

# Bude Area Community Jury on Climate Change

The Bude Area Community Jury met for 30 hours of discussion, debate, reflection, and deliberation:

During that time, they:

- Shared their own experiences
- Listened to and questioned 24 commentators
- Met with the Budehaven School Mini-Jury
- Received messages and postcards from primary school children

Drawing on all of this, the community jury developed and voted on **11 principles** and **29 recommendations**.

## Principles

### Sea Level Rise

Many decisions will need to be made in the future on suitable responses to sea level rise in the Bude area. To help those decisions, Jury members formulated a set of principles that should be applied to future decision making in the Bude area. They can be used as a checklist against future decisions by adding the following words in front of each principle to turn it into a question; 'Does the decision...?' For instance, '*Does the decision take into account the impact on future generations?*'

Jury members were asked to vote on a scale of "strongly agree" to "strongly disagree" for each principle. Votes are scored as follows:

S. Agree	Agree	Neither	Disagree	S. Disagree
+2	+1	0	-1	-2

The scores were tallied and converted to a percentage. They are listed below in descending order. Thirty-three jury members voted by the deadline.

Rank	Score	Principle and scoring breakdown										
1	89.4%	Take into account the impact on <b>future generations</b> . All decisions must be guided by long term impact and what is sustainable so we don't have to undo things later.										
		<table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td>26</td> <td>7</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree	26	7	0	0	0
S. Agree	Agree	Neither	Disagree	S. Disagree								
26	7	0	0	0								
2	86.4%	Include the meaningful <b>direct involvement of local residents</b> . There must be a shift from <i>consultation</i> (where people have limited power) to <i>codesign</i> (where power is shared) and strong efforts to go to people through a variety of approaches. We must value <b>local knowledge</b> to build community buy-in.										
		<table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td>25</td> <td>7</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree	25	7	1	0	0
S. Agree	Agree	Neither	Disagree	S. Disagree								
25	7	1	0	0								
3	84.8%	Contribute to the building of a more <b>resilient local economy</b> that caters for the needs of all. It should not lead to a reduction in local employment. If money is spent/resources are paid for, local organisations and workforces should be given preference.										
		<table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td>23</td> <td>10</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree	23	10	0	0	0
S. Agree	Agree	Neither	Disagree	S. Disagree								
23	10	0	0	0								
4	81.8%	Be fully <b>transparent</b> and shared widely. Information on the decision to be made, why, who will make the decision and how; must be widely available (not just online) at all stages of the decision making process in a way that is inclusive and accessible to all.										
		<table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td>21</td> <td>12</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree	21	12	0	0	0
S. Agree	Agree	Neither	Disagree	S. Disagree								
21	12	0	0	0								
5	75.8%	Ensure that any relocation or new work is carried out to a <b>high standard, is sustainable, and the decision-making process behind it is</b>										

**transparent.** Spending decisions should consider the benefits of both large-scale single projects versus many small-scale projects.

S. Agree	Agree	Neither	Disagree	S. Disagree
19	12	2	0	0

**=6** 74.2% Be clearly communicated to the wider community so that everyone is clear who is **accountable** and how. There must be regular, accessible updates on progress.

S. Agree	Agree	Neither	Disagree	S. Disagree
18	13	2	0	0

**=6** 74.2% Find ways to present **change as an opportunity** and a positive, not just a threat

S. Agree	Agree	Neither	Disagree	S. Disagree
19	11	3	0	0

**8** 71.2% Embrace and encourage **our local community's willingness to help.** Any volunteering roles that arise should provide recognition and opportunities to upskill, to encourage more volunteers to sign up and improve retention.

S. Agree	Agree	Neither	Disagree	S. Disagree
17	13	3	0	0

**=9** 66.6% Not negatively impact the **character of the area**, as determined through an appropriate mechanism by the community of Bude.

S. Agree	Agree	Neither	Disagree	S. Disagree
16	12	5	0	0

**=9** 66.6% Put the local **community's needs first** and protect existing community initiatives

S. Agree	Agree	Neither	Disagree	S. Disagree
14	16	3	0	0

**11** 63.6% That those affected must be involved so there is an **equitable** response. We must minimise the displacement of people and the impact on homes and businesses.

S. Agree	Agree	Neither	Disagree	S. Disagree
16	12	3	2	0

# Recommendations

The recommendations are listed in rank order under three thematic headings: 1) Sea level rise; 2) Raising awareness; and 3) Other. Jury members were asked to vote on a scale of “strongly agree” to “strongly disagree” for each recommendation:

S. Agree	Agree	Neither	Disagree	S. Disagree
+2	+1	0	-1	-2

The scores for each recommendation were tallied to produce a percentage, a rank within the theme, and an overall rank, in brackets. Thirty-three jury members voted by the deadline.

