and those who make the big management decisions. Ultimately, the insights from this project could be used to make a real and lasting improvement to the health of Orkney's marine environment by informing how we manage Orkney's waters. Orkney is beginning to investigate better ways to manage all the activities in our waters, and with initiatives being rolled out across Scotland, understanding the values of the local communities towards the marine environment, is important to their development. We hope the results of the Oceans of Value project will provide new insights into how people value our seas and will be used to inform the big decisions about how we manage our marine environment and safeguard it for future generations.

The project stages.

We have chosen to use the Community Voice Method for our project, which consists of the following key stages:

- **Interviews:** We will interview around 40 different stakeholders beginning Dec 2019. Each person will be asked the same questions, following the Community Voice Method.
- **Analysis & Editing:** The interviews will be analysed and a 30-minute film will be made using clips from the interviews.
- **Focus Groups:** We will hold focus groups with interviewees to get feedback on the film from mid-2020.
- **Screenings & Workshops:** We will host public screenings of the film and workshops with decision makers from mid-2020.
- **Final Film:** The film will be published on the Trust's website once finalised.
- **Final Report:** We will then publish the final report in 2021.

Interviewee consent

Before the interview, we will ask for your consent to film your interview so we have an accurate record of what is discussed. This recording will be kept confidential to the research team, except for those short extracts we used for creating the film. In the final written project report we will ensure that, no statements are directly attributed to any individual and responses will be analysed together with those of other participants.

Interview conduct and usage

The Interviews will last between 45 minutes and one hour and take place at a convenient time and location to the interviewee. They may be outside, in a community area or in the interviewee's own home, depending on the interviewee's preference. The interviews and analysis will be carried out by Heather Woodbridge (Project Officer) and Alice Bucker (Masters student at HWU), with the film being edited by Heather. Our aim is to capture as many views as possible while still being representative. All interviewees will be invited to view a screening of the film and asked to give feedback during the focus groups to ensure that everyone's views are fairly represented before it is shown to the wider public.

Interviewer checklist

- Thank interviewee(s) for agreeing to participate in this exciting project.
- Give a full Project Introduction - outlined above. Discuss Alice's involvement and optional survey.
- Go over consent form (ensuring interviewee has information on how the Trust will use the interview)
 - Do we have permission to film you?
 - Do we have permission to film in/on your private home/property/boat?
 - Do we have permission to film in this community space?
 - Do we have Council approval for street filming? (if applicable)
- Interview Preamble:
 - Unless you are on call please switch off your phone during the interview. (We can pause the interview if the phone rings)
 - The interview should last between 45m – 1h but we can pause the interview for a break or stop at any time.
 - You are not obliged to answer all of the questions.
 - Anything you say while we are not rolling will not be taken into account.
 - If you say something that you don't want to be used in the film, just let us know on camera and we won't use it.
 - If you aren't happy with your response to a question the first time round, we can always do it again.
 - We will not knowingly include anything that is inflammatory or personally damaging in the film.
 - We will not be including the interviewer in the film so when you answer questions, it would be really helpful to us if you could frame your answer within the question so you could understand your response without the context of the question.

- Do you have any questions?
 - Are you happy to begin?
- SOUND TEST

Camerasperson checklist

- Level tripod – Horizon check
- Adjust tripod height – Eye Level Check
- Check lighting on interviewee, direction of sight & suitable background
- Test camera battery / plug in extension cable / spare ready for halftime
- Check batteries on Camera and wireless Microphone)
- Check enough memory on inserted SD card / Spare SD card
- Check focus & exposure on interviewee's face
- Test sound using headset. Get Interviewee to speak normally and adjust their mic if required.

INTERVIEW QUESTIONS

(Supplementary questions in *italics*)

CAMERA ROLLING

*To test the sound - Could you please spell your name and tell us what you do? Where are we today?
What did you have for breakfast?*

Ask interviewee to introduce themselves with their name, occupation and how long they have lived in Orkney.

1. Orientation

a) What is it like living here in [local parish], and Orkney?

- i) What is it about Orkney made you / your family put down roots here?*
- ii) What was it that made you choose to live/move/stay here?*
- iii) What is your favourite/best aspect about living here?*

b) What is the community like here?

- i) Can you describe what your community does together?*
- ii) What does 'community' mean to you?*

c) In your opinion, how much do the coasts and sea influence Orkney's identity and culture?

- i) Are there any traditions in your community/or area that involve the seas and coasts?*
- ii) Are there traditions, that are now lost, which were on the seas or coasts?*

d) Are there many Orkney dialect words or phrases that are/were used regarding Orkney's coasts or seas?

