

**A Scoping Study for  
an Evaluation of the Economic and Social Contribution  
of 'Forestry for People' in Scotland**

A report for Forestry Commission Scotland

By

Max Hislop and Anna Elliott, Forest Research  
Environmental & Human Sciences Division (Social Research Group)

September 2005

## Contents

1	Introduction .....	3
2	What is 'Forestry for People'? .....	4
2.1	Mapping of 'Forestry for People' activities.....	4
2.2	Forestry for People activities and human values.....	7
2.3	Issues identified from a participatory problem analysis .....	9
3	Suggested themes for the evaluation of 'Forestry for People' in Scotland .....	18
3.1	Community Capacity .....	18
3.2	Livelihoods .....	19
3.3	Quality of Life .....	19
3.4	Health .....	19
3.5	Education .....	20
4	How does 'Forestry for People' link to Scottish Executive policy areas? .....	21
4.1	Scottish Executive Policies.....	21
4.2	Relationship between SE policies and 'Forestry for People' themes .....	23
5	What techniques are available for evaluating 'Forestry for People'? .....	24
5.1	Monetary evaluation .....	24
5.2	Multi-criteria Analysis .....	25
5.3	Evaluating Social Capital.....	25
5.4	Greenspace Scotland / LEAP Framework.....	25
6	What relevant research has already been done, and can any be used in this evaluation?.....	26
6.1	CADISPA review of published literature .....	26
6.2	Forest Research's review of literature potentially relevant to the study .....	26
6.3	Summaries of relevant literature .....	28
6.4	References for literature classified in the review .....	40
7	Suggested methodologies for evaluation of 'Forestry for People' in Scotland....	44
7.1	Community Capacity .....	44
7.2	Livelihoods .....	44
7.3	Quality of life.....	44
7.4	Health .....	45
7.5	Education .....	45
8	Proposals for reporting the evaluation .....	46
8.1	Full evaluation report structure .....	46
8.2	Suggestions for a high-profile summary report .....	46

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

9	Evaluation Project Plan.....	48
9.1	Project process.....	48
9.2	Research Commissioning and Project Management .....	48
9.3	Project costs.....	49
10	References.....	50
	Appendices .....	51
	Appendix 1: Terms of reference for Scoping Study.....	51
	Appendix 2: Omnibus Survey .....	54

*"What this is all about is forestry aligning itself with the reality of the political agenda, the reality of what matters to people"* (study interviewee)

## **1 Introduction**

The people of Scotland value the woods and forests of Scotland. In a survey of people living in Scotland conducted in August 2005, 79% of those interviewed regarded Scotland's forests and woodlands as either very or extremely important<sup>1</sup> to them. But what is it about Scotland's forests and woodlands that are important to them? Just how valuable are forests and woodlands to the people of Scotland?

Forestry for People has become a major objective for forestry in Scotland. In part this is delivered by the corporate and state sectors. There is also a distinctive and growing community forestry movement with a strong identity and active participation of communities, both rural and urban. This movement focuses on the provision of leisure and aesthetic benefits, but in rural Scotland the focus is towards benefits to the local economy through employment, contributing to the long-term security and viability of communities and community services, and in the collective activities and interests engendered by the community's stake in local forestry and control over their local environment.

Forestry Commission Scotland (FCS) approached Forest Research (FR) to undertake a scoping study for the evaluation of the economic and social contribution of 'Forestry for People' in Scotland.

The overall aim for FCS is to set in place a defensible methodology for the evaluation of 'Forestry for People' in Scotland that will initially provide some statistics and messages for the Spending Review in 2006. Thereafter the ongoing evaluation should provide FCS with a means to monitor progress against Scottish Executive policy areas.

This report identifies five themes that can be developed into Terms of Reference for future research contracts that will contribute to the evaluation of 'Forestry for People' in Scotland. These themes emerged from discussions with members of this study's steering group, from interviews with key stakeholders and from focus group discussions with people who use or live near some rural and urban woodlands in Scotland.

A review of recently published and 'grey' literature identifies methodologies that will be useful to evaluate each of the five themes.

Recommendations are made for the commissioning of research and the management of the whole evaluation project through to the spending review in 2006 and beyond.

---

<sup>1</sup> Omnibus Survey of 1000 Scottish Residents conducted by Scottish Opinion (Progressive Partnerships Ltd), 17<sup>th</sup> – 23<sup>rd</sup> August 2005. (See Appendix 2: Omnibus Survey)

## **2 What is 'Forestry for People'?**

The question posed by this section is crucial to the formulation of a proposal for the evaluation. To embark on an evaluation of 'Forestry for People' without a clearly defining what is meant by that term would be folly. A substantial proportion of the work involved in this scoping study has been involved in the struggle to define what 'Forestry for People' means, and therefore what should and should not be included in an evaluation of 'Forestry for People in Scotland.

Initial ideas of mapping 'Forestry for People' activities and how these ideas were influenced in discussion with the scoping study steering group are shown in section 2.1. It was hoped that through the graphical mapping exercise it would be possible to isolate those activities that were clearly 'Forestry for People'. Various criteria for the graphical axis were tried, none of them entirely successful.

The relationship between forestry activities and human values is discussed in section 2.2. This section references to various studies and the typologies that have been used to classify those values.

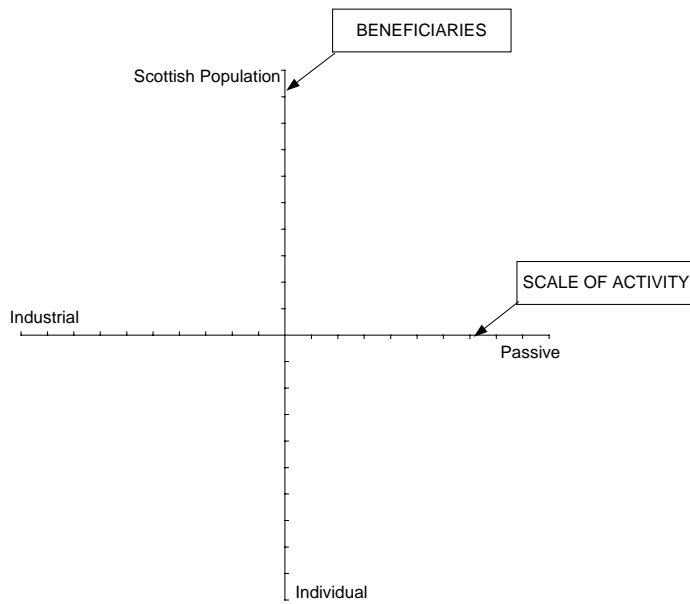
Section 2.3 presents the conclusions of a participatory problem analysis, which involved interviews with a number of Scottish 'Forestry for People' stakeholders and focus group discussions with groups of people from a number of different locations in Scotland.