## Sea Level Rise

Rank	Score	Recommendation and Scoring Breakdown
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**1 (1)** 83.3% Prioritise the role of **natural processes** in responding to local sea level rise and in particular dunes. A dune management plan should: a) research and identify strategies for maintaining and improving dune structures and size at Summerleaze; b) consider whether dunes would be advantageous in other parts of the coastal parishes of the Bude Community Network Area; and c) measure and monitor progress.

S. Agree	Agree	Neither	Disagree	S. Disagree
23	9	1	0	0

**2 (2)** 81.8% Our **political system** means that it is difficult to move beyond a short term response to climate change and related sea level rise (e.g. five year government ruling period).

We must separate the climate change response from the political short-term viewpoint. We need continuity. This could be achieved by: a) appointing an independent Climate Change Commissioner working closely with Local and County Councils, Bude Climate Partnership, the Environment Agency and other relevant stakeholders, across all parishes; b) creating a long term future for Bude Climate Partnership to voice local knowledge, consider ideas and monitor progress

S. Agree	Agree	Neither	Disagree	S. Disagree
24	7	1	1	0

**3 (3)** 80.3% **Local knowledge** must influence our response to sea level rise. It should add to the evidence base to make sure unintended consequences are avoided.

The idea of a local knowledge research project should be explored drawing on expertise in mixed methods from Exeter and Plymouth universities. This is the most cost-effective approach to understanding how we should adapt to sea level rise.

We need to establish an open dialogue with universities such as Exeter, UEA, Reading, Falmouth, Plymouth, and Bangor, which may be interested in conducting research in our local area.

We should also work with schools to draw upon the time and expertise of local students, perhaps those studying A-Level geography or an Extended Project Qualification.

S. Agree	Agree	Neither	Disagree	S. Disagree
21	11	1	0	0

**4 (5)\*** 77.4% Difficult decisions will need to be taken about high priority buildings, facilities, and natural features that are at high risk from sea level rise.

**CTAP funding** should be used to conduct a **comprehensive community engagement** exercise to help identify what action must be taken.

- Those whose livelihoods are going to be affected must be included in discussions.
- The Jury should meet again to support and influence the decision making process through giving input and making recommendations.

S. Agree	Agree	Neither	Disagree	S. Disagree
20	9	1	1	0

*\*Due to human error, this recommendation was not in the original voting booklet, but it was circulated to all jury members, 31 of whom voted on it. To ensure fair comparison across all recommendations, percentage scoring was used.*

**5 (6)** 74.2% The local MP must engage with the issues of **climate change** and sea level rise. They must listen to ideas and push for the production of plans.

S. Agree	Agree	Neither	Disagree	S. Disagree
23	4	5	1	0

**5 (6)** 74.2% Promote the creation of **Neighbourhood Development Plans** in all parishes in the Bude Community Network Area.

**Raise awareness in the community of their key role** in shaping and deciding the Neighbourhood Development Plan.

The process must be inclusive and accessible to all members of the community. It must also proactively draw in wider relevant stakeholders, technical experts and those impacted.

S. Agree	Agree	Neither	Disagree	S. Disagree
20	10	2	1	0

**5 (6)** 74.2% All coastal parishes in the Bude Community Network Area should create a **Coastal Change Management Area (CCMA)** as part of their Neighbourhood Development Plan. The process for developing the content of the CCMA must include meaningful engagement with wider stakeholder groups and also impact assessments.

S. Agree	Agree	Neither	Disagree	S. Disagree
18	14	0	1	0

**8 (11)** 71.2% Spread awareness of the development of actions and plans to address sea level rise through a **communication and media campaign** which keeps everyone up to date. This should be through a range of channels, to reach different demographics, such as:

- Newspapers (Bude and Stratton Post, Cornish Guardian, etc.)
- Social media (Facebook groups such as Bude noticeboard)
- Local radio

Communication must be positive and constructive so motivating

people to get onside. Volunteer recruitment should leverage this, by contrasting the Environment Agency sea level rise projections for a “reasonable worst case scenario” with a positive vision for Bude e.g. ‘If you volunteer, this is what Bude could look like...’

S. Agree	Agree	Neither	Disagree	S. Disagree
15	17	1	0	0

- 9 (14)** 68.2% Organise **progress report meetings on the Jury recommendations** with the Climate Jury, Bude Climate Partnership, Cornwall Council and Bude-Stratton Town Council, Environment Agency etc., after six and twelve months. Local government should provide funding for these meetings.

Any progress reports should be forwarded to the Jury with sufficient notice for proper scrutiny.

Bude-Stratton Town Council or Cornwall Council should appoint an officer to communicate progress.

