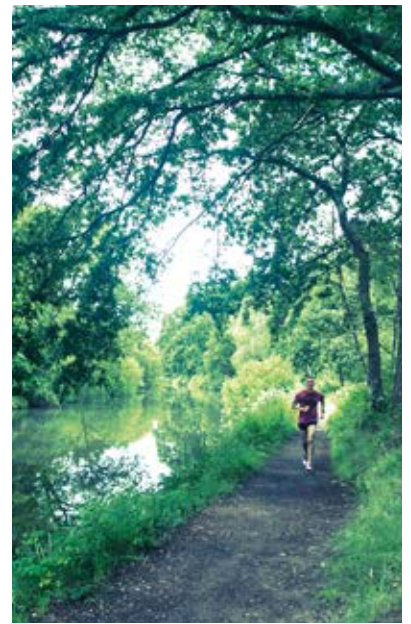




THE VALUE OF OUR
GREEN SPACES

JANUARY 2016





Green Spaces:

UNDERSTANDING THEIR VALUE

The Land Trust is dedicated to providing free public open space for the benefit of communities.

Our belief

High quality well maintained green space is good for everyone and as a land owner and management charity, we know that it:

- Supports the natural environment and enhances biodiversity
- Provides opportunities for people to improve their health and wellbeing
- Provides educational opportunities
- Contributes to uplifting the economic value of communities
- Encourages community cohesion

To further understand the impact we have on local communities, we have undertaken a perceptions survey and social value assessment of our green spaces.



Green Spaces... THE BENEFITS

We're not the only ones who know the benefit of green open space!
People living around our green spaces feel the same. Our survey says...



MORE THAN A THIRD USE OUR GREEN SPACES
TO ENGAGE WITH WILDLIFE AND NATURE



9 OUT OF 10

FEEL THAT OUR GREEN SPACES **HELP MAKE THE LOCAL AREA MORE DESIRABLE** LEADING TO ECONOMIC UPLIFT



OVER 50%
OF PEOPLE USE OUR GREEN SPACES FOR EXERCISE, LEISURE AND RECREATION



9 OUT OF 10
feel that our green spaces encourage them or others to keep fit and healthy

NEARLY 50% USE OUR GREEN SPACES TO WALK THE DOG



8 OUT OF 10
THINK OUR GREEN SPACES PROVIDE OPPORTUNITIES TO LEARN NEW THINGS



ONE THIRD
BELIEVE THAT OUR GREEN SPACES HELP REDUCE CRIME & ANTI-SOCIAL BEHAVIOUR

OVER 75%
THINK OUR GREEN SPACES BRING COMMUNITIES CLOSER TOGETHER

Green Spaces... MAKING PEOPLE HAPPY

People using our green spaces have higher levels of satisfaction and wellbeing and lower levels of anxiety compared to the national averages.

The survey asked people the same well-being questions as those in the Office for National Statistics household survey. Responses are on a 0 - 10 scale, where 0 means 'not at all' and 10 means 'completely'.²

THE AVERAGE RATING FOR LIFE SATISFACTION FROM PEOPLE USING OUR GREEN SPACES WAS HIGHER AT **8.14** THAN THE NATIONAL AVERAGE OF **7.51**.

At Northumberlandia, the average rating for life satisfaction was **9.42** (better than the national average and the North East regional average of 7.46)



THE AVERAGE RATING FOR LEVELS OF ANXIETY FROM PEOPLE USING OUR GREEN SPACES WAS LOWER AT **2.33** THAN THE NATIONAL AVERAGE OF **2.93**.

At Kiveton Community Woodland, the average rating for levels of anxiety was **2.39** (better than the national average and the Yorkshire and the Humber regional average of 2.99)

Green Spaces... WHAT THEY MEAN TO YOU

Our green spaces make a positive contribution to local areas and benefit local people. We asked people to describe our green spaces in one word and here's what they said...



Our spaces are well liked and people use them for a variety of reasons, including spending time with others, leading healthier lifestyles and engaging with nature.

90%

Nearly 90% of people at **Port Sunlight River Park** feel that the park encourages them or others to **keep fit and healthy**.



I love Port Sunlight River Park and the fact that it's on my door step. A great place for me to run and birdwatch.

96%

96% of people at **Elba Park** feel that the park plays a positive part in their **happiness and wellbeing**.



Suffering mild depression and anxiety, I come to Elba Park to walk and jog to let off some steam. I enjoy how open it feels.

96%

96% of people at **Elba Park** and **95%** at **Port Sunlight River Park** and the **Countess of Chester Country Park** feel that the parks help make the local area more desirable.



Elba Park is the reason I moved here 2 years ago.

Because of Port Sunlight River Park, I am now proud to tell people where I live. Countess of Chester Country Park has improved the area.

Green Spaces... THE VALUE TO SOCIETY

The study calculated the social value of Land Trust green spaces by using the perceptions survey results, national statistics and how much it costs to maintain the spaces.³

This illustrates the equivalent monetary value for the social benefit of our green spaces on health provision and safety.

We can then demonstrate the positive social impact our green spaces have on people's health and wellbeing, on helping people feel safer within their community and reducing the possible anti-social behaviour incidences.



