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# Perceptions Survey and Social Value Study

The Land Trust

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December 2015

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## Executive Summary

The Land Trust is dedicated to providing free public open space for the benefit of communities. In order to better understand its impact the Land Trust commissioned Carney Green to undertake a social value assessment of the Land Trust's sites.

In order to calculate the social value of the Land Trust's sites, visitors on 12 sites were surveyed and financial proxies were applied to the survey outputs to calculate monetary benefits for health provision, crime prevention and social amenity value (how much people value something).

These benefits were then applied to the costs of running Land Trust sites to produce the social value ratio of £X benefit (or saving to the public purse) for every £1 spent.

## Survey findings

The key findings are summarised below:

- The most frequent use of the Land Trust's sites were for exercise, leisure and recreation. Walking the dog and enjoying wildlife/nature were also popular reasons for using the sites.
- Almost all respondents (97%) felt that the sites help wildlife and the environment and 92% felt that the sites help to encourage them or others to keep fit and healthy.
- 91 percent of respondents felt that the sites play a positive part in their happiness and well-being.
- Respondents reported a higher than average score for life satisfaction and happiness compared to the national averages. They also reported lower levels of anxiety.

## Social value findings

Table A shows the social value ratios and total value based on the Land Trust's site expenditure. It shows that for every £1 spent by the Land Trust, society saves on average £30.30 in the cost of health provision and £23.30 on the cost of crime and anti-social behaviour.

In addition, for every £1 spent by the Land Trust on its sites, people using them value the benefits as two and a half times higher – making the social amenity value as £2.56.

**Table A: Social value impact 2014/15 for the Land Trust**

Social return outcomes	Ratio	Total Value
Social return on health (saving to society)	£1 : £30.30	£53.2 million
Social return on crime (saving to society)	£1 : £23.30	£40.9 million
Social amenity value (benefit to society)	£1 : £2.56	£4.49 million

# 1. Introduction

- 1.1 The Land Trust is dedicated to providing free public open space for the benefit of communities. It has developed a robust system to record its outputs and outcomes, through the use of impact logic models, quarterly monitoring reports and KPIs. However, only formal on-site activities are captured, which means that the Land Trust's impact on communities is likely to be under-represented. Therefore, the Land Trust commissioned Carney Green to undertake a Social value assessment of its sites.

## Approach

- 1.2 A social value approach provides a method to quantify goods and services, which are not traditionally quantified monetarily. Through its activities, the Land Trust aims to improve health, be an educational resource, encourage community cohesion, support economic prosperity and enhance the natural environment. Therefore, it is necessary to express how investment in parks and open space generates tangible benefits to communities as well as cost savings to society and the taxpayer. This was achieved through undertaking on-site surveys and identifying suitable financial proxies to enable the Land Trust's impact to be understood in monetary terms.

## Survey

- 1.3 In order to capture the wider impacts of the Land Trust, a visitor survey was undertaken across 12 of the Land Trust's sites. This enabled informal site visits to be captured. The survey explored visitors' perceptions of the park, why they used it and the impact it made to their health and well-being. A copy of the survey is found in Appendix A.
- 1.4 By using Land Trust green spaces, visitors of all ages and abilities have access to safe natural environments to undertake formal and informal activities, which have health and wellbeing as well as social benefits, from walking the dog to joining a formal activity, such as Nordic walking class or tree planting volunteer session.

Therefore, the survey's aim was to capture people's perceptions of the green spaces, to identify the health and wellbeing benefits it brings, how safe people feel and how they personally value the spaces.

- 1.5 [Table 1.1](#) below, lists the sites surveyed. For all sites the survey was made available online and promoted through social media and the site rangers. In addition, on-site surveying was completed on five sites, in order to maximise the number of responses.

- 1.6 The online survey went live at the start of April 2015 and closed for responses at the end of May 2015. The on-site surveys were undertaken over the Easter holidays. In total 384 respondents completed the survey.

**Table 1.1: Completed surveys**

Site	Online	Onsite	Total
Greenwich	13		13
Liverpool Festival Gardens	15		15
Countess of Chester Country Park	13	43	56
Silverdale Country Park	1		1
Frickley Country Park	4		4
Elba Country Park	0	53	53
Port Sunlight River Park	97		97
Rabbit Ings Country Park	14		14
Fryston Country trails	1		1
Kiveton Community Woodland	2	46	48
Northumberlandia	0	52	52
Beam Parklands	0	30	30
<b>Total</b>	<b>160</b>	<b>224</b>	<b>384</b>

## Case study selection

- 1.7 Of the 12 sites surveyed, five were selected as case studies. The case study sites had the highest number of survey responses and therefore ensured the analysis was more robust. The case study sites are:

- Elba Park
- Port Sunlight River Park
- Kiveton Community Woodland
- Northumberlandia
- Countess of Chester Country Park

## Impacts and financial proxies

- 1.8 In order to quantify peoples' experiences of using Land Trust sites, in monetary terms, financial proxies were used for three impacts captured in the site survey:
- The impact of using the sites for health and exercise purposes
  - The impact of the sites on making people feel safer and reducing the incidence of crime
  - The social amenity value of the sites based on visitors average willingness to pay per visit

## Health and exercise

- 1.9 The Land Trust's sites provide opportunities for people to lead healthy lifestyles. The survey asked visitors why they used the sites and health and exercise reasons were commonly cited. Since it is so difficult to put a monetary value on the health benefits of the sites, a financial proxy was required. Financial proxies are used to estimate the social value of different interventions to stakeholders, and represent a best match for non-quantifiable impacts.

The cost of a saved GP appointment is commonly used as a financial proxy for healthcare benefits.<sup>1</sup> Access to the parks to undertake exercise is likely to have a positive impact on a person's fitness and make them healthier; as a result they are less likely to be sick and need a doctor.

Therefore, for each person that explicitly identified that they used the sites for health and exercise reasons, the social value of each visit has been assumed to be equivalent to the cost of one GP appointment.<sup>2</sup>

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<sup>1</sup> Cabinet Office (2012) A guide to Social Return on Investment, available at: [https://www.bond.org.uk/data/files/Cabinet\\_office\\_A\\_guide\\_to\\_Social\\_Return\\_on\\_Investment.pdf](https://www.bond.org.uk/data/files/Cabinet_office_A_guide_to_Social_Return_on_Investment.pdf), see the Wheels-to-Meals worked example page 102-3 (outcome sessions with GP practice nurse group sessions helped residents manage their health and symptoms better and they were healthier, likely to result in fewer GP visits and therefore cost of a GP consultation used as a financial proxy).

<sup>2</sup> In order to estimate the social value of the parks as a health intervention, the cost of one GP appointment has been used. This assumes the value of each visit to the parks by a person using them for a health intervention is equivalent in value to one GP visit. This is on the basis that each visit to a park reduces the need for a person to visit the GP because they feel fitter and healthier than they otherwise would. This uses the precautionary principle that physical activity, particularly in the outdoors, reduces blood pressure, reduces mild to moderate depression, regulates blood sugar and reduces the desire to smoke. Overall, improvements in these key areas, which result in GP visits will reduce the number of GP visits in the long term and may also reduce medical costs. TCV Green Gyms are looking to research this further in 2016.

- 1.10 The Personal Social Services Research Unit (2014) provides the unit cost for General Practitioners (GP).<sup>3</sup> The unit cost per minute of patient contact with a GP is £3.30 (not including qualification costs). New Economy Manchester (2015) states that the average face-to-face (surgery) consultation lasts 11.7 minutes.

Therefore, the average patient appointment costs £39.00.<sup>4</sup> This financial proxy is therefore used as the cost saving to society for each visit to Land Trust sites for health and exercise reasons.

### Crime and community safety

- 1.11 The Land Trust actively manages its parks and open spaces to provide desirable and attractive places. The parks have often replaced formally derelict land, which had been a magnet for anti-social behaviour.

Therefore, the visitor survey asked respondents to comment on whether the sites helped to reduce crime and anti-social behaviour. The financial proxy used for this social impact is the cost saving for an incident of anti-social behaviour being averted.

The London School of Economics and Political Science (2003) provides a cost of between £20 and £50 per incident of anti-social behaviour (simple reporting of incident – no further action taken).<sup>5</sup> New Economy Manchester (2015) has identified a mid-point cost value of £35. This cost has been updated to £47 to account for inflation.<sup>6</sup> Therefore, it has been assumed 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.<sup>7</sup>

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<sup>3</sup> PSSRU (2013) Unit Costs of Health and Social Care 2013

<sup>4</sup> New Economy Manchester (2015) Unit Cost Database v1.4, available at: [http://neweconomymanchester.com/stories/832-unit\\_cost\\_database](http://neweconomymanchester.com/stories/832-unit_cost_database)

<sup>5</sup> London School of Economics and Political Science (2003) The Economic and Social Costs of Anti-Social Behaviour, available at: [http://217.35.77.12/CB/england/papers/pdfs/2003/ASB\\_LSE\\_Framework\\_Report.pdf](http://217.35.77.12/CB/england/papers/pdfs/2003/ASB_LSE_Framework_Report.pdf)

<sup>6</sup> New Economy Manchester (2015) Unit Cost Database v1.4, available at: [http://neweconomymanchester.com/stories/832-unit\\_cost\\_database](http://neweconomymanchester.com/stories/832-unit_cost_database)

<sup>7</sup> It is not possible to measure an outcome that has not occurred (i.e. a crime that has not happened). However, in order to estimate the social value of the parks' role in reducing crime and anti-social behaviour, the cost of an anti-social incident has been used for each person who feels that the parks have reduced crime. This provides a social value to people's perception of safety.

## Social amenity value

- 1.12 The social amenity value of the sites was quantified from survey respondents' average willingness to pay for each visit to the sites. Social amenity value represents what the sites 'mean' to visitors as a community resource.

The survey stressed that the Land Trust would never start charging entry to its sites and they would always remain public open space. However, the survey asked respondents to consider how much they would theoretically be prepared to pay.

This proved a difficult question for respondents to answer because, as a public good (like air), access to parks and open space has always been free and therefore money does not come into their decision making process. Nevertheless, the average willingness to pay provided a useful proxy for the sites wider social value.

## Calculating social value

- 1.13 Having identified the financial proxies it was necessary to apply these to the total number of visitors to the case study sites per annum. Therefore, for each of the case study sites total visitor numbers were assessed.

Total visitor numbers were based on a combination of visitor counts and estimates from managing partners. The survey results were scaled up accordingly, for example if 60% of survey respondents said they used the park for health and exercise reasons, this was applied to the total number of visitors per annum.

- 1.14 Combining the financial proxies and the total visitor numbers provided the total costs savings and social value. However, in order to contextualise this, it was compared against the Land Trust's expenditure on the case study sites.

All revenue site expenditure per annum was included, whilst capital expenditure was excluded because this represents infrequent (say every 10-15 years) and large expenditure which skews the data.

- 1.15 The Land Trust cost data was then applied to the cost savings and social value data to provide a social value ratio. The social value ratio presents the monetary saving or benefit to society for every pound spent by the Land Trust. In order to avoid overstating the ratio the Land Trust's total on-site revenue has been applied to each impact measure, rather than arbitrarily allocating expenditure to each of the three impact measures. This is because it is recognised that the holistic activities of the Land Trust is what results in the impacts achieved.



