LOOK WHO'S TALKING
ORGANISATIONS AND INFORMATION SHARING IN DEER MANAGEMENT

"People need information presented to them in a way that's engaging. That's a very valuable process because then they have the information that you have". (Public Agency Representative, 2007)

COLLABORATIVE FRAMEWORKS IN LAND MANAGEMENT: A CASE STUDY ON INTEGRATED DEER MANAGEMENT

AIM:
To explore how organisations objectives for managing deer can influence how effectively they communicate with each other about deer management.

METHODS:
In 2007-08, 32 representatives from 22 organisations were interviewed in Scotland and in particular, two case studies in Perthshire (BDMG) and Sutherland (WSDMG). Interviews were transcribed, thematically coded and analysed in the qualitative data analysis package QSR NVivo 8 and Excel.

ORGANISATION OBJECTIVES

Organisations were categorised by 4 main Objectives:

- Sustainable Deer Management.
- Deer-related - animal welfare, population management.
- Socio-cultural - access to countryside, public safety, communications, tourism and sport.
- Environmental - designated site protection, grazing impact, natural heritage and woodland regeneration. (See Table 1 and Figure 1)

Table 1. Organisations and their objectives for deer management.

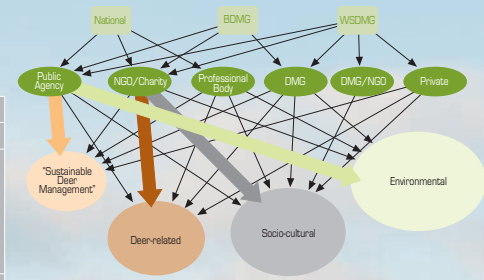| Stakeholders	Organisations [n]	Individuals [n]	Objectives Sustainable Deer Management	Deer-related	Socio-cultural	Environmental
Public Agencies	5	11	12	4	9	37
NGO/Charities	9	12	2	14	13	26
Professional Bodies	4	4	4	4	7	6
DMG/NGO	1	1	0	0	3	0
Private	1	1	1	3	4	2
Total	22	32	21	28	41	71

Figure 1. Organisations and their objectives for deer management. Size of coloured circles denotes importance of objective. Coloured arrows denote organisation that cited objective the most.

SOURCES OF INFORMATION

- Stakeholders said which other organisations they refer to for Information regarding deer related issues and management.
- High instance of intra-organisational communication between groups with shared objectives, e.g. public agencies talk to other public agencies.
- Low instance of inter-organisational communication between groups with divergent objectives, e.g. professional bodies do not talk to NGO/Charities and scientific/research groups. (See Table 2 and Figure 2)

Table 2. Organisations preferences for sources of information on deer related issues.

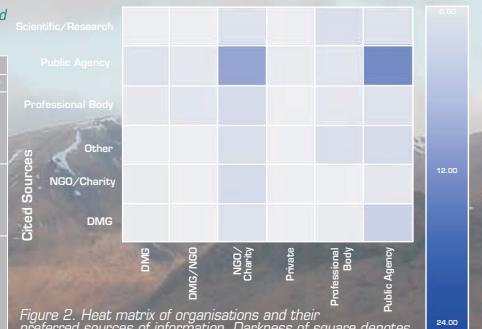| Organisation	Individuals [n]	Public Agency	NGO/Charity	DMG	Professional Body	Scientific/Research	"Other"
NATIONAL							
Public Agency	4	7	1	3	3	3	4
NGO/Charity	6	12	4	1	3	3	2
Professional Body	4	2	0	1	2	5	5
S/Total	14	21	5	5	8	11	11
BDMG							
Public Agency	4	8	0	2	1	1	1
NGO/Charity	3	6	2	1	2	1	2
DMG	2	3	1	1	1	0	0
S/Total	9	17	3	5	4	2	3
WSDMG							
Public Agency	3	7	1	4	1	0	1
NGO/Charity	3	2	0	1	0	0	1
DMG	1	0	0	0	1	0	00
DMG/NGO	1	1	0	3	0	0	0
Private	1	1	1	0	3	0	0
S/Total	9	11	2	8	5	0	2
Total	32	49	10	16	17	13	16

Figure 2. Heat matrix of organisations and their preferred sources of information. Darkness of square denotes importance of organisation as a source of information.

TYPES OF ENGAGEMENT

- Stakeholders undertake a range of different interactions to gain and exchange information on deer management.
- Personal interactions such as talking to people and attending meetings are the most popular forms of engagement.
- Formal means of interaction were favoured at the national level, whereas more informal means such as 'talking to people' were cited more at case study level, particularly BDMG. (See Table 3 and Figure 3)

Table 3. Engagements undertaken by stakeholders for gaining and exchanging information.

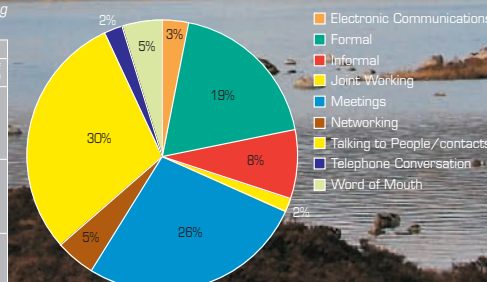| Stakeholders	Individuals [n]	Electronic Communications	Formal	Informal	Joint Working	Meetings	Networking	Talking to People/contacts	Telephone Conversation	Word of Mouth
NATIONAL										
Public Agency	4	0	3	2	0	3	3	0	0	0
NGO/Charity	6	1	7	1	0	11	3	8	2	2
Professional Body	4	0	2	1	0	2	0	7	0	0
S/Total	14	1	12	3	0	14	5	16	2	2
BDMG										
Public Agency	4	0	3	3	2	1	0	5	0	3
NGO/Charity	3	0	1	1	0	0	1	3	1	0
DMG	2	0	1	1	0	1	0	1	0	0
S/Total	9	0	5	5	2	2	0	9	0	3
WSDMG										
Public Agency	3	0	2	1	0	4	0	4	0	0
NGO/Charity	3	0	1	0	0	2	0	1	0	0
DMG	1	0	0	0	0	2	0	0	0	0
DMG/NGO	1	2	0	0	0	0	0	0	0	0
Private	1	0	0	0	0	1	0	0	0	0
S/Total	9	2	3	1	0	12	0	5	0	0
Total	32	3	20	9	2	28	5	32	2	5

Figure 3. Pie chart showing stakeholder preference for interacting to obtain and exchange information with other organisations about deer management.

Pie chart legend:
- Electronic Communications — 3%
- Formal — 19%
- Informal — 8%
- Joint Working — 2%
- Meetings — 26%
- Networking — 5%
- Talking to People/contacts — 30%
- Telephone Conversation — 2%
- Word of Mouth — 5%

KEY FINDINGS

- Majority of organisations in deer management are concerned with environmental issues, particularly public agencies and NGO/Charities.
- Public agencies play a key role in the provision and exchange of information in deer management (see table 2).
- Social interactions are preferred over consulting publications, email/internet, although this was popular in the more remote WSDMG (see table 3).
- Significant lack of interaction and exchange of information between organisations with divergent objectives, e.g. Professional bodies and NGO/Charities.
- For results of research to be used to inform practice, scientists need to communicate the results to public agencies.

RURAL ECONOMY AND LAND USE

Forest Research

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THE UNIVERSITY of York

DICE UNIVERSITY OF KENT

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