

Getting Naturally Healthy - Research Findings

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Aims of studies

Accessing Green Space and the Natural Environment

- Perceptions of local green space
- The motivators
- The barriers and limiting factors

Increasing physical activity

- Current activity
- The motivators
- The barriers and limiting factors

➤ *Identify some potential solutions*

Methodology

➤ Qualitative approach:

Designed to identify themes and understand underlying issues

➤ Six focus groups plus in-depth interviews:

- Three (+ 1) groups for LNP and three groups for EHWB
- 65 adults in focus groups plus 11 depths (+ 10 children in separate FG)

➤ Participants selected to following criteria:

- For Getting Naturally Active: *low income, parents, grandparents and carers living in an area of deprivation with access to green space; and*
- For Getting Active Exeter: *“inactive” 30 – 50 years olds living in Exeter, both in work and/or low pay or unemployed*

Perceptions of local green space

What is “local” green space

- Most often the local park or playing field
- Very few mentions of anywhere beyond walking distance

Use of local green space

- Most often used for children or walking (or walking the dog)
- Great variability in use – season, term/holidays, weather, etc.

Quality of local green space

- Overall very highly regarded by the majority
- Specific worries for a few:
 - Dog mess
 - Rubbish
 - Teenagers
 - Time of day

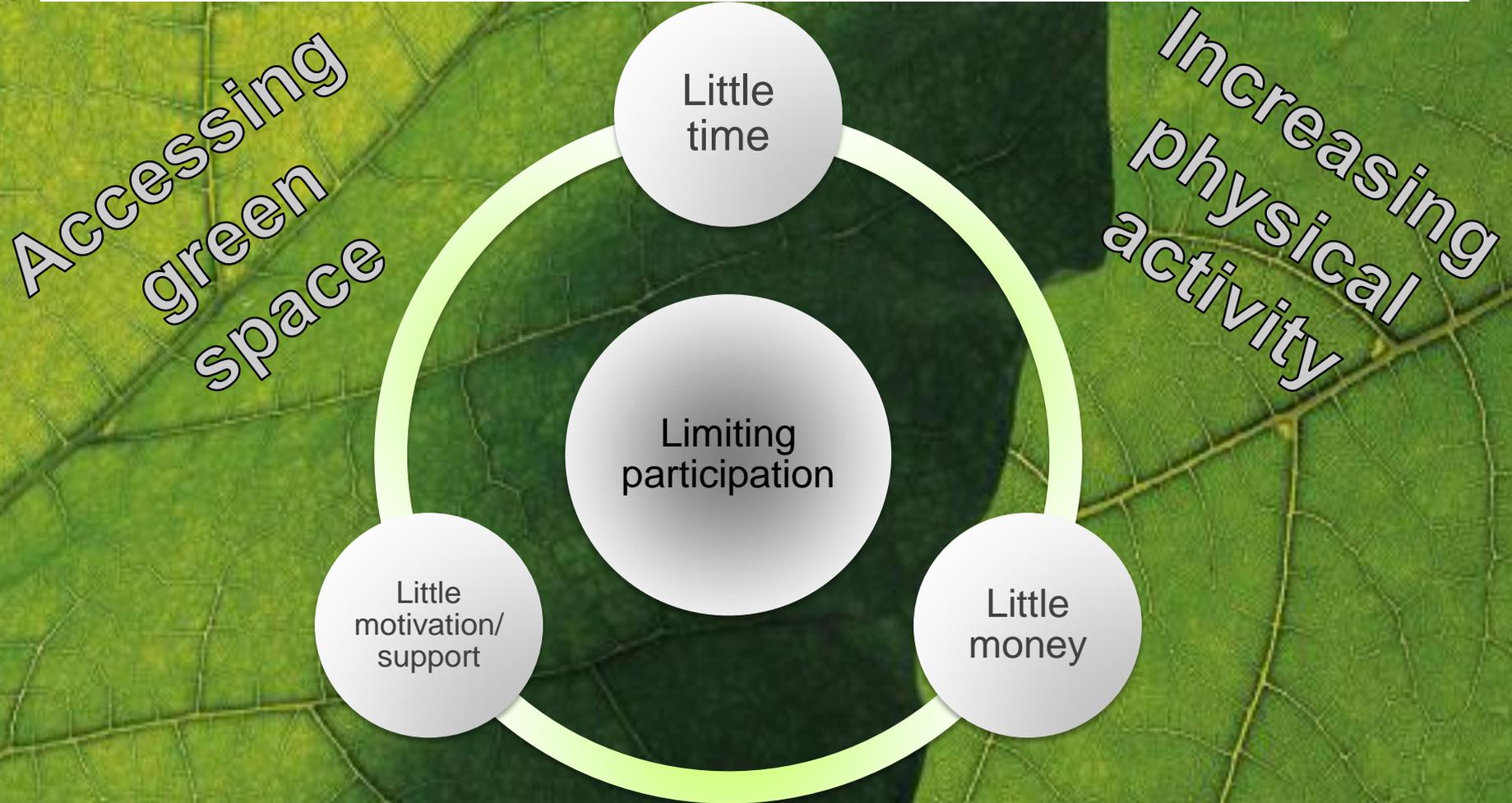
Key overlapping motivators



Additional motivators

- For accessing Green Spaces and the natural environment *beyond walking distance*
 - Doing fun activities (exploring, building dens, hide & seek, etc.)
 - Relaxing (picnics, calmness of nature, enjoying the view, etc)
 - Positive associations with woodland, forests, etc.
 - Seeing animals (ponies, sheep, lambs, birds, etc.)
 - Examining flora (flowers in spring, leaves, trees, plants, etc.)
 - Green spaces that had accessible paths for buggies, wheelchairs, etc (Haldon Hill but not Dartmoor)

Key overlapping barriers



Additional barriers

- To accessing Green Space *beyond walking distance*
 - Practical issues (Lack of car, cost of public transport)
 - Support/motivation issues
 - Lack of awareness of where to go/what to do
 - Not being in habit of accessing green space

“The big issue is the distance... without a car you just can't get there”

“The bus stops early... you can easily get stuck (On Dartmoor)”

“I used to go there all the time before (XX) was born, but it isn't accessible with a buggy, so I don't go anymore”

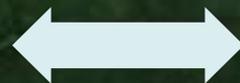
“We don't know our way around Dartmoor, so we follow the tourist routes...so it feels a bit pedestrian... we need to know where the interesting bits are”

Key issues to be addressed

Motivation, confidence
and support



Practicalities



Time

Possible solutions 1

Increasing physical activity:

- Development of cycling with associated support (including an off-road cycle route from Buckfastleigh to Dartmoor);
- Establishing physical activities for adults linked to children's activities;
- Securing agreements with employers for support with employee health;
- Subsidised physical activity sessions for those on low income;
- Establishing buddying and friendship groups to encourage participation;
- Promoting more regular community-based physical activity events

Possible solutions 2

Increasing access to Green Space:

- Increased information and awareness about what is available;
- More family based learning and action activities in local woods/forests;
- Coordinated visits to key natural assets run by community groups;
- Working with transport providers to overcome access issues;
- Addressing vulnerability and isolation concerns in remote spots; and
- Addressing safety and cleanliness concerns in local green spaces

Getting Naturally Healthy - Q & A

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