

# Value of Nature for Health and Wellbeing

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# Evidence



## Social Return on Investment analysis of the health and wellbeing impacts of **Wildlife Trust** programmes



Protecting **Wildlife** for the Future

WILDLIFE TRUSTS GREENSPACE BLOG

LINKS AND RESOURCES

STATEMENT OF GREEN SPACE FOR PEOPLE'S HEALTH

PRIVACY INFORMATION

PROJECT TEAM

PUBLISHED PAPERS

REPORTS & SUMMARIES

### Executive Summary

From 2015-17, researchers at the School of Sport, Rehabilitation and Exercise Sciences, University of Essex carried out a three-phased programme of research on behalf of The Wildlife Trusts.

In 2015, *Wellbeing Benefits from Natural Environments Rich in Wildlife* (Bragg et al.) reviewed the existing literature, to investigate whether nature-rich environments had any specific impacts on people's health and wellbeing. The researchers found that environments rich in wildlife, and increasing people's contact with them, resulted in:

- Improvements to health through increased physical activity.
- Reductions in stress and anxiety.
- Increased positive mood and self-esteem.
- A better and healthier social life.

The analysis found:

- A SROI value of **£6.88** for every £1 invested, for people with **low wellbeing** at baseline, who were part of a targeted programme.
- A SROI value of **£8.50** for every £1 invested, for people with **average to high wellbeing** at baseline, who were part of a nature conservation volunteering programme.

This latest research into the economic impact of volunteering with The Wildlife Trusts shows the importance of engaging

nature during COVID-19

- Rapid review of evidence for England's new Green Infrastructure standards
- New paper: Representation of future generations in UK newspaper coverage of climate change





Green spaces are vital for our wellbeing, and getting together outdoors can offer opportunities to create and nurture friendships. Through its 25 year environment plan, government has made commitments to green our towns and cities and help people improve their health and wellbeing by using green spaces. We know that people living in rural areas can face particular challenges to social connection in terms of transport, services and simply feeling there's 'someone like me' living locally. At the same time, rural areas often have a strong community culture and people living in the countryside are no more likely to report feeling lonely than those in our cities. This strategy recognises the importance of our rural communities and the Department for Environment, Food and Rural Affairs will ensure that government's work on tackling loneliness continues to do so.

# Policy Context

- A connected society, a strategy for tackling loneliness: laying the foundations for change (2018)
- A Green Future: Our 25 Year Plan to Improve the Environment (2018)
  - Help people improve their health and wellbeing by using green spaces including through mental health services.
  - Encourage children to be close to nature, in and out of school, with particular focus on disadvantaged areas.
  - 'Green' our towns and cities by creating green infrastructure and planting one million urban trees.



# Policy Context



Public Health  
England

Protecting and improving the nation's health

## Improving access to greenspace A new review for 2020



- Advancing our health: prevention in the 2020s – consultation document (2019)
  - We want to embed nature-based interventions as part of strategies for preventing and treating mental ill-health.
- Improving access to greenspace

### Study 2: Dorset Stepping into Nature

Stepping into Nature is a project led by Dorset Area of Outstanding Natural Beauty and is funded by The National Lottery Community Fund, Dorset AONB & Dorset Council. The project aims to improve engagement opportunities with nature for Dorset's older adults, including people living with dementia and their carers. In addition, the project delivers a community dementia-friendly greenspace grant which has supported 19 projects with £28k in funding, matched by £43k in kind or match, including 672 volunteer hours.



- Dorset ICS – STP: Prevention at Scale
  - Starting Well, Living Well, Ageing Well, Healthy Places



# 5 Ways to Wellbeing



**BE ACTIVE** – Take part in health walks and practical outdoor activities. Explore your local paths, woods and greenspaces.

**TAKE NOTICE** – Note the changing cycles of life. Use your senses. Listen to birds, smell the flowers, live in the moment.



**GIVE** – Your time to be in nature. Give something back by sharing experiences and undertaking conservation tasks.

**CONNECT** – Meet new people. Connect with the people, the wildlife and the nature that's all around us.



**LEARN** – Identify plants and wildlife, try new crafts, learn new skills. Discover things about nature and about yourself.

[www.cumbernauldlivinglandscape.org.uk/project/wild-ways-well/](http://www.cumbernauldlivinglandscape.org.uk/project/wild-ways-well/)





# Picnic in the Park

WHAT IS 'PICNIC IN THE PARK' AND HOW DID THEY START?



ESTABLISHED IN 2018

Picnic in the Park events originated in 2018 to showcase opportunities for people to connect with the natural environment to live well and love nature. The events promote the use of the outdoors and natural environment to improve health and wellbeing.