### **2.1 Mapping of 'Forestry for People' activities**

Forestry is the human activity of growing and managing trees for human objectives. In this purest definition all forestry is for (some) people. However, the phrase has been used in Scotland in relation to forestry which has a less industrialised and more community focus. The 'Forestry for People Panel' (FfPp) was set up to advise FCS on how forests in Scotland should be managed to respond to the social and community agenda within the concept of sustainable forest management. It has championed 'Forestry for People' in terms of community partnerships, ownership and control of forests. However, forests in Scotland provide benefits to people who are not, and have no aspirations to be, involved in community forest partnerships or ownership. The people who derive benefits from forestry range from those who are actively involved in forest industries and other industrial sectors (e.g. tourism); those who are involved in community-focused projects, and those who are not actively involved in forestry.

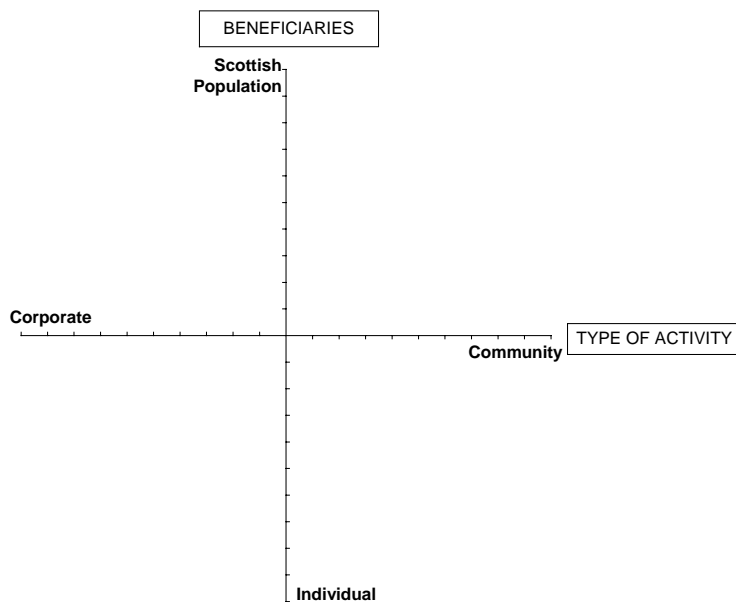
Agreeing upon a strict definition of what constitutes 'Forestry for People' (and therefore what isn't 'Forestry for People') is difficult and potentially unhelpful. In an attempt to better describe 'Forestry for People' it was suggested that it might be helpful to consider a spectrum of activities with traditional industrial forestry with benefits for a limited number of people at one end of the spectrum and passive forest-derived benefits to the people of Scotland at the other. It would be possible to plot 'Forestry for People' on two-axes: the range of activities with a greater or lesser level of active industry and the delivery of benefits to more or less people (Figure 1).

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland



**Figure 1. A two-axes chart to map scale of forestry activity against beneficiaries of forestry**

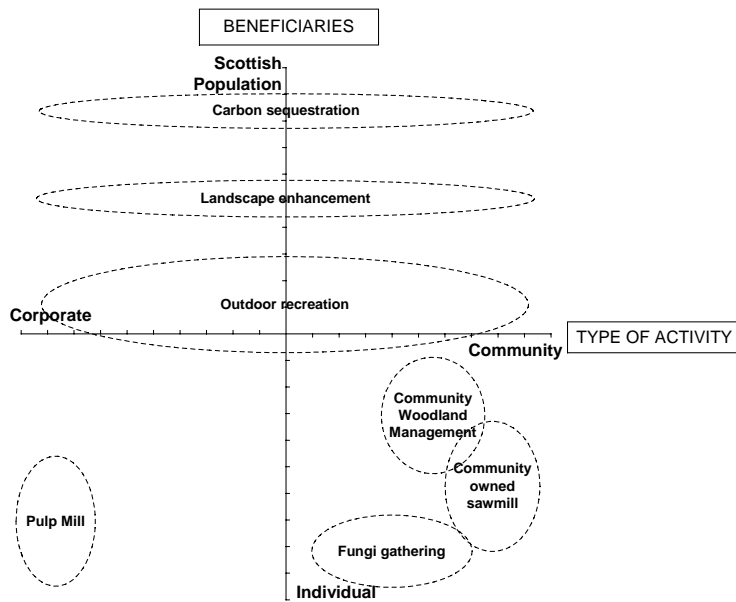
This two-axes chart instigated much discussion within the scoping study steering group. The general approach to mapping the breadth of what activities that could be described as 'Forestry for People' was supported, but the description of the axis was more problematic. An alternative two-axes chart was proposed, this time with the horizontal axis used to plot 'type of activity', rather than 'scale of activity' as in Figure 1.



**Figure 2. A two-axes chart to map type of forestry activity against beneficiaries of forestry**

However, when this chart was put to the test it proved to be unhelpful when plotting certain forestry benefits (e.g. forest recreation, landscape enhancement) which could be provided by a broad range of forestry institutions.

A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland



**Figure 3. Some forestry activities plotted on a two-axes chart**

A third attempt to map forestry for people activities proved to be more successful. This took the form of a two-by-two matrix with 'community' or 'corporate' forestry benefit providers versus 'community' or 'corporate' forestry beneficiaries (Figure 4).

		Providers	
		Community	Corporate
Beneficiaries	Community	<ul style="list-style-type: none"> <li>• Community-owned sawmill</li> <li>• Community woodland management</li> <li>• Outdoor recreation</li> <li>• Landscape enhancement</li> <li>• Fungi gathering</li> <li>• Carbon sequestration</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor recreation</li> <li>• Landscape enhancement</li> <li>• Fungi gathering</li> <li>• Carbon sequestration</li> </ul>
	Corporate		<ul style="list-style-type: none"> <li>• Pulp Mill</li> </ul>

**Figure 4. A providers and beneficiaries matrix to map forestry for people activities (examples shown similar to those in Figure 3)**

This matrix should make it possible to classify differing types of forestry activity for evaluation purposes and for comparison of values generated by forestry activity between sectors. If FCS requires this approach could be developed further to 'tease-out' different types of providers or beneficiaries. It is likely that the Forestry for People evaluation will wish to concentrate on the two 'community beneficiaries' boxes.

## 2.2 Forestry for People activities and human values

The matrix described above highlights that many if not most forestry activities could generate benefits to people in Scotland. When it comes to evaluating these activities within the context of a 'Forestry for People' study it will be necessary to identify the range of benefits that accrue to the people of Scotland from the activities. We might refer to forestry benefits as forestry values.

