

Monitor of Engagement with the Natural Environment

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Agenda

- About the survey
- Results from the survey

**Key results
and emerging
trends**

Where?
Visit
destinations

What?
A profile
of visits

Why?
Motivations
and barriers

Local analysis
Drilling down

- Accessing and using the results



About the survey



Background to the survey

- Between 1996 and 2005, a series of surveys were carried out to track participation in leisure day visits. These surveys included 'days out' in the countryside but did not provide detailed information on people's **day to day use and enjoyment of the natural environment**.
- In 2009 Natural England, Defra and the Forestry Commission commissioned TNS to undertake the Monitor of Engagement with the Natural Environment (MENE).
- The MENE data was designated as Official Statistics so the statistics are collated, analysed and disseminated according to the Code of Practice for Official Statistics.



What makes MENE different?

- MENE captures information on all visits to the natural environment, including visits to local informal green space which tended to be under-recorded before.
- Because the survey is continuous, it provides more accurate estimates of the volume of visits to the natural environment and changes over time.
- Data is collected at a range of spatial scales (including small areas) and amongst different socioeconomic groups.
- The survey collects origin and destination data for a selection of visits.
- It is also important to understand why people don't visit, so the survey collected this data too.
- The survey collects information on attitudes towards the natural environment.
- The survey collects information on other ways of engaging with the natural environment – such as gardening and watching wildlife.

How is the MENE data being used to inform policy?

- Used to evaluate the effectiveness of policy interventions on access and green infrastructure and to shape future policy on realising the benefits of access to the countryside and greenspace.
- Major source of evidence for the Biodiversity 2020 outcome on increasing the number of people engaged with biodiversity, aware of its value and taking positive action.
- Used to inform NEWP (Natural Environment White Paper) indicators due for publication later in 2013. This will include indicators measuring local people's ability to access local, quality green spaces, and an indicator to assess children's engagement with the outdoors.
- Used by the Department of Health to inform the Public Health Outcomes Framework measure on the proportion of local people using the outdoors for health and exercise.

Survey method

In-home face to face interviews

- Weekly interviews on an omnibus survey
- Representative of the English adult population

Cumulative sample sizes

- Interviews – Years 1 to 3 – 142,031
- Main visit details collected – 160,376 visits
- Full visit details – 56,777 visits



Topics included in the survey

- Volume of visits to the natural environment
- Places visited
- Activities undertaken on visits
- Duration of visits
- Distance travelled on visits
- Transport used on visits
- Reasons for taking visits
- Expenditure during visits
- Other forms of engagement
- Barriers to participation

Key results and emerging trends



Annual volume of visits

March 2011 to February 2012

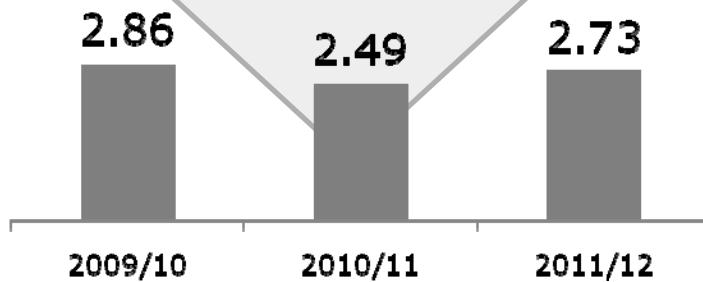
2.73 billion visits
to the natural
environment

Average of **65**
visits per adult

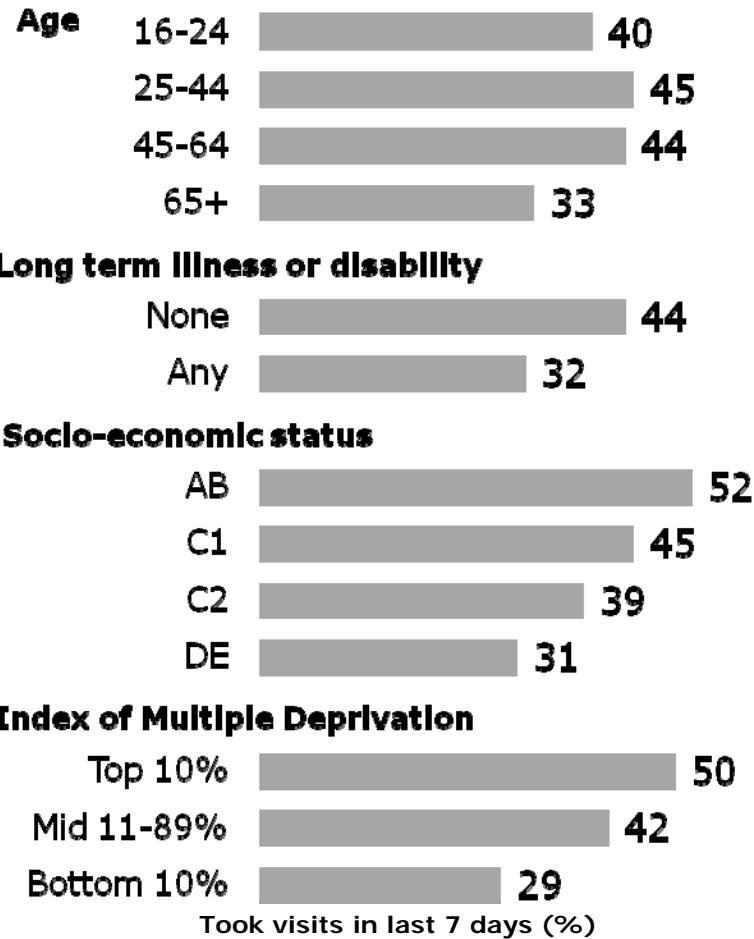
About **1.25 visits**
per week



10 per cent
more visits
than in Year 2
of the survey
but fewer than
Year 1

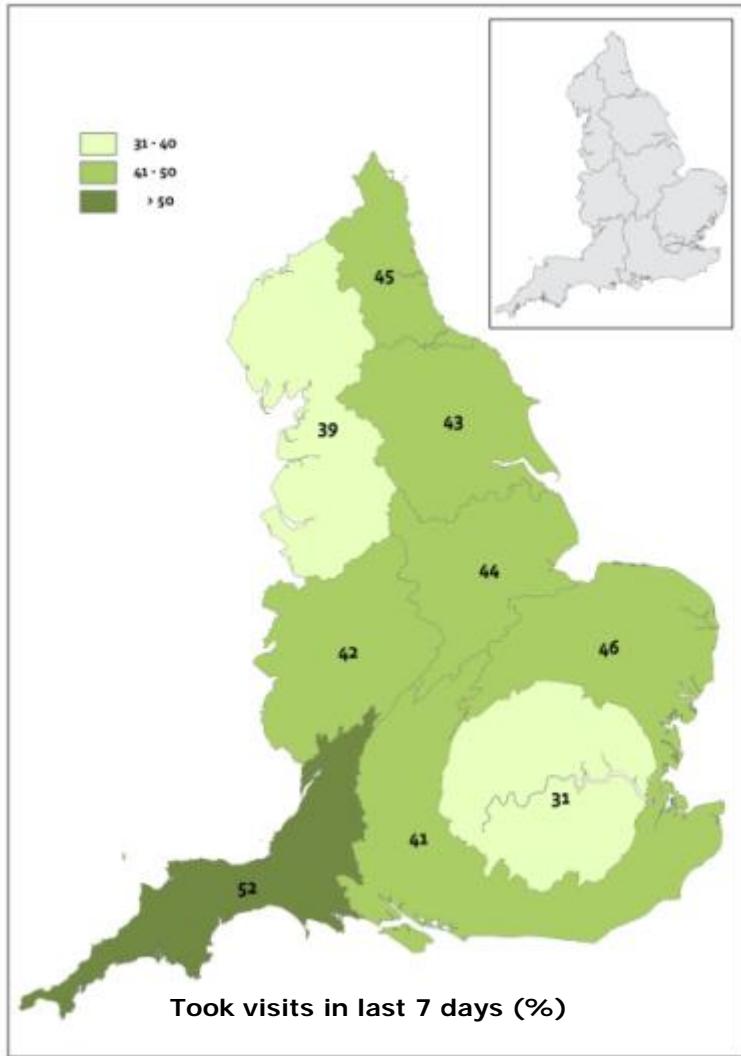


Participation in the last 7 days



42% of the population had taken one or more visits to the natural environment in the 7 days prior to being interviewed – higher than the level recorded in Year 2 (39%) and similar to Year 1 (43%)

