

Active England The Woodland Projects Summary Report

Liz O'Brien and Jake Morris
2009



1. Introduction

This summary report provides the key findings from research on five woodland projects that took place as part of the Active England programme. The Active England programme was established in 2003 with Big Lottery and Sport England funding of £94.8 million (Sport England, 2009). The overall aim of the programme was to increase community participation in sport and physical activity in England. Five, three year, projects in woodlands were developed at the sites listed below, starting in 2005/6. Three projects were based at single sites (site based projects) and two were based within Community Forests where events and activities were organised at a number of sites:

- Bedgebury Forest in Kent Site based project
- Haldon Forest Park in Devon Site based project
- Rosliston in the National Forest Site based project
- Great Western Community Forest in Wiltshire Community Forest project
- Greenwood Community Forest in Nottinghamshire. Community Forest project.

The Active England Programme focused on key 'target groups' that have been identified as under-represented in sport. These included women and girls, Black and Minority Ethnic groups, those under 16 years of age, those aged over 45, people on low incomes and the disabled. Forest Research was asked by the Forestry Commission to monitor and evaluate the five woodland based projects, with a critical focus on target group representation.

The site based projects all included infrastructure improvements such as new cycle trails, play areas and, in some cases, a visitor centre and equipment purchase, such as climbing walls and laser quest. The Community Forest (CF) projects did not involve infrastructure improvements. All of the five projects involved some community outreach work and the development of led activities and facilitated access such as health walks and cycle rides. This work was often undertaken by new staff employed as part of the funding. The five individual project reports and the full report of results across the five projects are available at: <http://www.forestresearch.gov.uk/activeengland>.

A range of methods were used to collect data as part of this research across the five woodland projects and these included:

- 1) On-site surveys to profile visitors and types of visits. Over two thousand eight hundred questionnaires were completed across the five projects at eight woodland sites. At the two CFs on site survey data were collected at Bestwood Country Park and Kings Mill Reservoir (Greenwood CF) and at Penhill Park, Stratton Woods, and Stanton Country Park (Great Western CF).
- 2) Spatial analysis to produce a catchment profile of the surrounding population of each site/s (within an approximate 20 mile radius).
- 3) Qualitative research to explore the benefits and barriers to using woodlands and green spaces for physical activity (targeting both users of the projects and non-users). Interviews with project staff to explore the challenges and successes of the

projects. One hundred and fourteen people participated in an activity followed by qualitative discussions. Forty young mountain bikers at Bedgebury were also studied as part of a PhD project at the University of Brighton. The inclusion of non-users in the overall evaluation constitutes an important innovation of this research project.

Section 2 outlines the key results across the five projects. Section 3 provides the key findings for each individual site and section 4 outlines the recommendations from the overall research.

2. Results across the five projects

The analysis groups the projects into two: 1) is the site based projects at Bedgebury, Haldon and Roliston that improved infrastructure and purchased equipment as well as running led activities and events, and 2) the Community Forest projects which involved the running of led activities and events but involved no changes to infrastructure.

Impacts on target groups: on site survey and project monitoring

- There was a significant increase in the proportion of people from the 16-44 age category visiting the site based projects (Bedgebury, Haldon and Roliston), from 39.7% to 59.4% of all visitors. This demonstrates an increase in family use ($p < 0.001$) which, in turn, suggests a significant rise in the number of under 16s using these three sites. At these three sites, this meant that visitors from the 45+ years age group fell as a proportion of all visitors.
- All the sites showed some increase in visits by Black and Minority Ethnic (BME) groups, with a significant increase ($p < 0.001$) for the site based projects. Increases, however, were often not sufficient to be able to say that BME groups are well represented at these sites.
- There was no significant change in the percentage of registered disabled or blue badge holders¹ for the Community Forest or site based groupings.
- A significantly greater number of Community Forest visitors than visitors to the site-based projects stated they had long-term health problems ($p < 0.05$), whilst for the site based grouping an increase in the number of younger visitors may explain the decrease in the number of visitors with a long-term illness ($p < 0.001$).
- There was higher representation of people from low income households amongst visitors to the Community Forest grouping than was the case for the site based grouping, reflecting the more urban context of the Community Forest sites.
- There were significant increases in engagement in activities such as cycling, use of play areas and mountain biking at the site based projects, largely attributable to the

¹ This is a scheme which provides a range of parking benefits for disabled people with severe walking difficulties who travel as either drivers or as passengers.

investments made in infrastructure and equipment. These activities are more likely to attract people from the target groups than more traditional sports.