More, et al (1997) developed a useful typology of human values which they applied to forestry (Figure 6). Essentially they identified four subjective groups of values:

- Use values (Market values – e.g. price of pulpwood)
- Non-use values (Existence, altruistic values etc. – e.g. Woodland Trust subscription)
- Held values (Aesthetic, moral, spiritual values etc. – e.g. a beautiful view)
- Non-preference values (Functional values – e.g. – carbon sequestration)

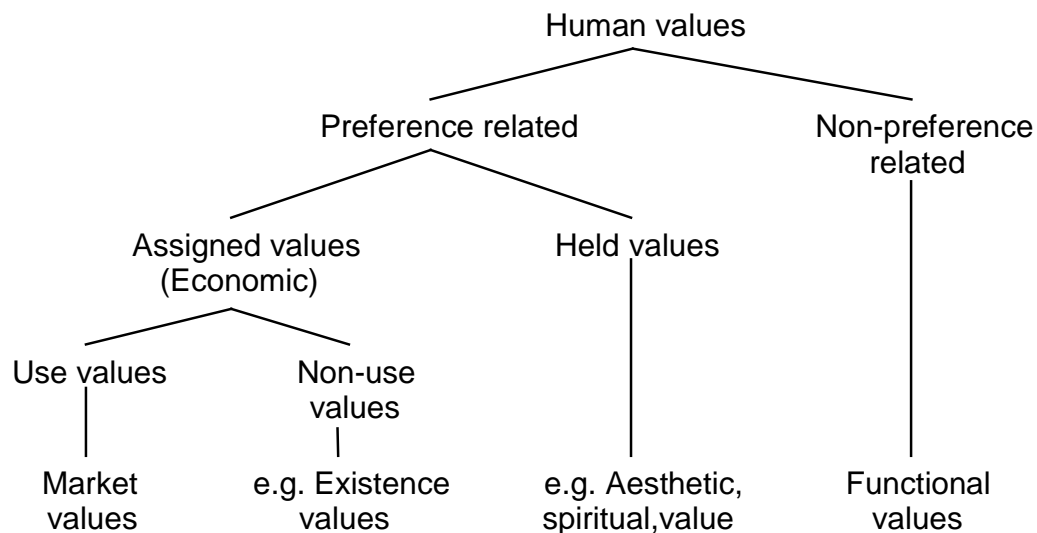


Figure 6. A typology of Human Values (adapted from More et al, 1997)

Slee, et al in attempting to evaluate forestry's contribution to rural development have identified four different types of value:

- Forest values (forest-related economic activity – e.g. employment and outputs)
- 'Shadow' values (economic activities resulting from forestry – e.g. tourism)
- Non-market values (external effects of forestry – e.g. informal recreation, health)
- Social values (values arising from identity, belonging attributable to trees and forestry – e.g. social capital)

They used a mix of methodologies appropriate to this typology to assess the differing values and they explicitly rejected the desire to try to reduce all the benefits to a single monetary value.

These two approaches to describing the range of values essentially 'carve-up' the same 'forestry for people cake' in different ways so that each element can be defined and measured.



Selman and Powell (2003) in evaluating the public benefit of public investment in community forestry in England identified a broad range of social, environmental and economic benefits for which they adopted a set of measures, based on various sources of guidance and literature. These measures include:

*Social Measures*

- Residents' awareness of woodland
- Relationship of woodlands to socially disadvantaged
- Perceived effects on house values
- Recreational benefits
- Attitudes, outlooks and involvement
- Participation and consultation in woodland development

*Environmental Measures*

- Ecological enhancement
- Aesthetic interest
- Renewal of derelict/despoiled land
- Carbon sequestration

*Economic measures*

- Expenditure and associated employment
- Attracting of funding

Again, this study used a mix of quantitative and qualitative methodologies appropriate to the identified measures. The study's evaluation is based on an aggregation of the results of the various methodologies.

The scoping study steering group recognised that some benefits that accrue to society at large are not appropriate for this study, such as the value of carbon sequestration, or the existence value of biodiversity.

In proposing the way in which these values should be organised for the evaluation, the approach of Slee et al would appear to provide a suitable framework for categorising the methodologies appropriate to evaluating each value. Under each of the four headings they used it is possible to develop a list of items to be measured, similar to the approach taken by Selman and Powell (2003). The categorisation of the forestry for people values that appear to be relevant to this study may be shown as:

Forest values (primarily measured using standard economic evaluation techniques)

- Associated employment
- Market values of forest products

'Shadow' values (primarily measured using standard economic evaluation techniques)

- Tourism
- Recreation

Non-market values (primarily measured using Benefits transfer methods)

- Informal recreation
- Public health
- Landscape aesthetics
- Impact on crime and security

Social values (primarily measured using Interpretative methods)

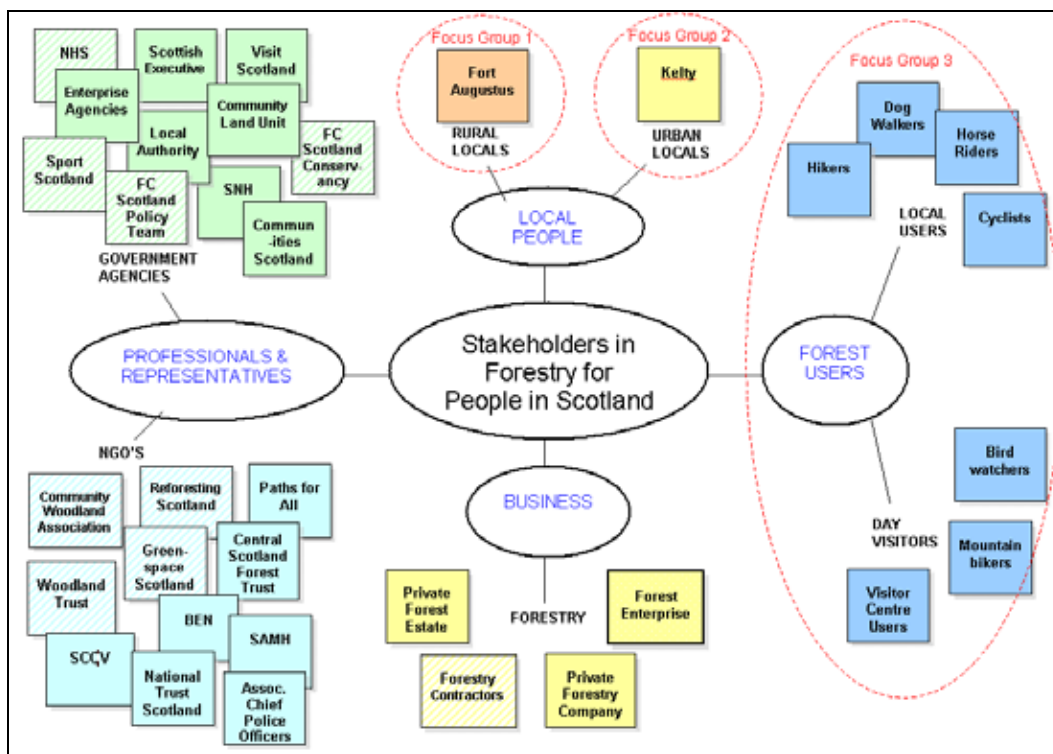
A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

- Community capacity
- Cultural, historic and symbolic associations
- Social awareness and attitudes to forests

**2.3 Issues identified from a participatory problem analysis**

In order to widen the scope of those included in the crucial task of determining what should and should not be included in an evaluation of 'Forestry for People' in Scotland, a participatory problem analysis was proposed to the steering group. This would seek to include as wide a range of views from those who might be expected to have an interest in 'Forestry for People' in Scotland.

With assistance from the FCS Social Forestry team a stakeholder analysis of 'Forestry for People' in Scotland was completed (Figure 7).