- i) What is the meaning? Please elaborate. Where in Orkney are these words from?*

2. Personal experience

a) How do you, or did you, use the marine environment?

i) Do you work there or go there for leisure?

ii) Are there any places in particular that you feel you have a personal connection with?

iii) Do your friends or family share your interest with the marine environment? (if you have one)

b) We would like to ask you about the different ways in which the marine environment is important.

○ *In what ways does the marine environment matter to you as a resource that we live from?*

○ *In what ways does the marine environment matter to you in terms of place and as a setting to live, work and recreate in?*

○ *In what ways does the marine environment matter as a space for nature that we live with?*

○ *In what ways does the marine environment matter as a part of you or your community? In what ways do you feel part of the sea?*

○ *Does the marine environment matter to you in any other ways?*

○ *Is there anything that you dislike about the marine environment?*

3. Key Issues & current state of the marine environment

a) There is a growing public interest in the health of the marine environment and how we manage marine activities (thanks to the BBC's Blue Planet series). What are your views on the health of Orkney's marine environment?"

- Do you think Orkney's marine environment is in a healthy condition?

- Has the health of Orkney's marine environment changed in your lifetime?

- In your opinion what are the Key Issues facing Orkney's marine environment?

- With regards to the issues you have mentioned; do you think these could be tackled at a local, Orkney scale or at a national scale?

b) Has the way we use Orkney's marine environment changed in your lifetime?

- What about locally?

- Has this change been significant?

- has this change been positive or negative?

c) If you could change anything about how we manage, or use, Orkneys' marine environment, what would that be?

- Do you take part in any activities that aim to improve the health of Orkney's marine environment? For example litter picking/beach cleans?

- Do you feel local people have a sense of pride in the marine environment?
- Is this different between people in your community, different generations for example?

- d) From your own experience, do you feel that Orkney's marine environment is being well managed or used?

4. Map

Show interviewee the large laminated map of Orkney. Invite them to mark important areas.

- a) Could you please mark areas or features that are important to you? ①
 -This is what is significant to you personally; it can be social, economic culturally important etc.
- b) Could you please mark areas, or features, which you believe require better management? ②
 -This can include protection
- c) Could you please mark areas, or features, which you believe are under pressure? ③

- d) Could you tell us a little bit about why you have chosen these areas (1,2 & 3)?

i) How do these areas make you feel?

(Adjust prompting questions to mapping response to tease out talking points)

- e) Are there any additional features you would like to mark on the map that you believe are important, if so why are they important?

5. Management of the marine environment (marine planning)

Planning activities on land is an important and well-established practice, but it is relatively new concept in the marine environment. You may have heard that in Shetland, a new Regional Marine Plan is being developed to help shape future management of the seas around the islands.

- a) Do you think establishing a formal plan on how to manage the marine environment is something that would be useful in Orkney? Why do you think so?

i) Have you heard about any proposals or projects like this in Orkney?

- b) What would be your priorities for managing Orkney's future marine environment?
i) What is most important to you? (environmental health, development providing jobs, preserving scenic beauty etc.)

- c) Who do you think should be responsible for managing the future of our marine environment?

i) Industry, Scottish Government, Local Authority, the local community? Each, to what extent?

- d) If an Orkney Marine Plan were to be developed, would you like to be involved in its development?

i) What should be considered when making a management plan for Orkney?

ii) How important is it for local people's values to be considered?

ii) Prompt interviewee to explain answers.

6. Wrap up

- a) If you have to pick only three words, what three would you use to describe what is most important to you about Orkney's Marine Environment?

i) If you are struggling to pick three words, how about three topics or three issues that are most important to you?

- b) Finally, is there anything else you would like to add that is important to you regarding Orkney's marine environment?

That was our last question. Thank you so much for speaking to us today.

Do you have any ideas for where we should go to film background shots? Any activities we should capture? Could we come out with you somewhere?

Give an opportunity for any last minute additions or comments.

STOP ROLLING

Closing checklist

- Thank interviewee(s) again!
- Remove lapel microphone.
- Double check interviewee contact details are complete (Contact Form).
- Verbally check permission for future contact, including invitation for further participation.
- Offer Alice's optional questionnaire (to be done then or at a later date and sent to Alice).
- Request recommendations for other interviewees. "We are interested in listening to and highlighting all viewpoints."
- Ask the Interviewee "Do you have any recommendations of where we should film to get some scenic shots?" "Can we film you interacting with the marine environment?"
- Mention that interviewee can also contact us in future.

- Ensure interviewee has:
 - Contact details to get back in touch.
 - Copy of Project Summary Sheet / Consent Information Sheet (supplied prior to the interview).

Ask if interviewee has any further questions? Answer any further questions.