- The overall proportion of female visitors increased in Greenwood CF from 44% to 57%. However, proportions of males and females remained similar for the site based projects. There were extremely high numbers of females visiting Rosliston, a ratio of 3:1 compared to males, possibly due to the child friendly activities and facilities provided at the site.
- There were significant increases in total visitor numbers reported by the monitoring activities of project staff at Bedgebury (from approximately 182,000 in 2006/7 to 273,000 in 2007/8), Haldon (from approximately 80,000 in 2006/7 to 224,000 in 2007/8) and Rosliston (from approximately 129,340 in 2005/6 to 189,905 in 2007/8). The other projects did not collect data on overall visitor numbers.

Catchment profiling

- The spatial profiling of the catchments surrounding sites within a 20 miles radius and the use of Census and Index of Multiple Deprivation data allowed conclusions to be drawn about the level of representation of specific target groups at each site compared with concentrations of those groups within each catchment.
- The profiling enabled the identification of target groups that were not involved in the projects and to bring them to the site to explore barriers to access.

Qualitative research with target group project users and non-users

- The research identified two primary motivations for project users to get involved: 1) socialising and meeting new people; and 2) the chance to become more active to improve health.
- Users identified the following key benefits of getting involved in regular, organised and led activities:
 - Socialising
 - Contact with nature
 - Mental and physical health improvements
 - A sense of achievement and self-improvement
 - Enjoyment
 - Positive influence on other areas of life.
- Evidence from users suggests that involvement in the project activities often led to more active lifestyles.
- Only two of the fifty nine project users² did not fit one of the target groups. Often users fell into more than one target group, by being female and over 45 years of age, for example.
- Volunteers made crucial contributions to the delivery of the projects providing, in many cases, a vital human resource to lead activities such as health walks. The

² A total of sixty four project users participated in the qualitative action research; however only fifty nine completed demographic information which outlined which target group they belonged to.

volunteers themselves also benefited through their involvement by developing their own abilities and improving self-esteem.

- Those who used woodlands and green spaces more frequently expressed stronger views and derived a wider range of benefits from the sites than non-users.
- Users particularly valued the projects because they took place in woodlands and green spaces, providing them with a rich aesthetic, sensory and restorative experience of the natural environment.
- Engaging people in physical activity through the Active England projects has had an impact on people physiologically. For example, many project users described improvements in fitness, mobility and weight loss. There was also evidence of positive psychological impacts, with some testifying to increased levels of confidence, improvements in general well-being and the joy and sense of belonging that comes from meeting new people and becoming part of an organised group.
- The research reveals that involvement in physical activity in woodlands can act as a gateway to a range of personal and social benefits.
- The focused outreach was able to reach people and groups who had not visited the sites before as well as those who had not previously participated in the types of activities provided.
- Barriers for non-users included:
 - Physical and structural barriers: lack of transport was a key issue for low income groups.
 - Psychological and perceptual barriers: safety concerns for women visiting sites alone or only with their children were a key issue. For BME groups significant barriers were a lack of confidence and an absence of the cultural norms of visiting and accessing green spaces.

Qualitative research with project staff

- Project staff found it difficult to find time to undertake extensive outreach work as they were so busy delivering and running the projects on site/s.
- Project staff stressed the importance and value of outreach work which was seen as critical to accessing the Active England target groups. It was also important in providing a communication link with potential users, enabling the tailoring of services to meet the specific needs of some groups.
- Staff identified the need for internal support to advise not only on how to develop projects and gain funding, but also how to ensure any positive impacts are sustained in the long term.
- There were some concerns that focusing on specific target groups might not easily map onto the expectations and needs of the wider forest user base.
- For Bedgebury and Haldon, coping with the large increase in visitor numbers presented challenges for both project staff and existing site staff, often leading to less time being available for outreach work.

