

2015 ORN Research Seminar: 'Values in Outdoor Recreation'



Hosted by:

Countryside and Community Research Institute

&

Canal and River Trust

30 January 2015

University of Gloucestershire

Programme

09:30	Registration, tea and coffee
10.00	Introductions and welcome by Brian MacAulay, CRT and Professor Janet Dwyer, CCRI
10.15	Presentation 1: Dr Alex Franklin and Dr Ria Dunkley, Cardiff University <i>Measuring social outcome: managing the 'science' of indicator selection</i>
10.40	Presentation 2: Olivier Vardakoulias, NEF Consulting <i>Economic valuation of cultural services and Well-being: a case study from Canal and River Trust</i>
11.00	Discussant on valuing approaches (monetary and non-monetary): Dr Susan Williams, Natural Resources Wales; questions
11.15	Networking break
11.30	Presentation 3: Professor Alister Scott, Birmingham City University <i>'Securing Multiple Benefits and Value from Nature: Observations from the National Ecosystem Assessment Follow on Project'</i>
11.50	Presentation 4: Professor Diane Crone, University of Gloucestershire <i>'The physical, social and mental health value of outdoor recreation'</i>
12.10	Discussant on wider links – Jo Burgon, Outdoor Recreation Network; questions
12.30	Networking lunch
13.30	Three discussion groups to consider future priorities for research and practice (facilitated by the Countryside and Community Research Institute)
14.30	Feedback session
15.00	Final plenary discussion, chaired by Brian MacAulay, Canal and River Trust
15.15	Sum-up and thanks – Prof. Janet Dwyer, Countryside and Community Research Institute
15.30/16:00	Close

Presentation Abstracts and Speaker Bios

Presentation 1:

Title: Measuring social outcome: managing the 'science' of indicator selection

By Dr Alex Franklin and Dr Ria Dunkley, Cardiff University



Alex's Bio

Alex is a Research Fellow at the Sustainable Places Research Institute, Cardiff University. She specialises in qualitative research techniques and Participatory Action Research informed methodologies. Within the research institute she has lead responsibility for the 'sustainable rural-urban communities' research programme. Alex has considerable experience in researching and publishing on community-based sustainable place making (UK and internationally), with a particular focus on community resource use; shared practice; and skills, knowledge and learning for sustainability. Recent research projects include a review of the Welsh Government 'Community Action on Climate Change' programme (2013), the collaborative development of a Public Outcomes Evaluation Framework for the Canal and Rivers Trust (England and Wales), and a comparative study of innovative approaches to community land use across a range of international settings.

Ria's Bio

Ria is a Research Associate at the Sustainable Places Research Institute where her research focuses on Sustainable Communities and Sustainability Education. Previously, Ria has held a Research Fellowship at the University of Warwick and was a Research Assistant at the centre for Business, Relationships, Accountability, Sustainability and Society (BRASS), at Cardiff University. She has also led research projects that have assessed the impact of public engagement programmes, funded by the Department for Education and the European Social Fund, at the leading Environmental Education charities, the Eden Project, Royal Botanical Gardens, Kew and the Royal Society for the Protection of Birds (RSPB). Prior to this she held a lectureship at Cardiff School of Management, where she led tourism development, arts and cultural studies and research methods programmes.

Presentation 2:

Title: Economic valuation of cultural services and wellbeing: a case study from the Canal and River Trust

By Olivier Vardakoulis, NEF



Abstract: This report outlines the findings of an empirical research which had two key objectives: firstly, to measure the value of cultural services and well-being benefits supported by the Fradley Junction; and secondly, to measure the value of cultural services lost if the High Speed Rail 2 had crossed the Fradley Junction.

