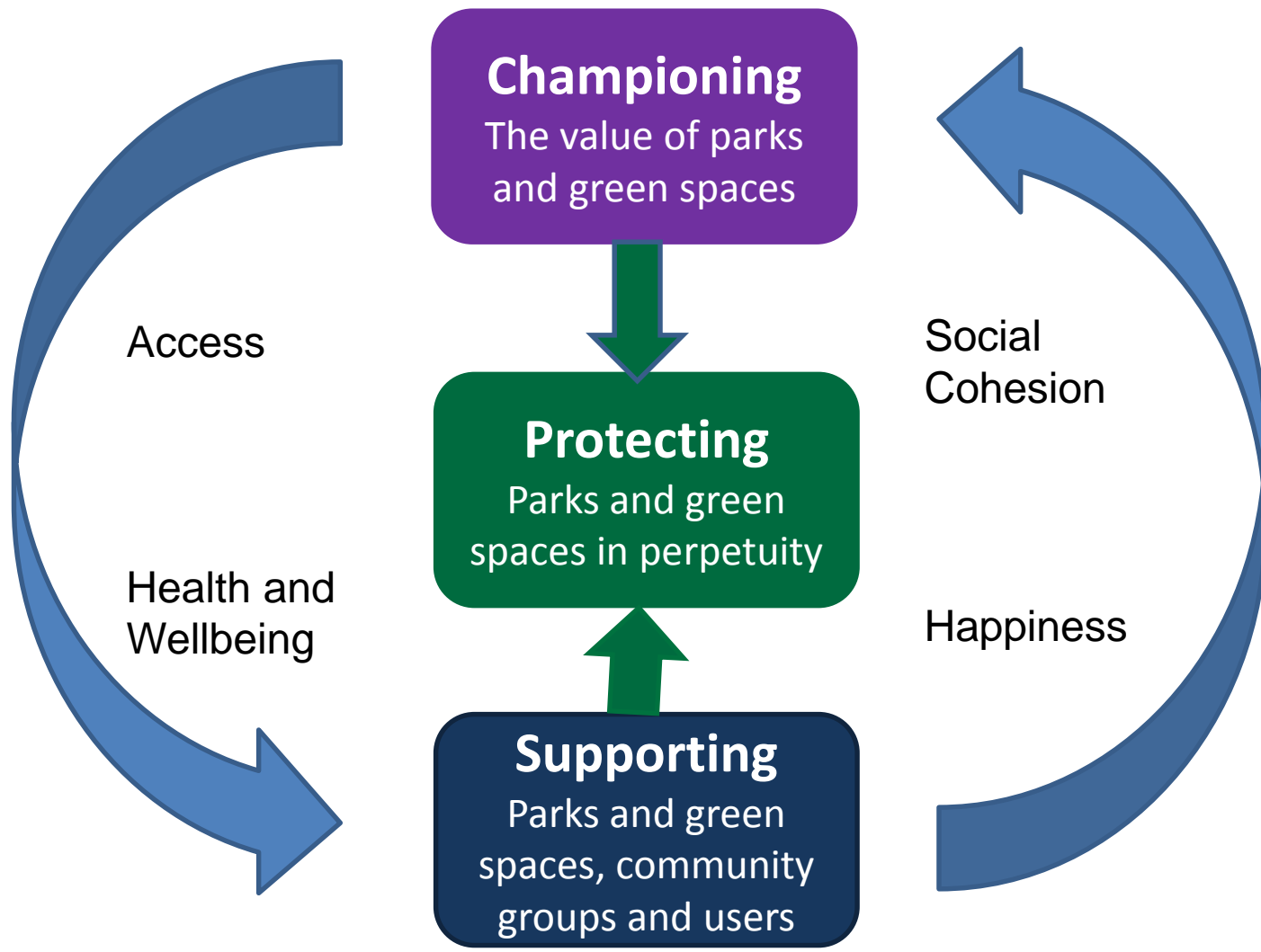


# Revaluing Parks and Green Spaces

**Helen Griffiths**  
**Chief Executive**

**Why Sport Conference**  
**21<sup>st</sup> September 2017**





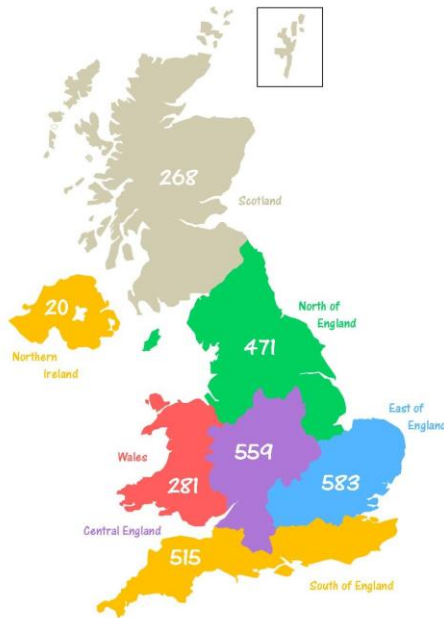
# Protecting Parks and green spaces in perpetuity

Access

Health and  
Wellbeing

Social  
Cohesion

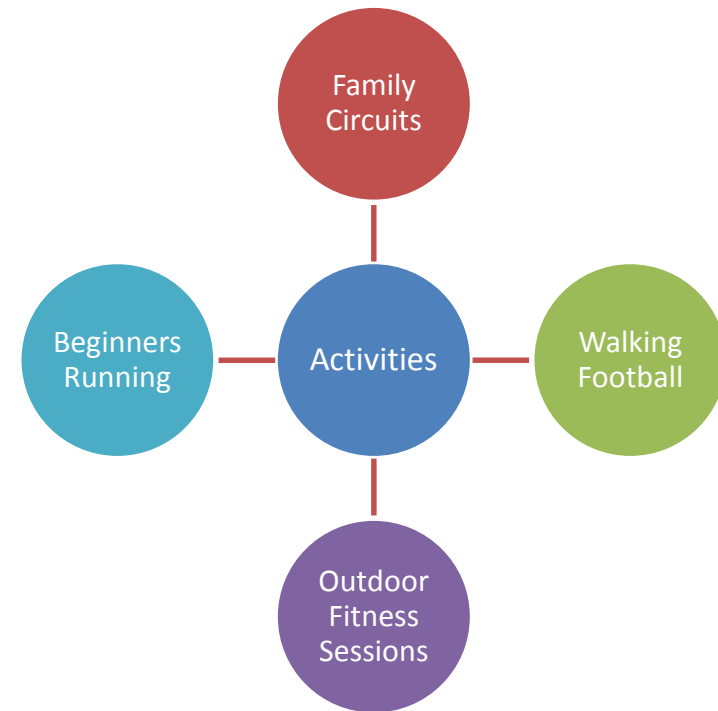