Lessons learnt and recommendations

- Led activities and facilitated³ access are critical to reaching under-represented groups and encouraging physical activity and the use of green space. Staffing and financial support for these activities should be prioritised in project design, funding and delivery.
- Targeted outreach work needs to be supported, adequately funded and staff given time to bring in new users.
- Project staff need support in long term strategic and business planning.
- Monitoring and evaluation needs to be built in at the beginning and should be relevant to project/site staff as well as to funders.
- Volunteers, who can help to ensure the sustained impact of projects, need to be adequately valued and supported.
- Project design should recognise the high social value of regular, scheduled group activities identified by project users. The importance of the group, which often constitutes a primary motivation for continued involvement in the activity, should also be recognised.
- Led activities run on a regular basis are more likely to bring about sustained changes in behaviour than one-off events that attract large audiences.
- Projects that focus on specific target groups can generate unintended consequences. For example, the increase in the 16-44 age category at the site based projects coincided with a proportional decrease in the 45+ age category. The site based projects became more attractive to families (including children under 16) and potentially less attractive to older groups, thereby increasing the representation of one target group at the expense of another. The site based projects need to consider whether this balance should be redressed.
- It is not easy to categorise people into the target groups identified by Sport England, as the target groupings were not mutually exclusive. For example a project user could be a woman, over 45 years of age, and from a BME group thus fitting three of the target groups identified. This raised questions for project reporting and research into the (under-)representation of target groups.

Methodological reflection: learning from the methods used

- Including non-users in the research provides valuable insights into some of the potential barriers of accessing woodlands.
- The three stage methodology developed for the monitoring and evaluation was more appropriate to the site based projects where activities and infrastructure improvements were located in one place, rather than activities that were dispersed across a number of sites, as was the case with the Community Forests.

³ We define facilitated access as project workers going into specific hard to reach communities and identifying suitable groups that are then brought to a site (by coach or mini bus) and guided around the site via an activity such as a walk. This differs from led activities in which participants have to find their own way to a site in order to join an activity such as a health walk.

- On site surveys of general users are not the best approach to take in identifying small changes in use by target groups. For example, the surveys did not detect any significant change in the percentage of registered disabled visitors at any of the sites. However, disabled groups were targeted specifically and successfully through some of the outreach work. Therefore, the site survey results need to be read in conjunction with the data produced by project staff and the qualitative research to provide a more holistic picture of the impacts of the projects.
- It can be problematic to separate out the impact of each Active England project from the impacts of other initiatives taking place at each site. For example, both Bedgebury and Haldon installed 'Go Ape'⁴ facilities on site. While these were not part of the Active England projects, they have almost certainly attracted new visitors to the sites.
- Longitudinal research is important to assess the medium and long term impacts of projects, both for users and for the sites themselves.

3. The individual project results

3.1 Haldon Forest Park

Impact on target groups: on site survey and site monitoring

- Visitors increased from approximately 80,000 in 2006/7⁵ to 224,280 in 2007/8.
- There was a significant increase in family use of the site from 31% in 2005 to 61% in 2007. This suggests a significant rise in the number of under 16s using the site due to the new play equipment installed and new family walking and cycling trails.
- There were equal numbers of men and women visiting the site over the two years.
- There was a decline in the 45+ age group visiting the site between the two years.
- There was a significant increase in Black and Minority Ethnic (BME) groups between the two years, particularly white non British visitors from 1% in 2005 to 6% in 2007 ($p < 0.05$).
- There was a large decrease in the number of people reporting a lack of facilities on site as a barrier to using the site from 17% in 2005 to 2% in 2007.
- There was an increase in first time visitors from 10% in 2005 to 24% in 2007.
- There were significant increases in cycling, mountain biking and play activities.
- There was an increase in the average length of time spent at the site from 1.5 hours to 2.2 hours.
- There was a significant increase in people doing multiple activities from 48% to 61%.

⁴ 'Go Ape' is a high wire forest adventure course.

⁵ In the financial year April 2006 to March 2007.

- There was a large decrease in people reporting anti social behaviour (from 16% to 4%) as a barrier to accessing the site.
- In 2007 42% of respondents said the new facilities would make them more active.

Catchment profiling

- The profiling enabled the researchers to identify target groups that were not involved in the project and to bring them to the site to explore barriers to access.
- Comparing the catchment profile with the site surveys suggests that there was a slight under-representation of low income groups and no specific under-representation of BME groups.