S. Agree	Agree	Neither	Disagree	S. Disagree
17	12	3	1	0



**10 (17)** 65.2% Empower and engage local people by maximising the use of **volunteers** in our response to sea level rise. For example, volunteers to physically build projects or undertake citizen's science projects.

Volunteers should be adequately recognised for the work that they do (not just treated as free labour) and we should provide opportunities to upskill.

We must do more to communicate the many benefits of volunteering locally. This could be linked to our vision for and visualisations of Bude (e.g. if you volunteer, we can achieve our vision for Bude).

We must do more to effectively communicate volunteering opportunities, while at the same time drawing upon and collaborating with existing volunteer groups and initiatives in the area.

S. Agree	Agree	Neither	Disagree	S. Disagree
17	10	5	1	0

**11 (19)** 57.8% Get **buy-in** from everyone (including young people) and avoid widening social inequalities (disadvantaging the most disadvantaged the most) through a comprehensive **co-design process** at all stages (from the start not just at the end) which must be with a representative sample of Bude, ideally more than 3% of the population. This process should also be transparent.

S. Agree	Agree	Neither	Disagree	S. Disagree
11	17	4	1	0

**12 (20)** 51.5% Look into alternative **future travel solutions** for Crooklets and Summerleaze **whilst maintaining current car parking capacity**.

S. Agree	Agree	Neither	Disagree	S. Disagree
8	19	5	1	0

**13 (24)** 48.5% We need research into how sea level rise could be addressed by building **sea defences** that protect the beach, dunes, and seafront

infrastructure at Summerleaze and Crooklets and create new local opportunities e.g. a reef break/diving reef/oysters/harbour.

S. Agree	Agree	Neither	Disagree	S. Disagree
15	9	5	1	3

# Raising Awareness

Rank	Score	Recommendation and Scoring Breakdown
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1 (11) 71.2% A **change network of local organisations** should be established to speak with one voice on climate change and build pressure on those with power to take the action needed. Together, organisations such as sports clubs, schools, RNLI, Lifesavers, Canal Association, local wildlife charities and others can at the same time build power to influence and increase their awareness of the reality of what is happening now.

We recognise the role that Bude Climate Partnership is playing, but more resources are needed to raise awareness of the network. We, the Jury, would like to help.

S. Agree	Agree	Neither	Disagree	S. Disagree
19	10	3	1	0

2 (13) 69.7% Organise an extensive **awareness raising campaign** throughout the wider Bude area to share the sea level rise projections. This highly visual campaign (photographs from the Environment Agency visualisations, videos etc) should include:

- A permanent exhibition at the Castle.
- Physical markers where predicted sea level rise will be each year i.e. milestones.
- Notice boards at risk areas e.g. boards at Crooklets and Summerleaze
- Displays (large signs, posters etc) at places where information is commonly passed between people, (school gates, pubs, dog litter bins, bus stops etc.)

Awareness-raising efforts should: a) include an explanation of the impact on our communities; b) explain what action is being taken including through stories; c) be regularly updated to show progress.

We should also develop a self-sustaining commercial campaign, with a logo and mascot. This would be run in tandem with local businesses.

S. Agree	Agree	Neither	Disagree	S. Disagree
18	11	3	1	0

- 3 (14) 68.2% Bude should build a **reputation with tourists** for being an environmentally friendly UK holiday destination. We must share a clear and positive message for tourists coming to Bude that we are acting on climate issues and that they can help us be part of the solution. Residents can be proud of our proactive approach and feel even more pride in our town. This drive for ecotourism should promote our clean air and locally sourced businesses, but also strive for more e.g. 'we have the most electric vehicle charging points of any coastal town' etc.

S. Agree	Agree	Neither	Disagree	S. Disagree
18	11	3	0	1

- 4 (20) 51.5% There must be **targeted messaging**. There is more likely to be a positive response to addressing climate change if the audience is split into target groups so we are better able to understand their preferences and what messages/approaches will work best with them. Such messaging should not teach or preach, should draw on the population segments identified in the [Britain Talks Climate](#) report and the study commissioned by Bude Climate Partnership. We should use a variety of approaches, including social media, radio, and newspapers, to target different groups.

Awareness raising for older and digitally-excluded people should be through: a) leafleting all households in the same way that this Jury was recruited; b) through a local free newsletter available to everyone; and c) newspaper columns and radio slots.

Awareness raising on climate change should include efforts targeted at our future problem solvers: young people. For example the creation of social media content with relevant, attention grabbing information, short eye-catching images or videos (e.g. tik-tok).

S. Agree	Agree	Neither	Disagree	S. Disagree
11	14	6	2	0

- 4 (20) 51.5% Bude-Stratton Town Council and Cornwall Council should put more money and resources towards climate communications.

