



KINGSTON  
MAURWARD  

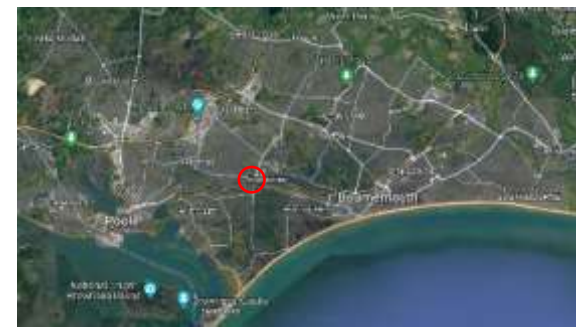
---

COLLEGE

# Student Voices

Our perceptions on Dorset  
agriculture, conservation, education  
and wildlife

# Finley Cruse-Drew



- Grew up in between Poole and Bournemouth.
- After Education traveled to Europe and Asia.
- Came to Kingston Maurward to study Wildlife Ecology and Conservation to become a wildlife ranger, practically participating in conservation.
- I am here to better the connection between humans and wildlife.





## Alana James

- Grew up moving from place to place – South Wales, Dorset, Bucks
- Watched a *lot* of documentaries growing up
- Came to KMC to connect more with earth & nature



# Education

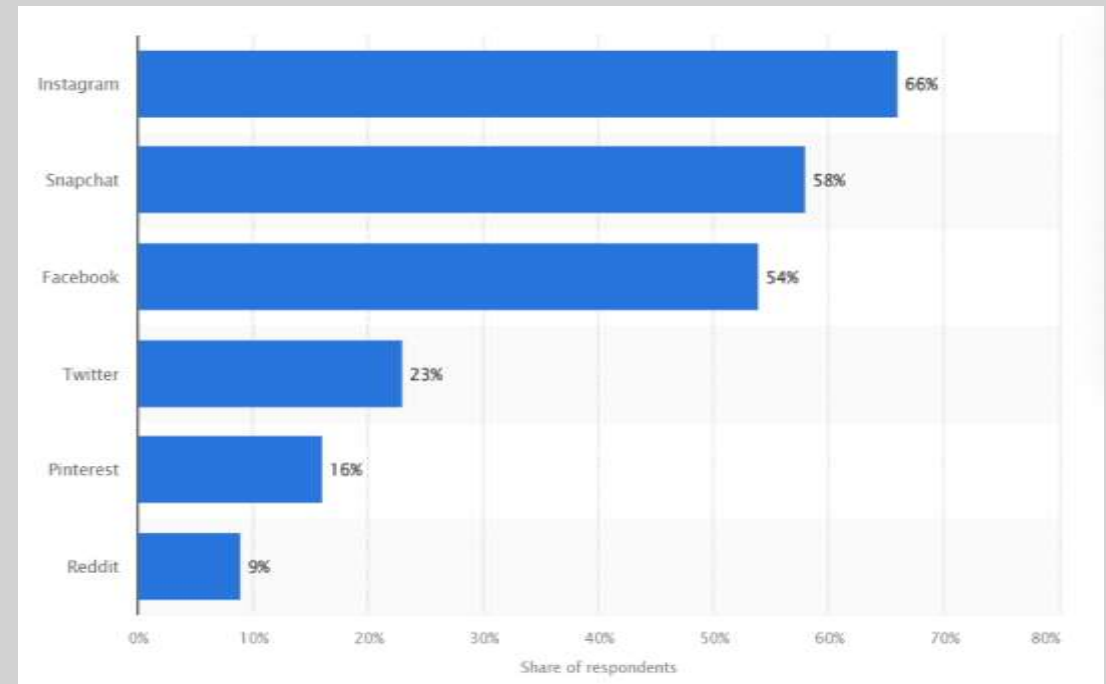
- One in 10 secondary pupils thinks tomatoes grow under ground
- Almost a third of UK primary pupils think cheese is made from plants
- Sourcing is barely mentioned in lessons: rarely mentioned throughout secondary / primary
- Passion is there – just lacking base knowledge



# Public Communication

- We all use social media a lot! Maybe too much.
- Already a great movement of younger people wanting to help nature.
- Not much mention of any land-based concerns – mainly marketing
- Often a vilification of either sector

**The average UK user spends 110 minutes on social media per day**



**Social media sites or apps used by children in the United Kingdom (UK) in 2020 (12 – 15 year olds) (2000 individual sample size)**

# Between Sectors

- As students, we feel an animosity between agriculture and conservation even at the student level.
- Confusing as we all engage in the countryside and have a love for it, although it may be for different reasons – how can we communicate what we have learnt to each other? How can we create a space for all parties to learn about the needs of other sectors?
- Possibly introduce new ways of making ties? I.e. offering ecology students placements in agriculture



# Conclusion

Overall, we think more communication between sectors and education via social media would be beneficial. (Could be a perfect place for DLNP?)

It is important for everyone in the partnership that the public at large in Dorset learns of challenges we face, both in agriculture and conserving wildlife and what sacrifices that entails.

## References:

*Social media usage among children UK 2020* (no date) Statista. Available at:

<https://www.statista.com/statistics/415138/social-media-usage-among-children-uk/> (Accessed: 13 March 2022).

'UK Social Media Statistics and Facts [2022]' (2021), 20 January. Available at: <https://cybercrew.uk/blog/social-media-statistics-uk/> (Accessed: 13 March 2022).