Qualitative research with project users and non-users and site staff

- For the women mountain bikers (user group) key benefits of engagement in the project were experiencing a sense of adventure and fun from participating in this activity. The women also wanted to learn how to improve their mountain biking skills and enjoyed socialising in a women only group without pressure to compete with male riders.
- For the over 55s age group who were non-users of the project a key barrier was lack of awareness of the new facilities and opportunities at Haldon. Having green spaces near to where they lived meant that Haldon was not top of their priorities as a place to visit. For the women in the group safety was a concern for some of them particularly if they were on their own.
- Project staff felt there was a need to be able to be flexible in developing outreach work and activities with target groups. A key part of the outreach work was to give people confidence, and interest, to come back to the site on their own or with friends, or through another organised group.

3.2 Bedgebury Forest

Impact on target groups: on site survey and monitoring

- Visitor numbers rose from approximately just under 51,000 in 2005/6⁶ to just over 273,000 in 2007/8.
- There was a significant increase in families visiting the site, from 22% in 2005 to 41% in 2006. This suggests a significant rise in the number of under 16s using the site due to the new trails and equipment.
- More women than men visited the site and the proportion of female visitors did not change over the two surveys.
- There was a decrease in the 45+ age group visiting the site from 68% in 2005 to 45% in 2006.

⁶ In the financial year April 2005 to March 2006.

- Approximately 2% of site visitors were from Black and Ethnic Minority (BME) groups.
- People recorded under the concessions scheme, which was used to encourage visitors from deprived areas, rose from 671 in 2006/7 to 13,162 in 2007/8.
- There was a significant increase in people doing multiple activities, from 42% to 63%.
- There was a significant increase in the number of people re-visiting the site on a weekly or monthly basis.
- There were significant increases in the popularity of cycling, mountain biking and play activities.
- The average length of visit increased from 2 hours to 2.5 hours from 2005 to 2006.

Catchment profiling

- Comparing the catchment profile with the site surveys suggests that people on low income and BME groups are somewhat under-represented at Bedgebury. Women and young people under 16 do not appear to be under-represented at Bedgebury.

Qualitative research with project users and non-users and site staff

- For the health walkers (user group) there were self perceived improvements in fitness and stamina. Socialising with others was a key attraction in joining the health walks. The aesthetic aspects of the site were considered to be very important. The walkers felt that the led/supported health walks made them feel more secure and safe and motivated them to continue their participation as well as giving them confidence to get involved.
- The young mountain bikers (user group) developed a sense of ownership over leisure space at Bedgebury through their participation in mountain biking. The young people formed their own sense of attachment to and knowledge of 'nature' through participation in mountain biking in countryside spaces.
- For the young low income group (non-user group) from Hastings the key barriers to accessing Bedgebury to take part in any of the activities were a lack of transport and money. This group expressed a strong desire to see more woodland such as Bedgebury nearer to where they lived, as they would have limited access otherwise.
- Facilitated access and led activities in which project staff provide supported activities such as health walks are of fundamental importance in reaching sections of the community that face barriers to participation.
- A critical lesson identified by project staff was the need for adequate time and staff resources for delivery and a greater lead in time for large scale projects allowing a more thorough-going approach to long term strategic site and business planning.

3.3 Rosliston Forestry Centre

Impact on target groups: on site surveys and monitoring

- Visitor numbers rose significantly from approximately 129,340 in 2005/6 to 189,905 in 2007/8.
- Significantly more women than men visit Rosliston, with women accounting for somewhere between 70% and 75% of visitors.
- There was a small, but significant increase in the proportion of visitors from ethnic minority backgrounds between 2005 and 2006.
- Between 2005 and 2006 there was a significant shift in the age profile of visitors to Rosliston, with the proportion of visitors from the 16-44 age group increasing dramatically, from 54% to 66%, ($p < 0.05$). Correspondingly, the proportion of visitors from the 45+ yrs group fell from 46% in 2005 to 34% in 2006.
- The majority (83%) of visitors to Rosliston take part in multiple activities.

Catchment profiling

- Women and people from low income families are well represented at Rosliston.
- Despite a small, but significant increase in the proportion of visitors from ethnic minority backgrounds between 2005 and 2006, a comparison between the visitor and catchment profiles reveals that people from minority ethnic backgrounds are under-represented at Rosliston.
- Representation of 45+ yrs amongst visitors to Rosliston does not reflect the age profile of the population of many wards within the site's catchment area. We conclude that there is potential for specific engagement with a view to increasing numbers of visitors from this target group.