## Structure of report

1.16 This report includes the following sections:

- Section 2 presents the findings from the survey for all sites
- Section 3 presents the overall social assessment for all sites
- Section 4 presents the survey findings and social value assessment for each of the case study sites

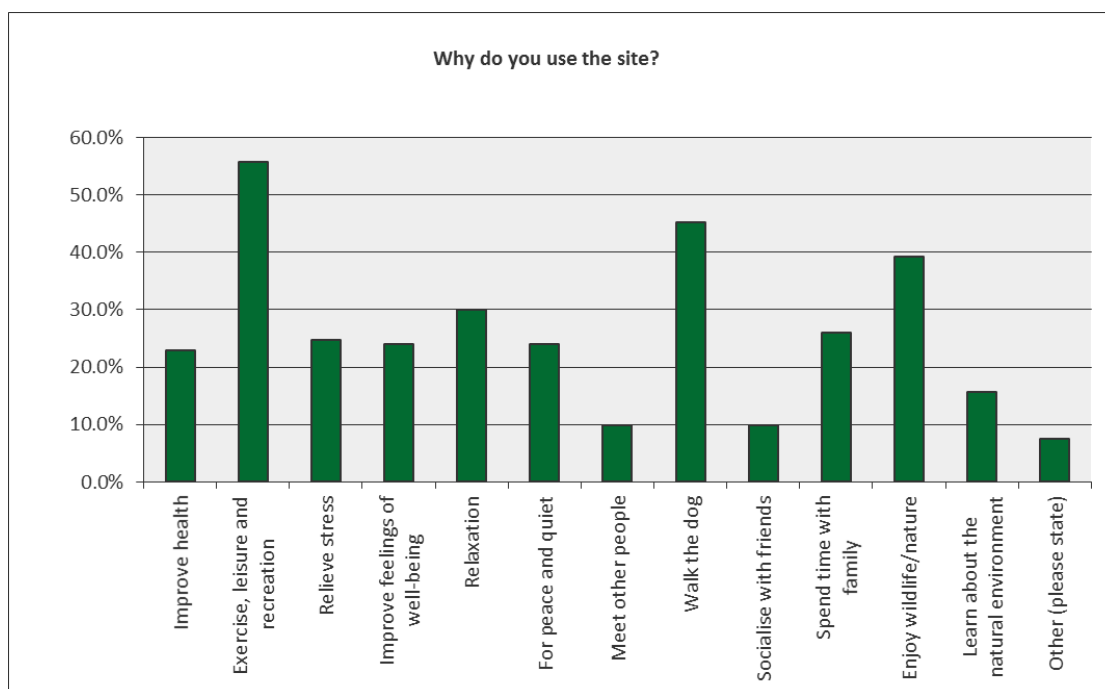
## 2. Survey Results

2.1 **Figure 2.1** illustrates the different reasons why respondents use the sites. The respondents were able to provide more than one answer.

The most frequent use of the sites was for exercise, leisure and recreation, which was cited by 56 percent of respondents. Walking the dog (45%) and to enjoy wildlife/nature (39%) were also popular reasons for using the sites.

The least frequently cited reasons for using the sites were to learn about the natural environment (16%), meet other people (10%) and socialise with friends (10%).

**Figure 2.1: Why do you use the site?**



Base: 384

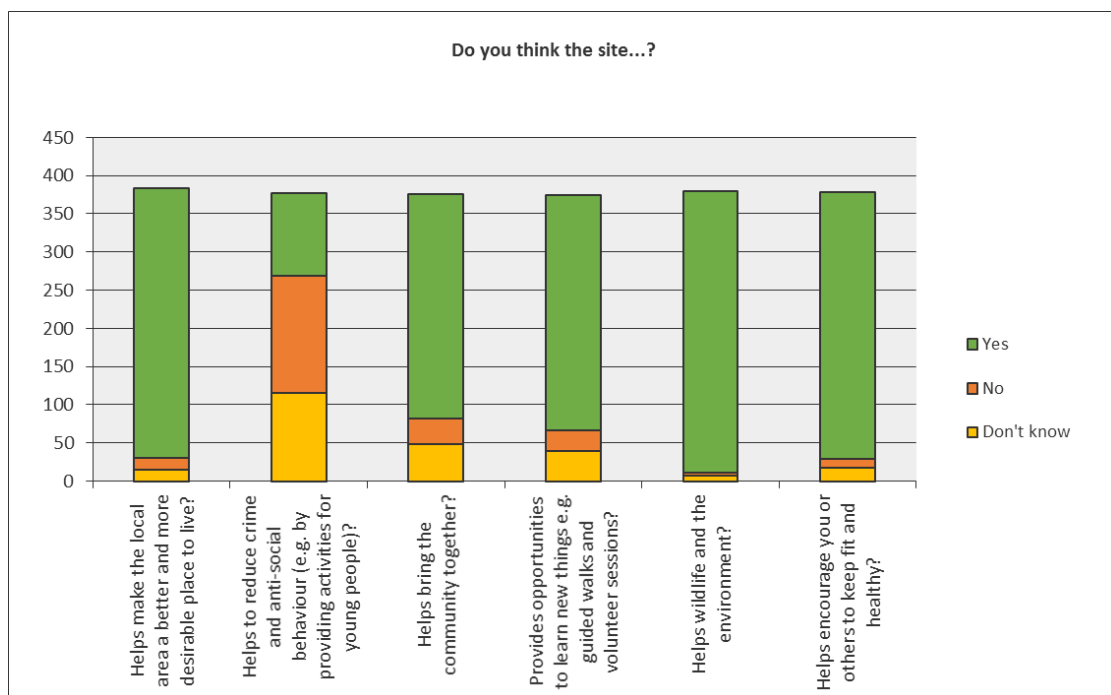
### Visitor comments

- Greenwich Peninsula Ecology Park is a nice place to relax and get away from work.
- Rabbit Ings has supported me with my fitness and weight loss in a pleasant and safe environment. Better than any gym.
- I think Port Sunlight River Park is a lovely place for a nice walk. I feel refreshed after.
- Port Sunlight River Park has added a great training route for the local running club. All levels of fitness can enjoy the local outdoors.
- 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.
- 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
- Thank you for making the Countess of Chester Country Park a safe place to walk my dog
- Greenwich Peninsula Ecology Park is a fantastic place to take children to learn more about pond life. The rangers are great!

2.2 Respondents were asked a series of questions on whether the site contributes to different aspects of the local community (see [Figure 2.2](#)).

Almost all respondents felt that the site helps wildlife and the environment (97%, base: 379). The majority of respondents also felt that the site helps to encourage them or others to keep fit and healthy (92%, base 378), and helps to make the local area more desirable (92%, base: 383). However, less than a third of respondents (29%, base: 377) felt that the site helps to reduce crime and anti-social behaviour.

Figure 2.2: What does the site contribute to in the local area?



Base: 383

### Visitor comments

- Elba Park is the reason I moved here 2 years ago.
- Countess of Chester Country Park has improved the area
- 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.
- Because of Port Sunlight River Park, I am now proud to tell people where I live.

- 2.3 Respondents were asked to pick one word that sums up what the site means to them. 144 different words were used to describe the sites. The top five words cited are shown in [Table 2.1](#).

### Table 2.1: What the sites mean to visitors – top five responses

Word	Response Count	Response percentage
Beautiful	16	4%
Nature	14	4%
Peaceful	14	4%
Relaxing	12	3%
Interesting	10	3%

Base: 367

- 2.4 **Figure 2.3** illustrates the words chosen by the respondents as a word cloud. The most frequently cited words are the largest in the illustration.

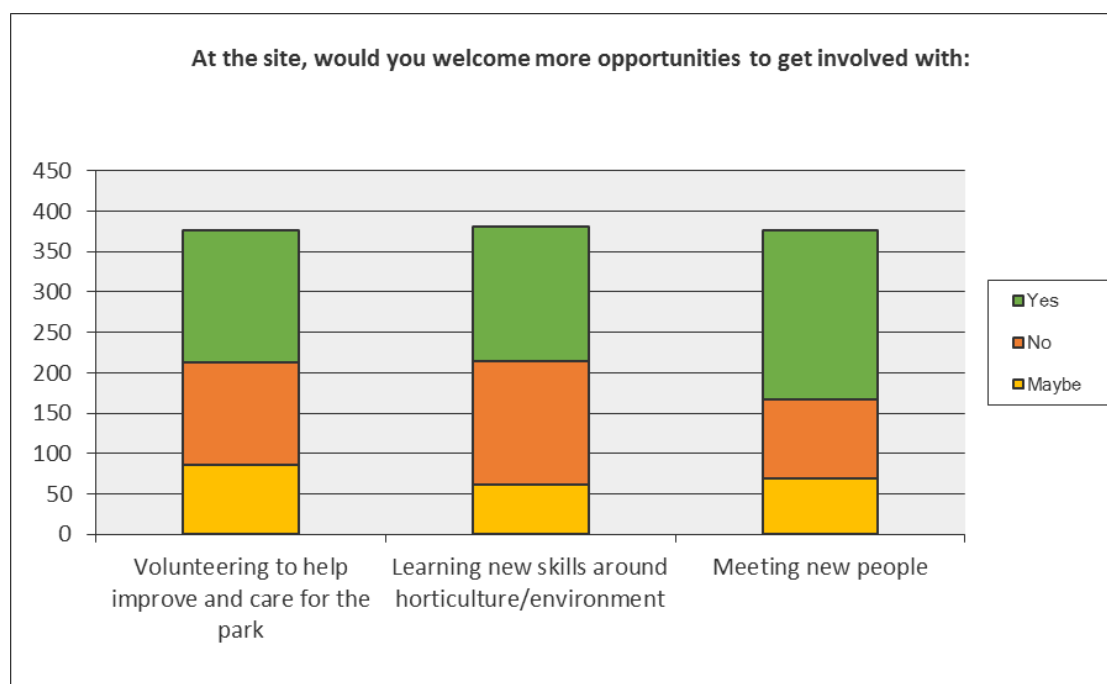
### Figure 2.3: What the sites mean to visitors



Base: 367. Source: [www.wordle.net](http://www.wordle.net)

- 2.5 Respondents were asked about the opportunity to get involved in different types of activities at the sites (Figure 2.4). Respondents were most keen on having more opportunities to meet new people (56%, base: 377). There was also a reasonable amount of interest for learning new skills around horticulture/environment (44%, base: 381) and volunteering (43%, base: 376).

Figure 2.4: Interest in different opportunities at the parks



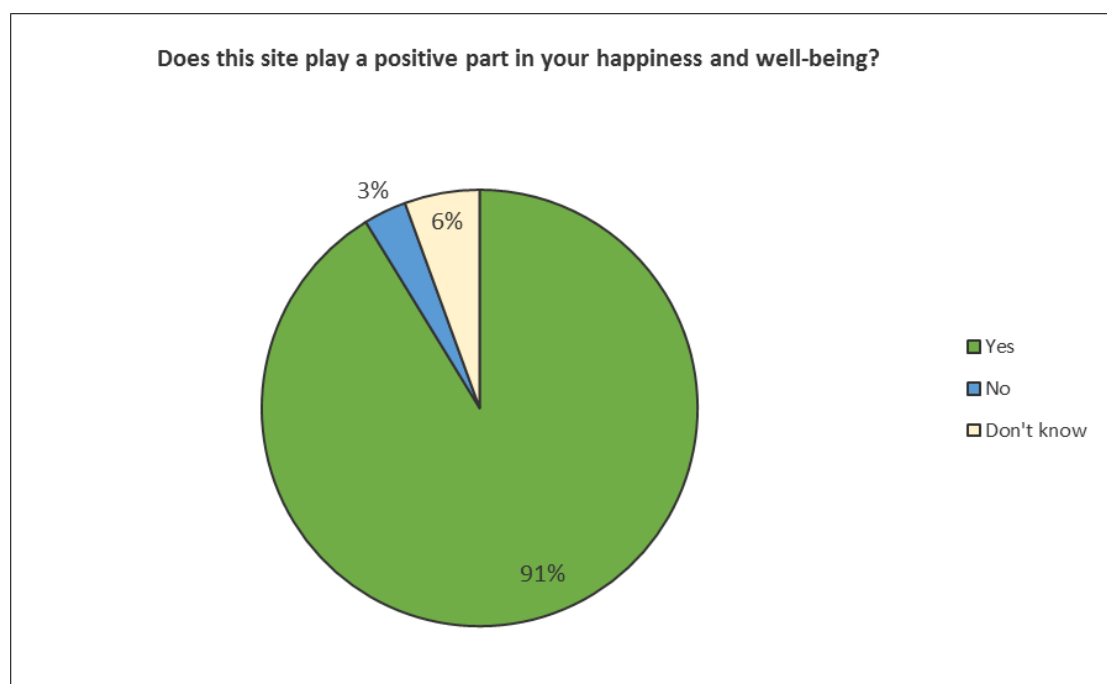
Base: 381

### Visitor comments

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

- 2.6 **Figure 2.5** shows that 91 percent of respondents felt that the site plays a positive part in their happiness and well-being. Only three percent did not feel that the park plays a positive part and six percent did not know.

