

# Payments for health and well-being and the cultural services provided by woodlands



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Definitions

Policy focus

How are cultural services valued

Examples – grants, contracts, charging

Issues of valuation

Opportunities for the future



## Millennium Ecosystem Assessment

Cultural services:

Spiritual

Recreation

Aesthetic

Inspirational

Educational

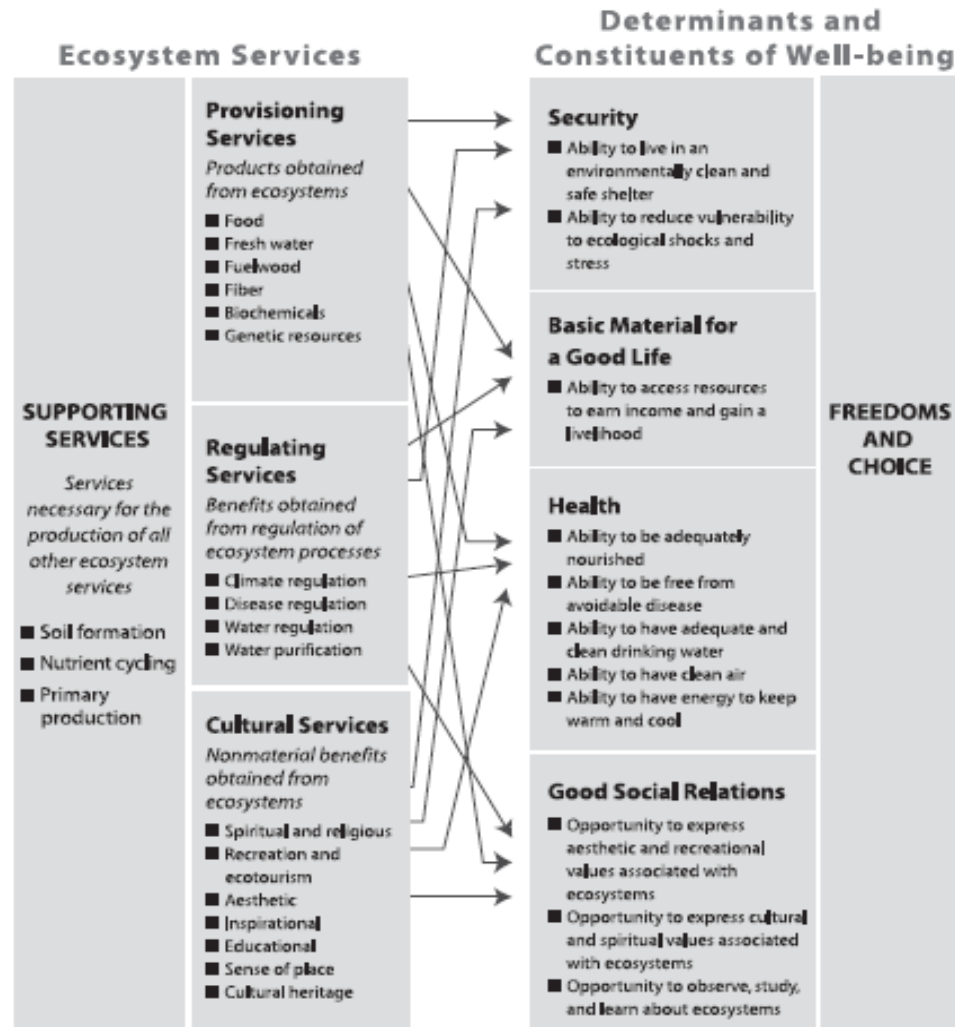
Sense of place

Cultural heritage

(non material/intangible benefits)

Services potentially leading to well-being:

- Health – mental, social and physical
- Good social relations – opportunities to meet others, express values



## What is well-being?

- 'Wellbeing is a positive physical, social and mental state; not just absence of pain, incapacity, discomfort. It requires that basic needs are met, that individuals have a sense of purpose, that they feel able to achieve important personal goals and participate in society.
- It is enhanced by conditions that include supportive personal relationships, strong and inclusive communities, good health, financial and personal security, rewarding employment, and a healthy and attractive environment'.