Participation in the last 7 days

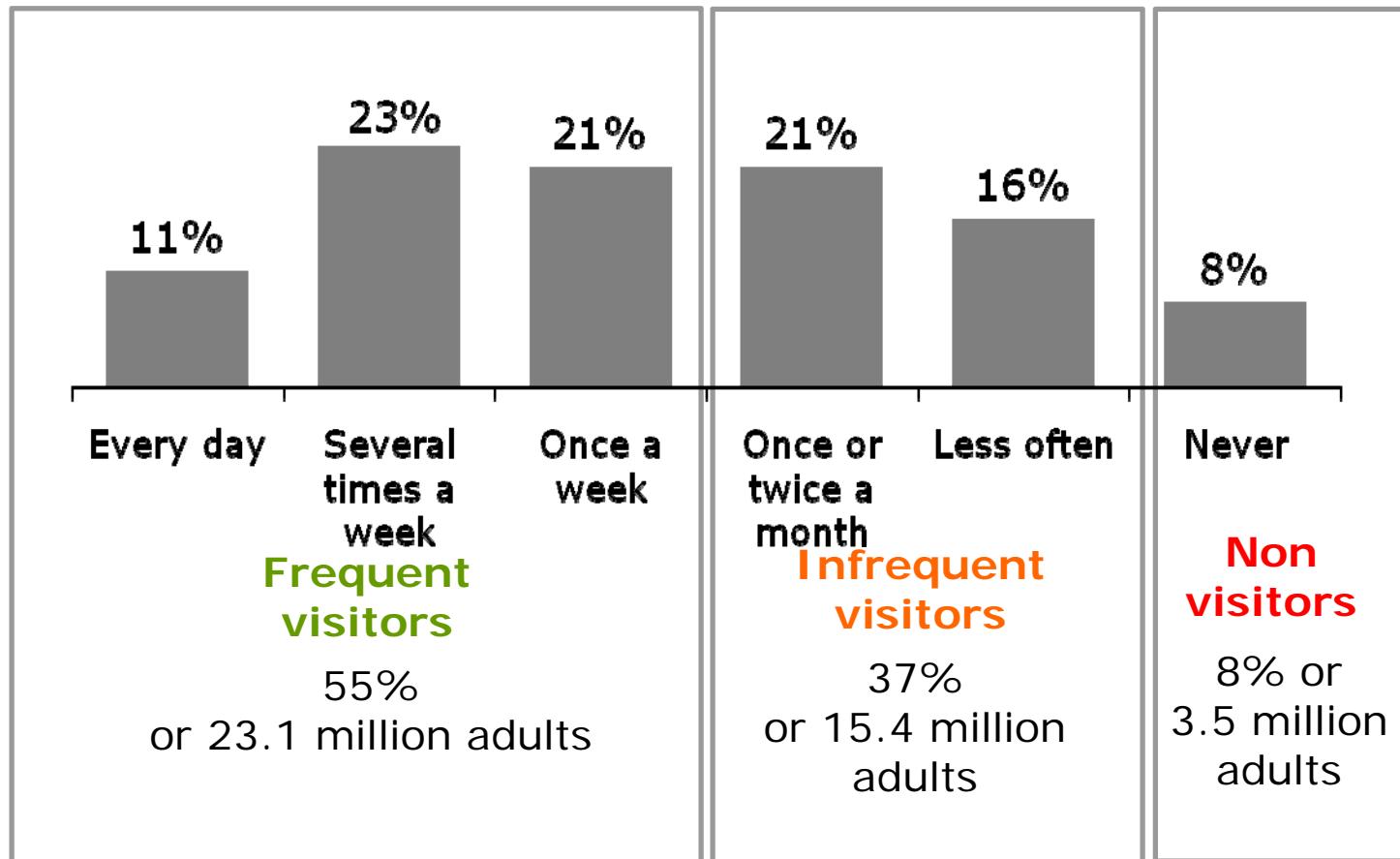


The cartogram to the left distorts the geographical boundaries of each English region according to relative population size. Areas of greater population appear larger - areas of lowest population appear smaller.

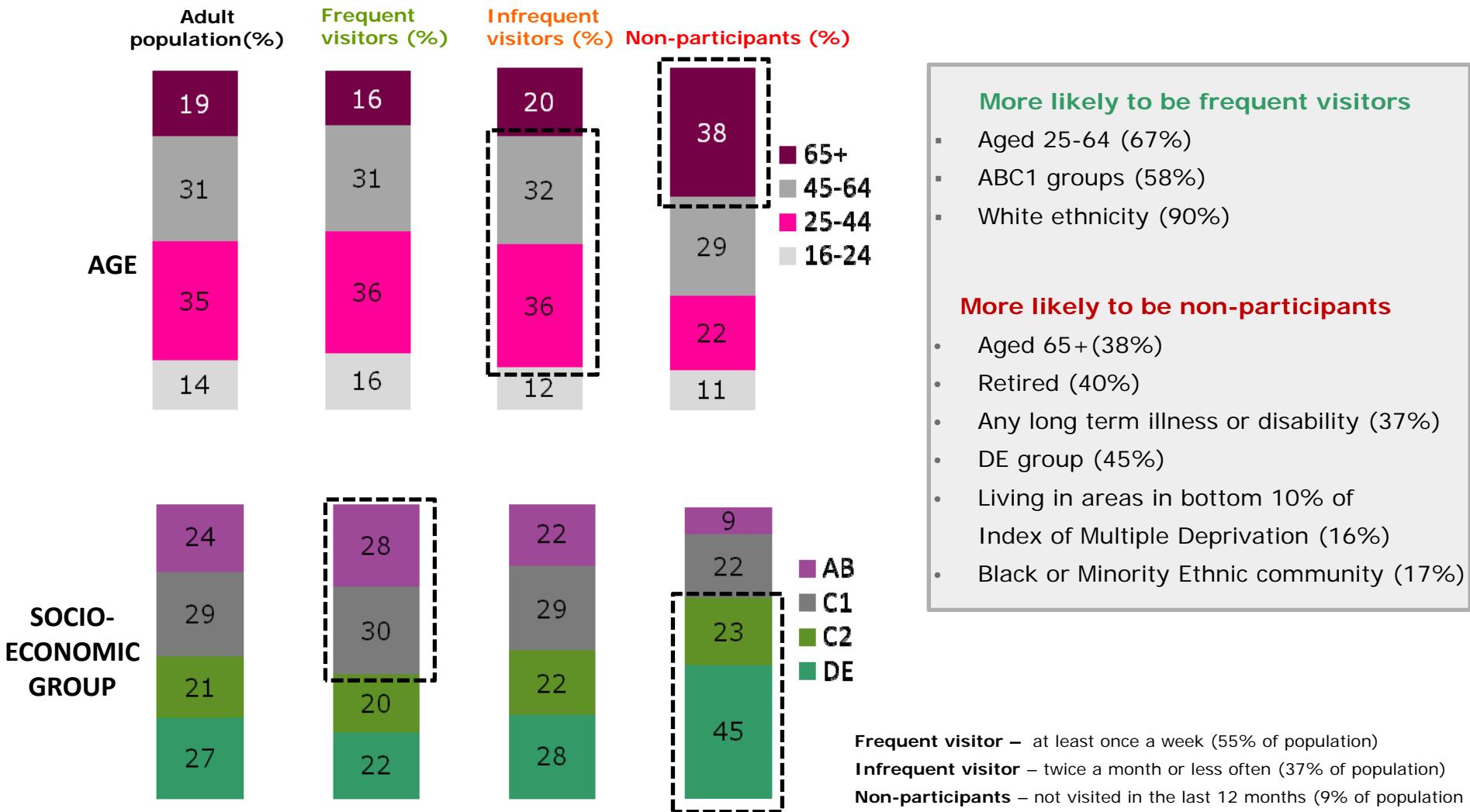
Levels of participation were highest in the South West (52 per cent) where population density is lower and lowest in London (31 per cent) where the population density is greatest.

General levels of engagement

From year 1 to year 3 the proportion of the population stating that they normally visit the outdoors at least once a year increased **from 90% to 92%**. In volume terms this equates to around half a million more people visiting the outdoors during the most recent period.