**Figure 2.5: Impact on happiness and well-being**



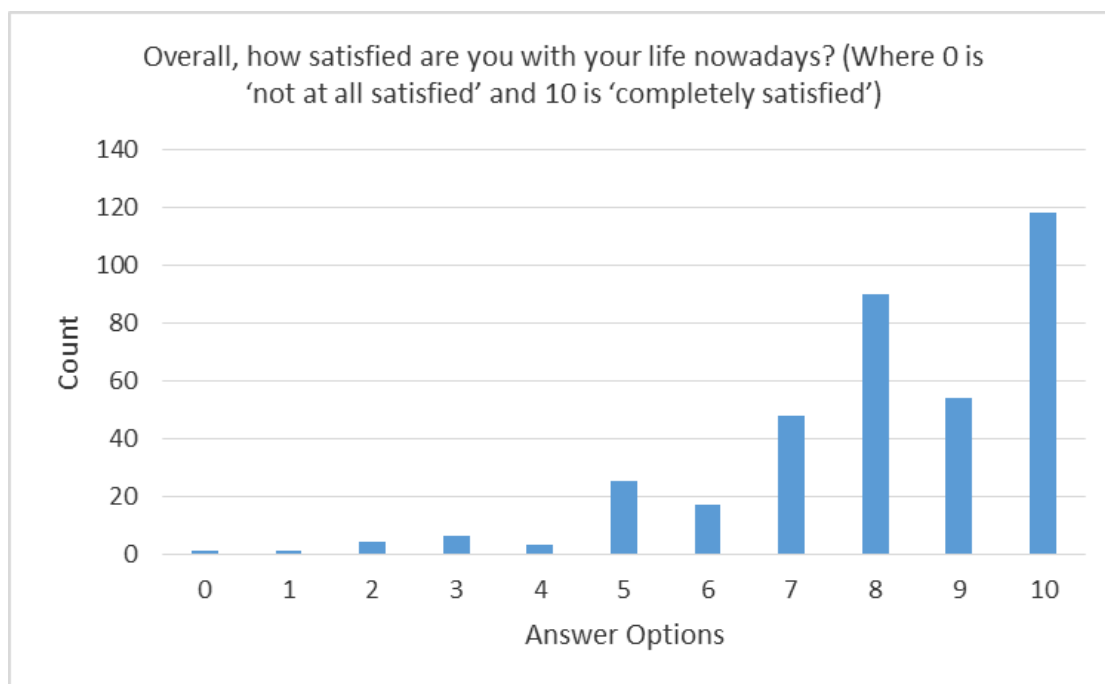
Base: 377

- 2.7 From April 2011 the ONS introduced four subjective well-being questions on the ONS household surveys, including the Annual Population Survey (APS) and the Opinions Survey. These questions ask people how they think and feel about their life. The four questions are:
- Overall, how satisfied are you with your life nowadays?
  - Overall, to what extent do you feel the things you do in your life are worthwhile?
  - Overall, how happy did you feel yesterday?
  - Overall, how anxious did you feel yesterday?

*(All asked on a 0 to 10 scale, where 0 is 'not at all' and 10 is 'completely'.)*

- 2.8 When asked, 'Overall, how satisfied are you with your life nowadays?' (Figure 2.6) the majority (84%) of respondents gave a rating of seven out of ten or more. A small proportion of respondents (4%) reported that their life satisfaction was less than five out of ten. The average rating for this question was 8.14, this is higher than the national average score (7.51).

Figure 2.6: Life Satisfaction

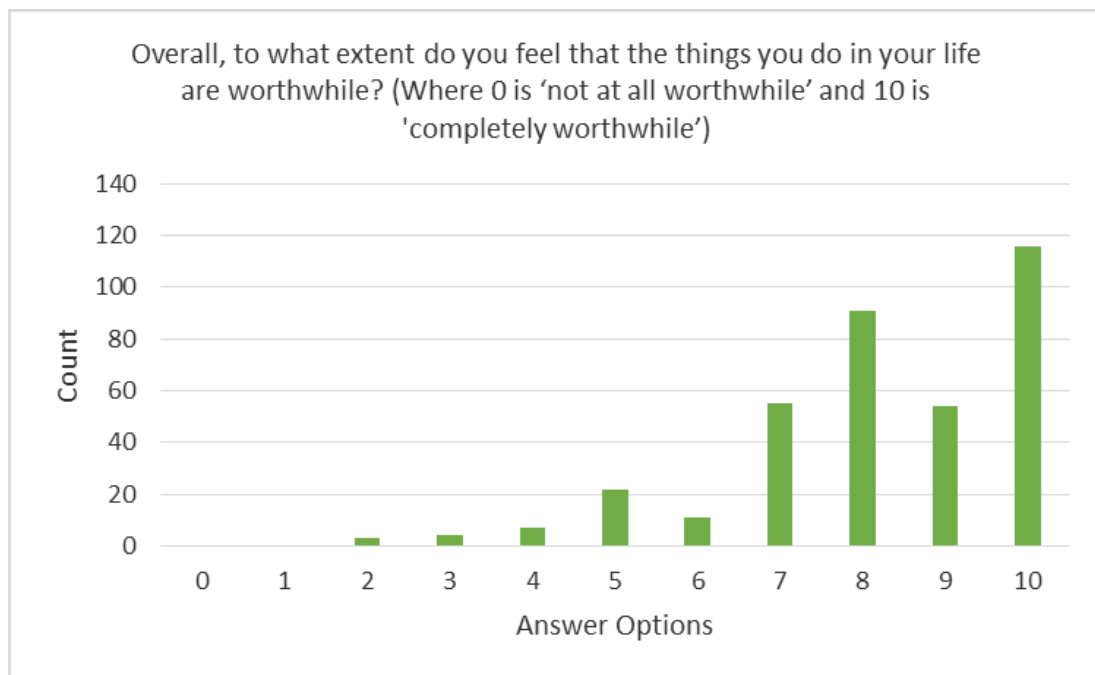


Base: 367



- 2.9 When asked 'Overall, to what extent do you feel that the things you do in your life are worthwhile?' (Figure 2.7) a higher proportion (87%) of respondents reported a score of seven or more out of ten. Again four percent of respondents gave a rating of less than five out of ten. The average rating for this question was 8.21, again this was higher than the national average score (7.74).

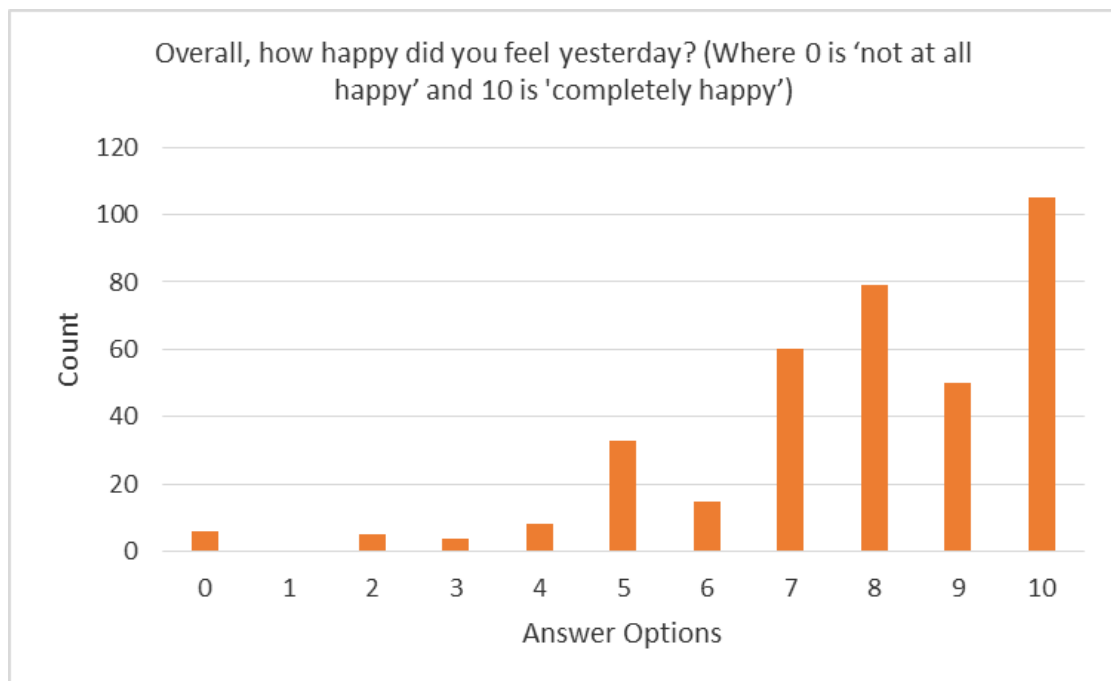
Figure 2.7: Worthwhile Activities



Base: 363

- 2.10 When asked, 'Overall, how happy did you feel yesterday?' (Figure 2.8) again the majority (81%) of respondents responded with a seven or more out of 10. When compared to the 'life satisfaction' and 'worthwhile' questions, a slightly higher proportion of people gave ratings of less than five out of ten (6%). The average score was 7.84, this was slightly higher than the national average score of 7.38.

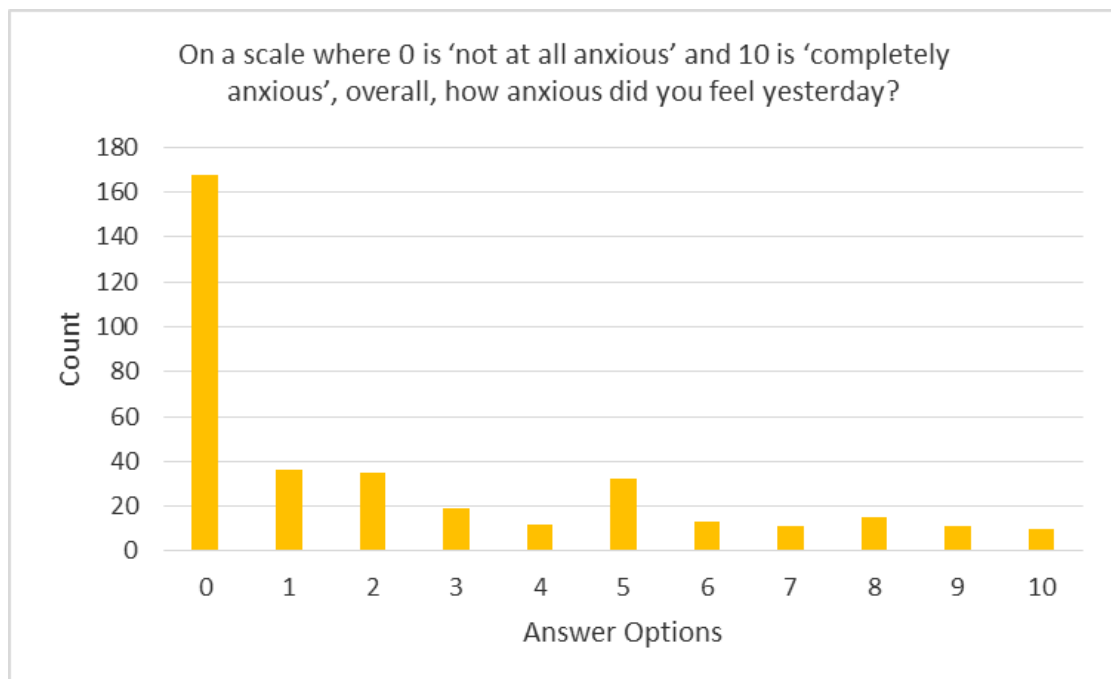
Figure 2.8: Happiness Yesterday



Base: 365

- 2.11 When asked, 'Overall, how anxious did you feel yesterday?' (Figure 2.9), the majority of respondents (71%) reported a low level of anxiety (between nought and three). However, 17% of respondents reported a high level of anxiety with a rating of between six and ten out of ten. The average score for this question was 2.33, which is slightly better than the national average of 2.93.