Happiness

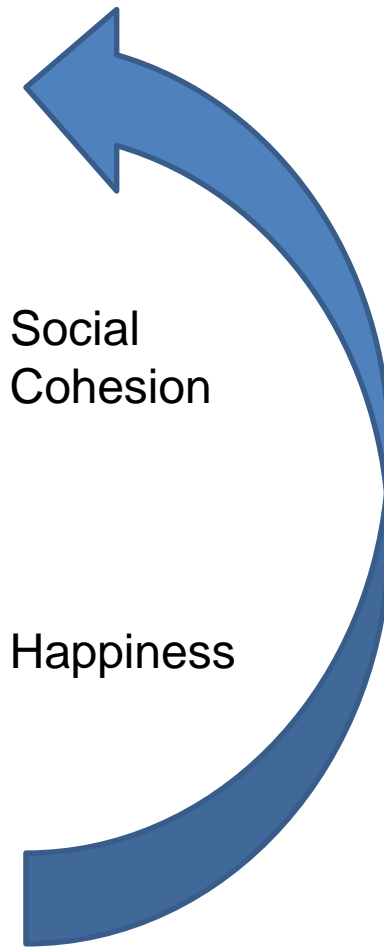




# Active Spaces

- UK wide programme to protect 51 parks and green spaces in perpetuity
- £5,000 activation grant to introduce new programmes targeting hard to reach communities
- £25,000 grant available for one project each in England, Wales, Scotland and Northern Ireland





