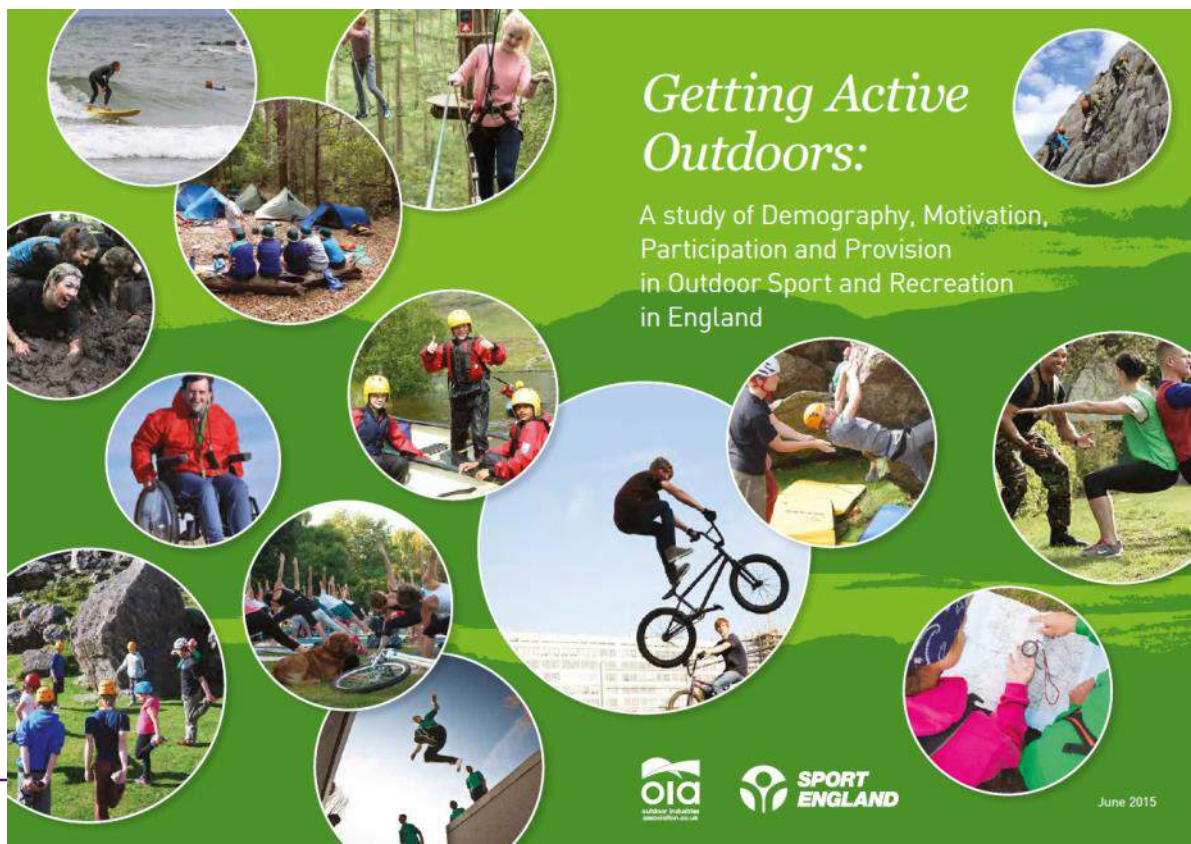


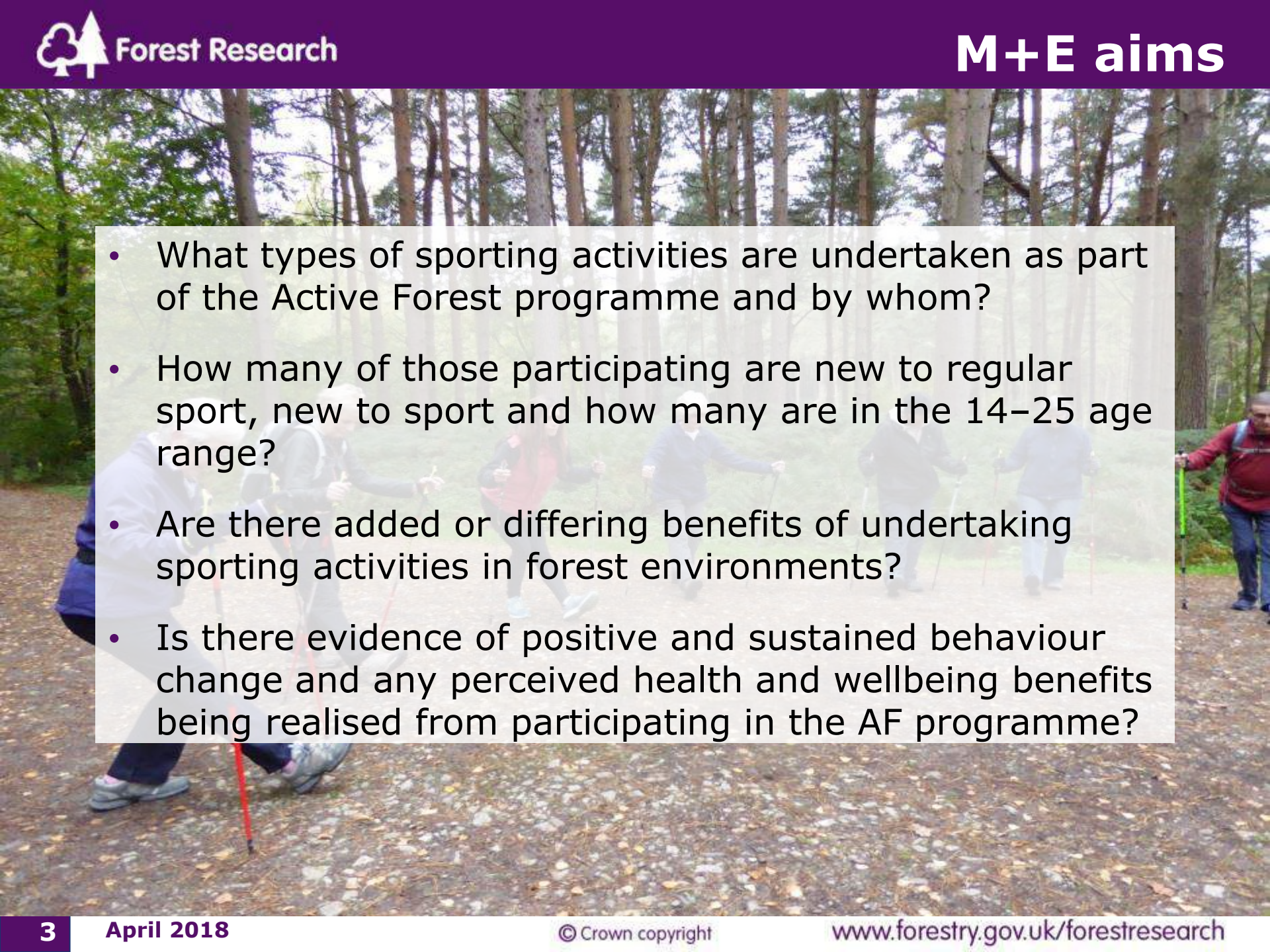
Opportunities and challenges of using technology to gather data in the Active Forest Programme evaluation

Liz O'Brien and Jack Forster
Social and Economic Research Group
Cardiff 2018



- Partnership between Sport England and Forestry Commission England
- Co-creation of Active Forest Programme
- 3 year pilot programme and now being scaled up



- 
- What types of sporting activities are undertaken as part of the Active Forest programme and by whom?
 - How many of those participating are new to regular sport, new to sport and how many are in the 14–25 age range?
 - Are there added or differing benefits of undertaking sporting activities in forest environments?
 - Is there evidence of positive and sustained behaviour change and any perceived health and wellbeing benefits being realised from participating in the AF programme?

Multiple activities

Core Activities



Play on the day



Events & activities



- Combination of:
 - Organised events and activities
 - Self-led activities
- Across 5 large scale sites in England

1. Operational throughput data – (for organised events, cycle hire etc.)
2. Surveys
 1. Short participant survey (online and onsite via tablet)
 2. Follow on survey (online – sent 3 months after participant survey)
3. Qualitative data – interviews/focus groups with:
 1. Participants
 2. Activity leaders
 3. National governing bodies
 4. Active forest coordinators

- Workspaces
- Active Forests
 - Files
 - File requests
 - Tasks
 - People
- Workspace Managers' Area

Active Forests > 17-18 > 17-18 Monitoring and Evaluation > Q3 Completed throughput data > Q3_2017-18_Throughput_Alice Holt

Q3_2017-18_Throughput_Alice Holt.xlsm

v1 updated by Alex Henderson-McClane on Fri, 5th Jan 2018

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Please complete the Quarter, Year and Location boxes, before filling in the table below.
Click the green "SAVE" button to save the file under the correct file name for uploading onto Huddle ("QX_20XX-XX_Forest Name").