Qualitative research with project users and non-users and site staff

- Research respondents with prior involvement in 'Get Active in the Forest'⁷ project activities ('users') stressed how much they valued both the activities and Rosliston itself.
- Users reported clear physical and mental health benefits from taking exercise at Rosliston. For many, the forested environment at Rosliston enhances the therapeutic affects of exercise on the site.
- Users highlighted the importance of group activities, providing opportunities to meet new people and to develop and strengthen bonds of friendship and community. For many, the group has become as important as the activity itself.
- Transport and lack of adequate information were cited as the most significant barriers to increased levels of participation amongst users. Respondents from a Sikh community group stated that low awareness of access rights was a particular problem amongst women in their community.

⁷ The name given to the Rosliston project.

- Research respondents with no prior involvement in 'Get Active in the Forest' project activities ('non-users') talked with enthusiasm about their first visit to Rosliston. They discussed the restorative quality of the environment at Rosliston and said that walking there had helped them to relax and feel calm.
- Non-users from a Pakistani community group (all women) felt that low awareness of access rights (particularly with respect to land owned by the Forestry Commission), lack of adequate provision for specific language needs in the context of public service information, and lack of confidence associated with issues of gender and ethnicity, were the most significant barriers to their use of green spaces for healthy exercise. They stressed the importance of targeted community engagement and facilitated access to sites to build confidence and make minority groups feel welcome.

3.4 Great Western Community Forest

Impact on target groups: on site surveys and project monitoring

- Respondents at Penhill Park were significantly more likely to have a long term illness than visitors to Stanton Country Park and Stratton Woods.
- Penhill Park and Stratton Woods have a high percentage of people who visit the sites every day – 50% and 59% respectively.
- At Stanton and Stratton the majority of visitors were engaged in single activities (72% and 96% respectively), whilst at Penhill, 57% stated they were engaged in multiple activities.
- There were more people on low income of 20K or less visiting Penhill Park.
- 51% of visitors to the three sites were women.
- 3% of visitors to the sites were registered disabled and 5% stated they had a long term illness.
- There were small numbers of Black and Ethnic Minority groups visiting the sites (1% at Penhill Park, 1% Stratton Woods and 2% Stanton Country Park).
- Many of the visitors to all three sites visit alone rather than with family or friends.
- In August 2008, 28% of Swindon schools had a qualified or training Forest School leader (24 schools – 3 secondary and 21 primary).
- In 2007/8, 7,000 children benefited from Forest School.
- Six health walks are taking place in Swindon every week and 23 people have been trained as health walk leaders.

Catchment profiling

- Comparing the catchment profile with the site surveys suggests that there is a slight under-representation of those on low incomes at Stratton Woods and Stanton Country Park, women were not under-represented at the sites, and BME groups were slightly under-represented.

Qualitative research with target group users and non-users and site staff

- For the health walkers (user group) a key motivation to getting involved and staying involved was meeting people and extending social networks. People also talked about feeling more mobile from walking and being more active in everyday life. Having a set time and day for the walks and meeting friends acted as a motivation to continue participating.
- For the mothers and children, and fathers group (non-users) key barriers included concerns about safety amongst the women, both for themselves but most often concerning their children. They preferred spaces with good visibility and reasonable facilities for children such as play areas. For non-users in general transport and money were also key issues. Those without a car found it difficult to access green spaces.
- For the site representative trying to mainstream and get official recognition for Forest School nationally in Britain was seen as a way to improve its standing and wider recognition.

3.5 Greenwood Community Forest

Impact on target groups: on site surveys and monitoring

- There was little change in the income profile of visitors to both sites between 2006 and 2007. However, low income families are well represented amongst visitors to both sites.
- There was a significant shift in the gender profile of visitors between the two survey years, with women making up 59% of visitors to Bestwood and 54% of visitors to Kings Mill in 2007. These results suggest that women are well represented amongst users of both sites.
- There was a significant improvement in the self-reported fitness levels of visitors to both Bestwood and Kings Mill, with significant reductions in the number of respondents judging themselves to be either 'very unfit' or 'unfit'.
- 'Lack of facilities', 'Lack of time' and 'Weather' were popular reasons given for not using the sites more often. Both sites saw a reduction in the number of respondents citing 'Anti-social behaviour' as a barrier.
- The most popular activities at Bestwood are dog walking, walking without a dog, cycling and using the children's play area. For Kings Mill, the most popular activities are walking, nature watching, 'other' (defined by respondents as 'visiting the café' or 'feeding the ducks') and cycling.
- Very few visitors to either site were aware of the 'Park Life' project. In 2007, 1% of visitors to Bestwood and 5% of visitors to Kings Mill said they had heard of the project.