**Supporting**  
Parks and green  
spaces, community  
groups and users



# Championing

The value of parks  
and green spaces

Access

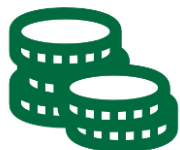
Health and  
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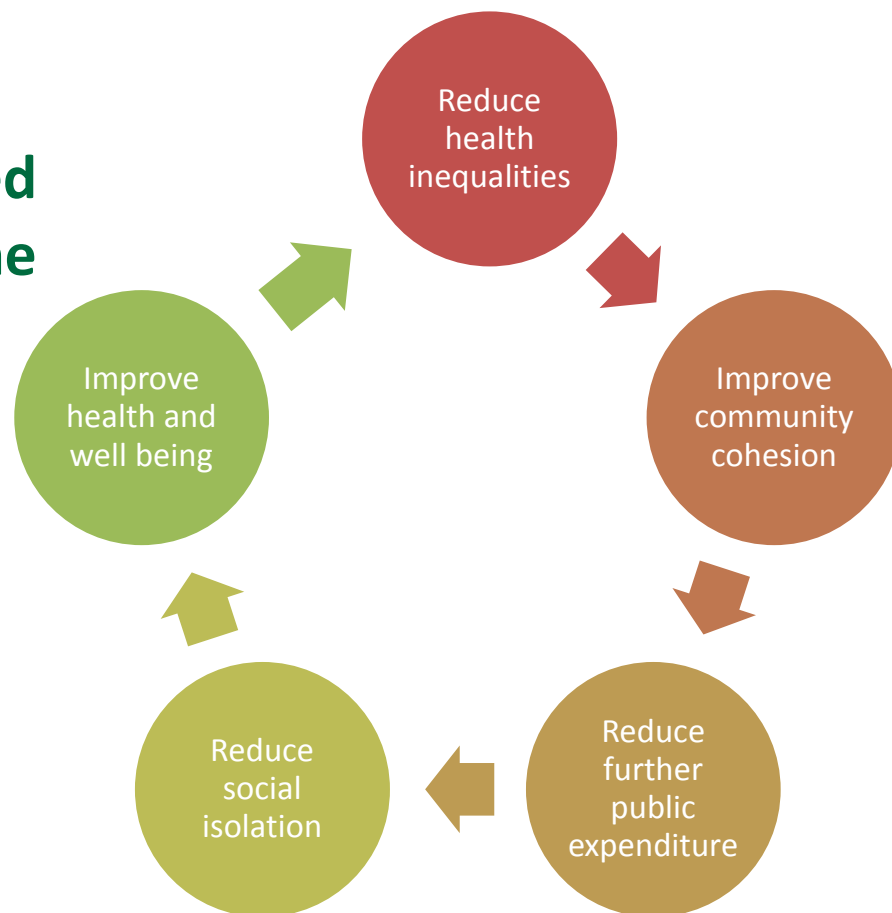
# Changing the Conversation



- 59% of Local Authorities expected to sell parks over the next three years

92% of parks managers report significant cuts in funding

- Free at the point of access = difficult to track usage





# The Tipping Point

## Sporting Future:

A New Strategy for an Active Nation



#SportingFuture



House of Commons  
Communities and Local  
Government Committee

## Public parks

Seventh Report of Session 2016–17

*Report, together with formal minutes relating  
to the report*

*Ordered by the House of Commons to be printed  
30 January 2017*

HC 45  
Published on 11 February 2017  
by authority of the House of Commons

**fit**   
fields in trust



# Revaluing Parks and Green Spaces

- Commissioned independent research into the social and well being value of local parks and green spaces.
- Aim to provide strong evidence base to drive investment into parks and green spaces
- Robust analysis of new and existing data in line with HM Treasury best practice.
- Methodology: Literature review and gap analysis  
New analysis of the MENE survey  
New willingness to pay and wellbeing survey



# Initial Findings

- Significant statistical link between using parks and green spaces and ONS health and wellbeing indicators
- Daily visits produce the highest wellbeing scores
- Weekly visit provides 65% of health and wellbeing benefits

Green dosage = once a week



# Motivations and Use

## Urban

- Relaxation
- Socialising
- Personal Sports

## Rural

- Team Sports
- Dog Walking

## BAME

- Children's Activities
- Socialising
- Team Sports
- Relaxation



# Next Steps

- Robust economic and monetary value for the health and wellbeing benefits
- Clear business case for the positive contribution parks and green spaces make to health and wellbeing
- Valuation of individual parks and green spaces based on demographic data



# Any Questions?

#ActiveCommunities

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