Age and socio-economic profile by frequency of visits



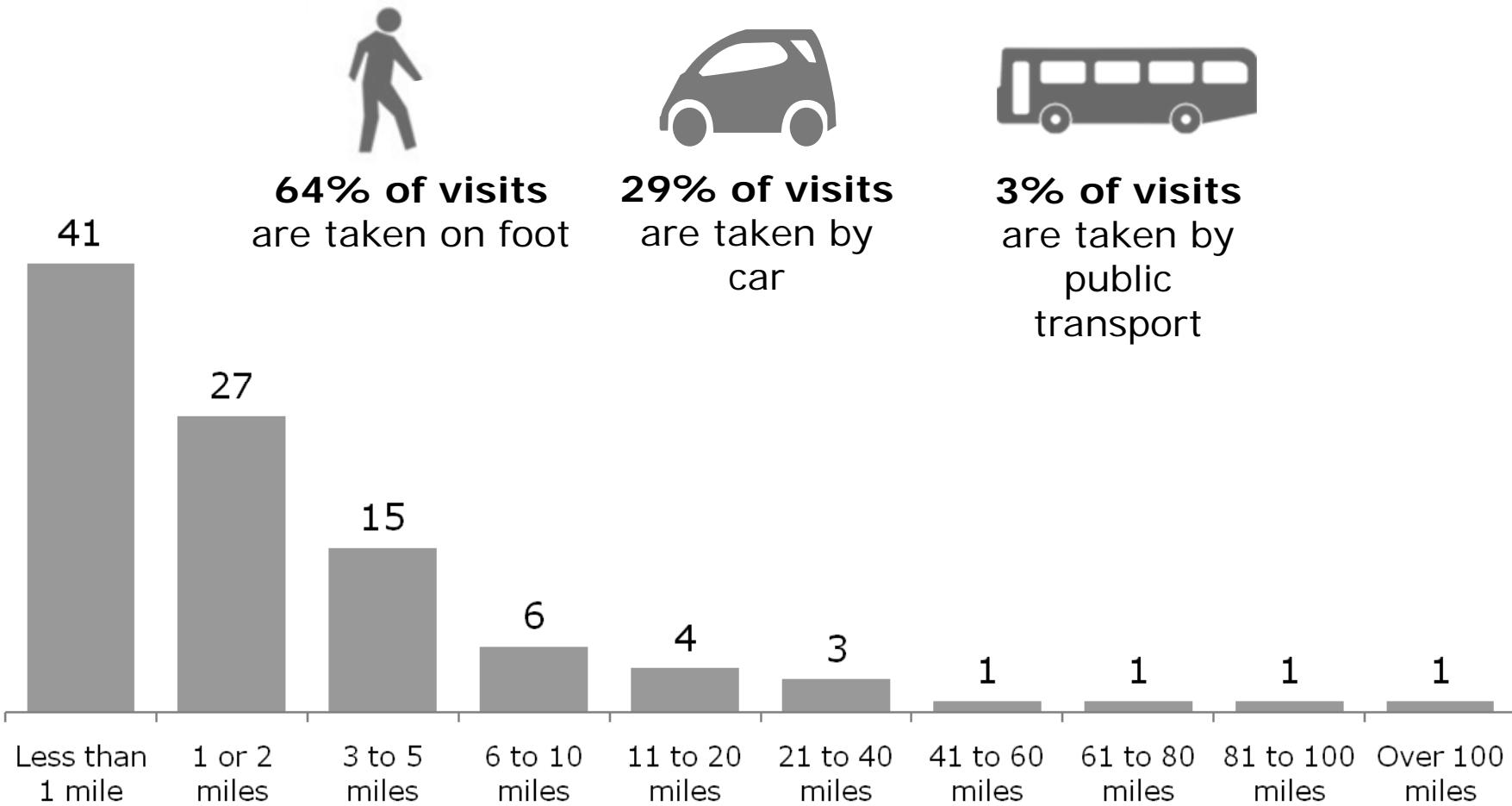
Where?

Visit destinations

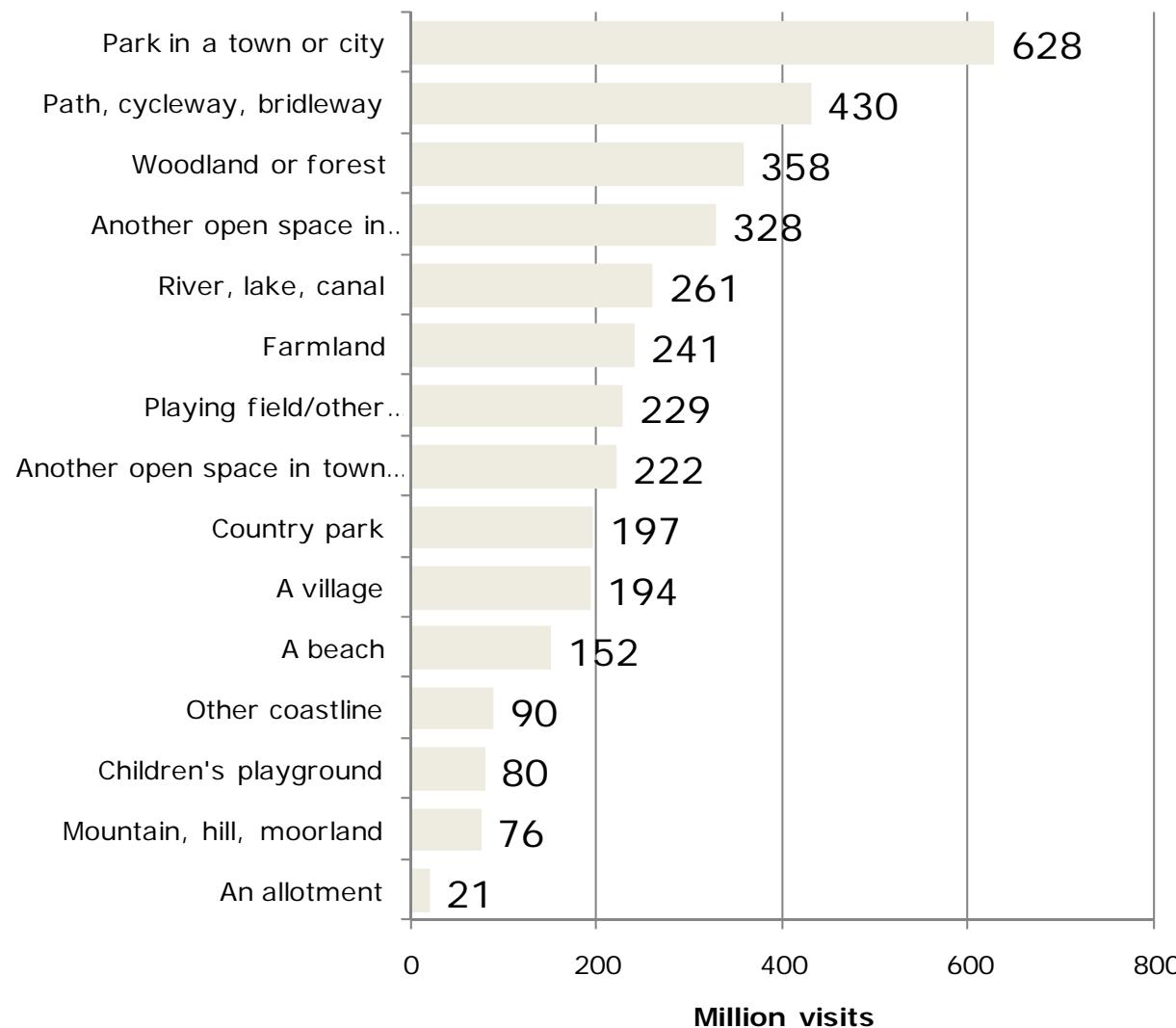


Distances travelled

Most visits are close to home and taken on foot



Types of place visited – volume of visits



Types of place visited – changes between years

	Volume of visits (millions)		
	2009/10	2010/11	2011/12
Park in a town/ city	678	558	628 
Path/ cycleway/ bridleway	369	360	430 
Woodland/ forest	317	326	358
Another space in the countryside	319	307	328
River/ lake/ canal	253	232	261
Farmland	209	233	241
Playing field/ other recreation area	195	191	229 
Another open space in a town/ city	226	189	222
Country park	199	176	197
Village	176	158	194
Beach	174	159	152
Other coastline	98	91	90
Children's playground	82	76	80
Mountain/ hill/ moorland	61	64	76
Allotment/ community garden	17	16	21
Total	2,858	2,494 	2,727 

Key:



Arrows illustrate significant year on year changes

The volume of visits to **urban parks, paths and cycleways and playing fields** increased significantly between years 2 and 3.

Visits to **woodland, farmland and mountains, hills and moorland** have increased consistently over the three years.