Figure 2.9: Anxious Yesterday



Base: 362

## Key Messages

Based on these results, the Land Trust can suggest that:

- Park users have higher levels of satisfaction and wellbeing than the national average
- People who use Land Trust green spaces have lower levels of anxiety than the national average
- 9 out of 10 people think that Land Trust parks have a positive impact on their satisfaction and wellbeing.
- 9 out of 10 people believe that Land Trust spaces make their area more desirable and have a positive impact on their lives.

### 3. Overall Social Value Impact

- 3.1 The outcomes from the survey and spend analysis are detailed in [Table 3.1](#) below. It shows that for every £1 spent by The Land Trust it saves society on average £30.30 in the cost of health provision, as the sites are providing opportunities for people to be active and lead healthy lifestyles. On this basis the Land Trust's expenditure on all its sites resulted in a cost saving to the health and welfare sector of £53.2 million in 2014/15.
- 3.2 In addition, for every £1 spent the Land Trust it also saves £23.30 on crime, policing and anti-social behaviour as by creating well maintained spaces, that are actively managed, it helps to reduce crime, particularly for sites which are in deprived areas and that were previously rundown (e.g. former coalfields). Applied to the Land Trust's total site expenditure means that the Land Trust saved society £40.9 million of the cost of dealing with anti-social behaviour in 2014.15.
- 3.3 The social amenity value represents the value that people put on the sites; therefore, this is referred to as the general benefit of the sites to the communities that use it. It was identified that for every £1 spent by the Land Trust the wider benefits to society were valued at £2.56. In total the Land Trust's activities therefore generated £4.49 million of community benefits to society in 2014/15.

**Table 3.1: Social value impact 2014/15**

Social return outcomes	Ratio	Total Value
Social return on health	£1 : £30.30	£53.2 million
Social return on crime	£1 : £23.30	£40.9 million
Social amenity value	£1 : £2.56	£4.49 million

## 4. Case Studies

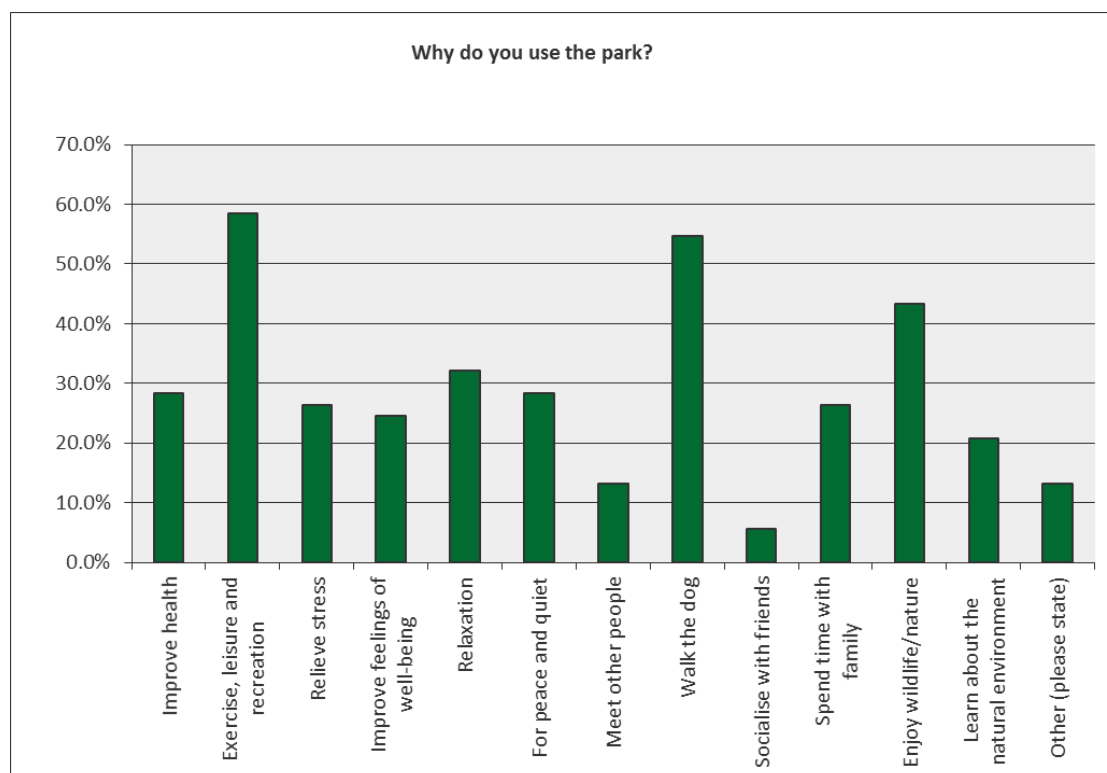
### Elba Park

- 4.1 Elba Park, Sunderland is situated in the site of the former Lambton Coke Works. Coal mining on this site dates back to the 18<sup>th</sup> century. The coke works closed in the mid-1980s and the site lay dormant until the Homes and Communities Agency (HCA), with funding from the National Coalfields Programme, reclaimed the site over a period of almost ten years. The 52 hectare site is managed by Groundwork (Tyne & Wear).

### Survey results

- 4.2 **Figure 4.1** illustrates the different usages of the park undertaken by the respondents. The respondents were able to provide multiple answers. The main reason visitors used the park was for exercise, leisure and recreation (59%). Other frequent uses included walking the dog (55%) and to enjoy wildlife/nature (43%). The least common use of the park was to socialise with friends (6%).

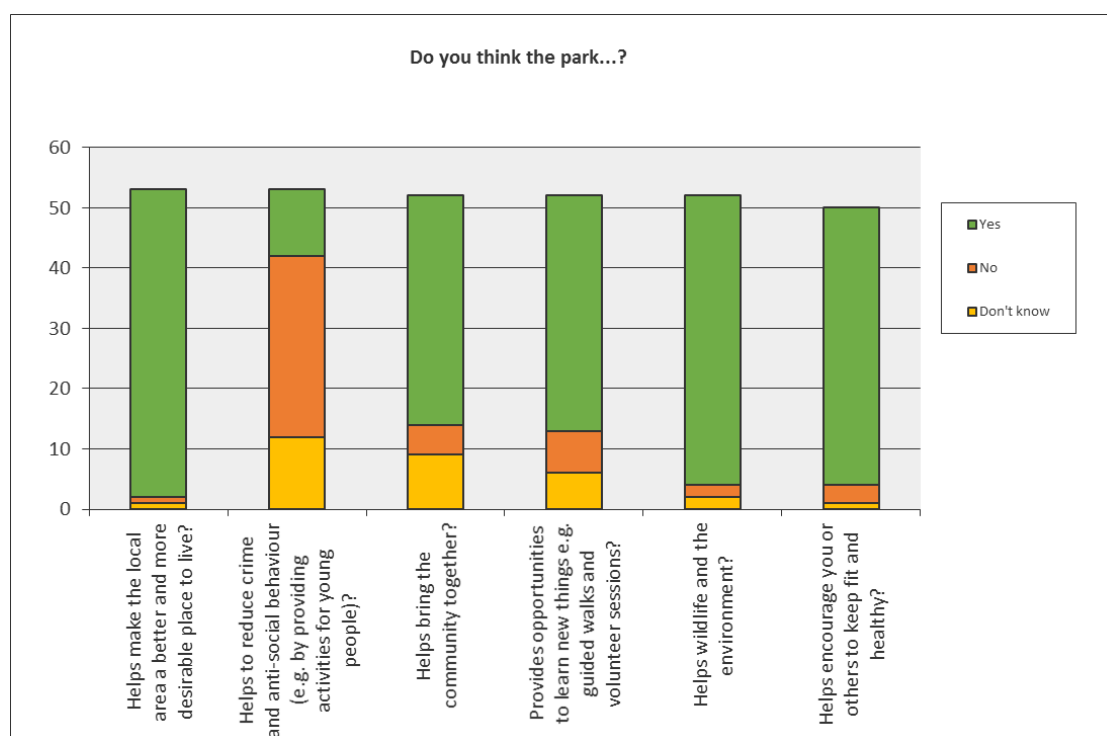
**Figure 4.1: Why do you use Elba Park?**



Base: 53

- 4.3 Almost all respondents (96%, base 53) felt that the park makes the area a better and more desirable place to live (Figure 4.2). Further to this, the majority of respondents also felt that the park helps wildlife and the environment (92%, base 52) and helps to encourage people to keep fit and healthy (92%, base 50). However, only 21 percent (base 53) of respondents felt that the park helps to reduce crime and anti-social behaviour.

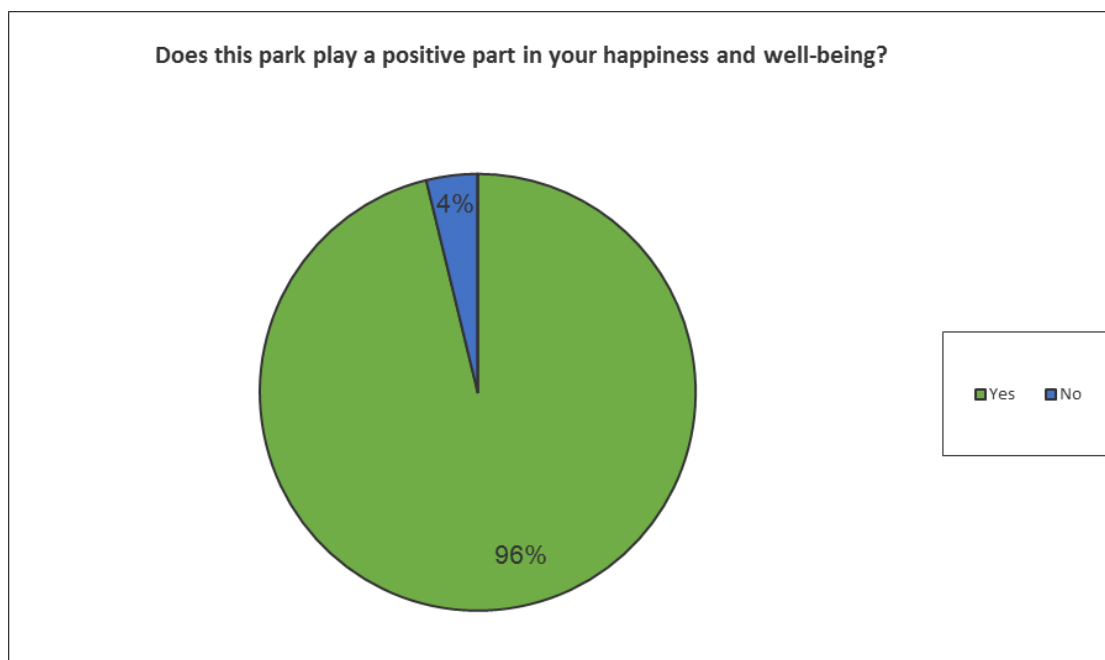
Figure 4.2: What does Elba Park contribute to in the local area?



