

# Wisdom from Winnie-the-Pooh

“Now one rather annoying thing about scholars is that they are always using Big Words that some of us can’t understand...”

“Well,” said Owl, “the customary procedure in such cases is as follows.”

“What does Crustimoney Proseedcake mean?” said Pooh. “For I am a Bear of Very Little Brain, and long words Bother me.”

“It means the Thing to Do.”

“As long as it means that, I don’t mind,” said Pooh humbly.

...and one sometimes gets the impression that those intimidating words are there to *keep* us from understanding. That way, the scholars can appear Superior, and will not likely be suspected of Not Knowing Something. After all, from the scholarly point of view, it’s practically a crime not to know everything.

But sometimes the knowledge of the scholar is a bit hard to understand because it doesn’t seem to match up with our own experience of things. In other words, Knowledge and Experience do not necessarily speak the same language. But isn’t the knowledge that comes from experience more valuable than knowledge that doesn’t? It seems fairly obvious to some of us that a lot of scholars need to go outside and sniff around – walk through the grass, talk to the animals. That sort of thing.”



SCOTTISH  
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SCIENCE

**Insights into community participation in the marine planning process:**

**Practical aspects of working with the local council  
to shape an ICZM plan for Loch Etive**

**Ruth Brennan  
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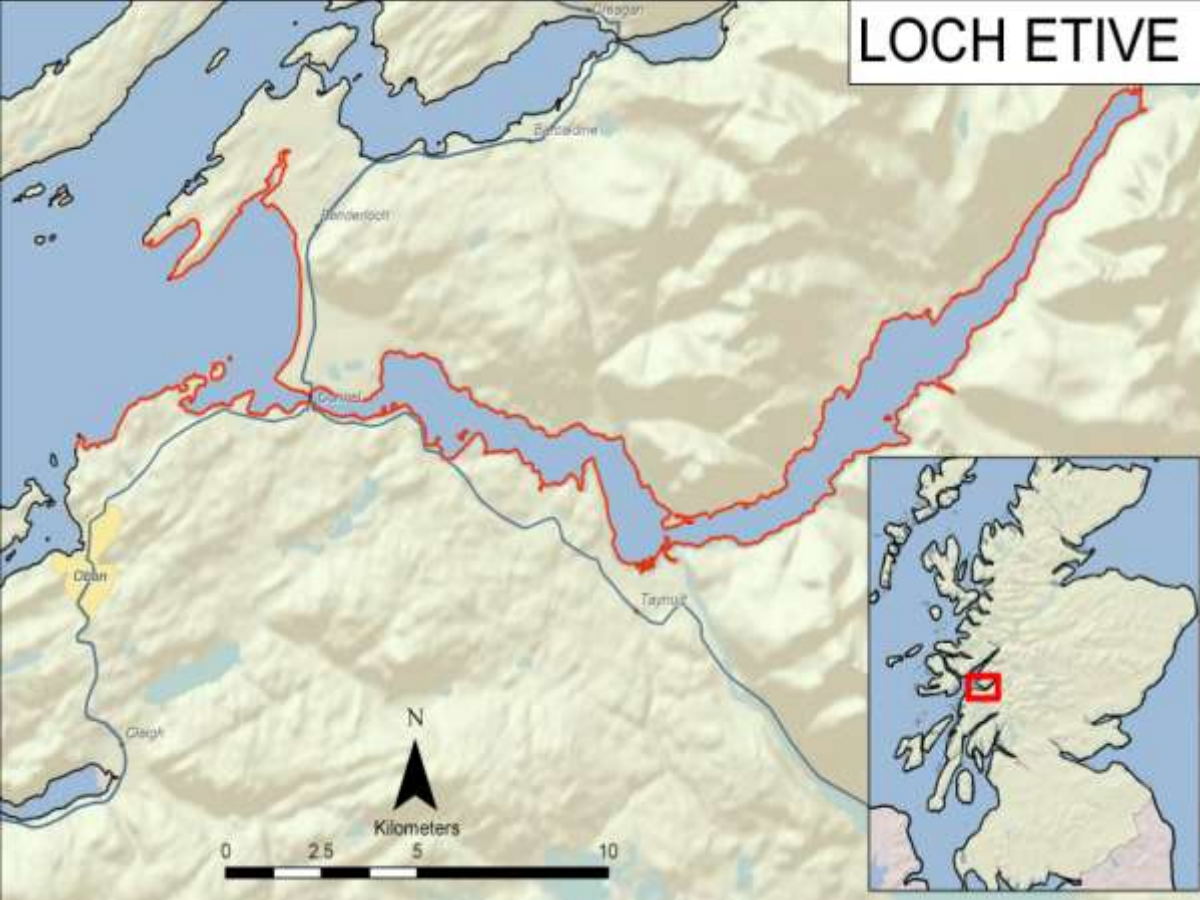
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## LOCH ETIVE