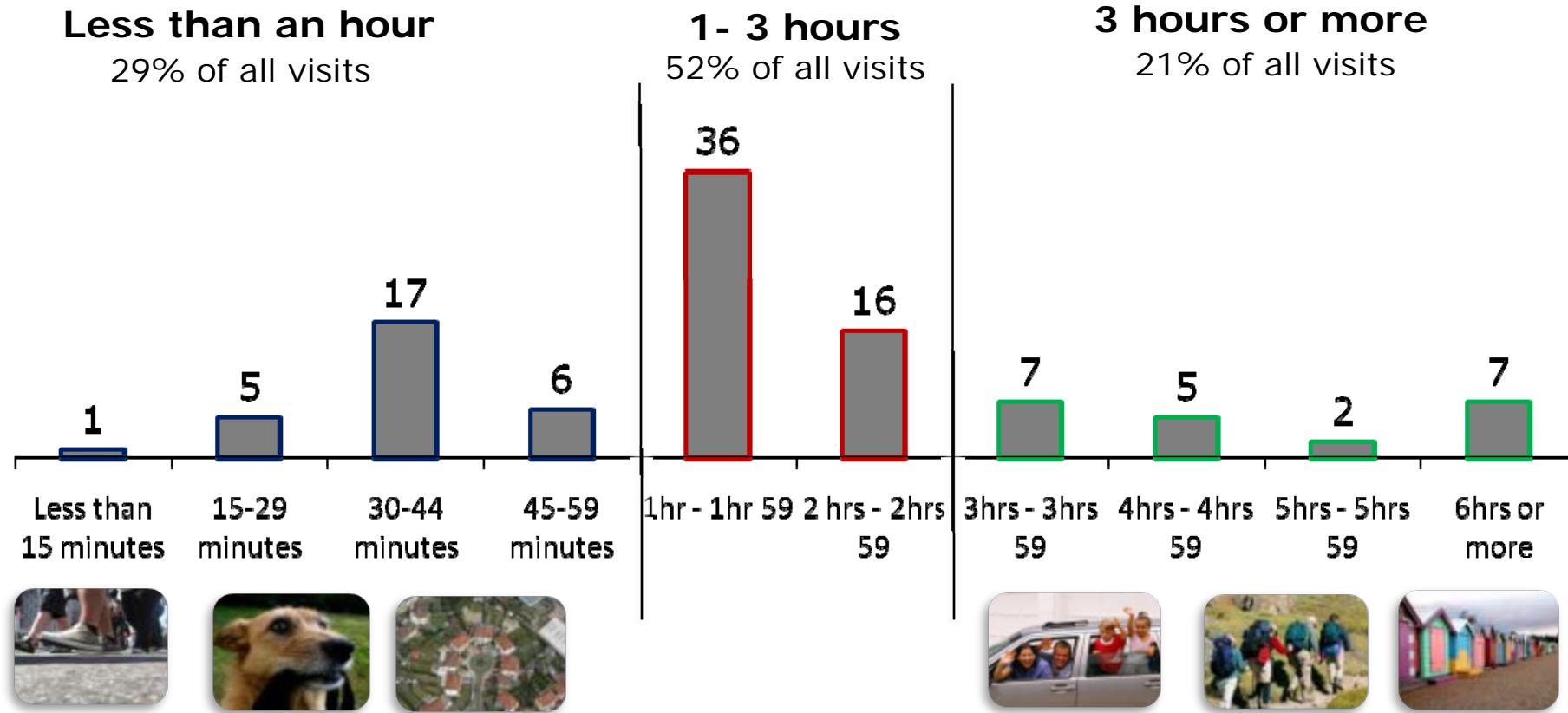
What?

A profile of visits



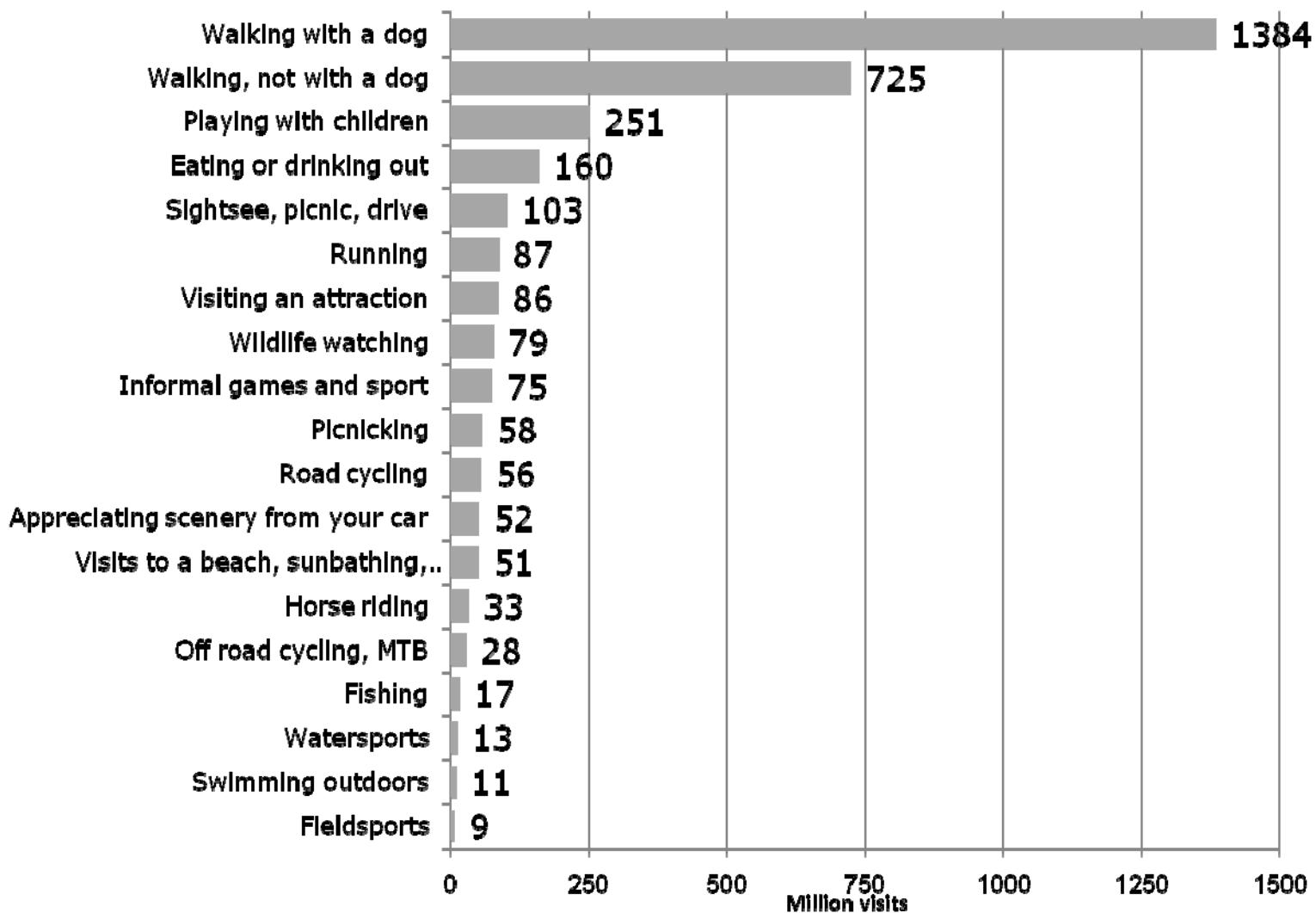
Visit duration

An average visit duration of **2 hours**.



Activities during visits to the natural environment

- volume of visits



Activities during visits to the natural environment

- changes between years

	Volume of visits (millions)		
	2009/10	2010/11	2011/12
Walking with a dog	1,380	1,268	1,384
Walking, not with a dog	739	660	725
Playing with children	229	212	251
Eating/ drinking out	182	142	160
Running	80	74	87
Visiting an attraction	109	89	86
Wildlife watching	77	70	79
Informal games and sport	85	66	75
Picnicking	53	46	58
Road cycling	65	50	56
Appreciating scenery from your car	53	48	52
Beach/ sunbathing/ paddling in sea	51	50	51
Horse riding	36	27	33
Off-road cycling/ mountain biking	34	26	28
Fishing	17	15	17
Watersports	16	11	13
Swimming outdoors	16	13	11
Fieldsports	15	10	9
Total	2,858	2,494	2,727



Arrows illustrate significant year on year changes

While volumes decreased for all activities between years 1 and 2 – in year 3 volumes **recovered** for many activities including:

- Walking with a dog
- Playing with children
- Running
- Wildlife walking

Volumes of visits involving other activities also increased significantly in year 3 but not to the levels recorded in year 1.