Select Financial Quarter:	Q3	Select Financial Year:	2017-18	Select Location:	Alice Holt	SAVE									
Sum Total:				16,878	439	242									
Date collection period	Date	Release Quarter/Year	Peak/Off peak	New activity in site	Activity	Activity - other	Self Led or Organized Event (Circle red box only if necessary)	Provider	Number of participants	Number of volunteers	Volunteer hours (total)	Type of volunteer	Marketing campaign for activity	Marketing campaign name	Additional comments (optional)
Week	2017/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	355	23		Permitted/Partnership			
Week	14/10/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	275	23		Permitted/Partnership			
Week	21/10/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	245	30		Permitted/Partnership			
Week	28/10/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	323	26		Permitted/Partnership			
Week	04/11/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	288	24		Permitted/Partnership			
Week	11/11/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	304	28		Permitted/Partnership			
Week	18/11/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	411	24		Permitted/Partnership			
Week	25/11/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	300	23		Permitted/Partnership			
Week	02/12/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	243	23		Permitted/Partnership			
Week	09/12/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	207	28		Permitted/Partnership			
Week	16/12/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	275	27		Permitted/Partnership			
Week	23/12/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	390	27		Permitted/Partnership			
Week	30/12/17	Q3 2017-18	Off peak	No	Partners		Organized Event	Partners	329	28		Permitted/Partnership			
Day	03/10/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	11						
Day	10/10/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	6						
Day	17/10/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	6						
Day	24/10/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	1						
Day	31/10/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	9						
Day	07/11/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	11						
Day	14/11/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	9						
Day	21/11/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	9						
Day	28/11/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	9						
Day	05/12/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	2						
Day	12/12/17	Q3 2017-18	Off peak	Yes	Boat Camp		Organized Event	Hobbit	4						
Day	19/12/17	Q3 2017-18	Off peak	Yes	Running Events		Organized Event	Charity 5K Run	210	20	36	Permitted/Partnership			
Day	26/12/17	Q3 2017-18	Off peak	Yes	Organizing		Organized Event	British Army Organizing	293						
Day	02/01/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	2						
Day	09/01/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	6						
Day	16/01/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	6						
Day	23/01/18	Q3 2017-18	Off peak	Yes	Organizing		Organized Event	Business Navigator	63	6	9	Permitted/Partnership			right time run
Day	30/01/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	3						
Day	06/02/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	7						
Day	13/02/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	15						
Day	20/02/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	6						
Day	27/02/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	0						
Day	06/03/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	5						
Day	13/03/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	2						
Day	20/03/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	1						
Day	27/03/18	Q3 2017-18	Off peak	Yes	Rugby		Organized Event	Rugby	19	3	18	Permitted/Partnership			
Day	03/04/18	Q3 2017-18	Peak	Yes	Running Events		Organized Event	Rugby	151	24	112	Permitted/Partnership			day time run
Day	10/04/18	Q3 2017-18	Off peak	Yes	Running Events		Organized Event	Blue 10KM	352	13	31	Permitted/Partnership			
Day	17/04/18	Q3 2017-18	Off peak	Yes	Spotte Walking		Organized Event	Blue Cross Dog walking group	47	4	15	Permitted/Partnership			
Week	04/11/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		4						Weekend
Week	11/11/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		11						Weekend
Week	18/11/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		2						Weekend
Week	25/11/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		9						Weekend
Week	02/12/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		0						Weekend
Week	09/12/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		0						Weekend
Week	16/12/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		0						Weekend
Week	23/12/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		0						Weekend
Week	30/12/17	Q3 2017-18	Peak	Yes	Table Tennis		Self Led		13						Weekend

94% 1/1 Search

Comments Activity Versions

Participant survey - 2 minute survey (IBM digital marketing software)

Survey uploaded when internet connection is made

Forestry Commission England

Tell us what physical activity you do in the forest

Thank you for taking part in our survey. The information you provide will really help us to develop and improve your forest experience. The information you provide will be analysed by the Forestry Commission research team to explore the types of activities people undertake, their motivations for being physical active and the benefits they gain from outdoor physical exercise in a woodland environment. More information can be [found here](#). If you have taken part in a group, please forward this survey to other members.