**Figure 7. An analysis of potential stakeholders in 'Forestry for People' in Scotland**

In order to ascertain a range of responses from these stakeholders it was determined that semi-structured interviews should be undertaken with representatives from a number of the organisations. Focus group discussions should be conducted with local people from two communities that could represent an urban (Kelty, Fife) and rural (Fort Augustus, Highland) context. A third focus group should be conducted with representatives from forest user communities (based on the Tweed Valley Forest Park).

**2.3.1 Interviews**

Eight interviews were undertaken between 11<sup>th</sup> July and 3<sup>rd</sup> August 2005 with representatives from the following organisations:

- Forestry Commission Scotland, Social Policy Team

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

- Forestry Commission Scotland, Conservator
- NHS Primary Care Trust
- Sport Scotland
- Community Woodland Association
- Forestry for People Panel
- Woodland Trust
- Greenspace Scotland

To some extent the number and range of organisations selected for interview was determined by those who were available at the holiday time of year and at relatively short notice. However, the organisations they represent are drawn from both government and non-government organisations and can be expected to hold a breadth of opinion.

The interviews followed broadly similar formats and included the following questions in the topic guide for the discussions:

1. When you hear the term 'Forestry for People', what kind of forestry activities come to mind?
2. What are not 'Forestry for People' activities?
3. What are the benefits that these activities provide to people of Scotland?
4. How might we be able to detect if the benefits are being provided by 'Forestry for People' activities?
5. How can we tell if 'Forestry for People' is successful?

#### 2.3.1.1 *'Forestry for People' activities and benefits*

The interviewees gave broadly similar lists of benefits that they associated with 'Forestry for People'. The benefits that all interviewees mentioned were:

- economic
- recreation
- health
- education
- community
- aesthetic
- environmental

#### **Economic benefits**

The impact of employment and wealth creation is recognised as being a significant contribution to supporting fragile communities especially in the more remote rural areas of Scotland. Forestry employment in these circumstances is connected with sustaining people's ability to 'stay on the land' and to maintain 'a way of life':

"as you go further north and west, people are really involved in actually producing something from the forests. Making the forests contribute to their way of life and their well-being, and looking for ways of actually rekindling this sort of forest culture that makes the forest a central part of what they do."

There was no rejection of industry as irrelevant to 'Forestry for People', however there was divided opinion about the inclusion of the benefits of large-scale nationally-focussed wood processing should be included in the term:

"...we need to be using the resource locally too.... I mean it is local factories; it's appropriate cottage industry scale if you like. Small sawmills value-added

## A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

working with hardwoods as well as working with softwoods...So I would classify that as industrial, but it is at an appropriate level and an appropriate scale."

"...you have forestry here, and the people part is a long way down the road, but it is still there. It gets diluted as it goes down through the process. ...but the very fact that it is producing a wood product that will be used by all means that it is still in (forestry for people), but it is much lower down on the pecking order."

There was also general recognition of the role forestry has in equipping people to find employment through training and the acquisition of new skills:

"forestry has impacted on local communities ... in terms of its local economy, whether that was providing training opportunities for younger people or people returning to work."

Interviewees recognised that as well as the direct employment (forest industry and recreational facilities based) there are also indirect employment (tourism and service industry based) benefits associated with forestry:

"there is also indirect benefits to local communities that might not use the forest but because people are coming in to that area and using the forest they are supporting local bus services...petrol stations...post offices."

Generally they identified that locally based employment was more likely to be regarded as 'Forestry for People' rather than regionally or nationally based employment:

"...any forestry operation is going to provide some degree of employment. It is how those benefits are accruing. Whether that is an intentional purpose of it. Whether it is actually about supporting that local economy through those employment structures, or whether it is about bringing an external contractor in to do that."

### **Recreational benefits**

All interviewees recognised that recreational benefits are a part of 'Forestry for People'. Interviewees mentioned a wide variety of recreational activities: walking, mountain biking, guided walks, wildlife watching, arts projects, orienteering etc. Recreational benefits were often linked with health benefits, but one interviewee made this distinction:

"If we are talking about making a difference to what happens to people in Scotland it's giving those active recreationalists more places to do it, it's probably not having a major health impact because they would be doing those activities somewhere else. It really only has a major impact on health if you are ...changing people's behaviour patterns."

The benefits to people mentioned by interviewees were:

"pleasure, fun, well-being"

"groups of people going out together and enjoying spending time in the forest"

"friendship and companionship and camaraderie"

### **Health**

All interviewees recognised that health benefits from accessing and exercising in forests are a part of 'Forestry for People'. All distinguished that there are both physical and mental (or psychological) benefits to be gained:

"The more people want to access (the forest) you are looking at a huge amount of health benefits. Just fresh air and exercise. Physical health benefits. But there is not just physical health benefits because people going out and walking in a pleasant environment in the fresh air is especially psychologically beneficial. I

think it has been found that people's stress levels will drop if they are out in a woodland"

### **Education**

All interviewees recognised that there are a range of educational benefits that are a part of 'Forestry for People'. The terms the interviewees used that are associated with education were:

"understanding of forests"; "awareness of the environment"; environmental education"; "learning"

"...you are not just talking about taking primary schools out in the woods. You are talking about a far wider thing"

"...if you look at forest schools, then the benefit we get, particularly with children who don't perform academically, we get benefits from being in a different environment and their social skills, team playing, confidence all increase."

### **Community**

The community benefits of forestry for people took up a substantial part of the discussions with most interviewees. The benefits they identified included:

"there is actually another basket of benefits which are the kind of community capacity, community confidence, community stability. And you know when we are talking about 'Forestry for People' I think we are actually talking sometimes about 10% forestry benefits and 90% kind of other social benefits."

"it can be very positive I think for bringing the community together in a common purpose"

"Obviously I've talked to a lot of people who are involved in community forestry... it has increased their self confidence because they have been working with people. They have done things that they didn't know they could do. They didn't know they wanted to do. And they have been able to spring off and do something else."

"there is a range of opportunities to actually reconnect people back into decision-making processes that whole dimension which comes through engagement, through empowerment, through ownership. Which has a wide range of social benefits for people....restoring an individual's confidence...a degree of self esteem."

"it would be a sense of local use, local control, local ownership. A sense of belonging, maybe."

"But it is more than just a nice place to walk the dogs... Of being part of something. ...And also the sociability factor is very high. People ...meeting other people, find out what's going on in the area. And they interconnect with people they would not normally connect with. And again there is a value in that."

### **Aesthetic**

Interviewees identified forests and woodlands as a potential enhancement of the people's environments and therefore a 'Forestry for People' benefit that should be evaluated. In the rural context this was often associated with benefits to visitors to the forest area and therefore knock-on benefits to the tourism industry:

"...they have got to the stage where they have developed a tourism strategy to try to benefit from the visual attractiveness of the oakwoods that they have."

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

"forests make the landscape in a lot of the north and central Scotland. And landscape is the capital of tourism in that if the landscape is high quality and if the environment is high quality you have got the potential to generate high quality, high value too.

Although the benefits to local people were recognised to:

"There are the immediate local beneficiaries ...who don't actually use the forest, but experience the visual impact, the visual amenity of the forest."