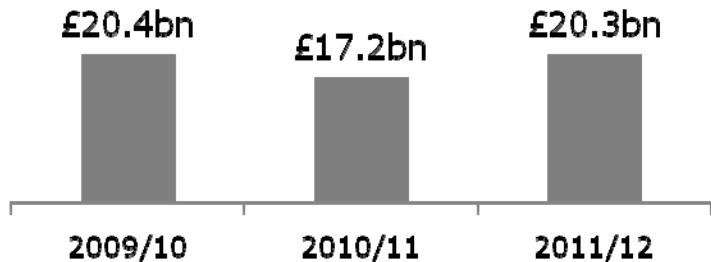
Expenditure during visits to the natural environment

26% of visits involved any expenditure

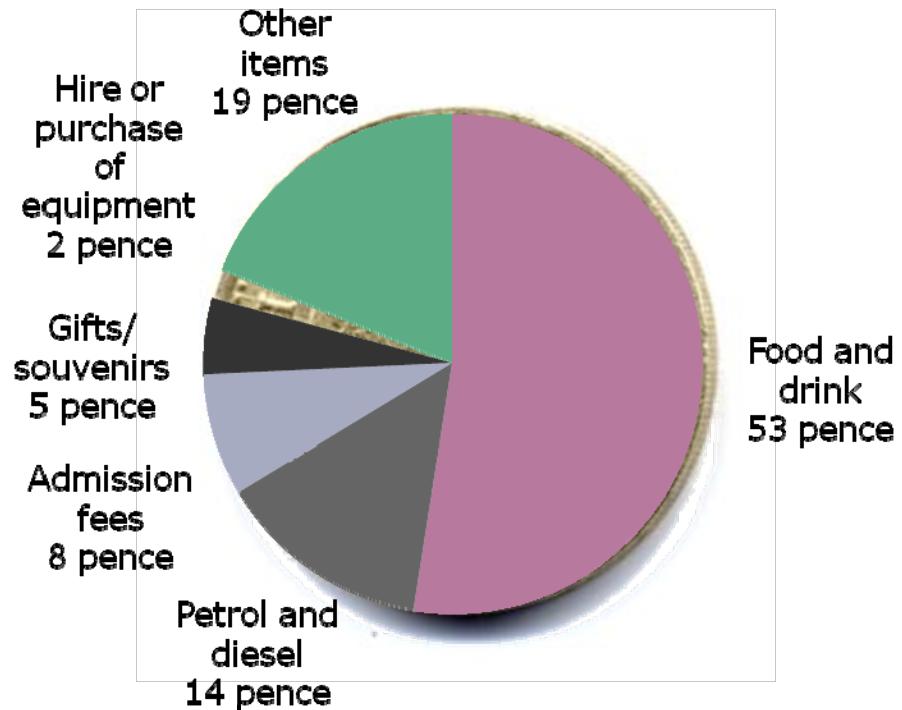
An average of **£28** was spent during these visits

This equates to around **£20.3bn** spend in total.

This is significantly higher than in year 2 and the same as year 1:



Of every £1 spent...

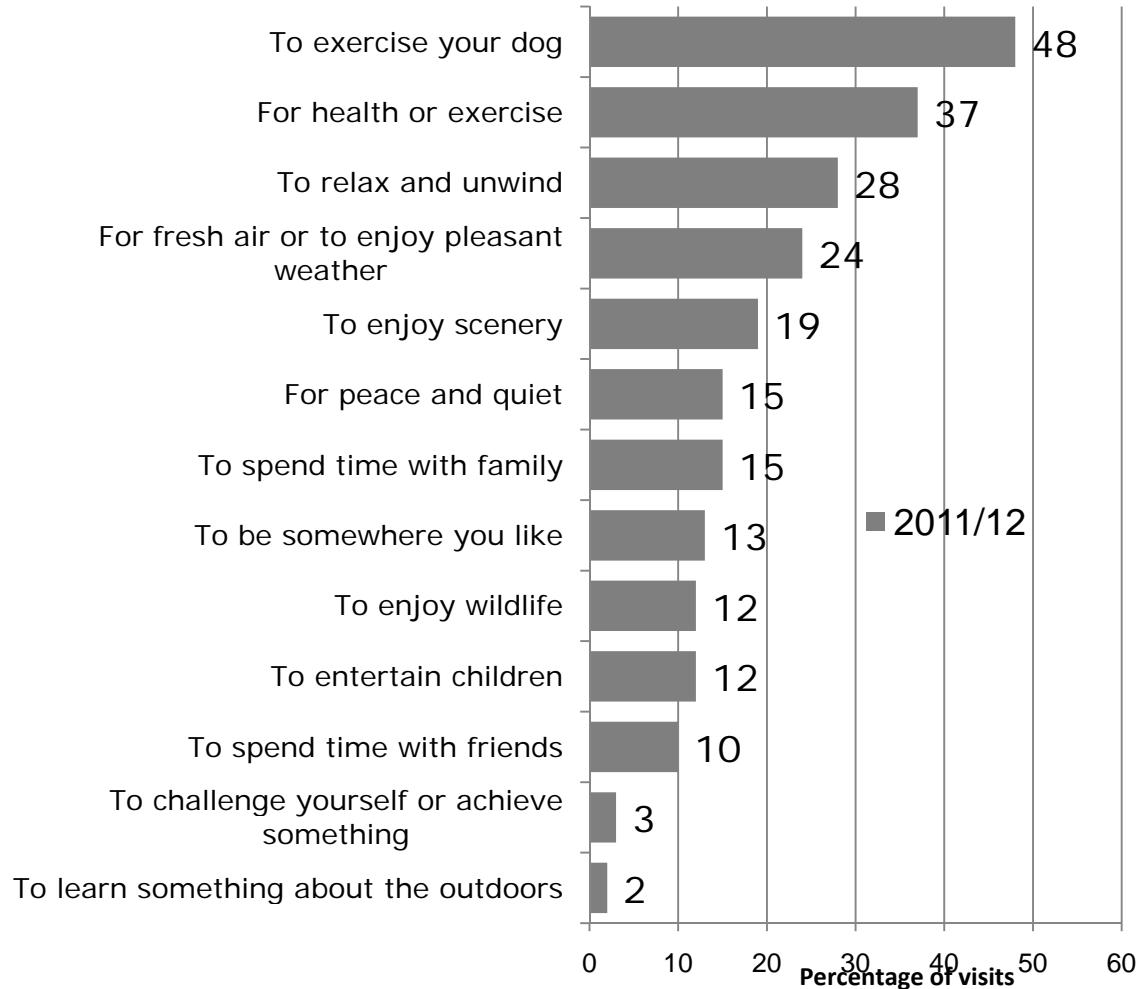


Why?

Motivations and barriers



Reasons for taking visits



Variations

By age

- Under 25s** – spending time with friends
- 24 to 44** – spending time with family, entertaining children
- 45 to 65** – health and exercise, enjoying scenery, enjoying wildlife.

By gender

- Men** – relaxing & unwinding
- Women** – exercising dogs, time with family, entertaining children.

By socio-economic group

- ABC1s** – health and exercise, relaxing and unwinding, for fresh air.
- C2DEs** – exercising dogs.

By place visited

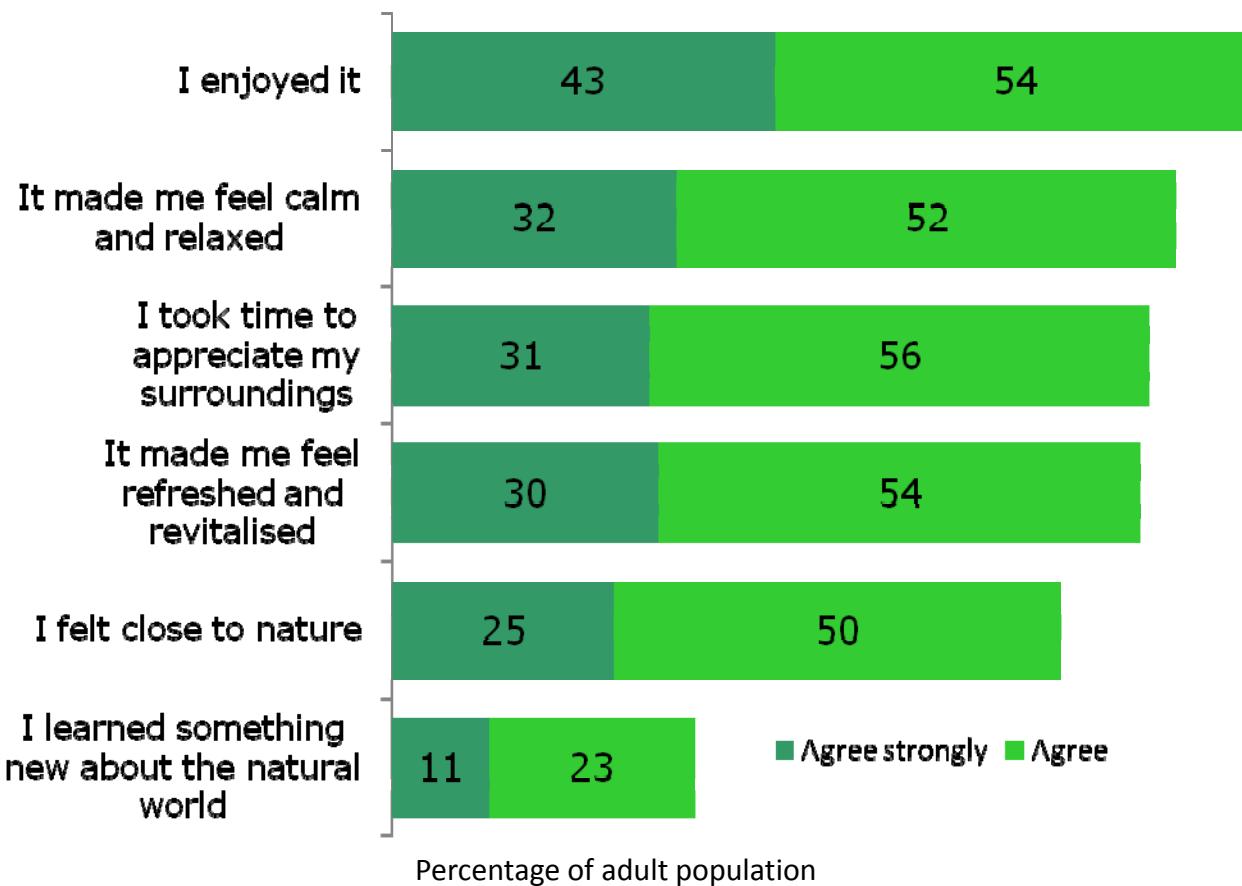
- Seaside resorts/towns** – relaxing and unwinding to visit somewhere they like.