By using a revealed preference approach, the Travel Cost Method (TCM), we find that the cultural services supported by the Fradley Junction could be worth to visitors £30.6 per person per year. Through a Contingent Valuation (CV) approach, we find that visitors would be willing to pay (WTP) an average of £64.31

per person per year for maintaining the Fradley Junction in its current condition. This represents the value they place on the site, and on the cultural services they enjoy. CV was also used to elicit the potential impacts of the HS2 crossing the Mersey and Trent Canals nearby the Fradley Junction. Through this second CV experiment we notably find that, on average, visitors would be WTP £16.38 per person for preventing the HS2 crossing the Fradley Junction. Under different estimations of total visitor numbers, the HS2 could thus incur a well-being loss worth between £0.6 and £0.9 million.

Notwithstanding the importance of these results, this is a first attempt to value the cultural services supported by the Fradley Junction. As such, this research entails numerous limitations, which are discussed to enlighten future research.

Olivier's Bio

Olivier is a development and environmental economist focusing both on “hard” quantitative analyses as well as policy analysis – a consequence of his background in politics and political economy. He holds an MSc in Ecological Economics from the University of Edinburgh and an MA in Development Economics, Paris Institute of Political Studies (Sciences Po).

His main expertise lies in the application of appraisal and evaluation methods such as social cost-benefit analysis, social return on investment and cost-effectiveness analysis to environmental and development interventions – whether at a micro level or macro scale. He has notably worked for TEEB (The Economics of Ecosystems and Biodiversity), participating to the UNEP-funded global Quantitative Assessment (QA) of policy options to address global biodiversity loss to 2050.

Presentation 3:

Title: Securing Multiple Benefits and Value from Nature: Observations from the National Ecosystem Assessment Follow on Project

By Prof. Alister Scott, BCU

Abstract: This presentation looks critically at the concepts of values and benefits set within the theoretical umbrella of the ecosystem approach. Moving away from the current predilection for wholly anthropogenic considerations, I will challenge the selective use of ecosystem services as the principal vehicle for determining value. Drawing upon a range of case studies from the recently completed UK National Ecosystem Assessment Follow on project I will show how improved conceptualisations of value and benefits can help to improve policy and decision making processes and outcomes. The presentation concludes with some NEAT applications that will help delegates translate the theoretical insights into their own practice and interests.



Alister's Bio

Alister is Professor in the Environment and Spatial Planning at Birmingham City University and considers himself to be an interdisciplinary bastard crossing disciplines and professions across the built and natural environment to deal with messy and wicked problems. More recently he has been working on projects to bring together spatial planning and the ecosystem approach with a particular interest in improved policy and decision making. This has been applied in research on the rural urban fringe and the UK National Ecosystem Assessment follow on project.

Presentation 4:

Title: Health and the value of being outdoors: An exploration of the physical, social and mental health benefits of being outdoors and taking part in physical activity.

By Prof. Diane Crone, Professor in Exercise Science at the University of Gloucestershire



Abstract: This presentation will explore the benefits of taking part in physical activity, specifically in an outdoor environment. It will draw on research that has explored the physical, mental and social benefits of being active outside, for a range of client groups. It will also examine what aspects of the experience facilitate these benefits for the people who receive them. The session will conclude with recommendations for the promoters of the outdoor environment to consider for the enhancement of peoples enjoyment and participation of the outdoor environment, to enhance public health benefits.

Diane's Bio

Diane Crone is a Professor in Exercise Science at the University of Gloucestershire. Her work involves supporting the design, delivery and evaluation of health promoting interventions in primary care and in the community. She has published internationally in the areas of exercise referral scheme evaluation, mental health promotion, arts for health and in physical activity pathway intervention evaluations. She has presented both national and internationally on these subjects, in both English and Spanish. Much of her work is undertaken with health professionals and as a consequence has specific application to practice and is used regularly in the development of evidence based practice. She has lead a number of large scale projects both nationally and in the EU, and she is currently the University's lead for the Research Priority Area Sport, Exercise and Wellbeing. More information on Diane can be found here:

<http://insight.glos.ac.uk/academicschools/dse/staff/pages/dr DianeCrone.aspx>

Discussant Bios

Dr Susan Williams

Team Leader: Social-Economic Evidence and Foresight, Natural Resources Wales

Sue Williams is the Senior Social Researcher at Natural Resources Wales. She specialises in understanding and monitoring participation in outdoor recreation, including the associated health and economic benefits, and is responsible for the Welsh Outdoor Recreation Survey. Sue has also been closely involved in the development of social research on Ecosystem Services, building the evidence base on cultural services, and on both the economic and non-monetary valuation of outdoor recreation. She has also undertaken a wide range of research on topics as diverse as environmental attitudes, behaviour change, and understanding audiences.