This survey usually takes 3 mins to complete. By completing the survey your email address will be entered into a draw to win a £200 Cotswold Outdoor voucher, with 5 runners-up receiving annual Discovery Pass membership. [Terms and conditions apply](#).

Your email address is required in order to submit the survey. It will not be used for marketing purposes but it will be used to contact you about the competition and follow up survey after which it will be deleted. We will not share your contact details with any third parties. By providing us with this information and submitting your email address you are consenting to us using it for the purposes described above.

1. Which forest was your physical activity held in?
 Select one

2. What date did you do this physical activity at this site?
 mm/dd/yyyy

3. For this forest and date only, what physical activities did you take part in? (Tick all that apply)

<input type="checkbox"/> Archery	<input type="checkbox"/> Rounders
<input type="checkbox"/> Badminton	<input type="checkbox"/> Running
<input type="checkbox"/> Cricket	<input type="checkbox"/> Tai chi
<input type="checkbox"/> Cycling	<input type="checkbox"/> Table tennis
<input type="checkbox"/> Duathlon	<input type="checkbox"/> Tennis
<input type="checkbox"/> Equestrian	<input type="checkbox"/> Triathlon
<input type="checkbox"/> Fitness	<input type="checkbox"/> Volleyball
<input type="checkbox"/> Football	<input type="checkbox"/> Walking
<input type="checkbox"/> Mountain hiking	<input type="checkbox"/> Nordic Walking
<input type="checkbox"/> Orienteering	<input type="checkbox"/> Other

If you selected other, please tell us more:

4. How did you find out about these activities?
 Friend or family Radio

Preview Page: Overview (Open) Go Leave Preview

Forestry Commission Search consultations

Consultation Hub Find Consultations We Asked, You Said, We Did



Forestry Commission sport and exercise survey 2018-19

Overview

Welcome to the 'follow up' survey for the sports and exercise programme. You completed a short participant survey for us after doing an activity in the forest.

We want to understand a bit more about your experience of your sporting and physical activities since then.

Your answers will help us improve sport and recreation facilities on our forest sites and contribute to on-going research on the public benefits of woodlands.

It will take approximately 5-10 minutes to fill in this survey.

As a thank you for your help, on completion of the survey, you will be able to sign up for the chance to win £500 towards a bike (issued by an Evans Cycles voucher), with 5 runners-up receiving annual Discovery Pass membership.

Closes 30 Mar 2019

Opened 1 Apr 2018

Contact

liz.burien@forestry.gov.uk

Follow on survey – 10-15 minutes

Citizen Space – cloud based consultation software



Sherwood Pines

@sherwoodpines

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Sport & recreation in Edwinstowe

4.5 

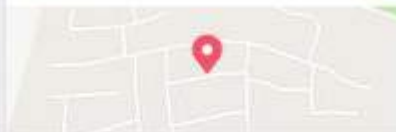
Community

See all

 Invite your friends to like this Page 15,636 people like this 15,693 people follow this

About

See All

 Typically replies within an hour
[Send message](#) www.forestry.gov.uk/sherwoodpines Sport & recreation · Forestry and logging · Government organisation Suggest Edits