Catchment profiling

- The on site surveying reveals that the vast majority of visitors to both sites are from the 'White British' ethnic category. Comparisons with the BME representation within the catchment populations of both sites reveals that there is significant potential to increase use of the sites amongst this target group
- For Bestwood, the 45+ yrs group accounted for 42% of visitors in both 2006 and 2007. Catchment profiling revealed a relatively high concentration of this age group living in Bestwood Village (49-82%), where a significant proportion of visitors reside. From this we conclude that there is certainly potential to increase attendance amongst this target group at Bestwood, focusing on communities within Bestwood Village itself.

Qualitative research with project users and non-users

- Research respondents with prior involvement in 'Park Life'⁸ project events ('users') stressed how much they valued the group health walks, but were critical of the lack of facilities at Bestwood.
- Users reported clear physical and mental health benefits from the health walks.
- Users highlighted the importance of group activities, providing opportunities to meet new people and to develop and strengthen bonds of friendship and mutual support.
- Lack of confidence and fear of anti-social behaviour were cited by users as the most significant barriers to increased levels of participation, reaffirming the importance of group activities and 'facilitated' access.
- Research respondents with no prior involvement in 'Park Life' project events ('non-users') enjoyed the walk around Bestwood enormously and were keen to express how good they felt afterwards: *'I feel re-juvenated!'*
- Non-users expressed a liking for green spaces in general, and forests and woodlands in particular. All agreed that the chance to see wildlife is a key attraction of a woodland environment, and some stated that going into a woodland provides a welcome escape from modern life.
- Non-users felt that trees, woods and forests inspire healthy activities like walking. This inspirational function was closely connected with the clean environment associated with woodlands.
- Women non-users stated that they wouldn't feel safe alone in a woodland. Here the source of danger or risk was clearly of a social nature, and had little to do with the physical environment of the forest or woodland. All agreed on the critical importance of being part of an organised group, to provide a sense of security, company in which to enjoy visits to green spaces, and also to provide a structure and schedule for activities.

⁸ The name given to the Greenwood CF project.

4. Key recommendations

The Active England funding allowed extra activity/events and infrastructure to be put in place and (in some cases) new people to be employed to engage with those who were under-represented in sport and encourage them to become more physically active. We make the following recommendations based on the results of the overall research.

- **Led activities** and **'facilitated access'** are critical to reaching target groups and should be supported as they provide an invaluable form of assistance and encouragement to get involved. Led activities are less resource intensive than facilitated access in which people are brought to a site by minibus.
- **Led group activities** should be provided on a **regular basis** as they are more likely to bring about sustained changes in behaviour than one-off events that attract large audiences. Led activities are particularly important for those who lack familiarity with a site, confidence, or a partner, and those who need support.
- The high social value of **group activities** should be recognised in project design.
- **Volunteers** provide a **vital human resource** and need to be adequately valued and supported as they can ensure the **sustained impact** of projects.
- Adequate **staff allocation, training** and **support** are needed for targeted outreach and community engagement work.
- **Outreach work** needs to be **adequately funded** and the **time** to engage with hard to reach groups should be factored into project design and delivery.
- Project staff need to identify **target groups** relevant to their sites and to put in place the necessary activities or infrastructure that will attract these groups.
- Project staff need **support** and **adequate time allocation** for long term strategic and business planning, particularly when there are likely to be changes in the types and quantity of visitors.
- **Monitoring and evaluation** needs to be thought about and planned before projects are started so that appropriate data can not only be collected, but also used by operational staff to inform decisions about **ongoing project** and **wider service delivery**. Thorough and robust monitoring and evaluation can also highlight significant similarities and differences between impacts across a number of sites and projects, providing invaluable information for **policy** and **funding decision-making**.
- Project publicity, support and encouragement for under-represented groups should be targeted at the **local level**, using existing **community structures**. Word of mouth and communication through local social networks are critical.
- Led activities and events should be promoted as ways in which to **meet new people** in **pleasant natural surroundings**, as well as emphasising the benefits of sport and physical activity.
- **Partnership** working is needed with wider service provision to address those barriers that lie outside the immediate influence of a project's lead organisation.

© Crown copyright