Prior to her current role, Sue worked as an academic researcher, specialising in environmental attitudes and behaviours, and as an Access Officer in Scotland. She continues to work on the interface of research, policy, and project delivery, and is keen to ensure that these areas of expertise connect in order to ensure that the best evidence is used to inform the best practice.

Jo Burgon

Chairman of the Outdoor Recreation Network

Jo Burgon has been Chairman of ORN for the last 2 years and has been involved with the Network since the late 1990s. He retired from the National Trust 3 years ago where he was Head of Access and Recreation. He is a member of the Cotswolds Conservation Board and chairs their Grants Committee.



Seminar Hosts

Prof. Janet Dwyer

Professor of Rural Policy and Director of CCRI

Janet joined the CCRI in 2002. She directs and undertakes research related to agriculture, the environment and rural development. Her research expertise centres on European and UK rural development policy and practice, with particular interest in integrated approaches, environmental sustainability and institutional adaptation. Janet is well-known in policymaking circles in the UK and EU, has skills in facilitation and consensus-building, and is a regular speaker at international conferences. Recent projects include a farmer-centred pilot for delivering ecosystem services; a major, EU-27 study of Rural Development Impacts, which developed recommendations for future policy; and ongoing expert support to the European Network for Rural Development. In 2014, Janet was invited to become a member of the Defra Sustainable Intensification Platform (SIP) Committee.



Brian MacAulay

Economist, Canal and River Trust

Research Officer, Outdoor Recreation Network

Brian joined the Canal River Trust in February 2014 as national economist. He has a joint role: at a Trust level he is advising CRT on development of its research programme and measuring the outcomes and impacts of the work of the organisation as a whole at a strategic level. He also supports the Enterprise team at project and programme level and in measuring the results of specific projects. Prior to joining CRT Brian was Director of the UK Innovation Index project at NESTA, before becoming an independent consultant and senior NESTA associate to work on the EC European Service Innovation Centre. Brian spent 6 years as senior economist at the West Midlands Regional Observatory where he led on the development and application of complex systems and spatial analysis to support regional policy. He spent 10 years lecturing in micro and industrial economics at the University of North London. His research interests are application of evolutionary complex systems models to support strategic and policy development.