DEFRA and cross government  
department common  
understanding of well-being 2008

## Health

- Physical inactivity one of top 10 leading causes of death and disease in the developed world leading to 1.9 million deaths world-wide annually
- Be active, be healthy - new Department of Health strategy 2009 - includes importance of green spaces and physical activity in a natural environment

### Costs of health problems in England

Health problem	Health and social care	Wider economy
Mental ill health	£12 billion per annum	£64 billion
Obesity	£1 billion	£2.3 billion
Diabetes	£1.3 billion	Unknown

Sustainable Development Commission, 2007

## Increasing importance of well-being for government

Year	Policy focus
2000	UK Local Gov Act gives LA's power to promote social, economic and environmental well-being
2005	UK Sustainable Development Strategy commits Gov to developing well-being measures
2006	UK Local Gov White Paper defines place shaping role for local gov and partners as a way of promoting well-being of communities and people
2007	UK Gov published national indicators associated with well-being as part of sustainable development
2008	HM Treasury suggests balance needed between policies that promote well-being and those that promote economic growth

- England Trees, Woods and Forestry Strategy  
Theme: Communities and places
  - cohesive and engaged communities
  - green infrastructure
  - sense of place
- South East Regional Forestry Framework  
Theme 1: 'Better places for people to live' – focus on the role of trees and providing recreation and well-being in communities
- South East England Development Agency  
Achieve measurable improvements in the quality, biodiversity and accessibility of green and open space.

Woodland owners can provide a range of cultural services that lead to potential well-being – depending on their objectives and motivations

Classifying private woodland owners (recent PhD study)

- Individualists – strong sense of ownership and privacy
- Multi functional owners – multiple objectives e.g. amenity, conservation – likely to apply for grants
- Private consumers – extract wood products for own use
- Conservationists – opposed recreation access
- Investors – financially oriented towards timber primarily or profit making activity
- Amenity owners – favour public access and amenity

- But how are or might these services be valued?
  - Grants to deliver particular key services
  - Contracts for delivering services
  - Charging for services delivered
  - Adding to a body of evidence of how services and benefits contribute to key government policies



## Grant opportunities

Woodland Improvement Grant (WIG) – work in woodlands to create, enhance and sustain public benefits (50-80% of full costs)

Woodland Management Grant – contribution to additional costs of providing and sustaining higher quality public benefits from existing woods

Woodland Creation Grant – encouraging creation of new woods where they deliver the greatest public benefits

### Challenge grant opportunities in the regions

West Midlands - Woodland and Health WIG

– Forest School WIG (support to set it up)

East England – Forest School WIG

North East – Community access WIG (encourage community involvement)

London – Community grant scheme (projects that improve health and well-being, engage community - £500-5,000)

## Grant opportunities

- Access to nature, Natural England – community groups can apply but not profit making organisations except social enterprises. £55K to over 715K – match funding
- Ecominds run by MIND – to help people with experience of mental distress. Grants up to £20K. Groups that are constituted can apply
- South east England 'Leader Local Action groups' (RDP). Those in 'Leader' areas can apply to fund – forestry projects, rural heritage projects, tourism projects. £29 million for 14 Action groups.

## Contracts – looking beyond traditional sources of funding

### Hill Holt Wood Lincolnshire

- 14 ha site
- Community woodland and social enterprise
- Working with young people who have been excluded from school or who are unemployed – learning basic skills, conservation skills, craft skills. Working in wood and on public forest estate
- Contracts with Local Education Authority and Learning and Skills Council
- Straw bale offices
- Recruited community members to a steering group including magistrate, school teacher, accountant, solicitor, manager

- Social networks developed between HHW and local community
- Reduction in anti-social behaviour of young people according to local police
- Reduction of safety worries for people using the wood alone
- Health and well-being - reducing drug use for Attention Deficit Disorder
- Community engagement through use of the wood, volunteer work, events and publicity