FOR **EVERY £1 SPENT** P.A. BY THE LAND TRUST, **SOCIETY BENEFITS** ON AVERAGE **£30.30** IN HEALTH CARE PROVISION BECAUSE PEOPLE USING OUR SITES FEEL FITTER AND HEALTHIER.⁴

The Land Trust's green spaces contribute the equivalent of **£53.2 million** p.a. of benefits to the health and welfare sector.

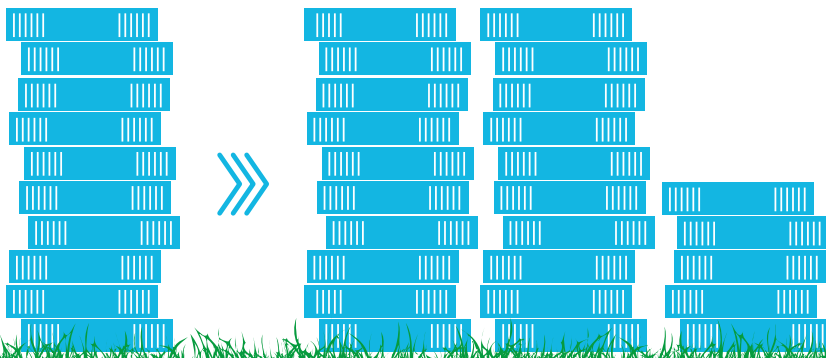
FOR **EVERY £1 SPENT** P.A. BY THE LAND TRUST, **SOCIETY BENEFITS** **£23.30** TOWARDS THE COST OF CRIME AND ANTI-SOCIAL BEHAVIOUR, AS OUR GREEN SPACES OFFER COMMUNITY ACTIVITIES AND BRING PEOPLE TOGETHER.⁵

The perceived reduction in crime and feeling safer, due to the Land Trust's activities, is equivalent to a **£40.9 million** p.a. **saving to society**.



Green Spaces... THE VALUE TO PEOPLE

We asked people to put a value on visiting our green spaces. By calculating the results, we can illustrate this in monetary terms.



For every £1 we spend on maintaining our green spaces, people value this as two and a half times higher.

BY CREATING AND MANAGING WELL MAINTAINED GREEN OPEN SPACES LONG-TERM, WE ARE PROVIDING OPPORTUNITIES FOR:



People to be active and lead healthy lifestyles



Bringing people together



Creating emotional ownership



Making people feel safe outdoors



Making the local area more desirable

80%

Over 80% of people at Port Sunlight River Park feel that the park brings the community closer together.



Through involvement with Port Sunlight River Park, my estate has become a community. I am getting to know people I have never spoken to before even though they are my neighbours.

Kiveton Community Woodland is very important to me as a form of exercise for me and our dogs as well as a good way to make friends and meet them regularly.

Greenwich Peninsula Ecology Park is a fantastic place to take children to learn more about pond life. The rangers are great!

Green Spaces: GOOD FOR EVERYONE

We have always known that well managed green open spaces benefit communities.

This research validates our beliefs and supports our actions.

£90m

Land Trust activities contribute the equivalent of circa £90 million to society by providing people with free access to high quality, well maintained green public open spaces, to feel healthier and safer in their community.

x2.5

People using our green spaces value them as two and a half times the cost of maintaining them.

In addition to many other known environmental benefits of green infrastructure, this study shows the social benefits and how long-term investment in parks and open spaces can bring value to communities as well as cost savings to society and the taxpayer.

and you said...



"Rabbit Ings has supported me with my fitness and weight loss in a pleasant and safe environment."



"Greenwich Peninsula Ecology Park is a nice place to relax and get away from work."



"Northumberlandia is relaxing, enjoyable and is a beautiful place for walking."



"I enjoy walking in Elba Park and enjoy the craft activities and walks you have on for adults."



"I think Port Sunlight River Park is a lovely place for a nice walk. I feel refreshed after."



"Thank you for making the Countess of Chester Country Park a safe place to walk my dog."

1 Perceptions survey (as part of the independent Social Value Study carried out by economic consultants, Carney Green) received responses from 384 people on 12 Land Trust green spaces across England during March and April, 2015. The survey was made available online, promoted through social media and on-site surveys were completed on five sites. For full details, see the report at www.thelandtrust.org.uk/charitable-aims/thebenefits/

2 The ONS Personal Well-being statistics from 2013/14: www.ons.gov.uk/ons/dcp171778_377460.pdf

Based on 2014 / 2015 Land Trust expenditure and the perception survey data.

3 Based on the assumption that a visit to a park reduces the need for a person to attend a GP appointment because they feel fitter and healthier having used the green space than they otherwise would. See the full report at www.thelandtrust.org.uk/charitable-aims/thebenefits/ for further explanation.

4 Based on the assumption that for each visitor stating that a site has helped to reduce crime and anti-social behaviour, the cost of an anti-social incident has been averted, therefore, providing a social value to people's perception of safety.

5 See the full report at www.thelandtrust.org.uk/charitable-aims/thebenefits/ for further explanation.



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