Base: 53

- 4.4 Figure 4.3 shows that almost all respondents (96%) felt that the park plays a positive role in their happiness and well-being.

Figure 4.3: Elba Park's impact on happiness and well-being



Base: 52

4.5 The following points summarise the responses to the happiness and well-being questions:

- When asked 'Overall, how satisfied are you with your life nowadays?' the majority (87%) of respondents were estimated to have a rating of seven out of ten or more. Only two percent estimated their life satisfaction to be less than five out of ten. The average rating for this question was 8.28. This is both higher than the average score for the North East (7.46) and average national score (7.51).
- When asked 'Overall, to what extent do you feel the things in you do in your life and worthwhile?' a higher proportion (91%) of respondents were estimated to have a rating of seven out of ten or more. No respondents gave a rate of less than five out of ten. The average rating for this question was 8.67. Again this was significantly higher than the average regional score (7.70) and the national average score (7.74).
- When asked 'Overall, how happy did you feel yesterday?', again a similarly high number of respondents (89%) gave a rating of seven out of ten or more. However, seven percent of respondents gave a score of zero (not at all). The average rating for this question was 8.07. Again this score is higher than the average regional score (7.29) and the national average score (7.38).
- When asked 'Overall, how anxious did you feel yesterday?' just over three quarters (77%) reported a low level of anxiety, between nought and three. However, 16 percent reported a high level of anxiety between seven and ten. The average score for this question was

2.12, was lower than the average regional score (2.99) and the national average score (2.93).

## Social value analysis

- 4.6 Elba Park attracts 30,000 visitors annually. Social value analysis of the survey findings and site management costs calculated that for every £1 the Land Trust invests in Elba Park it saves society:
- £35.90 on the cost of health services
  - £14.90 on the cost of crime, policing and anti-social behaviour
- 4.7 Further to this, analysis of the survey results also found that for every £1 the Land Trust invests in Elba Park it generates £7.70 in social amenity value (the amount the community values the park).

## Port Sunlight River Park

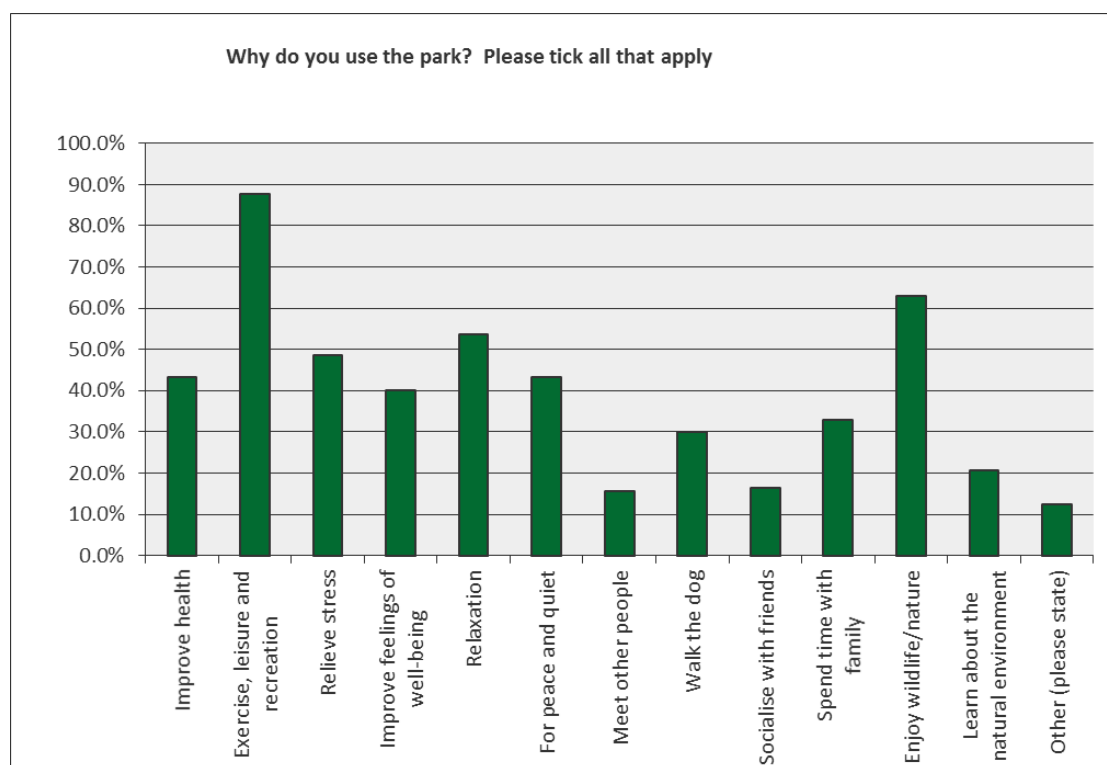
- 4.8 Port Sunlight River Park, in Bromborough was created on a former landfill site. The 28 hectare park offers views across the river to the Liverpool waterfront, a UNESCO World Heritage Site. It is managed by Wirral Autistic Society.

## Survey results

- 4.9 [Figure 4.4](#) shows that the most popular use of the park is for exercise, leisure and recreation (88%). Other popular uses to enjoy wildlife/nature (63%), for relaxation (54%) and to relieve stress (49%).



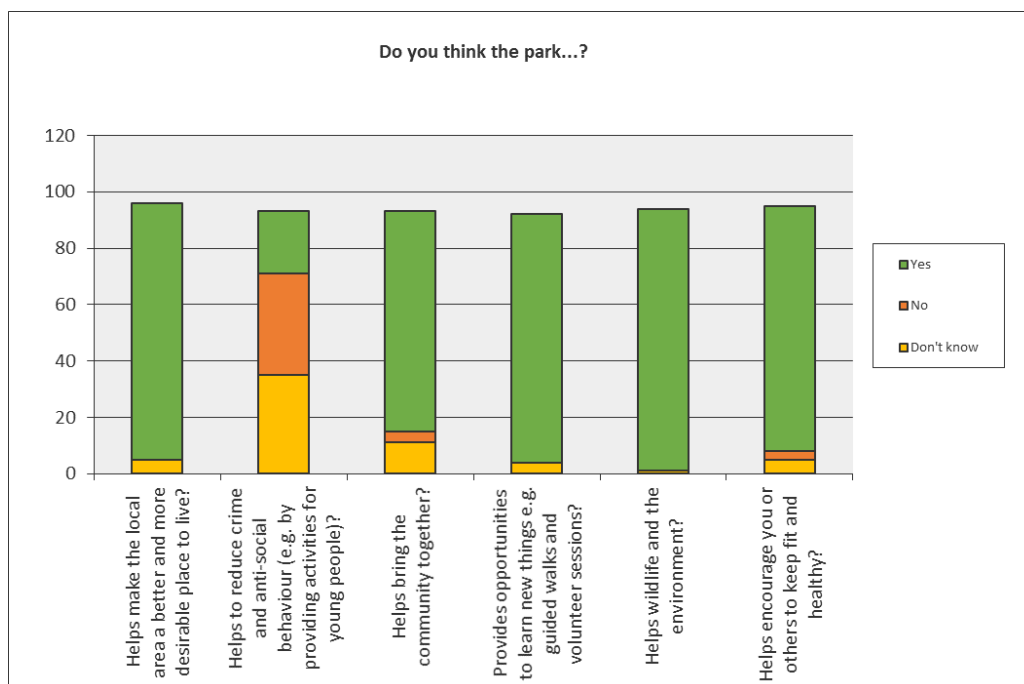
Figure 4.4: Why do you use Port Sunlight River Park?



Base: 97

- 4.10 Figure 4.5 shows that 99 percent (base: 94) of respondents felt that the park helps the environment. A similarly high number of respondents also felt that the park: provides opportunities to learn new things (96%, base: 92); helps make the local area a better and more desirable place to live (95%, base: 96); and helps encourage them and others to keep fit and healthy (92%, base: 95). However, a significantly lower proportion of respondents felt that the park helps to reduce crime and anti-social behaviour (24%, base: 93).

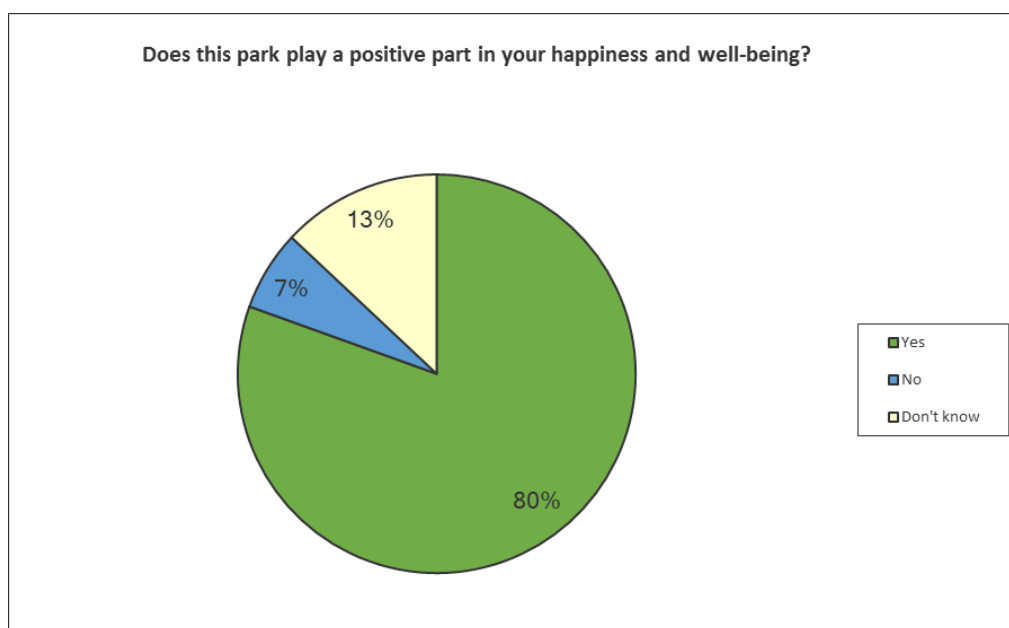
Figure 4.5: What does Port Sunlight River Park contribute to in the local area?



Base: 96

- 4.11 Figure 4.6 shows that 80 percent of respondents felt that the site played a positive part in their happiness and well-being. Seven percent did not think that the park did play a positive role in their well-being and 13 percent were not sure.

Figure 4.6: Port Sunlight River Park's impact on happiness and well-being



Base: 92

4.12 The following points summarise the responses to the happiness and well-being questions:

- When asked '*Overall, how satisfied are you with your life nowadays?*' 74 percent of respondents provided a rating of seven or more out of ten. However, nine percent gave a rating of less than five out of ten. The average score for this question was 7.34, this was both lower than the average score for the North West (7.40) and the average national score (7.51).
- When asked '*Overall, to what extent do you feel that the things you do in your life are worthwhile?*' a slightly higher proportion (78%) of respondents compared to the satisfaction question gave a rating of seven or more out of ten. Again, nine respondents gave a rating of less than five out of ten. Similarly to the previous question, the average score for this question (7.55) was lower than the average regional score (7.68) and the average national score (7.74).
- When asked '*Overall, how happy did you feel yesterday?*', 76 percent of respondents provided a rating of seven or more out of ten, again with nine percent of respondents providing a score of less than five out of ten. Unlike the 'satisfaction' and 'worthwhile' question the average score (7.51) was higher than the average regional score (7.28) and the average national score (7.38).
- When asked '*Overall, how anxious did you feel yesterday?*' 52 percent of respondents reported a low level (between nought and three), however 17 percent reported a high level of anxiety (between seven and ten). On average respondents were slightly more anxious (average score 3.11) than regionally (2.95) and nationally (2.93).