There is a need to focus and adapt messaging at the hyperlocal level, as it is not reaching these communities.

While we appreciate Cornwall Council's HIVE initiative, there must be a greater focus on communications as a strategy for achieving change, as opposed to just providing information.

S. Agree	Agree	Neither	Disagree	S. Disagree
13	12	5	2	1

6 (23) 50% Messaging should always be linked to **measurable action**. Those producing messaging should show, measure, and evaluate impact.

S. Agree	Agree	Neither	Disagree	S. Disagree
11	13	7	2	0

7 (25) 47% Local people must be supported to have **conversations about climate change** with each other. Such one-to-one, two-way conversations are much more likely to be authentic and open and help address anxiety and fatalism etc.

One way to do this would be to utilise an empty building or shop to hold a climate café to discuss solutions to the climate crisis. The council should help to find a space.

S. Agree	Agree	Neither	Disagree	S. Disagree
12	10	9	1	1

8 (27) 43.9% Local climate change awareness raising should prioritise the use of local personal human **stories** (using creative approaches) and **visual images** (graphics and photographs).

S. Agree	Agree	Neither	Disagree	S. Disagree
11	8	13	1	0

- 9 (29) 25.8% Organise creative opportunities for members of the public to share their thoughts on climate change and for these **community ideas to be gathered** e.g. a big cardboard tree with 'the' question displayed and lots of post-it notes, is displayed at pharmacies, supermarkets, businesses etc. inviting people to share their thoughts.

S. Agree	Agree	Neither	Disagree	S. Disagree
5	11	14	2	1

## Other

Rank	Score	Recommendation and Scoring Breakdown										
1 (4)	78.8%	<p>We must <b>collectively reduce CO2 emissions</b>. <b>Decision makers need to support action</b> in the following areas:</p> <ul style="list-style-type: none"> <li>• Energy efficient housing and buildings</li> <li>• Explore ways to support more environmentally friendly transport options e.g. shuttle buses from holiday parks to beaches, improvements to condition and signage of footpaths, investigate possibility of park and ride scheme, better cycling infrastructure, better or more coherent bus services</li> </ul> <table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td>24</td> <td>6</td> <td>2</td> <td>0</td> <td>1</td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree	24	6	2	0	1
S. Agree	Agree	Neither	Disagree	S. Disagree								
24	6	2	0	1								
2 (5)	74.2%	<p>We must collectively <b>encourage and support the work of Budehaven School Mini-Jury</b> and local primary schools. This can be done by:</p> <ul style="list-style-type: none"> <li>• Continuing to work together</li> <li>• Including the Budehaven School Mini-Jury in progress meetings of the Community Jury</li> <li>• Navigating safeguarding and other practical issues to enable members of the local community to support school activities relating to the young people's recommendations</li> <li>• Exploring options for funding to help achieve the young people's recommendations e.g. elements of CTAP funding or other sources such as National Lottery or local businesses (corporate social responsibility)</li> </ul> <table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>10</td> <td>2</td> <td>1</td> <td>0</td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree	20	10	2	1	0
S. Agree	Agree	Neither	Disagree	S. Disagree								
20	10	2	1	0								
3 (9)	72.8%	<p>Create a network of coastal towns facing similar issues to share learnings and experiences. Cornwall initially, but no reason this can't be national.</p> <table border="1"> <thead> <tr> <th>S. Agree</th> <th>Agree</th> <th>Neither</th> <th>Disagree</th> <th>S. Disagree</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S. Agree	Agree	Neither	Disagree	S. Disagree					
S. Agree	Agree	Neither	Disagree	S. Disagree								

			19	11	2	1	0
4 (14)	68.2%	Consider the impacts of people moving (perhaps due to sea level rise in other parts of the country) to the area and plan carefully in advance to protect the environment and consider the infrastructure needs.					
			S. Agree	Agree	Neither	Disagree	S. Disagree
			17	11	5	0	0
5 (18)	63.6%	Engage with the local farming community around multiple relevant issues: climate, land management, tourism, local knowledge, food production etc.					
			S. Agree	Agree	Neither	Disagree	S. Disagree
			13	16	4	0	0
6 (25)	47%	Ensure community buy-in to the action we take to address climate change by creating <b>employment opportunities</b> for local people i.e. working from home, construction, renewable energy, electric vehicles etc. Develop a training centre to support skills needed for new technologies e.g. renewable energy, electric vehicles, new style boilers, heat pumps					
			S. Agree	Agree	Neither	Disagree	S. Disagree
			11	13	7	0	2
7 (27)	43.9%	Develop a <b>local energy production and supply</b> company so that money spent on energy locally stays local. Include energy storage options.					
			S. Agree	Agree	Neither	Disagree	S. Disagree
			14	10	4	1	4