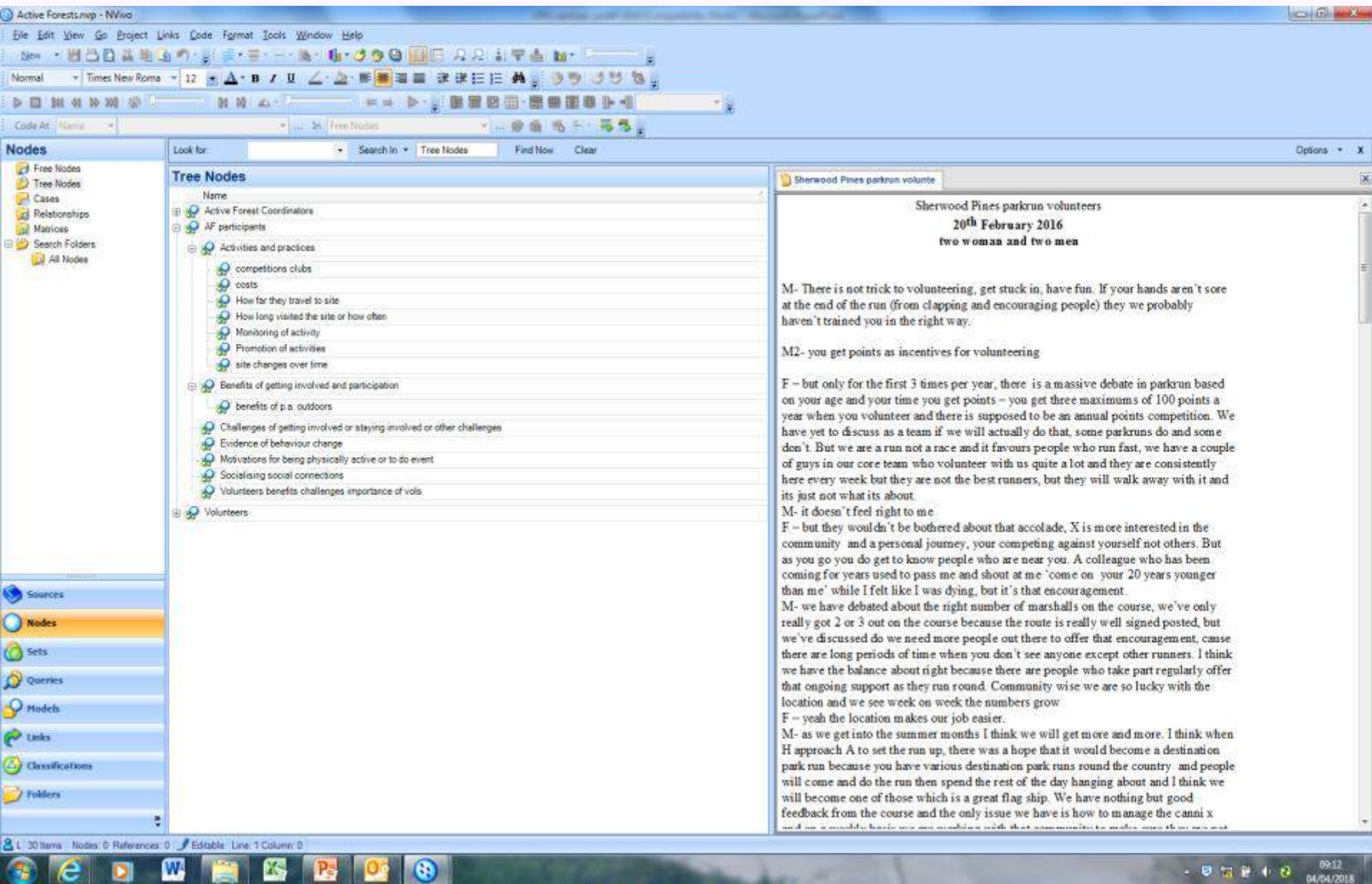
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>



Publicising the participant survey via:

- FCE site facebook pages
- third party provider web pages
- Newsletters



The screenshot displays the NVivo software interface. On the left, a 'Nodes' pane shows a hierarchical tree structure under 'Tree Nodes'. The main window shows a text document titled 'Sherwood Pines parkrun volunteers' with the following content:

Sherwood Pines parkrun volunteers
20th February 2016
two women and two men

M- There is not trick to volunteering, get stuck in, have fun. If your hands aren't sore at the end of the run (from clapping and encouraging people) they we probably haven't trained you in the right way.

M2- you get points as incentives for volunteering

F – but only for the first 3 times per year, there is a massive debate in parkrun based on your age and your time you get points – you get three maximums of 100 points a year when you volunteer and there is supposed to be an annual points competition. We have yet to discuss as a team if we will actually do that, some parkruns do and some don't. But we are a run not a race and it favours people who run fast, we have a couple of guys in our core team who volunteer with us quite a lot and they are consistently here every week but they are not the best runners, but they will walk away with it and its just not what its about.

M- it doesn't feel right to me

F – but they wouldn't be bothered about that accolade, X is more interested in the community and a personal journey, your competing against yourself not others. But as you go you do get to know people who are near you. A colleague who has been coming for years used to pass me and shout at me 'come on your 20 years younger than me' while I felt like I was dying, but it's that encouragement.