Other coast – peace & quiet.

- Countryside** – exercise dog, health & exercise.

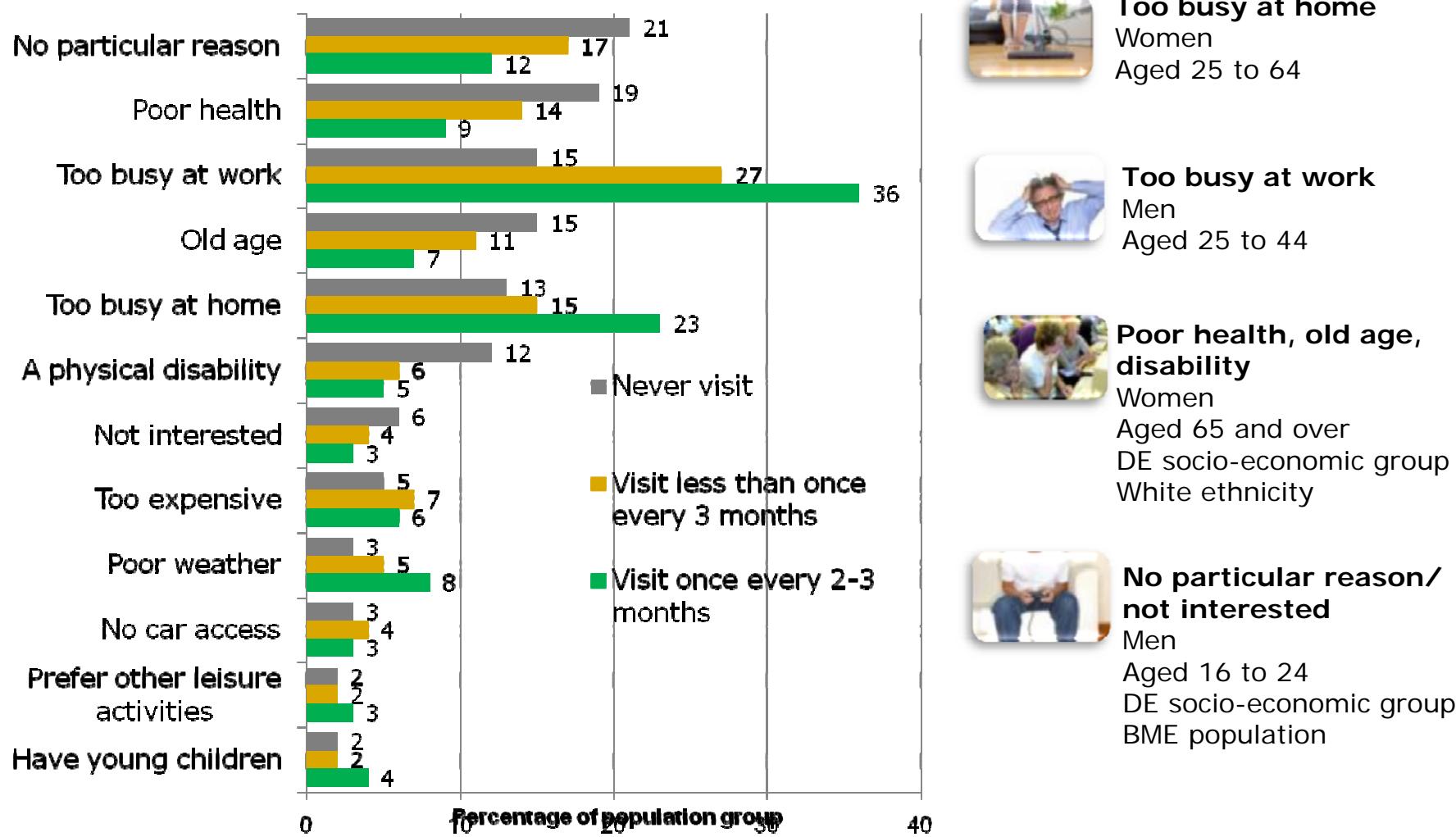
- Urban green space** – to entertain children, exercise dog.

Outcomes of visits to the natural environment



The majority of visits are enjoyed and make participants feel calm and relaxed to some extent but fewer participants learn something new.

Reasons for not participating more often

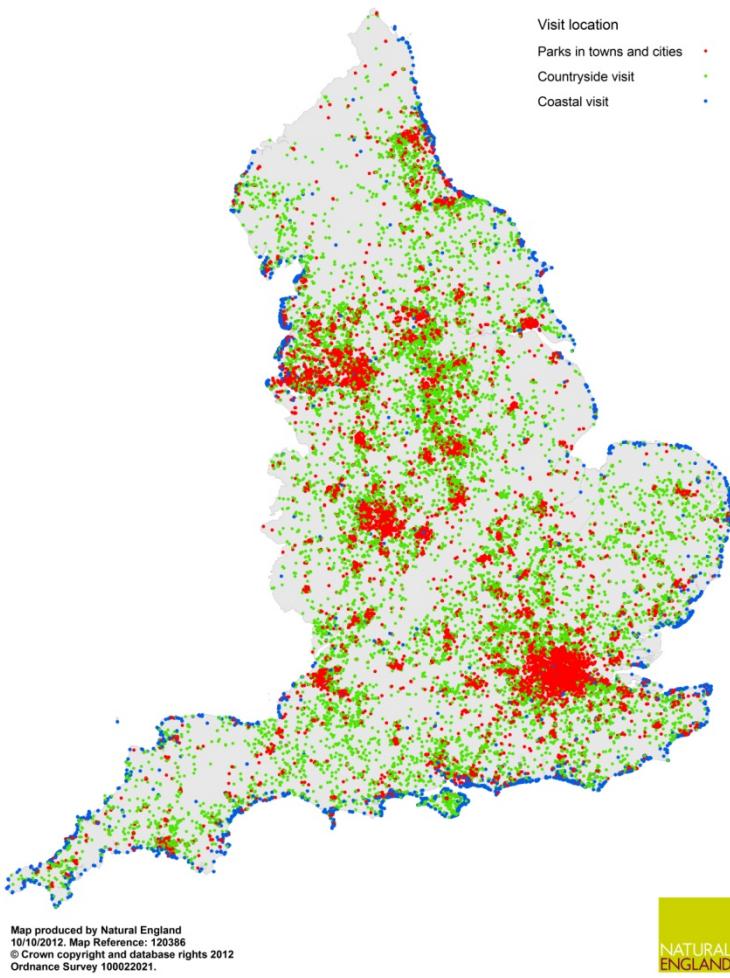


Using the results at a local level – case studies



Detailed geographic analysis with geocodes

Map of visit locations included in the study:
March 2009 to February 2012



This map shows how we have been able to use the visit grid references to plot visits to local areas.

