

# Stakeholder engagement

**Stakeholder Engagement:** the process of involving people in the decisions that affect them.

**Consult:** To have regard for a person's feelings or interests in making plans or decisions.

WHEN?	Management of existing activities	Tackling problems
<p><b>WHEN?</b></p> <p><b>Planning or developing activities</b> e.g. new planting, revision of management plans, significant felling.</p>	<p><b>Management of existing activities</b> e.g. access and forest management interactions.</p>	<p><b>Tackling problems</b> e.g. timber transport disruption, fly tipping, unauthorised mountain bike trails.</p>
<p><b>WHO?</b></p> <ul style="list-style-type: none"> <li>• Neighbours</li> <li>• Community (community council, development trust, user groups)</li> <li>• Clients / agents</li> <li>• Legal interests e.g. wayleaves</li> <li>• Special interest groups</li> <li>• NRW &amp; statutory consultees</li> <li>• National NGOs</li> <li>• Vociferous detractors</li> </ul>	<ul style="list-style-type: none"> <li>• Neighbours</li> <li>• Community (community council, development trust, user groups, local schools)</li> <li>• Clients / agents</li> <li>• Legal interests e.g. wayleaves</li> <li>• Special interest groups</li> </ul>	<ul style="list-style-type: none"> <li>• Neighbours</li> <li>• Community (community council, development trust, user groups)</li> <li>• Local authority</li> <li>• Local councillors, AM's, MPs</li> </ul>
<p><b>HOW?</b></p> <ul style="list-style-type: none"> <li>• Site visits</li> <li>• Small informal / formal meetings with key stakeholders</li> <li>• Telephone contact with key stakeholders</li> <li>• Attend meetings of relevant local groups</li> <li>• Website</li> <li>• Advertisements / articles in local press</li> <li>• Interactive workshop / event</li> <li>• Leaflet drop to all households</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a forestry contact within Community council or similar</li> <li>• Advisory committee</li> <li>• Attendance at suitable local events e.g. shows, galas, etc.</li> <li>• Newsletters</li> <li>• Annual surgery</li> <li>• Annual meeting with key stakeholders</li> <li>• Notice board at forest gate</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• Site visits</li> <li>• Small informal / formal meetings with key stakeholders</li> <li>• Awareness raising via local press</li> <li>• Attend meetings of relevant local groups</li> </ul>

## LESSONS LEARNT

- One size does not fit all – it's about the right thing at the right time. Knowing what works takes time.
- Speaking to people in advance of an activity rather than after can identify issues before they arise.
- Style and tone are as important as what is said / done.
- Make yourself known and available to stakeholders / communities as this can help avoid problems escalating.
- Listening skills are essential. Often foresters want to solve problems and take action, when just listening works.
- Take time to understand the problem. It may not be what you first think.
- Face-to-face always works better in difficult situations.
- Avoid 'town hall' style public meetings.
- Visual aids (but not just maps) and 'active' feedback sessions work well.
- Admit mistakes, rectify and move on.

## HELPFUL RESOURCES

- **NRW webpage on tree felling activities** [naturalresources.wales/permits-and-permissions/tree-felling-and-other-regulations/?lang=en](https://naturalresources.wales/permits-and-permissions/tree-felling-and-other-regulations/?lang=en)
- **WG Glastir pages** [beta.gov.wales/rural-grants-payments](https://beta.gov.wales/rural-grants-payments)
- **Forest Research.** [forestry.gov.uk/research](https://forestry.gov.uk/research)
- **The Timber Transport Forum** [timbertransportforum.org.uk](https://timbertransportforum.org.uk)
- **Confor helplines** [confor.org.uk/resources/helplines](https://confor.org.uk/resources/helplines)
- **Glastir Woodland Creation Opportunities Map** [le.gov.wales/catalogue/item/GlastirWoodlandCreationOpportunitiesMap](https://le.gov.wales/catalogue/item/GlastirWoodlandCreationOpportunitiesMap)
- **Ancient Woodland Inventory** [naturalresources.wales/guidance-and-advice/environmental-topics/woodland-management/woodlands-and-the-environment/ancient-woodland-inventory/?lang=en](https://naturalresources.wales/guidance-and-advice/environmental-topics/woodland-management/woodlands-and-the-environment/ancient-woodland-inventory/?lang=en)

# Why Wales needs more trees

Often as part of stakeholder engagement you will need to make the case for forestry, as an article in the local press, as a presentation at a consultation event, on a noticeboard etc.

This article provides content which you can use or adapt. You should also include:

- At the start, a description of your forest and its particular benefits, and how they link into the wider benefits of forestry for Wales.
- At the end, a quote from yourself, the woodland owner or another supporter of the project about the particular benefits to the local community (perhaps using some of this information)
- An image, if possible showing what the forest will look like once matured, for example using the 3d visualisation software from [prospect.mapmaker.com](http://prospect.mapmaker.com).

Forestry and timber employs more than 10,000 people in Wales<sup>1</sup>, and contributes over £0.5bn to the economy.

Softwood trees provide the timber for wooden products we all take for granted – fencing, decking and boards for flooring and kitchen units, as well as pallets for industry and timber frames for houses.

Trees soak up carbon as they grow, stored away in wood products for decades.

We need to plant around 8 million trees every year to help meet our climate change obligations<sup>2</sup>.