## Social value analysis

4.13 Port Sunlight River Park attracts 34,298 visitors annually. The analysis of the survey findings, with the financial proxies and site costs calculated that for every £1 the Land Trust invests in Port Sunlight River Park it saves society:

- £37.90 on the cost of health services
- £12.20 on the cost of crime, policing and anti-social behaviour

4.14 Further to this, analysis of the survey results also found that for every £1 the Land Trust invests in Port Sunlight River Park it generates £2.82 in social amenity value (the amount the community values the park).

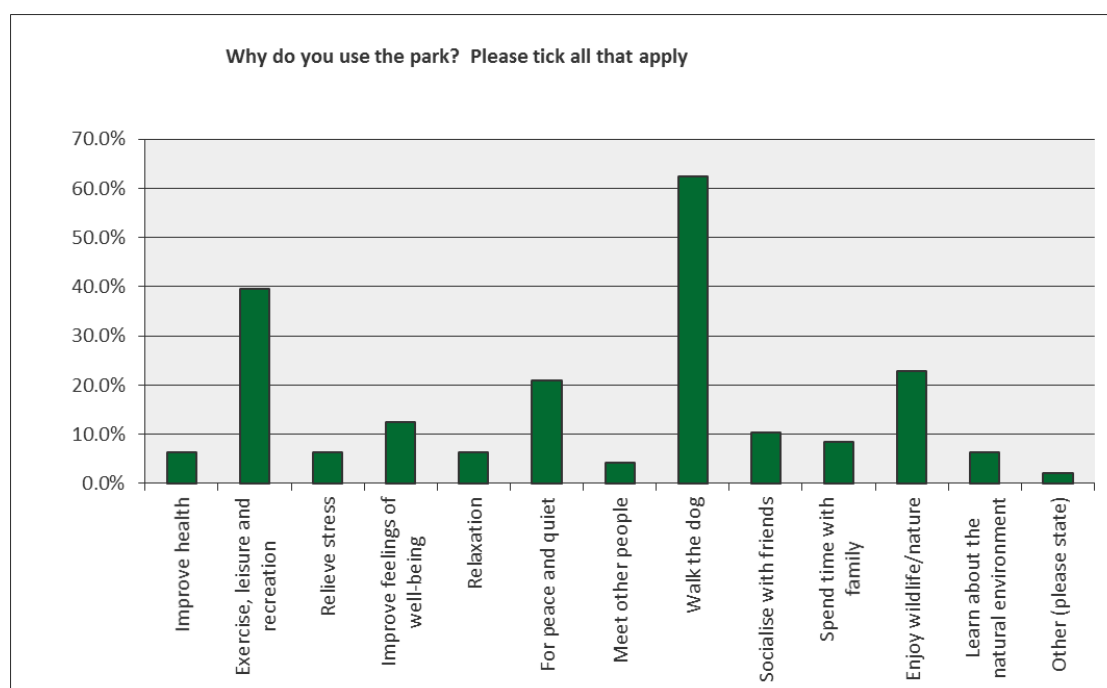
## Kiveton Community Woodland

- 4.15 Kiveton Community Woodland in Rotherham was created on the site of the former Kiveton Colliery. The 59 hectare site is managed by the Forestry Commission England.

### Survey results

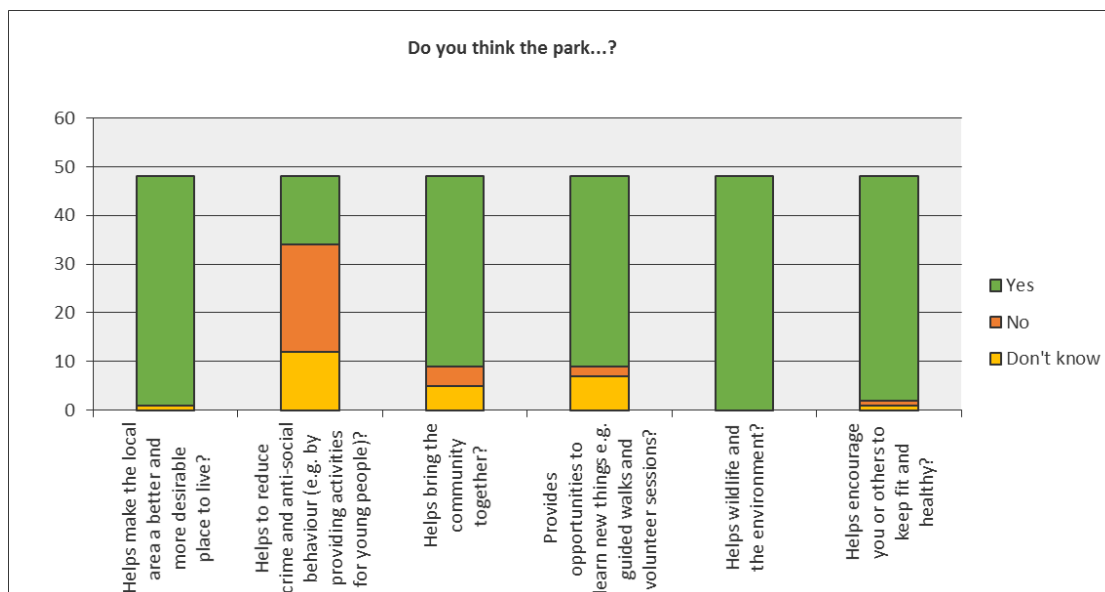
- 4.16 **Figure 4.7** below shows that the most popular use of Kiveton is to walk the dog (63%). Exercise, leisure and recreation (40%) is the second most popular use, followed by to enjoy wildlife/nature (23%) and for peace and quiet (21%). The least popular uses of Kiveton were to improve health (6%), for relaxation (6%), and to learn about the natural environment (6%).
- 4.17 **Figure 4.8** shows that all respondents felt that the site helps wildlife and the environment. Further to this, all but one respondent (98%) felt that the site makes the local area a better and more desirable place to live, whilst all but two respondents (96%) felt that the site helps to encourage them and others to keep fit and healthy. In contrast only 29 percent of respondents felt that the site helps to reduce crime and anti-social behaviour.

**Figure 4.7: Why do you use Kiveton Community Woodland?**



Base: 48

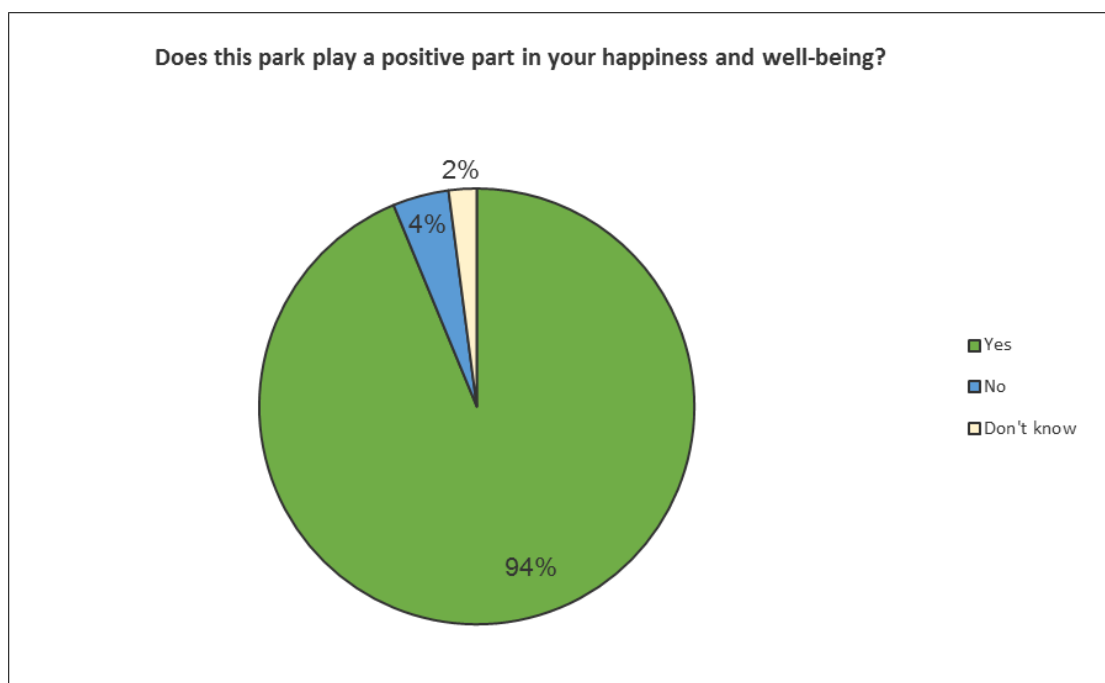
Figure 4.8: What does Kiveton Community Woodland contribute to in the local area?



Base: 48

- 4.18 Figure 4.9 shows that 94% of respondents felt that the park played a positive part in their happiness and well-being. Only two respondents felt that the park did not play a positive part in their happiness and well-being (4%) and one was unsure (2%).

Figure 4.9: Kiveton's impact on happiness and well-being



Base: 48

4.19 The following points summarise the responses to the happiness and well-being questions:

- When asked '*Overall, how satisfied are you with your life nowadays*', almost all respondents (96%) provided a score of seven or more out of ten. The remaining respondents all provided a score of five out of ten. This results in a high average score (8.77) compared to the average score for Yorkshire and the Humber (7.51) and average national score (7.51).
- Again when asked '*Overall, to what extent do you feel that things in your life are worthwhile*', 96 percent of respondents gave a score of seven or more out of ten, and four percent of respondents gave a score of five out of ten. As a result, this question also provided a high average score (8.66) compared to an average regional score of 7.72 and an average national score of 7.74.
- When asked '*Overall, how happy did you feel yesterday?*', although still high, a slightly lower proportion of respondents compared to the previous two questions, provided a score of seven or more out of ten (85%). The remaining respondents provided a score of between four and six out of ten. Similarly, this question also result in a higher average score (8.34) when compared to the average regional score (7.34) and average national score (7.38).
- When asked '*Overall, how anxious did you feel yesterday?*' 48 percent of respondents stated they were not at all anxious (a score of nought), whilst a further 22 percent reported a low level of anxiety (a score of between one and three). However, 15 percent of respondents reported a high level of anxiety (a score of between seven and ten). The average score for this question was slightly lower (2.39), and therefore the respondents were less anxious, than respondents regionally (2.99) and nationally (2.93).