In the urban context forests and woodlands were identified as improving local people's quality of life and making locations attractive to new businesses:

"It's issues like amenity value. Impact on property prices. The whole landscape value dimension. And elements to do with the attraction of business to an area, particularly if you are looking at it in an urban setting."

"...quality of life ... that is part of what keeps people living in a place and encourages new people to move into a place and to bolster the community. And if it is in an urban situation ...then quality of life is really important then as well because it is what makes a situation tolerable or pleasant..."

There was also mention of the particular ambience that forests can create:

"I think if the study is about what will attract people into the forest and keep them in forests then aesthetics has to be taken into consideration. But it is not just visual aesthetics. I think it is about atmospheres as well. It is about the environment that you go into, you know. So, particular atmosphere can be created by what a forest is like."

### **Environmental benefits**

All interviewees were asked to consider whether management activities to enhance or protect species habitats (e.g. Capercaillie site management) was a 'Forestry for People' activity and the associated benefits. There was some divergence of opinion. Some interviewees thought that all environmental benefits should be considered:

"I was intrigued that within your brief for your study that the word 'environment' didn't appear at all. Which surprised me. And I am not quite sure why that was. Because to my mind people are part of the environment as well... I would certainly be keen to see environmental aspects incorporated within the assessment."

Other interviewees thought that species 'existence value' (see section 2.2) should be included in the evaluation:

"...do you get any pleasure from knowing the Capercaillie are protected if you never see them and never go where they live? And the answer is probably 'yes'. Part of it is the feeling of well-being that Scotland's species are being protected...I would say that is part of 'Forestry for People' because it would relate to the sense of well-being and that is probably the same for landscape character as well."

Most interviewees considered that habitat management and other environmental management activities should only be valued if there is a direct benefit to people locally or regionally. The benefits are likely to be realised through increased visitor numbers for wildlife watching and increased environmental education opportunities:

"If there is an education programme going with it, which is saying in this woodland we are doing so and so and so and so to manage Capercaillie, and it is actually educating people in terms of environmental education and habitat protection.... That comes into 'Forestry for People'. If it is something that is just happening somewhere else it's a valued activity, but it is not 'Forestry for People'. It's forestry for wildlife."

## A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

"I guess on the ecological side you have got national commitments, international designations and so on which may occasionally run counter to local aspirations and sometimes may have to dominate over local aspirations if it is significant enough. So again I guess there are situations where nationally it is not going to be of local benefit because it is so important nationally. But, I mean, it would be very few and far between. Almost always you would be able to see some opportunity for somebody locally to run a guided walks, or holidays to come and visit or a local B&B can advertise themselves as being, "come and see Black Grouse" or see "Eagles" or something like that."

Interviewees also mentioned that 'Forestry for People' could reduce environmental impacts:

"Forestry for People (has) potential to develop things as locally as possible. Reduce timber miles, on these kind of issues."

### 2.3.1.2 *Definitions of Forestry for People*

The interviewees were asked to consider what is and what is not forestry for people. The purpose of these questions was to try to come to a common definition of 'Forestry for People'. It was clear that the interviewees had problems with this. Sometimes the interviewee would make a bold statement:

"The elements which are about timber production, where it's solely for timber production purposes. That's where I would draw the line."

Only to modify that statement later in the discussion as they gave more thought to the subject:

"I think I am struggling with this because my gut reaction is this is about people engaging with the forest who are not directly involved in the forestry production. But when I have then talked through my definitions which are about impacts on the local economy and people, that does tend to bring in quite a lot more activity."

However, a range of factors emerged from the discussions that help to define what the interviewees feel 'Forestry for People' means to them.

#### Objectives of management:

"If your end point is to make money from the planting or the management of a forest for personal gain or for business gain and it is just purely for business purposes, in which case you would do it as cheaply and as efficiently as possible. But, if you are creating or managing a woodland or forest with the end point being to create a forest where there has been consultation, where people are taken into account for the type of forest, the type of trees, the type of management and the local employment and local access, and that is all taken into account, then that's Forestry for People. The other one is a business."

#### Benefits for local people:

"...if you are actually talking about people and relating it to people it has to be what happening in their immediate environment. ... So I do tend to use 'local' because I think that is the way that people do engage with the forestry or the wider environment. It's what is on their doorstep. Otherwise in terms of Forestry for People (there are) recreational facilities down in Dumfries and Galloway and so on. Unless I use them, I probably wouldn't see those as a relevance."

"I think it is like, you know, a stone in a pool. From a particular woodland the concentration of benefits will be in a local area."

"In a sense it's the reversal of where forestry was 20 years ago. Where it was very focussed on national outputs and very little focussed on local or regional benefits. All the local/regional aspects have grown in importance, significance and 'Forestry for People' seems to be a term that encapsulates most of them."

## A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

"the more local you can add value the more perceived benefit there is in terms of people."

### Ownership and Responsibility:

"...the other side of the coin from benefits is responsibilities. And responsibilities is related to the tenure, so you could begin to define it in terms of the type of ownership or the type of responsibility which people have with the forests. ...The whole range of ways of taking responsibility of land from outright ownership on the one hand through to management agreements."

"It is all about purpose and responsibility and ownership."

### 2.3.1.3 *Indicators of Forestry for People*

The interviewees were asked to give their responses to the question: 'How might we be able to detect if the benefits are being provided by 'Forestry for People' activities?' The intention of this question was to elicit their thoughts, ideas and suggestions about what it is that should be assessed (the indicators) that would provide a measure of the value of the benefits of 'Forestry for People'.

All interviewees recognised the need to be evaluating both by counting things (quantitative measures) and by assessing the quality of things (qualitative measures).

Some examples of things they suggested are listed below.

#### Quantitative measures:

"the number of people who turn up at your AGM"

"count the number of volunteer days...You could say we will provide 20 volunteer days and that is x amount of thousands of pounds"

"how many of the community use the facilities"

"the community trust will tell you that they spend a turnover of £xxxk a year and that 80% of that stays within the local economy"

#### Qualitative assessments:

"You could break it down in various way....By the quality of the experience. How much you enjoyed it"

You could survey anecdotal evidence from teachers

The general consensus was that quantitative measures should be used where possible but that qualitative assessments are necessary additions because they add meaning to the numbers generated by quantitative measure. For some values quantitative measures are meaningless and in these circumstance qualitative assessments should be used.

### 2.3.1.4 *Criteria of Forestry for People*

The interviewees were asked to suggest how we might tell if 'Forestry for People' is successful. The intention was to get an indication about how forestry might be monitored over time to gauge the success of a range of activities, initiatives and projects that contribute to 'Forestry for People'.

### Attitudinal changes

"I think by asking people and coming up with the view of communities that forestry has contributed to their well-being, their success, their economy."



## A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

"Just how relevant is it to people's lives. People have a recognition factor of forestry and its regarded as being a good thing which contributes positively to their lives"

"You could pick anyone off the street and they would put forestry high up on their agenda of what was important."

### Expenditure in the community

"do a quick analysis of where the money went. 80% of that went into local rural communities...The actual money stayed in the community because it was going to individuals that lived there."