Shared aims and objectives

This was a collaboration of organisations; Active Dorset, Natural Choices, Stepping into Nature and Dorchester Town Council. Between us, we had shared aims and objectives and worked together to pool resources to deliver an engagement event.



Strong brand and ethos

Together we created a strong brand and ethos for Picnic in the Park and aimed to create:

- A non-threatening environment
- A collaborative networking event
- A wellbeing event that would engage the whole population, not just those that are already engaged.

WHAT IS UNIQUE ABOUT PICNIC IN THE PARK AND THE COLLABORATION?



taster sessions

"There is a lot of trust amongst the partnership and a refreshing lack of competition about who takes credit for its success."

We wanted to link health and wellbeing to nature in a non-clinical way. The focus of events was to make them inspiring, fun and relaxing whilst informative. In addition to offering taster sessions, encouraging people to give it a go and try something new.



local stall holders

Bringing communities together

With multiple partners inputting ideas, we established a core steering group. This consisted of Active Dorset, Stepping into Nature and Natural Choices. The group took ownership of the planning and delivery of events across the county.



working in partnership

shared ownership

"We all had the same aim and vision. There's no point doing similar things when we can all work together."

WHAT WERE THE CHALLENGES AND WHAT HAVE WE LEARNED?



With different locality priorities and lots of providers, there was a challenge in keeping the ethos and brand of the events consistent.



multiple partners

collaboration of organisations

Working as a collaboration of organisations with shared aims and objectives allowed us to pool resources to deliver a series of engagement events.



local stall holders

utilising organisational strengths

Using each organisations strength and resource is paramount to distributing the workload. This way everyone is an equal part of the event, creating a sense of co-design and shared ownership.

WHAT KEY THINGS WOULD WE SHARE WITH OTHERS?



Being willing to forget how things have always been done and forgetting the 'what's in it for us?' mentality is really important. Organisations working together in a more collaborative way to have a bigger impact.



a growing brand

"We're trying to encourage and inspire people to get out there and be more active. This is more important than our individual organisations"

Working differently in each locality is crucial to ensure local engagement in the events. Now established, the Picnic in the Park brand can continue even if delivery partners come and go.

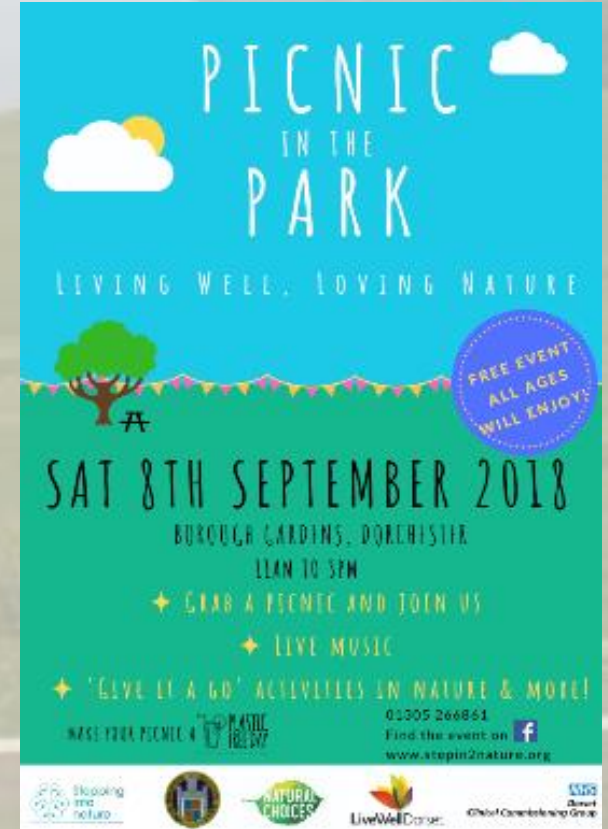
PROVIDERS  
Community Groups  
Organisations  
Charities  
PRIVATE  
Working Locals  
W. Business  
INTEGRATED  
CARE SYSTEM  
Local Authorities  
GPs  
Public Health  
Active Social Care  
NHS  
Primary Care  
Health Trusts  
Social Prescribing

DORSET HEALTH & NATURE COLLABORATION  
STEERING GROUP

TRAINING  
INFORMATION  
PROJECTS  
PROMOTION  
GOALS

We are expanding how we work together by developing a health and nature collaboration for our wider organisational purposes. The collaboration will have two functions:

1. A core group which operates at a strategic level, taking a whole system approach to embedding nature based activity into prevention and management of health conditions.
2. A forum that will bring together a broad range of health and nature organisations who are providing and developing opportunities to be active outdoors.