## Charging for facilities

Coed Llandegla – North Wales

The sculpture park – Churt, Surrey

CASS sculpture foundation – Goodwood, Sussex



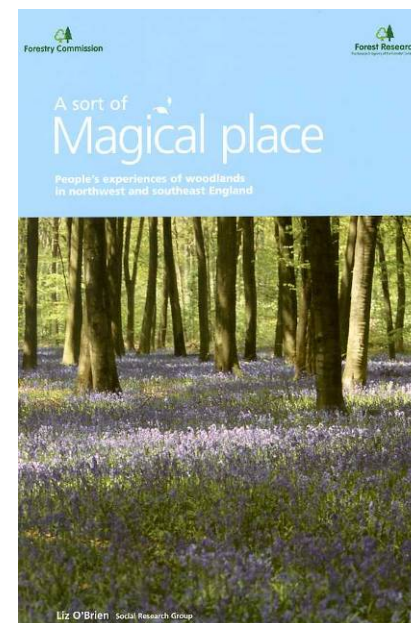
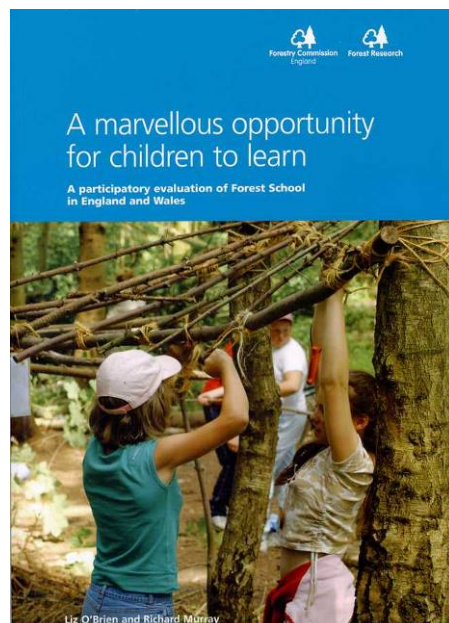
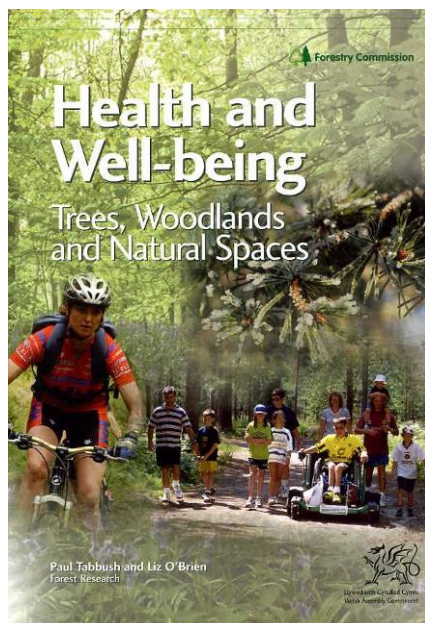
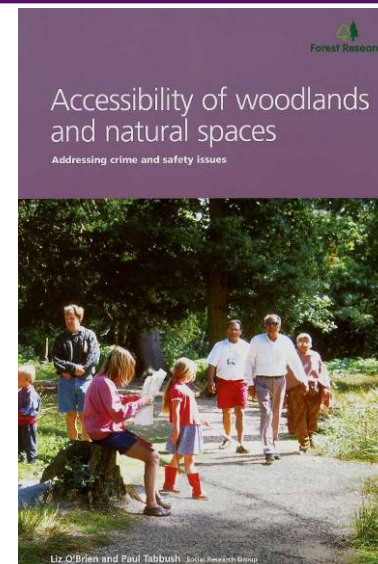
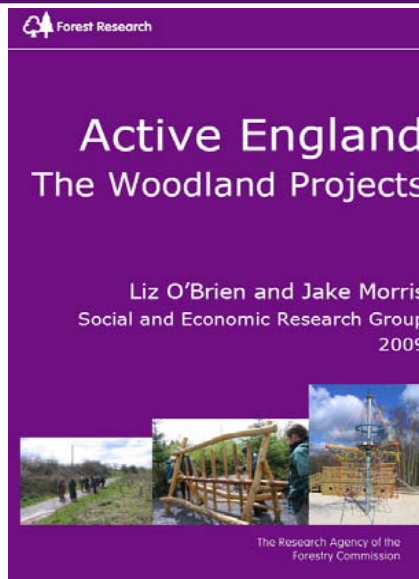
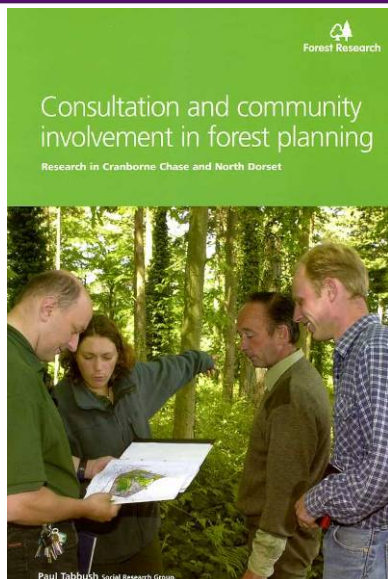
## Adding to the body of evidence of the benefits from services provided