# Overview

- How local planning processes can operate in practice



- Different facilitation techniques trialled in Loch Etive process
- Mood of meetings - from suspicion to cooperation

# Loch Etive ICZM Planning Process: Set-up for meetings



# Loch Etive ICZM Planning Process: How it started...

## Baffled over Loch Etive project

Sir,  
Having sat for two hours through the most abysmal presentation ever at Connel Hall on January 21, I am still baffled as to what the Loch Etive Integrated Coastal Zone Management Project is.

Stake holders and the Crown Commission already make a good job of managing Loch Etive. So why does Argyll and Bute Council need a new playgroup when cuts to essential services are being made to save money?  
Val Marner, North Connel.

- Aggressive attacks at first meeting as to futility of plan
- Accusations of « jobs for the boys »
- Oban Times letter:
  - « baffled »
  - « abysmal »

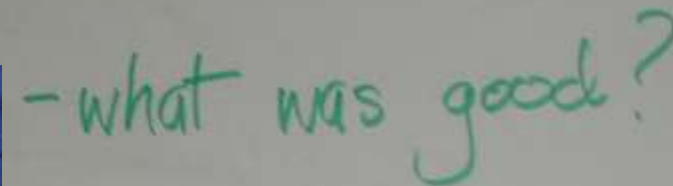
# Loch Etive ICZM Planning Process: Facilitation tools and techniques...



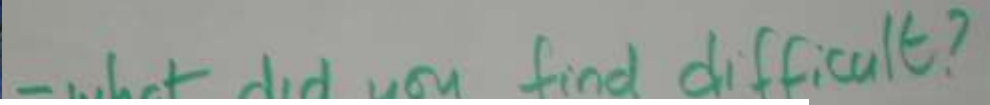
Parking Sheet  
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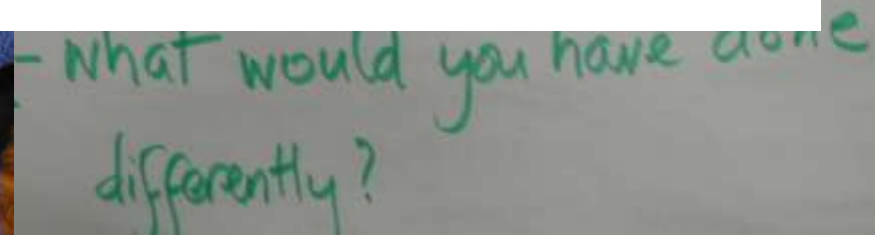
- what was good?



- what did you find difficult?