M- we have debated about the right number of marshalls on the course, we've only really got 2 or 3 out on the course because the route is really well signed posted, but we've discussed do we need more people out there to offer that encouragement, cause there are long periods of time when you don't see anyone except other runners. I think we have the balance about right because there are people who take part regularly offer that ongoing support as they run round. Community wise we are so lucky with the location and we see week on week the numbers grow

F – yeah the location makes our job easier.

M- as we get into the summer months I think we will get more and more. I think when H approach A to set the run up, there was a hope that it would become a destination park run because you have various destination park runs round the country and people will come and do the run then spend the rest of the day hanging about and I think we will become one of those which is a great flag ship. We have nothing but good feedback from the course and the only issue we have is how to manage the canni x and on a small scale we are making with that community to make sure they get out

- Capturing self led activity – using counters and avoiding double counting
- Incentives and drop off rates for surveys
- Attribution of change to the Active Forest Programme
- Getting data from others – cycle hire, third party providers
- Having a comparison site – extra data gathering effort

Different ways of using computer tablets on site:

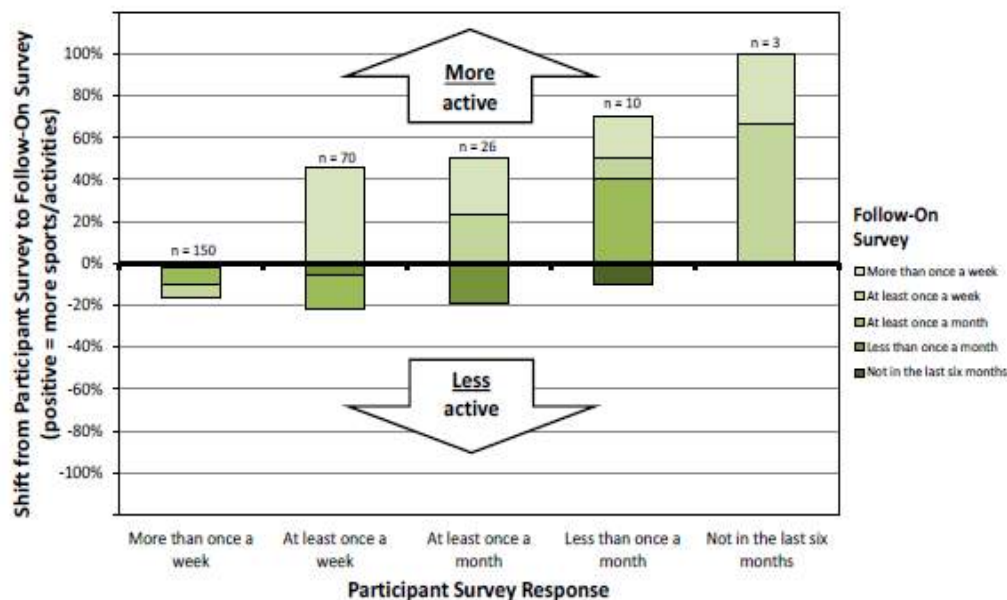
- Give it to participants to complete
- Send it down the line at an event where people are waiting to register
- Stand next to participant and go through it with them
- Give to bike hire franchise to pass to people when waiting to hire a bike

Key challenge is to capture different activities and different types of people

Lessons learnt

- Demographic data now asked for in Participant survey as bigger sample
- Providing guidance on data gathering to AFC
- Both surveys now incentivised
- Larger incentive to complete Follow on survey - we hope to get a larger sample
- Design spreadsheet with dropdown boxes for easy data entry