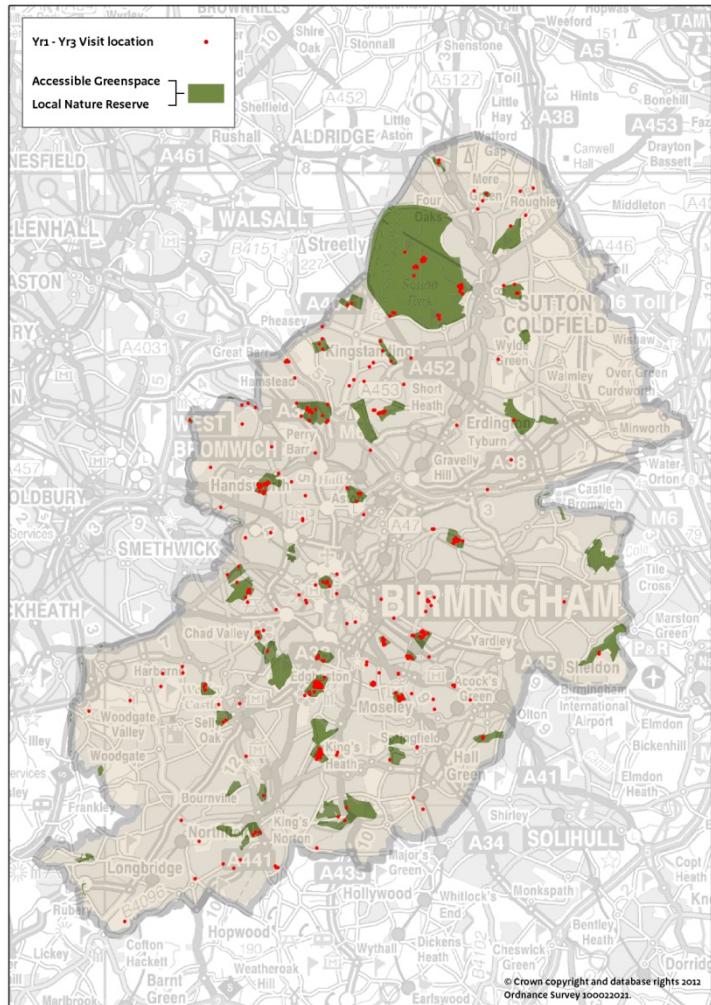
In the map, the visit destinations of almost 47,000 visits have been added – representing some of the visits we have randomly sampled between March 2009 and February 2012.

The grid references can be used in conjunction with other MENE data to produce profiles of visits in local areas.

For example we might examine activities undertaken, distances travelled, visit outcomes, or expenditure.



Detailed geographic analysis



This map shows how we have been able to use the visit grid references to plot visits to a local area.

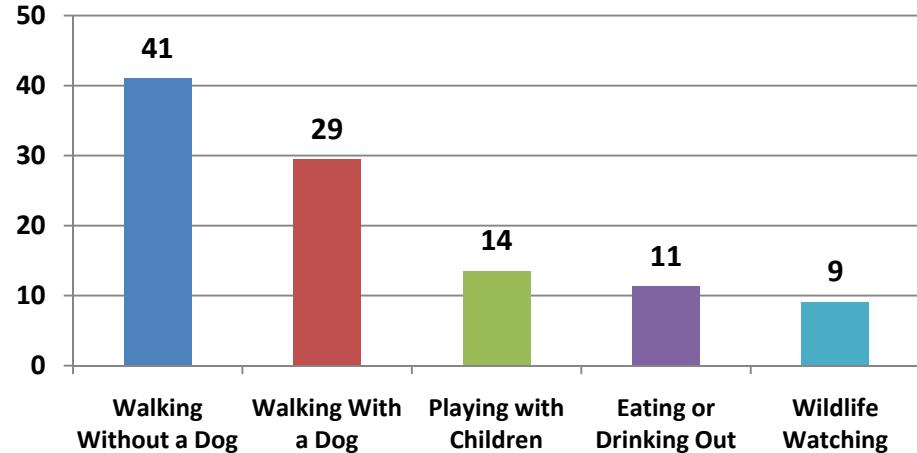
In the map, the visit destinations of residents in Birmingham have been plotted to show which areas of local green space they are or are not using.

The grid references can be used in conjunction with other MENE data to produce profiles of visits in local areas. For example we might examine activities undertaken, distances travelled, visit outcomes, or expenditure.

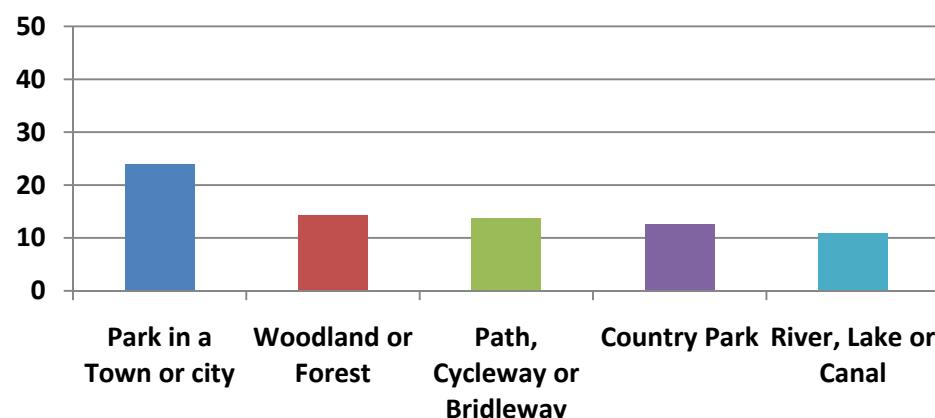
Local analysis

Analysis of visits taken in Sheffield

Top five activities undertaken during visits to the natural environment in Sheffield: MENE 2009 - 12



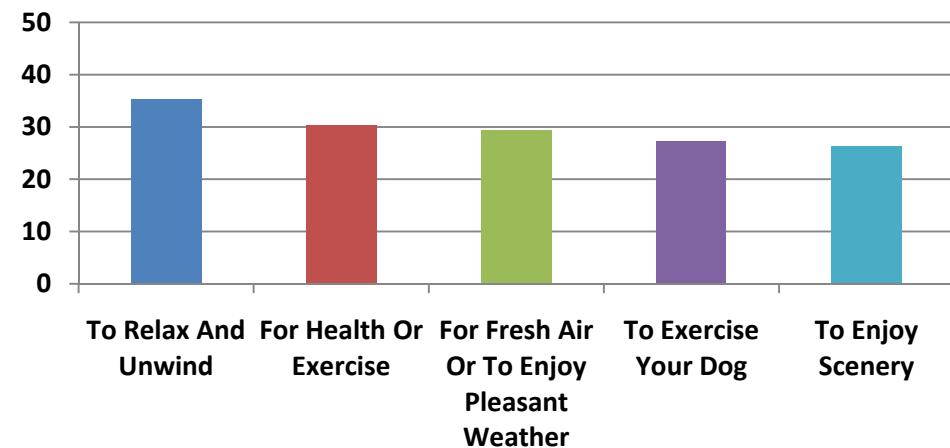
Top five specific places visited in the natural environment in Sheffield: MENE 2009 - 12