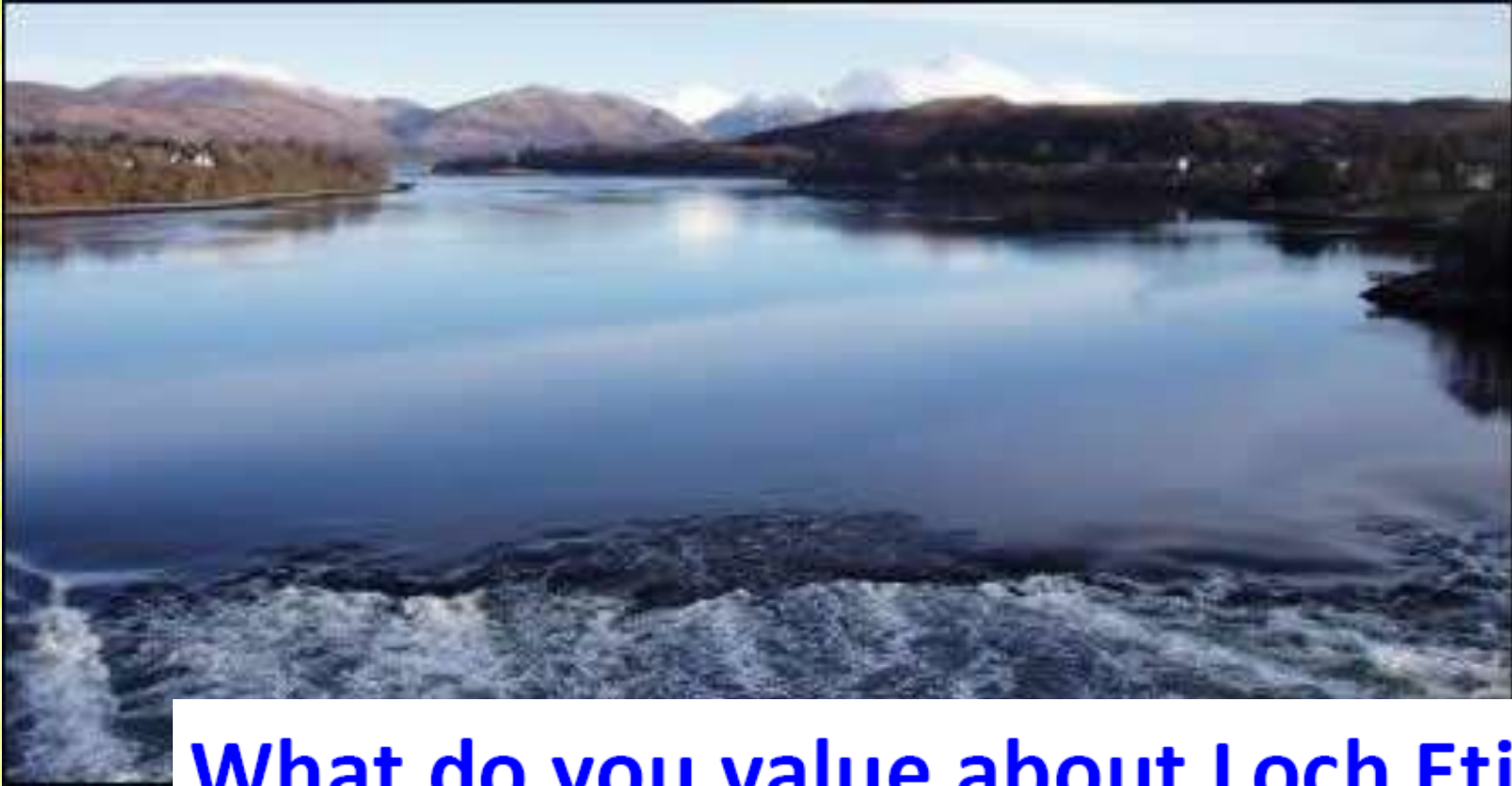


My connection with Loch Etive is...



- what would you have done differently?

# Loch Etive ICZM Planning Process: Workshops



**What do you value about Loch Etive?**

# Loch Etive ICZM Planning Process: More experimenting with facilitation techniques...



## Themes:

- Ecosystems and interactions
- Commercial traffic
- Landscape and wild land quality
- Growing rainbow trout in Loch Etive



# Loch Etive ICZM Planning Process: More media coverage...

- For Argyll – daily online newsletter:  
« **Loch Etive integrated coastal zone management successes** »

“Launched as a fact finding/scoping exercise, they have developed useful by-products, with the coming together of meetings **dispelling any fears and inaccurate preconceptions** about people and industries.”



## Loch Etive ICZM Planning Process: Key points...

- It is possible to transform suspicion and distrust through:
  - listening to and actively responding to needs expressed
- Facilitation techniques can be effective and are important skills for those involved in marine planning process

# Some Caveats...

- Loch Etive ICZM plan was relatively uncontentious
- Where conflicts are deeply entrenched, the “us” and “them” divide will not be resolved by facilitation techniques alone (eg Lamlash Bay; Barra)
- An understanding of the local cultural context and social history is necessary to illuminate underlying drivers of surface tensions
- Strong link between people and place in Gaelic tradition



# To think about...

“Local cosmologies that shape how people perceive the land and the symbolic realms within which people give meaning to the land provide the deep foundations that are needed for building durable structures of conservation and/or natural resource management.

Without understanding these realms, we often miss important realities that affect the failure or success of our work.”

(Peterson et al. 2010. Seeing (and Doing) Conservation Through Cultural Lenses. *Environmental Management* 45: 5-18).