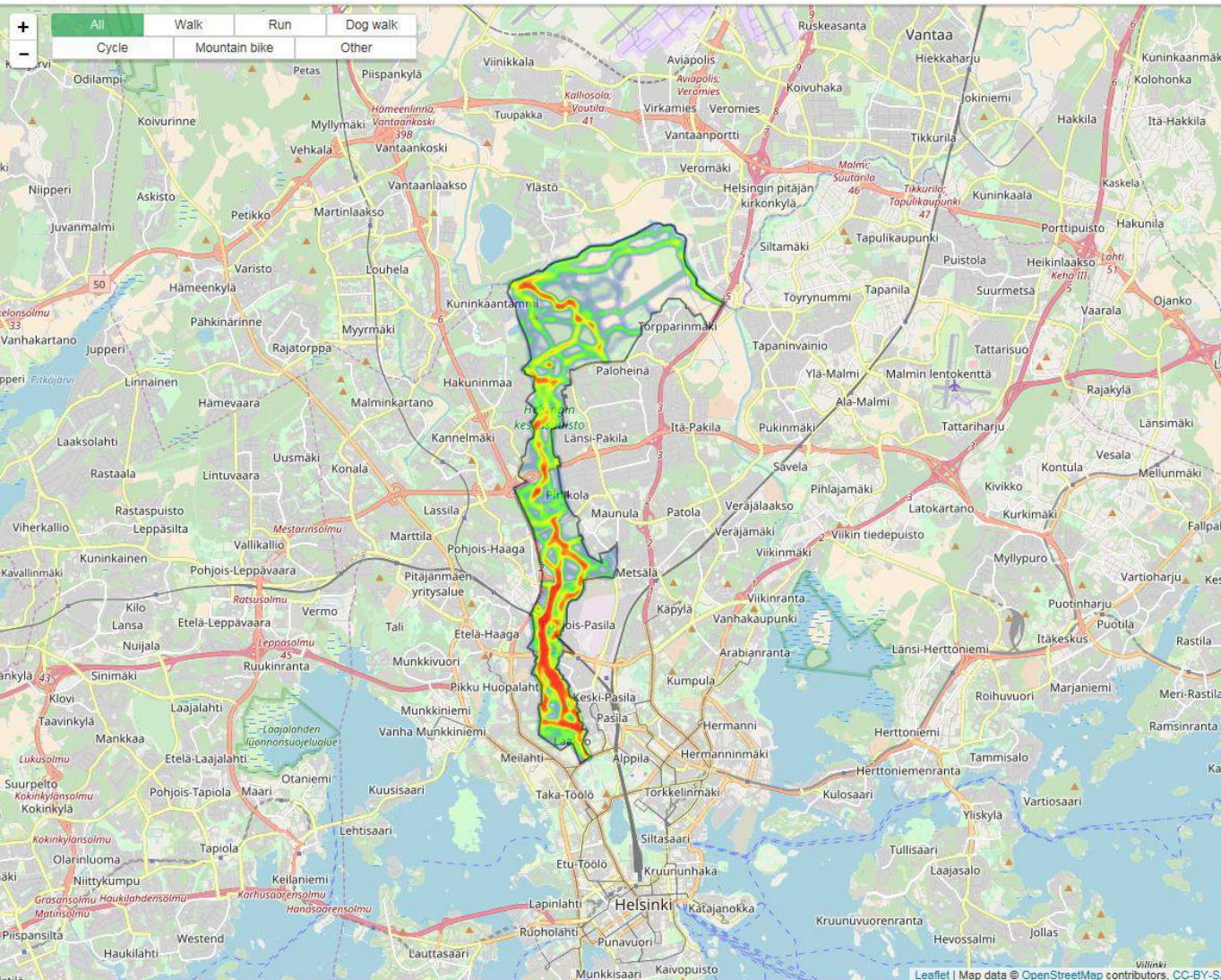
Figure 38. Comparison of level of activity reported in the participant survey and follow-on survey (n = 259). Positive percentage = individuals doing more sports/activities in the follow-on survey versus the participant survey.



Opportunities

- Engaging volunteers to assist with data gathering on site using tablets/observations
- Data capture from social media (Facebook, Twitter, FC webpage comments, blogs etc.)
- Capturing data from wearable devices – Apps to track activity/fitness reward Apps

Mapping recreational use and movement in Helsinki's urban forest



Let's create a dynamic map of Keskuspuisto one route at a time!

Our goal is to understand better where people go, why, and how we can use this knowledge to preserve and enhance the ecological and recreational quality of our urban forests, now and in the future.

[Get started!](#)

- ✓ VISIT
- ✓ ADD YOUR GPS ROUTE / DRAW YOUR ROUTE ON THE MAP
- ✓ ANSWER THE QUESTIONNAIRE

- Full report from the 3 year pilot
- 4 page summary
- 5 x 2 page case studies

On FR website

<https://www.forestry.gov.uk/fr/BEEH-A3HMKM>

Fun and Fitness in the Forest

Monitoring and evaluation of the three-year Active Forest pilot programme

Liz O'Brien and Jack Forster 2017



Please visit our website to find out more about our work

www.forestresearch.gov.uk/peopleandtrees