### Mapping process of change

"It's about mapping a process of change in the way a range of forestry bodies, landowners are engaging and working with people...mapping a change about 'forests for people' to 'forests with people', that whole ownership dimension."

### Building a Forest Culture

"What we are trying to do is build a forest culture and that takes in the ideas of community development, community capacity, social benefits....It could be how people define themselves."

### Social justice

"I think a successful forest is one that provides for all needs and all sectors."

## 2.3.2 Focus Groups

Forest Research contracted Hexagon Research and Consulting to organise and facilitate three focus groups to examine people's attitudes to and perceptions of forestry and woodlands in Scotland. The three focus groups involved participants drawn from:

- Regular users of forests for recreational or other pursuits
- Members of local communities living near urban woodland areas
- Members of local communities living near rural woodland areas

The focus groups took place in three locations – Kelty, Fort Augustus and Peebles during August 2005.

The full report of these discussions is still awaited, however a summary of the discussions has been received from which the following points seem most relevant:

- Woodlands and forest areas were highly valued by all participants for the 'escape' they provided from everyday life and pressures and the opportunity they gave people to experience the natural environment.
- Participants who lived near to forest and woodland areas felt a sense of ownership and clearly saw them as being a public facility that could be freely accessed by people without any barriers or restrictions.
- While participants recognised the physical health benefits they may gain from participating in activities in woodland and forest areas they were more likely to focus on the psychological or emotional benefits they gained.

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

- Very few participants specifically mentioned the environmental benefits of woodland areas in terms of their impact upon air quality and reducing pollution. However, they were more enthusiastic about the diversity of flora and fauna they were likely to experience.
- The fact that woodland and forest areas provide opportunities for undertaking recreational activities that are free of charge was seen as being important to many participants. They said this meant that it was a form of recreation that was available to everyone regardless of their income, unlike many other forms of leisure activity.
- Participants saw the potential economic benefits of attracting people to make more use of forest and woodland areas – both in terms of direct economic benefits in terms of jobs but also indirect economic benefits for local businesses from visitors and tourists.
- All groups saw forests and woodland areas as having an important educational role, particularly for children to give them a better understanding of environmental issues and an appreciation of their natural environment.
- All of the groups emphasised the need to encourage young people to make more use of woodland and forest areas. However, there were also some concerns that young people might be involved in anti-social behaviour such as under age drinking and vandalism. Engaging young people in the planning and development of facilities designed for their use was seen as one way of overcoming this potential problem.
- Participants in all of the groups said they would like to have more information about activities and developments in their local forest or woodland areas. Some participants said they would like to be more actively involved in discussions about how the forest could be developed for the benefit of other people. Others were simply interested in getting more information that would help them maximise the benefit they gained from their use of woodland or forest areas.

### **3 Suggested themes for the evaluation of 'Forestry for People' in Scotland**

Five themes are suggested that could form the basis for the commissioning of research to evaluate 'Forestry for People' in Scotland. The themes are:

- Community Capacity
- Livelihoods
- Quality of life
- Health
- Education

These themes reflect the bulk of the benefits associated with 'Forestry for People' identified by the participatory problem analysis. To some extent they correspond to the FCS Forestry for People programmes:

- Sustainable Rural Communities
- Woodlands In and Around Towns
- Getting into Woods
- Woods for Health
- Learning for Life

Land Use Consultants (2005) undertook a review of research for Greenspace Scotland relevant to greenspace and quality of life. The five headline themes they identified were:

- Communities
- Enterprise
- Transport
- Health
- Education

Again these themes correspond with the suggested evaluation themes identified above and give some reassurance that they are sound categorisations of 'Forestry for People'.

Each theme is briefly described below.

#### **3.1 Community Capacity**

All the interviewees discussed the benefits that forestry for people can bring to communities and individuals within communities in terms of group and personal development. They identified a list of benefits that can be covered by the term 'community capacity':

- Sense of belonging/Ownership
- Capacity building
- Community/Individual confidence
- Individual skills and training
- Self esteem/Community pride
- Community empowerment
- 'Connectedness'/Social cohesion
- Community engagement
- Community stability

The research project should evaluate this range of benefits. Methodologies that aim to evaluate Social Capital assess many of the benefits listed above (Aldridge, et al.

2002). The economic benefits of community capacity through 'Forestry for People' activities should be evaluated through the 'Livelihoods' theme.

### **3.2 Livelihoods**

The interviewees identified a range of benefits that could be regarded as having an economic benefit. Often these were described in terms such as 'jobs', 'local employment', 'income', 'wealth creation', and 'money in their pockets'.

The general consensus was that the value of livelihoods supported through wood processing industries focussed at the national scale should not be included in an evaluation of 'Forestry for People'. Regionally or local based industry should be included that generates benefits to people in those localities.

This would include:

- employment at medium scale sawmills (e.g. James Jones at Aboyne) and other regional and local wood processing industry,
- direct and indirect local employment in forestry, tourism and service industries,
- employment through recreation provision, development and maintenance
- employment through wildlife habitat management where the habitat or associate species attract visitors to the area for pleasure or education
- the contribution to people's livelihoods of timber and non-timber forest products through the market and 'grey' market.

### **3.3 Quality of Life**

Interviewees identified the opportunity to participate in a variety of forest and woodland related pastimes as a benefit to people's quality of life. Clearly this could also have additional health benefits, but the benefits of 'pleasure' and 'fun' were distinguished from the physical health benefits of increased activity levels and mental health benefits from the peace, quiet and solitude afforded by forests and woodland.

Similarly, the value of visual amenity, whether that is through landscape-scale forest design or through the more intimate-scale often associate with 'greening' in the urban fringe, is regarded as improving people's quality of life.

This theme should include evaluations of:

- The value of woodland recreation to people's quality of life
- The value of arts and culture to people's quality of life
- The value of visual amenity of wooded landscapes to people's quality of life
- The value of visual amenity of wooded landscapes to people's choices about where to spend their leisure time
- The value of the visual amenity of trees and woodlands in urban areas and on the urban-fringe to people's quality of life
- The value of the visual amenity of trees and woodlands in urban areas and on the urban-fringe to choices about the location of new businesses.

The economic benefits associated with recreation or visual amenity through 'Forestry for People' activities should be evaluated through the 'Livelihoods' theme

### **3.4 Health**

The health benefits that people derive through access to forest and woodlands was mentioned by all interviewees. All interviewees identified the health benefits in terms of:

- physical benefits
- mental (or psychological) benefits.

Other terms they used with association to health benefits included:

- 'wellbeing',
- 'relaxation',
- 'de-stressing',
- 'restorative benefits',
- 'wellness'.

It isn't perhaps surprising that all interviewees discussed this theme because the relationship between forestry and the health agenda has been the topic of much discussion in recent years for those with an interest in forestry. However, as section 6.2 shows, there has been little evaluative research in this area to date though there is presently much activity in the research community to address this gap in the literature.