Delegate list

First name	Surname	Organisation	Email
Alex	Franklin	Cardiff University	franklina1@cf.ac.uk
Arthur	Martin	National trust for Scotland	amartin@nts.org.uk
Bekki	Redshaw	Dartmoor National Park Authority	bredshaw@dartmoor.org.uk
Carol	Parsons	Peak District National Park Authority	carol.parsons@peakdistrict.gov.uk
Caroline	McCarroll	Waterways Ireland	caroline.mccarroll@waterwaysireland.org
Clare	Parsons	Brecon Beacons National Park Authority	clare.parsons@beacons-npa.gov.uk
Diane	Crone	University of Gloucestershire	dcrone@glos.ac.uk
Duncan	Mackay	Natural England	duncan.mackay@naturalengland.org.uk
Esther	Pearson	South West Coast Path Association	debbie@swcp.org.uk
Fiona	Granger	The Woodland Trust	annemarieregory@woodlandtrust.org.uk
Gavin	Stark	Natural England	gavin.stark@naturalengland.org.uk
Graeme	Taylor	Lee Valley Regional Park Authority	Not disclosed
Jackie	Denman	The Tourism Company	jdenman@thetourismcompany.com
Jont	Bulbeck	Natural Resources Wales	jont.bulbeck@cyfoethnaturiolcymru.gov.uk
Judith	Anderson	Historic Scotland	judith.anderson@scotland.gsi.gov.uk
Bob	Tevendale	Historic Scotland	judy.spencer@scotland.gsi.gov.uk
Karen	Soulby	Sheffield Hallum University	k.soulby@shu.ac.uk
Alan	Macpherson	Scottish Natural Heritage	margo.moncur@snh.gov.uk
Maxine	Gregory	CIRC Sheffield Hallum University	maxinegregory@live.co.uk
Mike	McClure	Sport Northern Ireland	mikemcclure@sportni.net
Miranda	Winram	Forest Enterprise	Not disclosed
Philip	Broadbent-Yale	National Trust	philip.broadbent@nationaltrust.org.uk
Ria	Dunkley	Cardiff University	dunkleyra@cardiff.ac.uk
Richard	Tyler	Brecon Beacons National Park Authority	richard.tyler@beacons-npa.gov.uk
Rose	Tehan	Keep Britain tidy	rose.tehan@keepbritaintidy.org
Roz	Owen	Natural Resources Wales	rosalind.owen@cyfoethnaturiolcymru.gov.uk
Wendy	Thompson	Natural England	wendy.thompson@naturalengland.org.uk
Paul	Courtney	University of Gloucestershire	Not disclosed
Chris	Short	University of Gloucestershire	Not disclosed
Lynn	Crowe	Sheffield Hallum University	L.Crowe@shu.ac.uk
Tony	Newby	AKTA	tony@aktapartnership.com

Seminar Venue

For information on how to get to Park Campus, please follow this link:

[Travelling to University of Gloucestershire Park Campus](#)

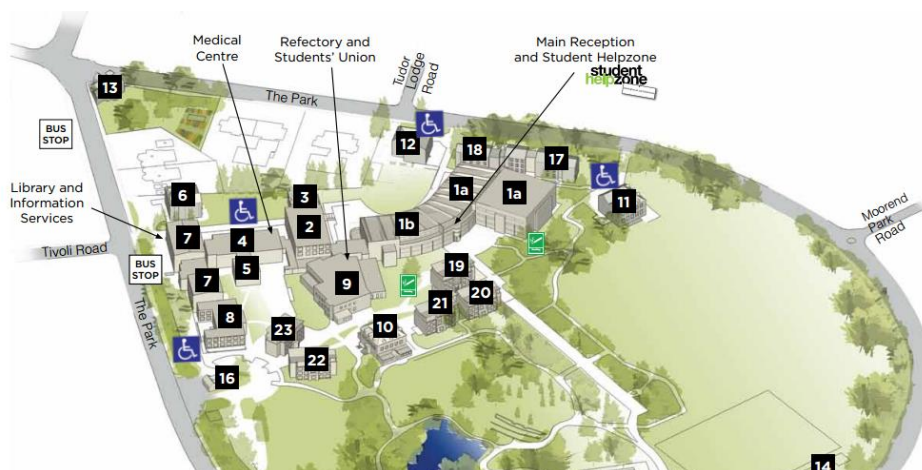
Venue address:

Fullwood House
University of Gloucestershire
Park Campus
The Park
Cheltenham
GL50 2RH

Map:

PARK CAMPUS, Cheltenham

The Park, Cheltenham GL50 2RH
Tel: **0844 801 1100** www.glos.ac.uk



- 1a Elwes Teaching Centre (TC)
- 1b The Media School (EW)
- 2 Bedford Building (LC)
- 3 Hall Building
- 4 Owen Building
- 5 Jones Building (LC)
- 6 Pallas Villa (PL)
- 7 Reynolds Building (LC)
- 8 Waterworth Building (WW)
- 9 Monk Building (MK)
- 10 Fullwood House (FW)
- 11 Broadlands Villa (BV)
- 12 Dunholme Villa (DH)
- 13 Cornerways (CW)
- 14 Broadlands Lodge (BL)
- 15 The Farmery
- 16 Fullwood Lodge (FWL)
- 17 Challinor House (CH)

- HALLS OF RESIDENCE
- 18 Challinor Hall