

56
DEGREE
INSIGHT



**OUTDOOR
RECREATION**
NORTHERN IRELAND

Measuring the value and impact of trails and greenspace

Webinar

10th August 2021 11:00 – 12:00

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Darkley Forest Trail



OUTDOOR
RECREATION
NORTHERN IRELAND

Measuring the value and impact of trails and greenspace

Webinar
10th August 2021

Duncan Stewart, 56 Degree Insight
Elizabeth Rogers, Outdoor Recreation NI



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Darkley Forest Trail



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During Q&A 'raise your virtual hand' when you would like to ask a question/make comment.

- **Welcome and introduction**
- **Context**
- **Developing an approach**
- **Overview of the SROI approach: data input ‘walk through’**
- **Results**
- **Further plans for approach**
- **Q&A and discussion**



Duncan Stewart
Managing Partner
56 Degree Insight

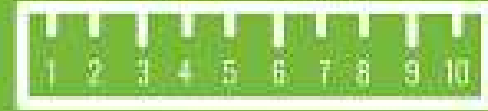


Elizabeth Rogers
Project Officer
Outdoor Recreation NI

Context: how to communicate the value of greenspace and trails?



impact



Context: impact survey for all new trails



- Building M&E into all new trails/greenspace sites
- Quantify impact and value to local communities and communicate that to stakeholders
- Changing perception of OR facilities from liabilities to assets.
- Building a broad evidence base - dovetailing with our population-wide research

The following top line targets are required:

- **90%** of the population are within a 5-minute walk of quality green/blue space
- **90%** of the population visit the outdoors at least once a week
- There is an **annual increase** in the % of journeys made by walking/cycling

Context: key principles for the Social Return on Investment framework

Number of path users



Account for deadweight & displacement



Financial proxies for each outcome



Identify positive outcomes to measure



Design and undertake survey



Investment made to create paths



NOT OVERCLAIMING
TRANSPARENT

Context: impact study pilot



Darkley Forest

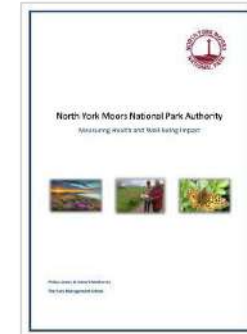
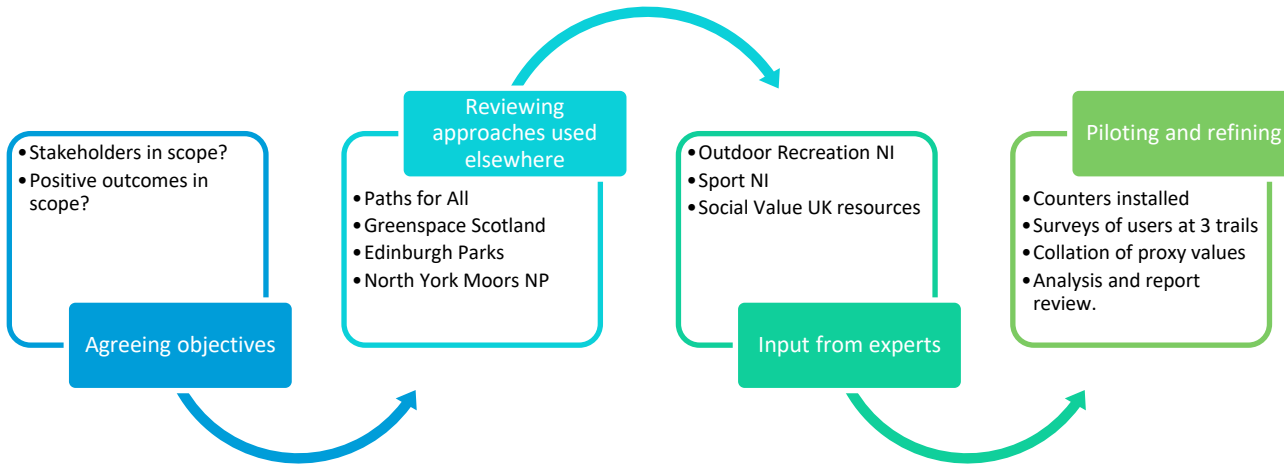


Ballynahinch Rugby Trail



Bunkers Hill

Developing an approach



Positive outcomes to measure...