[www.dorsetlnp.org.uk/picnic-in-the-park](http://www.dorsetlnp.org.uk/picnic-in-the-park)



# Picnic in the Parks now online



## Creativity River Activities



### LET'S GO WILD CRAFTS



A series of educational and fun video diaries and activity sheets from Moors Valley Country Park.



### CREATIVE WRITING INSPIRED BY SEASONS



Use these seasonal orientated writing prompts to enhance your creativity.



### RELAX WITH DORSET SCENERY

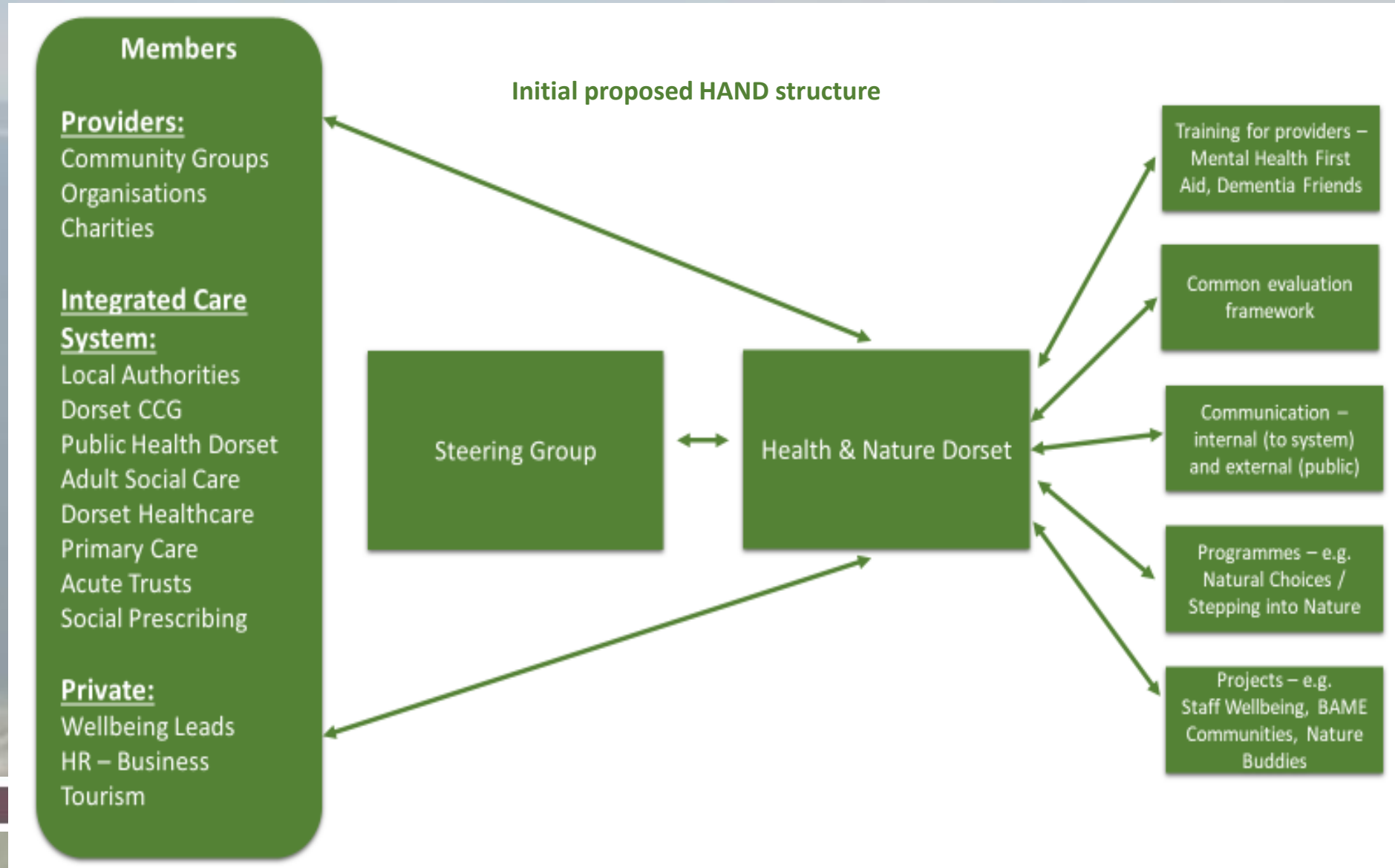


Choose a stunning Dorset view, a sound you'd like to hear and enjoy relaxing mindful techniques with 'My Dorset Mind'.

[www.picnicintheparks.org](http://www.picnicintheparks.org)



# Health and Nature Dorset (HAND)





Thank you

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