## Social value analysis

4.20 Kiveton Community Woodland attracts 28,600 visitors annually. Analysis of the survey findings and site expenditure data calculated that for every £1 the Land Trust invests in the site it saves society:

- £10.40 on the cost of health services
- £8.75 on the cost of crime, policing and anti-social behaviour

4.21 The survey identified that visitors on average value the site as 60 pence per visit.

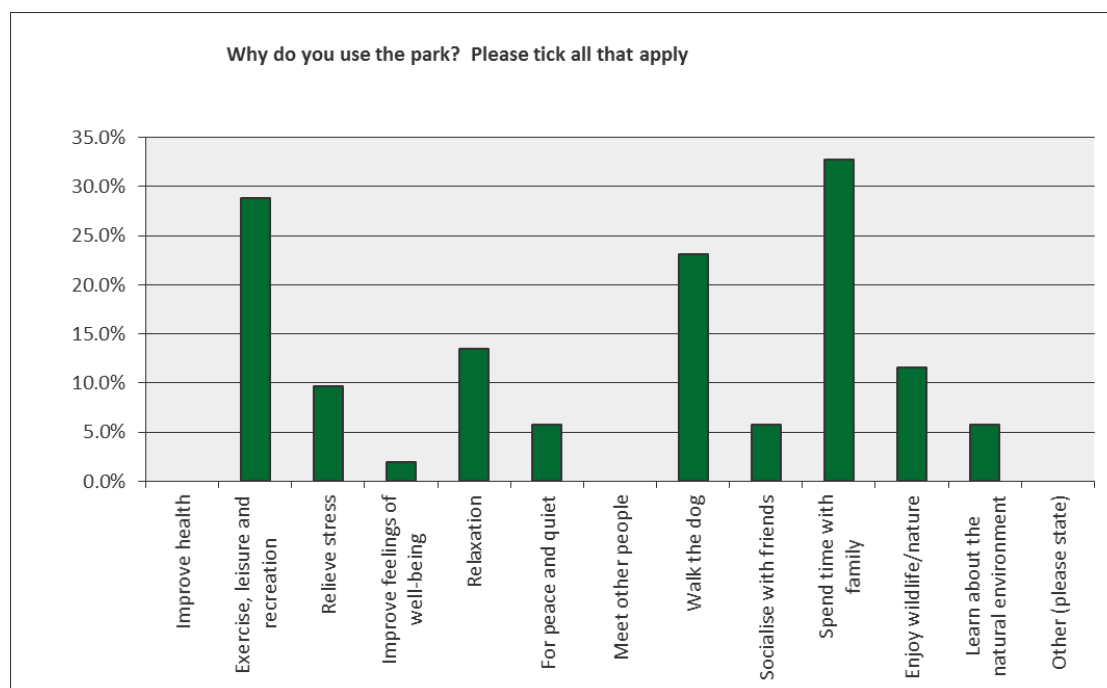
## Northumberlandia

- 4.22 Northumberlandia in Northumberland is a piece of public art set in a 46 acre community park. It has free public access and four miles of footpaths on and around the landform. The site is managed by Northumberland Wildlife Trust.
- 4.23 The centrepiece of the park is Northumberlandia, a human landform sculpture of a reclining lady. It was designed by the internationally renowned architect Charles Jencks. It was built by the Banks Group as part of the restoration of the adjacent Shotton surface coal mine. The project is known as restoration first – this involves taking an extra piece of land donated by the land owner, the Blagdon Estate, adjacent to the mine and providing a new landscape for the community to enjoy while the mine is still operational.

## Survey results

- 4.24 **Figure 4.10** shows that the most popular use for the site was to spend time with family (33%). Other popular uses included: for exercise, leisure and recreation (29%), to walk the dog (23%), and relaxation (14%). No respondents stated that they used the site to improve health or to meet other people.

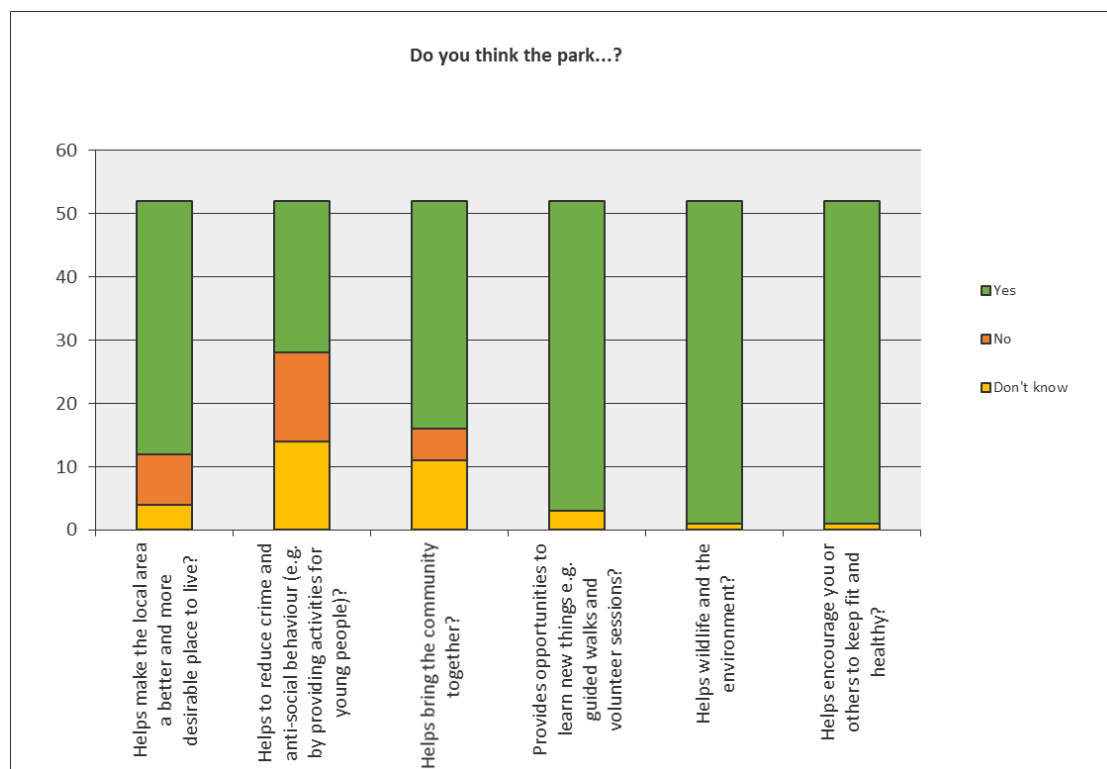
**Figure 4.10: Why do you use Northumberlandia?**



Base: 52

- 4.25 **Figure 4.11** shows that all but one respondent felt that Northumberlandia helps wildlife and the environment (98%) and helps encourage them or others to keep fit or healthy (98%). Only 46 percent of respondents felt that the site helps to reduce crime and anti-social behaviour, however this is higher proportion when compared to the other case study sites.

**Figure 4.11: What does Northumberlandia contribute to in the local area?**

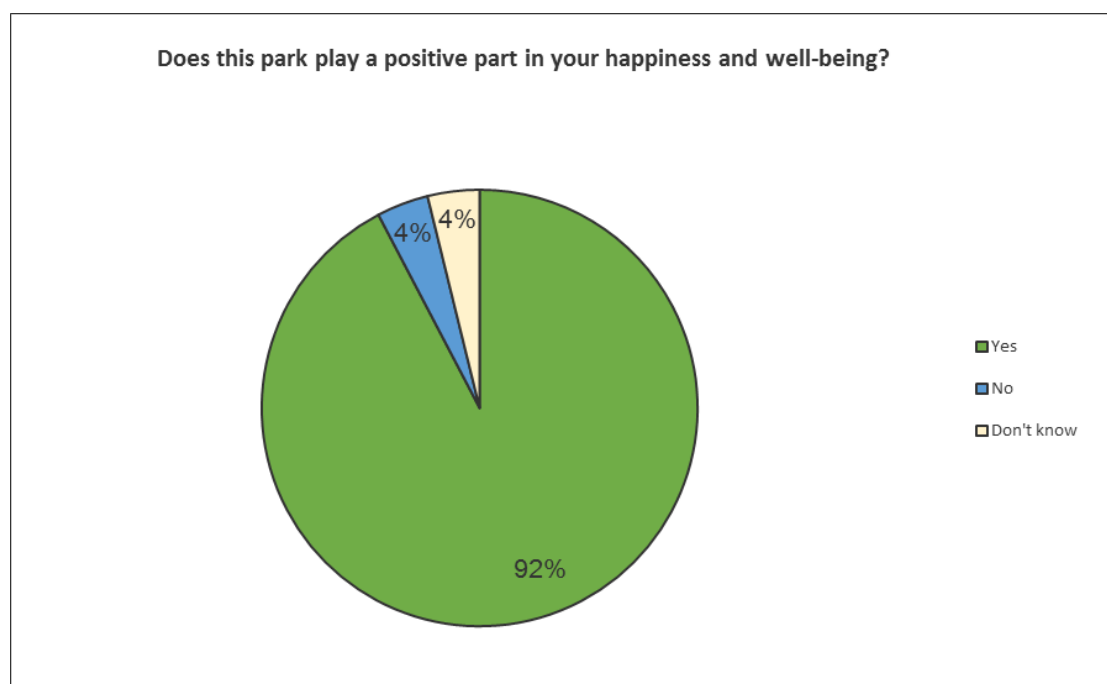


Base: 52

- 4.26 **Figure 4.12** shows that 92 percent of respondents felt that the park played a positive part in their happiness and well-being. Four percent of respondents did not feel that the park did play a positive part and four percent did not know.



Figure 4.12: Northumberlandia's impact on happiness and well-being



Base: 52

4.27 The following points summarise the responses to the happiness and well-being questions:

- When asked 'Overall how satisfied are you with your life nowadays?' the majority of respondents (83%) provided a score of ten out of ten, and therefore felt completely satisfied. No respondents gave a score of less than five out of ten. As a result the average score for this question was 9.42, significantly higher than the average score for the North East (7.46) and the average national score (7.51).
- Almost three quarters (73%) of respondents also felt that the things they do in their life are completely worthwhile. With the remaining 27 percent of respondents providing a score of between five and eight. Again the average score (9.06) was significantly higher than the average regional score (7.70) and the average national score (7.74).
- There was a greater spread of scores when respondents were asked 'Overall, how happy did you feel yesterday?' ranging from three out of ten (2%) to ten out of ten (48%). Although the average score (8.04) was higher than the average regional score (7.29) and the average national score (7.38), it was not as high as the scores for the previous two questions.
- The majority of respondents (62%) described feeling completely not anxious yesterday (nought out of ten). 12 percent of respondents gave a score of five out of ten, and the highest score recorded was seven (2%). The average score (1.25) for the question was

considerably lower (more than 50%) than average regional (2.99) and average national scores (2.93), and therefore respondents on the whole were much less anxious.

## Social value analysis

- 4.28 Northumberlandia attracts 100,000 visitors annually. Analysis of the survey findings and spend data calculated that for every £1 the Land Trust invests in Northumberlandia it saves society:
- £28.10 on the cost of health services
  - £54.10 on the cost of crime, policing and anti-social behaviour
- 4.29 Further to this, analysis of the survey results also found that for every £1 the Land Trust invests in Northumberlandia it generates £1.22 in social value (the amount the community values the park).