A focus on trail users...



- But important to remember that other stakeholder could also gain benefits (e.g. volunteers, local residents who do not use, schools)

Overview of the SROI approach – data inputs used

Estimates of total visits to trail

- Ideally automatic counter data for 12 months
- Alternatively gross up manual counts
- Calibrate to avoid double counting



User survey data

- Questionnaire template developed
- Records key measures for SROI calculations and other useful information
- Ideally 100+ interviews – a range of methods can be used



Financial proxy data

- Values which give 'per hour' prices for activities seen to provide equivalent positive outcomes to trail
- Values have been collected and are included in framework



Total investment in trail

- Accurate estimate of build cost
- Should cover whole cost e.g. including any land purchased, construction process to opening



Overview of the SROI approach – Data Input ‘walk through’

Converting visits to visitors:

PART 1 - COUNTER DATA AND SURVEY RESULTS				
	Measure	Data	Source	Notes
a	Total number of <u>visits</u> to trail		Counter data	Input estimated total num
b	Every day		Q1 survey reponses	Responses to Q1 are conv
	4 to 6 times a week			number of visits taken per
	2 or 3 times a week			
	Once a week			
	Once or twice a month			
	Once every 2 to 3 months			
	Once or twice over 12 months			
	Not visited in last 12 months			
	Estimated average number of visits to trail per year, per user		0	
c	Estimated number of trail users per year	#DIV/0!	a/b	



Measuring the value of SITE – user survey

This short survey is being undertaken by Outdoor Recreation Northern Ireland to obtain feedback from people who have visited SITE, with a focus on any benefits it has provided.

Please take a few minutes to complete the questionnaire. Your responses will be treated anonymously.

Q1 In general over the last 12 months, how often have you visited the trail at SITE NAME?

Every day

4 to 6 times week

2 or 3 times a week

Once a week

Once or twice a month

Once every 2 to 3 months

Once or twice over 12 months

Not visited in last 12 months ROUTE TO SCREEN OUT THANK YOU PAGEIF VISITS LESS THAN ONCE A WEEK ASK Q2 OTHERWISE SKIP TO Q2

Overview of the SROI approach – Data Input ‘walk through’

Discounting visits which would have happened elsewhere if trail did not exist:

Q11 How much do you agree or disagree with the following statements about the trail at SITE NAME?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The trail is within easy walking distance of my house					
The trail is of a high enough standard for me to want to continue to use it					
I feel safe using the trail					
If the trail didn't exist, I would probably do the same outdoor activities somewhere else instead (e.g. on another path)					

	DEADWEIGHT		
d	Percentage "Agreeing that "If the trail didn't exist i would probably do the same outdoor activities somewhere else instead (e.g. on another site)"		Q11
e	% visits that would not have taken place if trail did not exist	100%	1-d
f	Volume visits that would not have taken if trail did not exist	29,815	a*e

Overview of the SROI approach – Data Input ‘walk through’

Physical health benefits:

PHYSICAL HEALTH BENEFITS				
g	Percentage of visits involving any physical activities	Q2		
h	Percentage users rating their health and fitness as better since trail opened	Q5	Combine Much better	
i	Percentage of users meeting CMO level physical target at all (i.e. not just on trail)	Q7, Q18		Percentage of survey respondents who either: - Und level OR - Und level Q18
	Q3 Typically how would you describe your level of activity when you are undertaking these physical activities when visiting the trail? Easy (easy effort, breathing normal or slightly raised) Moderate (moderate effort, breathing somewhat harder than normal) Vigorous (significantly hard effort, breathing much harder than normal)	Q1, Q2, Q3, Q4		
	Q4 Typically how long do you spend taking part in these physical activities whilst visiting the trail at SITE NAME? <i>If you aren't sure or it varies provide an estimate of how long you would typically spend taking part in the activity</i> Minutes ____	- f*g - f*j		
	Q17 In a typical week for how long in total do you normally take part in any form of physical activity or sport? By physical activity we include things like brisk walking, cycling. Please include any activity you might do on the trail. Less than 30 mins 31 mins to 1 hour and 15 minutes (75 mins) Between 1 hour 15 mins and 2 and a half hours (150 mins) More than 2 and a half hours Don't know In a typical week for how long in total do you normally take part in any form of physical activity or sport?			minutes per minutes per
	Q18 And how would you describe the normal intensity of this activity? Easy (easy effort, breathing normal or slightly raised) Moderate (moderate effort, breathing somewhat harder than normal) Vigorous (significantly hard effort, breathing much harder than normal)			

Q2 Which of the following physical activities have you undertaken when visiting the trail at SITE NAME?
Select *all* of the physical activities you do
Dog walking
Walking without a dog
Running/jogging
Cycling
Horse riding
Wheeling (e.g. on wheelchair or mobility scooter)
None of the above

Q5 Compared to before you started using the trail, how would you rate your health and fitness levels?
Much better now
Somewhat better now
About the same
Somewhat worse now
Much worse now
Don't know

Q3 Typically how would you describe your level of activity when you are undertaking these physical activities when visiting the trail?
Easy (easy effort, breathing normal or slightly raised)
Moderate (moderate effort, breathing somewhat harder than normal)
Vigorous (significantly hard effort, breathing much harder than normal)

Q4 Typically how long do you spend taking part in these physical activities whilst visiting the trail at SITE NAME?
If you aren't sure or it varies provide an estimate of how long you would typically spend taking part in the activity
Minutes ____

Q17 In a typical week for how long in total do you normally take part in any form of physical activity or sport?
By physical activity we include things like brisk walking, cycling. Please include any activity you might do on the trail.
Less than 30 mins
31 mins to 1 hour and 15 minutes (75 mins)
Between 1 hour 15 mins and 2 and a half hours (150 mins)
More than 2 and a half hours
Don't know
In a typical week for how long in total do you normally take part in any form of physical activity or sport?

Q18 And how would you describe the normal intensity of this activity?
Easy (easy effort, breathing normal or slightly raised)
Moderate (moderate effort, breathing somewhat harder than normal)
Vigorous (significantly hard effort, breathing much harder than normal)

Overview of the SROI approach – Data Input ‘walk through’

Other benefits:

5					
7	WELLBEING BENEFITS				
8	Percentage strongly agree cheerful OR good spirits/ calm & relaxed OR				
9	active & vigorous		Q8	Use net of those who select strongly agree for one	
10				benefits.	
11	NUMBER OF VISITS FOR VALUATION STAGE		-	f*m	
12					
13	ENVIRONMENTAL BENEFITS				
14	Percentage strongly agree felt closer to nature		Q8		
15					
16	NUMBER OF VISITS FOR VALUATION STAGE		-	f*o	
17					
18	LEARNING BENEFITS				
19	Percentage strongly agree learned about nature or heritage		Q8		
20					
21	NUMBER OF VISITS FOR VALUATION STAGE ⊕		-	f*q	

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree
Q8 Thinking about your recent visits to the trail at SITE NAME, to what extent do you agree or disagree with the following statements?					
Visiting made me feel cheerful and good spirits					
Visiting made me feel calm and relaxed					
Visiting made me feel active and vigorous					
I learned about the natural world					
I learned about local history and heritage					
I felt closer to nature					
I enjoyed spending time with family					
I enjoyed spending time with friends/ other people					

Overview of the SROI approach – Data Input ‘walk through’

Financial inputs:

	NUMBER OF VISITS FOR VALUATION STAGE	3,670	179
PART 2 - FINANCIAL INPUTS			
s	Average price per hour for physical activity proxy	£ 4.09	Average of swimming, gym, rugby club
t	Average price per hour for wellbeing proxy	£ 1.68	Average of rugby club, RSPB membership, rural holiday (per hour)
u	Average price per hour for environmental proxy	£ 2.50	Cost of conservation holiday (per hour)
v	Average price per hour for learning proxy	£ 7.00	Average of outdoor learning experience, NT entrance
w	Trail build cost		Total investment



Overview of the SROI approach – Results

Grossed up values calculated:

	Visits	Average price per hour session	Total value	No	
1					
2	Physical benefits - HIGH SCENARIO	15,891	£ 4.09	£ 64,996	Avi
3	Physical benefits - LOW SCENARIO	1,938	£ 4.09	£ 7,926	
4	Wellbeing benefits	11,628	£ 1.68	£ 19,535	Avi
5	Environmental benefits	7,752	£ 2.50	£ 19,380	Co
6	Learning benefits	3,876	£ 7.00	£ 27,132	Avi
7	TOTAL RETURN FOR 1 YEAR				
8	HIGH SCENARIO			£ 131,042	
9	LOW SCENARIO			£ 73,973	
10	TOTAL RETURN FOR 5 YEARS				
11	HIGH SCENARIO			£655,210	
12	LOW SCENARIO			£369,863	
13	TOTAL RETURN FOR 10 YEARS				
14	HIGH SCENARIO			£1,310,420	
15	LOW SCENARIO			£739,725	
16	TOTAL RETURN FOR 25 YEARS				
17	HIGH SCENARIO			£3,276,050	
18	LOW SCENARIO			£1,849,313	
19					
20	BUILD COST	£ 132,445.00			

Overview of the SROI approach – Results

SROI ratio calculated:

	For every £1 invested	
SROI		
5 years		
HIGH SCENARIO	£	5
LOW SCENARIO	£	3
10 years		
HIGH SCENARIO	£	10
LOW SCENARIO	£	6
25 years		
HIGH SCENARIO	£	25
LOW SCENARIO	£	14

Using the other survey results to add depth

Frequency of usage

Activities undertaken

Improved self-reported health

Socialising while using trail

Proximity of trail to home

Demographics of
users

Rating of benefits in relation to
mood, relaxation, activity,
connecting with nature, learning
about history and nature, spending
time with family and friends

Rating of experience and
improvements that could be made

Methods of transport
to reach trail

The Impact & Value of Bunkers Hill, Castlewellan

Outdoor Recreation Northern Ireland conducted a New Trail Impact Survey for Bunkers Hill in February 2021 using the Social Return on Investment methodology. The approach focused on the return on investment from the path user's perspective. Key findings are below.



Launched: 2014
Length: 2km walk and cycle trail
Annual Visits (2020): 29,815
Funders: DAERA, NIEA and
MN&D District Council

Social Return on Investment



£16

Positive Outcomes



82% of visits involved physical activities
62% have better health/fitness since trail opened
10% achieving CMO physical activity targets*



64% of users strongly agreed the trail gave them mental health and wellbeing benefits.



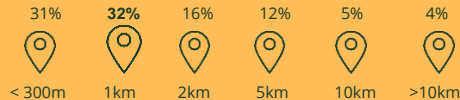
40% strongly agreed that the trail made them feel closer to nature



20% strongly agreed that they learnt about nature of their local heritage

The total social value generated over the lifespan (25 years) of Bunkers Hill will be **£1,934,980** across physical health, wellbeing, environmental and learning benefits. This means that **for every £1 spent to create the trail, it will generate £16 in return.****

Proximity of trail to users' homes



Transport to trail



“Great way to get a walk in with my son before the school day. Great to walk out of school and straight up in the afternoon.”