### **3.5 Education**

The educational opportunities afforded to people by Scotland's forests and woodland was recognised by all interviewees. Interviewees mentioned these education-related values that should be taken into account as part of this evaluation:

- environmental education and guided walks,
- forest school,
- awareness and understanding of forestry and the environment
- training and the acquisition of marketable skills
- communication and interpretation of habitat management
- learning, leading to employability

The relationship between forestry and the education agenda has been recognised for some years but, similar to the health agenda, evaluations of the benefits to people and society are few. Recent evaluations of Forest School (New Economics Foundation 2003) (see section 6.3) are beginning to reveal the potential value of this theme.

## **4 How does 'Forestry for People' link to Scottish Executive policy areas?**

### **4.1 *Scottish Executive Policies***

The Scottish Executives policies were published in 'A Partnership for a Better Scotland (Scottish Executive 2003). Those that may relate to forestry and the overarching SE objectives to which they contribute are illustrated in Figure 8.

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

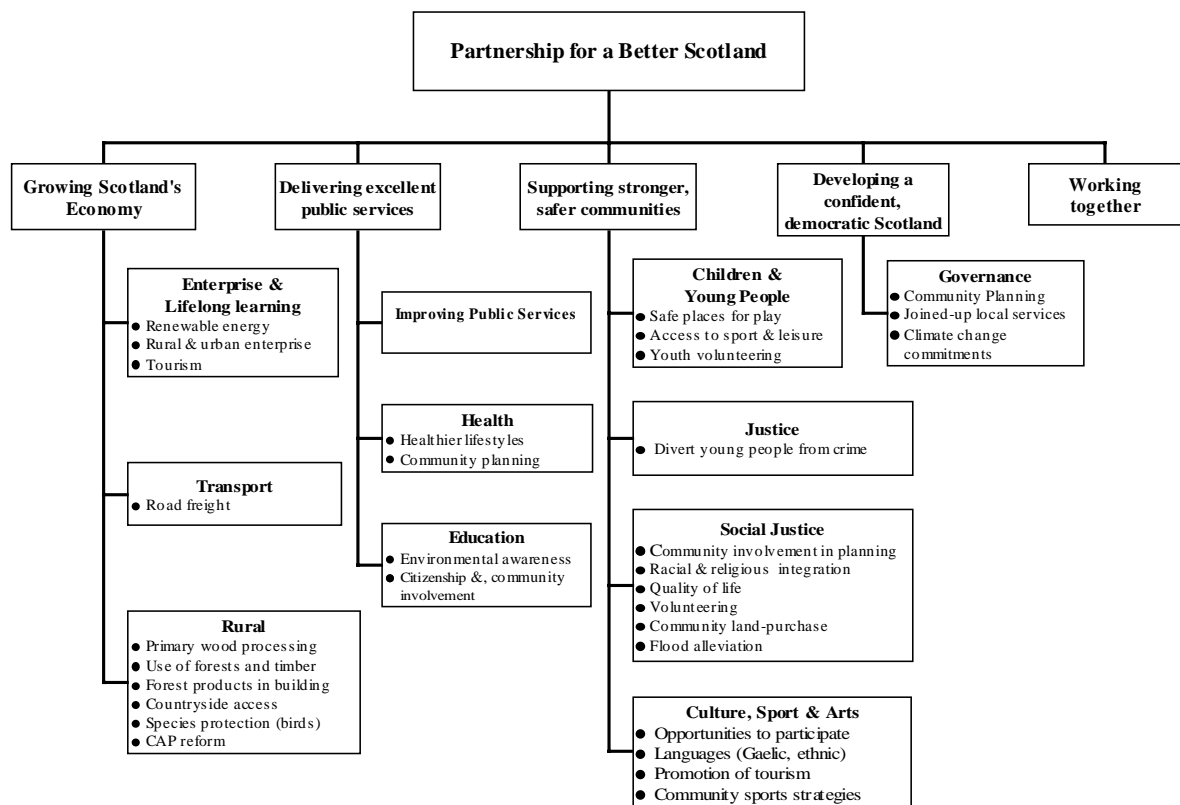


Figure 8. Forestry related objectives extracted from 'A Partnership for a Better Scotland'.

**4.2 Relationship between SE policies and 'Forestry for People' themes**

The evaluation themes identified in section 3 relate directly to some of the policy areas shown in Figure 8. This relationship is shown in Table 1.

**Table 1. The relationship between Scottish Executive policy areas and 'Forestry for People' evaluation themes**

	Scottish Executive Key Policy Areas			
Forestry for People evaluation themes	Growing Scotland's Economy	Excellent Public Services	Supporting Stronger , Safer Communities	A Confident and Democratic Scotland
Community capacity				
Livelihoods				
Quality of Life				
Health				
Education				

A good example of how the links between environmental practice and SE policies have been identified and reported is the Scottish Natural Heritage report, *"Making the links: greenspace and quality of life"* (Land Use Consultants 2005). It is recommended that FCS consider that report when developing proposals for reporting on the evaluation of 'Forestry for People' in Scotland (see also paragraph 8.2).



## **5 What techniques are available for evaluating 'Forestry for People'?**

A brief review of the range of techniques that may be used to evaluate forestry for people in Scotland is given below.

### **5.1 Monetary evaluation**

The FC defines evaluation (Forestry Commission 2003) as:

“the systematic analysis of the costs and benefits of a course of action which is in progress or which has come to an end”.

The Treasury has well-developed techniques for the monetary valuation of the costs and benefits of marketable forestry benefits (HM Treasury 2004), which should form the basis of the methodologies recommended by the scoping study.

However, there are less well-developed tools and procedures for the evaluation of non-marketable benefits. The recently published FC sustainable forestry briefing paper 'Social and environmental benefits of forestry' lists benefits such as: opportunities for open-access outdoor recreation; contributing to the visual quality of the landscape, and; carbon sequestration. These benefits are not (usually) traded in markets and so evaluating them in economic terms isn't straightforward. Economists have developed non-market benefit tools (e.g. willingness to pay, hedonic pricing) to calculate economic proxies for these public benefits. These tools have gained some acceptance from policy-makers as ways to understand the relative (rather than absolute) values of non-market benefits. The aim for all of these evaluation tools is to monetarise non-market benefits so that a direct comparison can be made between them and the economic market values.

The attractions of cost-benefit analysis (CBA) as a tool for guiding policy include (Dodgson, et al. 2000):

- It considers the gains and losses to all members of society on whose behalf the CBA is being undertaken;
- It values impacts in terms of a single, familiar measurement scale – money – and can therefore in principle show that implementing an option is worthwhile relative to doing nothing;
- The money values used to weight the relative importance of the different impacts are based on people's preferences generally using established methods of measurement.

However, the drawbacks of CBA include (Dodgson, et al. 2000):

- Preference or hedonic pricing is not immediately practicable for some non-market impacts, because relevant data may not be available or may be too expensive to collect;
- It may not be possible to present some impacts in terms where people are able to make reliable trade-offs against money;
- There maybe some impacts which cannot readily be quantified in a way which could be set against a scale of monetary values (e.g. the effects of forestry on outputs with diffuse consequences, such as social cohesion)
- It doesn't take into account the interactions between different impacts.