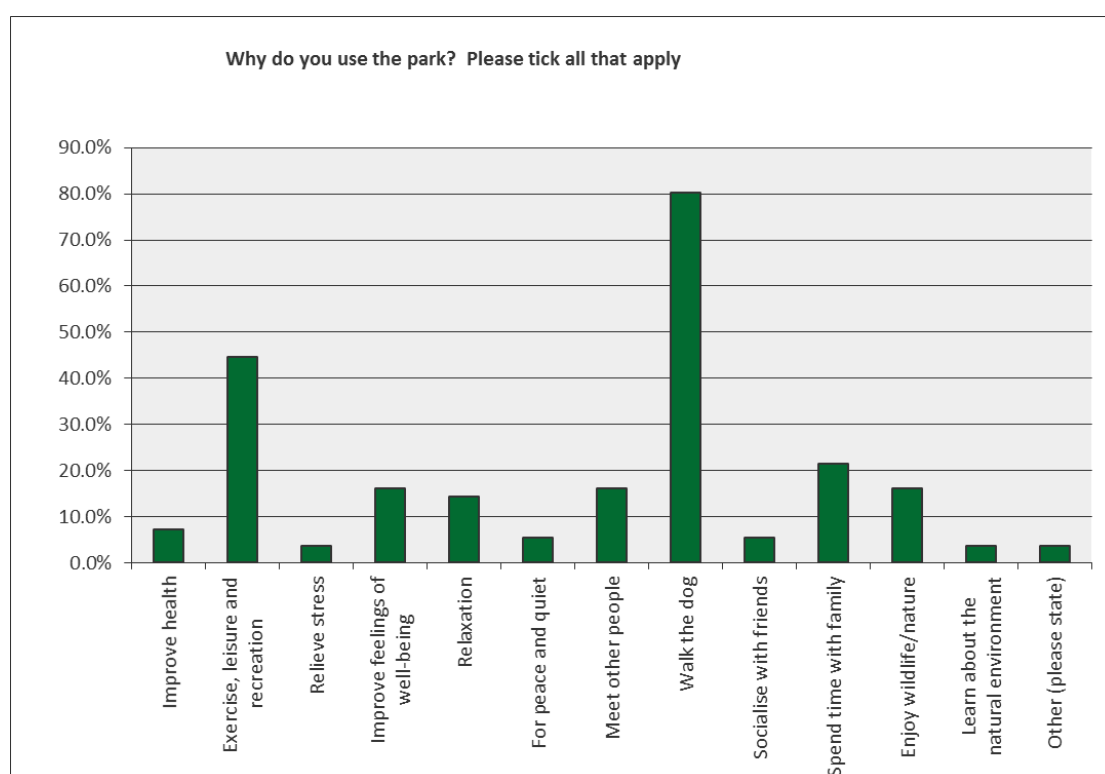
## Countess of Chester Country Park

- 4.30 The Country Park in Upton, Chester is 29 hectares, 19 of which are owned by the Land Trust. The remaining land is owned by the three NHS bodies based at the adjacent Countess of Chester Hospital. The park is managed by The Conservation Volunteers (TCV).

### Survey results

- 4.31 Figure 4.13 shows that the most popular use for the park by far, is to walk the dog (80%). The next most popular use for the park is for exercise, leisure and recreation (45%). There is also a small number of people that use the park for a variety of different activities which include: to improve feelings of well-being (16%), to meet other people (16%), for relaxation (14%), and to improve health (7%).

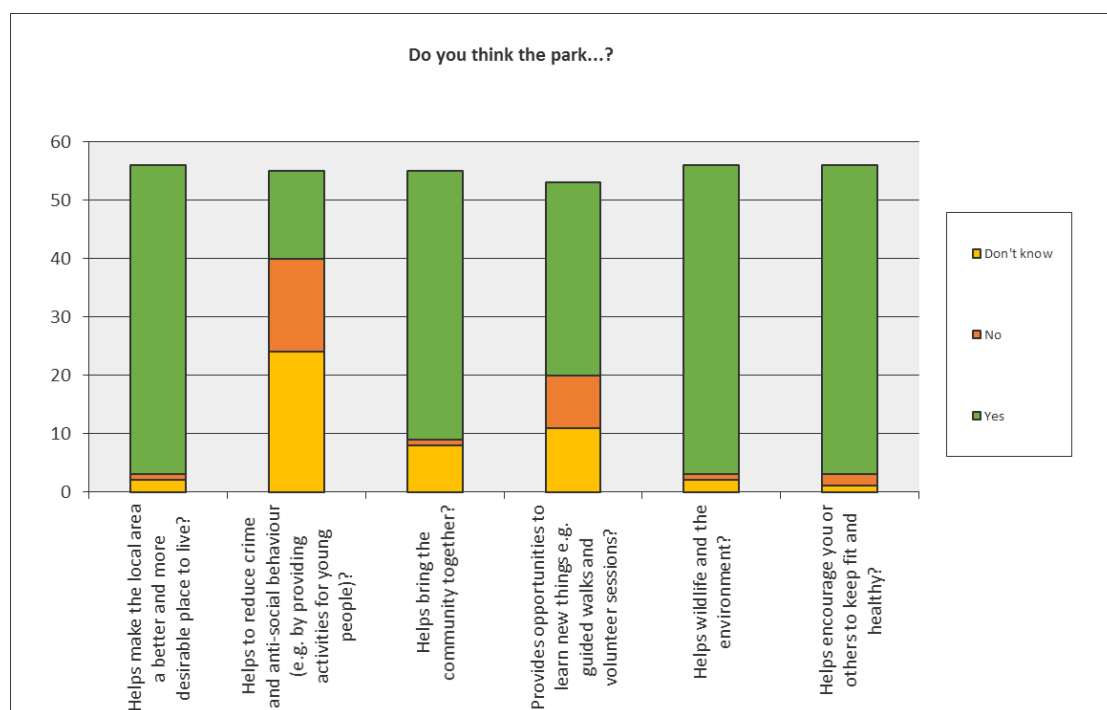
Figure 4.13: Why do you use the Countess of Chester Country Park?



Base: 56

- 4.32 **Figure 4.14** below shows that almost all respondents (95%) feel that the park helps make the local area a better and more desirable place to live, helps the wildlife and the environment, and helps encourage you or others to keep fit and healthy. This is in comparison to only 27 percent of respondents who felt that the park helps to reduce crime and anti-social behaviour.

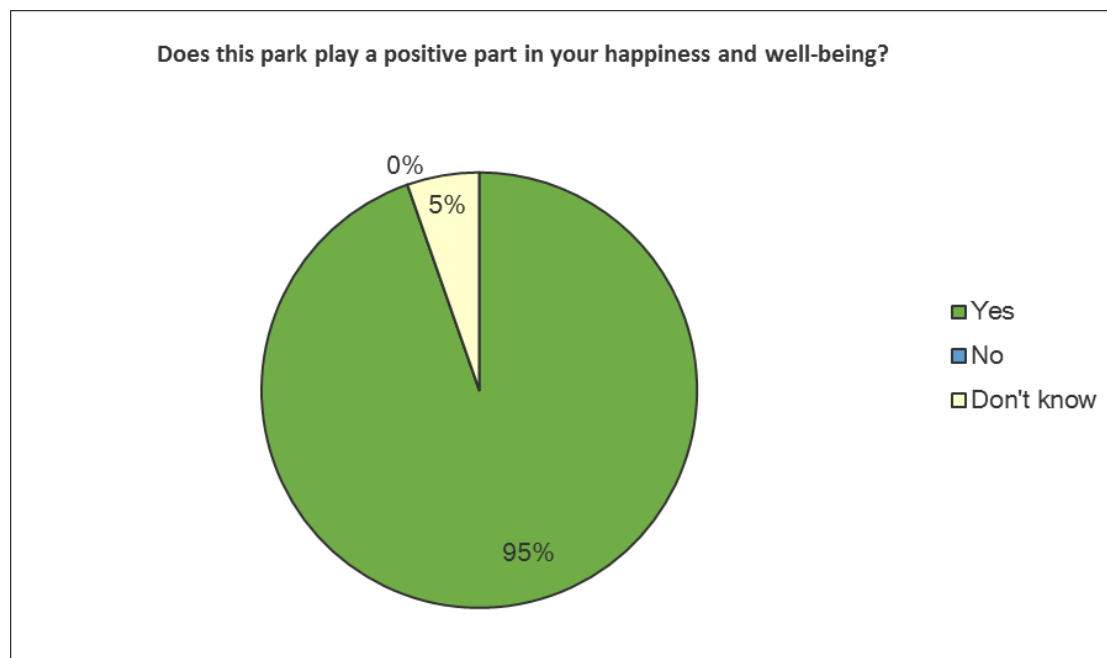
**Figure 4.14: What does the site contribute to in the local area?**



Base: 56

- 4.33 Figure 4.15 shows that 95 percent of respondents felt that the park played a positive part in their happiness and well-being, however the remaining five respondents did not know.

Figure 4.15: Countess of Chester's impact on happiness and well-being



Base: 56

- 4.34 The following points summarise the responses to the happiness and well-being questions:
- When asked '*Overall how satisfied are you with your life nowadays?*', the majority of respondents (88%) provided a score of between seven and above out of ten. This has led to an average score of 8.25, which is higher than average North West score (7.4) and the average national score (7.51).
  - A similar proportion (86%) of respondents provided a score of between seven and ten when answering '*Overall, to what extent do you feel that the things you do are worthwhile?*'. This question had an average score of 8.21, again higher than the average regional score (7.68) and the average national score (7.74).
  - 14 percent of people described feeling completely happy the day before answering the survey. A further 77 percent gave a score of between five and nine out of ten. The average score for this question (7.76) was slightly higher than the average regional score (7.28) and the average national score (7.38).
  - Over half (54%) of respondents described feeling not at all anxious the day before they completed the survey. However, the rest of the respondents provided a range of different scores, with at least one respondent providing a score from one to ten, out of ten. The

average score for this question was 2.06 and therefore the respondents were on average less anxious than the regional (2.95) and national (2.93) respondents.

## Social value analysis

- 4.35 Countess of Chester Country Park attracts 36,000 visitors annually. Social value analysis of the survey findings calculated that for every £1 the Land Trust invests in The Countess of Chester Country Park it saves society:
- £39.20 on the cost of health services
  - £26.74 on the cost of crime, policing and anti-social behaviour
- 4.36 The survey identified that on average visitors value the site at 32 pence per visit.

## 5. Appendix A - Value of the Park Survey

The Land Trust would love to hear what you think of the park. We want to know what it means to you and how it benefits the local area. This is so we can learn how to make the park even better in the future.

1. Why do you use the park? *Please tick all that apply*

Reason	✓	Reason	✓
Improve health		Walk the dog	
Exercise, leisure and recreation		Socialise with friends	
Relieve stress		Spend time with family	
Improve feelings of well-being		Enjoy wildlife/nature	
Relaxation		Learn about the natural environment	
For peace and quiet		Other (Please state)	
Meet other people			

2. Thinking about how you value this park, how much would you be prepared to pay each time you visited?

*Don't worry, **we will never charge entry**. We just want to understand how visiting the park compares to fee charging activities such as formal gardens, historic properties and theme parks.*

£.....

3. Do you think the park...?

	Yes	No	Don't Know
Helps make the local area a better and more desirable place to live?			
Helps to reduce crime and anti-social behaviour (e.g. by providing activities for young people)?			
Helps bring the community together?			
Provides opportunities to learn new things e.g. guided walks and volunteer sessions?			
Helps wildlife and the environment?			
Helps encourage you or others to keep fit and healthy?			

4. Pick one word that sums up what this park means to you

.....

5. At the park, would you welcome more opportunities to get involved with:

	Yes	No	Maybe
Volunteering to help improve and care for the park			
Learning new skills around horticulture/environment			
Meeting new people			

6. Does this park play a positive part in your happiness and well-being?

Yes	No	Don't know

7. So, we'd love to understand your feeling of well-being and in relation to being here.

	Score (0 – 10)
Overall how satisfied are you with your life nowadays? (Where nought is 'not at all satisfied' and 10 is 'completely satisfied'.)	
Overall, to what extent do you feel that the things you do in your life are worthwhile? (Where nought is 'not at all worthwhile' and 10 is 'completely worthwhile')	
Overall, how happy did you feel yesterday? (Where nought is 'not at all happy' and 10 is 'completely happy')	
On a scale where nought is 'not at all anxious' and 10 is 'completely anxious', overall, how anxious did you feel yesterday?	

8. Do you have anything else you would like to say about the park?

.....

.....

9. Please supply details if you would like to receive information about the park and future opportunities, events and activities.

Name	
Address	
Postcode	
Email	
Tel	

Thank you for taking the time to help us with this survey, we are really grateful!





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