Can help to provide justification and develop arguments for future interventions, boost spending on grants schemes, new funding streams, use various levers to encourage investment

No charge: valuing the environment  
Natural England 2009

Turning urban areas into quality places – green infrastructure and ecosystem services





## Valuing intangible social and cultural benefits received from woodland ecosystem services

- Limits to what can be meaningfully valued in economic terms such as cultural or spiritual values for which there is no substitute or acceptable level of compensation for their loss
- Ethical and justice issues – what is of value and to whom, how are benefits distributed?
- Who is involved in decision making about what is of value - experts, land owners/managers, public?
- Constituents of well-being are situation dependent, reflecting local geography, culture and ecological circumstances

- Partnerships can provide support new opportunities for funding and new approaches
  - working with community groups
  - working with third sector
- Diversify income sources – consider non traditional sources through innovation
- Contributing to evidence base - monitoring and evaluation to identify well-being outcomes from services provided
  - Greater clarity of how and why particular services lead to what/different types of well-being

Please look at our website and newsletter  
[www.forestresearch.gov.uk/peopleandtrees](http://www.forestresearch.gov.uk/peopleandtrees)



### Welcome to the second SERG Newsletter.

In this autumn edition we focus on the relationship between climate change, trees and people, and on some of the international collaborations mentioned in our first issue.

SERG (the Social and Economic Research Group) is part of the Environmental and Human Sciences Division of Forest Research and carries out research to develop a better understanding of the ways in which trees and woodlands can benefit society.

### Responding to change

Climate change affects humans and trees, and increases the significance of the relationship between the two. For example, the roles of trees and woodlands in making our biophysical environment more pleasant, and in alleviating our stress, come to the fore. So our research on wellbeing acquires a new urgency, and pushes the agenda firmly into urban forestry.

### Urgent urban challenges

How can trees be accommodated in cities and in urban planning frameworks? Trees and forests have always provided us with renewable sources of building materials and fuel; but that renewability becomes even more significant as we seek to move away from oil dependency. Recognition for non-wood benefits of forests has increased over the past 20 years, but now includes ecosystem services such as carbon storage, and economic mechanisms to encourage private actors to provide these services.

### Improving greenspace distribution

More subtle factors come into play as well – trees have meaning for people. As trees are affected by climate change, people notice, and many see tree planting as one important answer. People's responses to the issues raise many questions for researchers:

- To what extent are responses affected by scientific understanding?
- To what extent are responses affected by people's affiliation with trees, greenspace and nature?
- What are the consequences for social justice? Those living in deprived areas or with little greenspace need to benefit too.

We know that the physical and psychological benefits of trees are not distributed evenly across the population. There is significantly more and better quality greenspace close to the more affluent areas of population. We know little about how different groups of people are affected, and whether they want, or are able, to participate more effectively in woodland planning and partnerships. With all these issues to consider, how are public agencies organising and adapting to respond to these new needs for flexibility and resilience?

Many of these issues and questions will seem familiar; wellbeing, social justice and governance have always been themes of our research. But climate change throws a new spotlight on them, from a new angle. In the coming months SERG will focus on these challenges, highlighting positive ways in which we can move towards pro-environmental behaviours.

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- EFORWOOD project
- Environmental volunteering
- Payments for ecosystem services

## Beyond the forest edge

### New exciting areas for SERG

With Jasber and Biancs joining us (see page 2) we'll be giving more attention to social inclusion and forest governance.

The Forestry Commission (FC) is concerned with the public benefits of forests. Our team is investigating the links between social deprivation and poor environmental quality, the experiences of people affected, and ways to involve them in planning and using their environment beneficially.

The FC works through partnerships with local government and NGOs. So we'll be exploring how those work, how they have evolved recently, and where they might go in future, to work even more effectively with people across Britain.

Forest Research is the research agency of the Forestry Commission, Great Britain