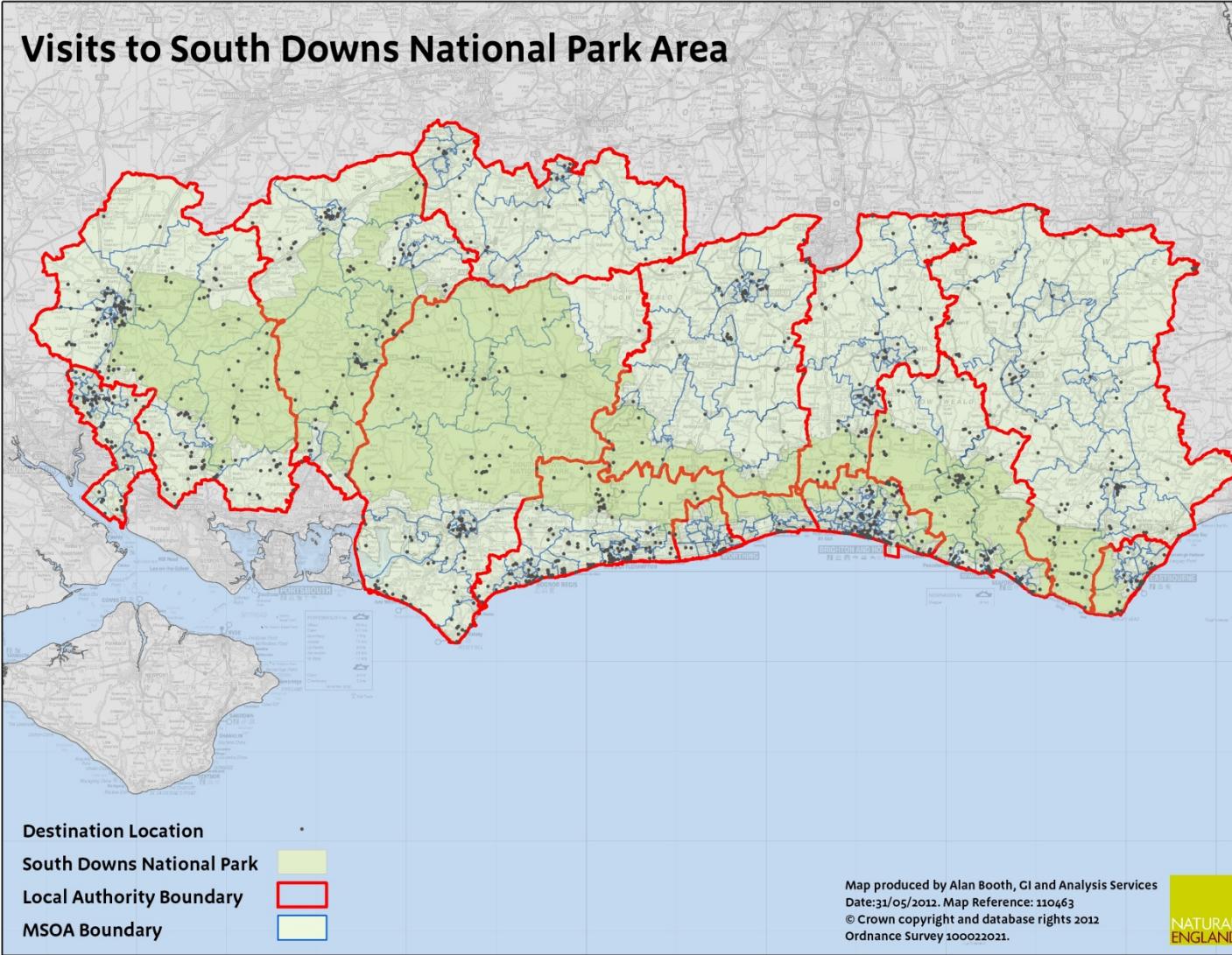
We can use the attribute data associate with the grid references to build profiles of visit taking in local areas.

Here we have profiled all of the visits taken in Sheffield and used the data to profile key characteristics of visit-taking in the area.

Top five motivations for visiting the natural environment in Sheffield: MENE 2009 - 12



Detailed geographic analysis with geocodes



This map was produced for the South Downs National Park Authority's "State of the Park" 2012 Report which informed the Management plan and future priorities.

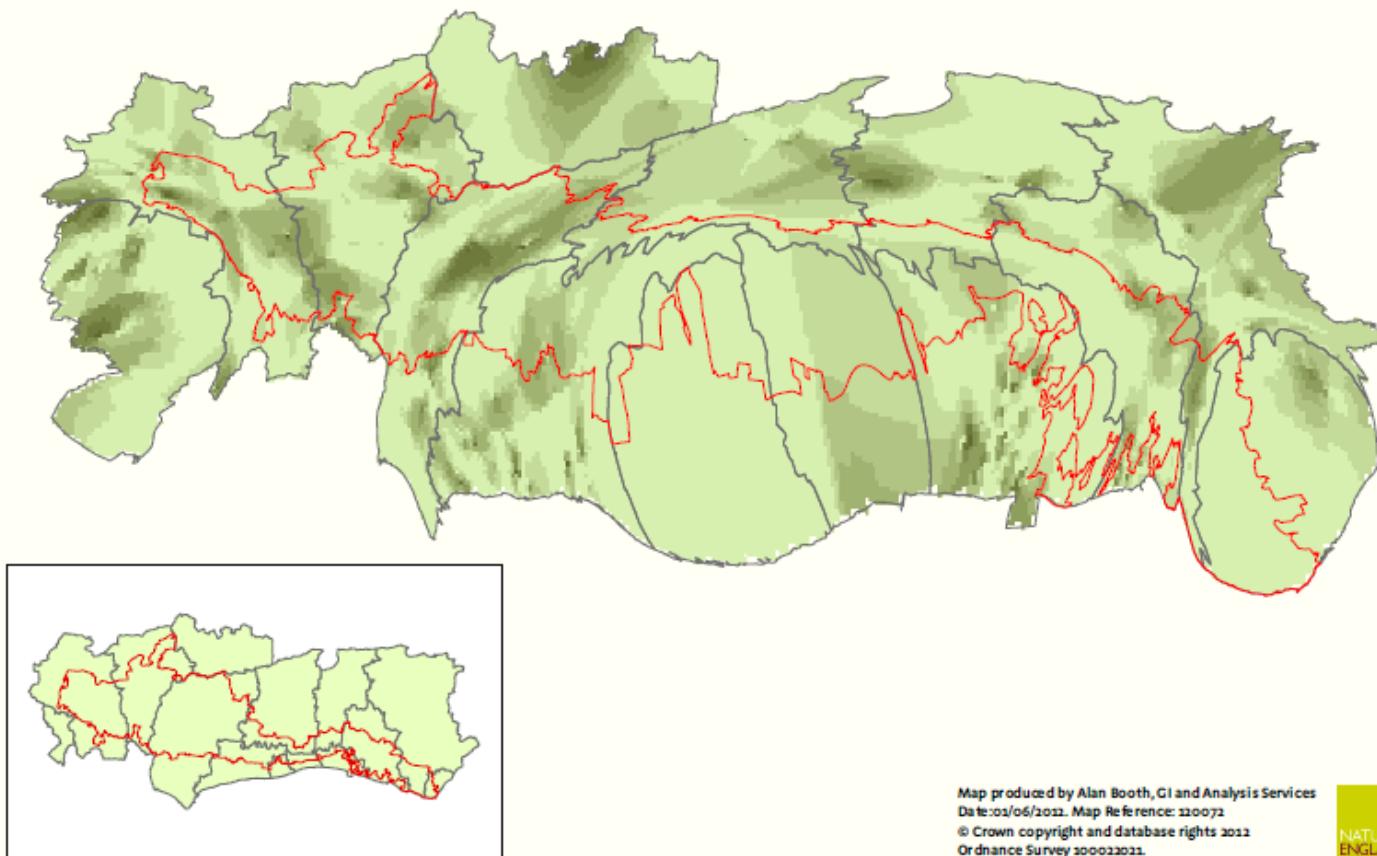
The SDNP approached NE because there was little information available on people's motivations and attitudes.

Detailed geographic analysis with geocodes

Cartogram of South Downs National Park Area

Authorities distorted by deaths from circulatory disease per 100,000 2003-2007,
overlaid with MENE data 2009-2012

Darker areas equals more visits taken by the respondent over the previous year

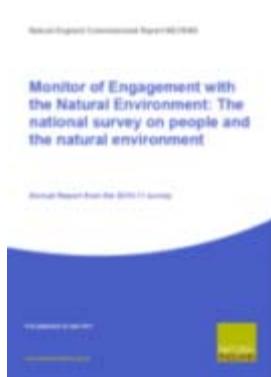


This map was produced for the South Downs National Park Authority's "State of the Park" 2012 Report which informed the Management plan and future priorities.

This map illustrates the overlap between circulatory disease and hotspots of less frequent visit-taking.

Accessing and using the results

2011/12 Annual Report



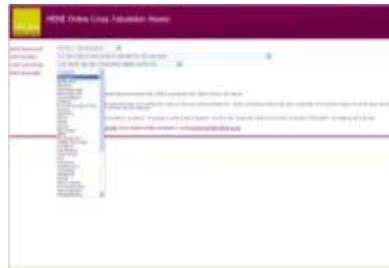
Technical Report



Monthly updates



On-line data viewer



SPSS & Excel datasets

Special analyses & reports

- ELVS comparison
- Attitudes to the natural environment
- Population segmentation
- Spatial analysis



For further information relating to official statistics contact Stephen.herbert@naturalengland.org.uk

For all other questions contact Erica Wayman, MENE Project Manager Erica.wayman@naturalengland.org.uk

Accessing and using the data

- Access the outputs by going to:

www.naturalengland.org.uk/ourwork/enjoying/research/monitor

- Or go direct to the online viewer at:

www.naturalengland.org.uk/mene

- Please complete the MENE user engagement survey ! (accessed via the main site above)

The screenshot shows a web page with a purple header containing the Natural England logo and navigation links for 'Our work', 'The world', 'Translations', 'Maps & Data', 'Search & Querying', and 'About & Information'. The main content area has a green sidebar on the left with sections like 'Conservation', 'Planning and land management', 'Policy and advice', 'Research', 'Assessments and reviews', 'Monitoring', and 'Public involvement'. The main content area features a large image of a landscape and text about the MENE survey, which includes a survey form with various questions and a 'Survey content - what is included in the survey' section. At the bottom, there are links for 'Results and publications' and 'Results from year 1'.

QUESTIONS