Yet in 2016 we planted barely 80,000, one-hundredth of what we need<sup>3</sup>. And more shockingly, 40 million timber trees have disappeared since 2001<sup>4</sup>.

Wales faces a catastrophic decline in timber production<sup>5</sup> (fig.1). Thousands of jobs growing trees and manufacturing timber products could be lost unless planting of softwoods (conifers) increases rapidly.

The lack of planting has contributed to a wider UK problem and created another shocking statistic: the UK is the second biggest importer of timber in the world<sup>6</sup> (fig.2).

Forestry can be a real game-changer for Wales.

As well as storing carbon and supplying timber, modern forests create habitats for biodiversity and areas for recreation, reduce flood risk and clean the air we breathe. And people love trees. 96 % said they provide at least one public benefit to Wales<sup>7</sup>.

We should be targeting self-sufficiency in timber production in the long-term. Wales must start planting those trees now – to protect the economy and the environment and deliver a bright future for rural communities.

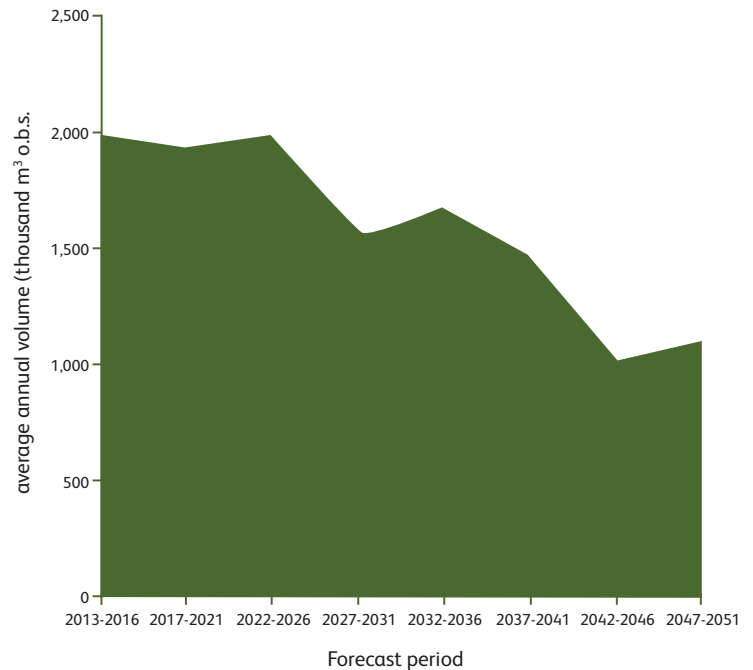


Fig.1 Timber forecast for Wales (Source: Forest Research)

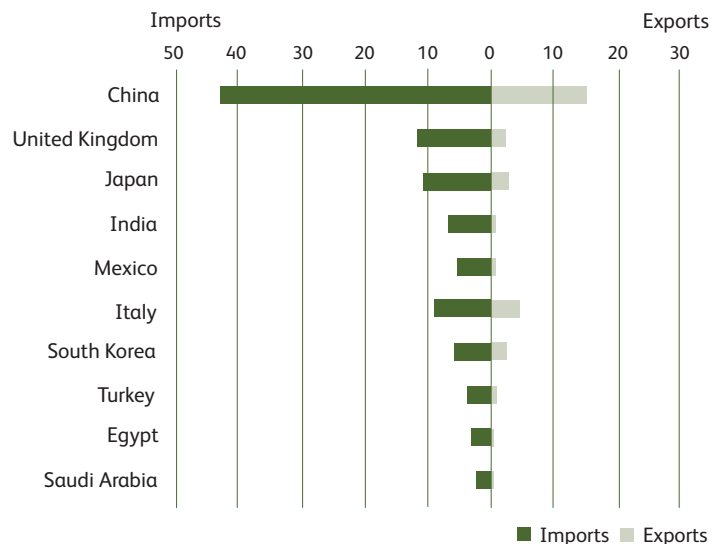


Fig.2 Value of timber imports and exports by country (\$billion) (source: Forestry Statistics)

1. Woodlands for Wales Indicators (WFWI). <http://gov.wales/statistics-and-research/woodlands-wales-indicators/?lang=en>  
 2. UK Committee on Climate Change report to the Welsh Government (2017) <https://www.theccc.org.uk/2017/12/19/wales-can-tackle-climate-change-protecting-industry-jobs-future-generations/>  
 3. 39 hectares (WFWI).  
 4. 18,000 hectares. (WFWI).  
 5. National Forest Inventory, 50 year forecast of softwood availability (2014). [https://www.forestry.gov.uk/pdf/50\\_YEAR\\_FORECAST\\_OF\\_SOFTWOOD\\_AVAILABILITY.pdf/\\$FILE/50\\_YEAR\\_FORECAST\\_OF\\_SOFTWOOD\\_AVAILABILITY.pdf](https://www.forestry.gov.uk/pdf/50_YEAR_FORECAST_OF_SOFTWOOD_AVAILABILITY.pdf/$FILE/50_YEAR_FORECAST_OF_SOFTWOOD_AVAILABILITY.pdf)  
 6. Net imports, after China. Forestry Statistics 2017.  
 7. Public opinion of forestry survey. <https://www.gov.uk/government/statistics/public-opinion-of-forestry-2017-wales>