“I find walking around the trail is a great stress reliever. It gets my children outdoors and amongst nature and it allows me to clear my head and appreciate our beautiful surroundings.”

The Impact & Value of

Darkley Forest Community Trail

Outdoor Recreation Northern Ireland conducted a New Trail Impact Survey for Darkley Forest Community Trail in February 2021 using the Social Return on Investment methodology. The approach focused on the return on investment from the path users' perspective. Key findings are below.



Launched: **2018**

Length: **5km multi-use trails**

Annual Visits (2020): **20,617**

Funders: **SportNI, DAERA & ABC Borough Council**

Social Return on Investment



£1

Positive Outcomes



87% of visits involved physical activities

69% have better health/fitness since trail opened

16% achieving CMO physical activity targets*



83% of users strongly agreed the trail gave them mental health and wellbeing benefits.



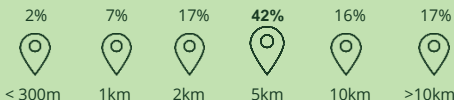
66% strongly agreed that the trail made them feel closer to nature



47% strongly agreed that they learnt about nature of their local heritage

The total social value generated over the lifespan (25 years) of Darkley Forest Community Trail will be **£2,340,275** across physical health, wellbeing, environmental and learning benefits. This means that for every **£1** spent to create the trail, it will generate **£10** in return.**

Proximity of trail to users' homes



Transport to trail



“Improves my mental wellbeing as well as fitness in a safer environment than walking on the roads.”

“Develops my connection to nature, helps my mental health as well as my physical wellbeing. It is a peaceful and beautiful place to spend time with friends and family, walking and exploring.”

The Impact & Value of

Ballynahinch Rugby Family Trail

Outdoor Recreation Northern Ireland conducted a New Trail Impact Survey for the Ballynahinch Rugby Family Trail in February 2021 using the Social Return on Investment methodology. The approach focused on the return on investment from the path users' perspective. Key findings are below.



Launched: **2019**
Length: **1.3km walking trail**
Annual Visits (2020): **16,119**
Funders: **DfC, SportNI and MN&D District Council**

Social Return on Investment



£16

Positive Outcomes



91% of visits involved physical activities
68% have better health/fitness since trail opened
16% achieving CMO physical activity targets*



78% of users strongly agreed the trail gave them mental health and wellbeing benefits.



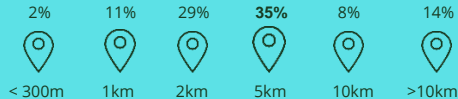
46% strongly agreed that the trail made them feel closer to nature



20% strongly agreed that they learnt about nature of their local heritage

The total social value generated over the lifespan (25 years) of Ballynahinch Rugby Family Trail will be **£1,312,900** across physical health, wellbeing, environmental and learning benefits. This means that **for every £1 spent to create the trail, it will generate £16 in return.****

Proximity of trail to users' homes



Transport to trail



“Exercise, relaxation and I enjoy the forest areas, chatting with a friend while walking our dogs. No traffic to avoid.”

“It's a lovely trail in the countryside with views of Slieve Croob and is great for running, walking with the family and our dog. Club members always very welcoming despite us not being members.”

Further plans for the approach – next steps

- ORNI to rollout revised Impact Survey on all new trails/greenspace sites developed
- ORNI to offer Impact Survey Toolkit to the NI OR sector



User Guide



Standardised Survey



SROI valuation spreadsheet

- Collate findings, build evidence base, and **disseminate impactfully**

- Would organisations be interested in using a Toolkit?
- What benefits require quantifying (physical, mental, connection to nature etc)?
- How would it be used and resourced (internally or externally)?
- How best to collate results to build the evidence base across the sector?



Feedback: Follow link in the chat pane to complete short survey

Save-the-dates:



Engaging children with innovative approaches to outdoor play

12th October 2021

Webinar



Managing visitors with dogs post pandemic

19th or 20th
October 2021

Webinar

Lead by **Stephen Jenkins**

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