A useful recent summary of monetary valuation techniques and the most appropriate choice of techniques for different forest benefits is contained in chapter 2 of The

Woodland Trust's "*Woodland – its Contribution to Sustainable Development and Quality of Life*" (ERM 2004).

## **5.2 Multi-criteria Analysis**

An alternative approach to the appraisal of market and non-market values is multi-criteria analysis (MCA). MCA establishes preferences between options by references to explicit set of objectives that the decision making body has identified, and for which it has established measurable criteria to assess the extent to which the objectives have been achieved. MCA emphasises the judgement of the decision making team, in establishing objectives and criteria, estimating relative weights and judging the contribution of each option to each performance criteria. MCA provides a means to include observed prices (derived from monetary evaluation techniques) with the objectives, criteria, weights and assessments of the decision-makers. However, the subjectivity that pervades MCA may be a concern and the extent to which MCA can be used for evaluation rather than an appraisal of alternative options may need to be considered.

## **5.3 Evaluating Social Capital**

"Social capital consists of the networks, norms and relationships, values and informal sanctions that shape the quality and co-operative quality of a society's social interactions" (Aldridge, et al. 2002)

Social Capital can be considered to be the fundamental constituent of what makes a community. If one of the benefits of forestry were considered to be community development, then an assessment of forestry's contribution in terms of social capital seems appropriate. It can be measured in a variety of ways. Putnam (2000) uses a composite indicator containing measures of: the intensity of involvement in community and organisational life; public engagement; volunteering; informal socialising; and reported levels of interpersonal trust. The New Economics Foundation developed a technique for assessing social capital (Walker, et al. 2000) which is been tried to assess the impact of forestry on a rural community in mid-Wales.

## **5.4 Greenspace Scotland / LEAP Framework**

Greenspace Scotland has recently developed an evaluation framework based on the LEAP (Learning, Evaluation and Planning) approach from the Scottish Community Development Centre. The framework has not yet been published but it is a participatory approach to evaluation, that involves communities in identifying what is valuable to them, agreeing on suitable indicators, undertaking the evaluation and using that learning in the development of new plans.

The framework will be available from autumn 2005.

## 6 What relevant research has already been done, and can any be used in this evaluation?

### 6.1 CADISPA review of published literature

The Forestry Commission's Corporate Forestry Support let a contract to CADISPA at the University of Strathclyde in April 2005, to undertake 'A Review of the Value of forestry for people in Scotland'. One of the tasks of this contract was to "*Identify and review research that is relevant to valuing forestry for people's contribution*". Unfortunately to date the report of that contract has not been available for the literature review findings to be included in this scoping study report.

However, Forest Research completed a review of recent evaluation studies identified by potential commissioners of such research. A report of that review is below.

### 6.2 Forest Research's review of literature potentially relevant to the study

A review of recent evaluation studies that (mostly) haven't been formally published or published in a scientific journal was undertaken. These studies may potentially describe innovative methodologies that could be useful to this study and recent data that might be transferable to an evaluation of 'Forestry for People' in Scotland.

People were approached from a wide range of organisations that may have commissioned, or access to, or knowledge of ongoing studies or study reports that have recently been completed. The references of the literature this trawl elicited are listed in section 6.4. The studies are categorised in Figure 9. Each study is categorised by:

- **Study type**
  - D = study includes analysis of primary data
  - M = study describes a methodology only, it does not include data
  - R = study is a review of literature
- **Valuation methodology**
  - E = study uses a monetary valuation methodology
  - NE = study uses a non-monetary valuation methodology
- **Scale** of the study's conclusions
  - L = locally-based study (e.g. a forest, town, village or other community)
  - R = regionally-based study (e.g. a political region, city, regional initiative)
  - N = national-wide study (e.g. whole of Scotland, whole of GB)
- **Country** in which the study took place
  - S = Scotland
  - E = England
  - W = Wales
  - GB = Great Britain
  - I = Ireland
  - O = other
- **Focus** of the study
  - The relevance of the study according to the five themes of 'Forestry for People'

The references that are highlighted in yellow in Figure 9 are those that were selected for review (see section 6.3).

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

## A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

Literature	Study	Valuation	Scale	Country	Community	Livelihoods	Quality of Life	Health	Education	Comments
Aeron-Thomas, et al (2004)	M	E	R	E	X	X	X	X	X	General methods
Bird, W. (2004)	D	E	R	GB				X		Focuses on greenspace and not specifically woodlands
Centre for Economic & Social Regeneration (2004)	M & R	E&NE	L	E	X	X	X		X	
Christie, M., et al (2000)	D	E	R	S			X			Focuses on recreation
CJC Consulting (2003)	R	E	R	E	X	X	X			
CJC Consulting (2004)	D	E	N	S		X	X			
CJC Consulting (2005a)	D	E	N	GB				X		
CJC Consulting (2005b)	D	E	R	S	X	X	X	X	X	
CJC Consulting (2005c)	M	E	N	W	X	X	X	X		
CJC Consulting (2005d)	R	E&NE	N	E	X	X	X	X		
Countryside Agency (2003)	D	NE	R	E	X	X	X			
Countryside Agency (2005)	D	NE	R	E	X	X	X		X	
Crabtree, J.R. et al. (2001)	D	E	N	GB	X	X	X			
Day, B. (1999)	M	E	N	GB	X	X	X			General methods, doesn't focus specifically on woodlands
De Vries, S. (in press, 2006)	R	NE	N	O				X		Netherlands
Dickie, I. & Rayment, M. (2001)	D	E	N	GB	X	X	X			
Dillon, J., et al. (2005)	D	NE	L	E					X	
FC England (2003)	D	NE	R	E				X		
FC Wales & CydCoed (2005)	D	NE	L	W	X					
FE & NFO (2003a)	D	NE	L	W			X			
FE & NFO (2003b)	M	NE	N	GB			X			
FE & NFO (2003c)	D	NE	L	E			X			
FE (2004)	D	NE	L	E			X			
FEI (2005)	M	NE	N	GB					X	Quality assurance
Greenspace Scotland & SNH (2005)	R	NE	N	S	X	X	X	X	X	Focuses on greenspace and not specifically woodlands
Lee, T.R. (2001)	D	NE	N	GB			X			
Macaulay Institute (2003)	D	E	N	GB		X				Focuses on tourism
Murray, R. (2003)	D	NE	N	W					X	
O'Brien, L. (2004a)	D	NE	R	E	X		X	X	X	
O'Brien, L. (2004b)	D	NE	L	E	X	X		X	X	
O'Brien, L. (2005)	D	NE	L	E	X		X			
Ofsted (2004)	D	NE	N	GB					X	Focuses on outdoor education and not specifically woodlands
Peterken, G., et al (2003)	M	E&NE	N	E	X	X	X			
Powell, N. (2005)	D	NE	L	E				X		
Pretty, J., et al (2005)	D	NE	N	GB				X		
Price, C. (1997)	M	E	N	GB		X	X			Cost-benefit analysis
Rickinson, M., et al (2004)	D	NE	N	GB					X	Focuses on outdoor education and not specifically woodlands
Roberts, D. (1999)	D	E	N	S		X				
Scarpa, R. (2003)	D	E	N	GB			X			Focuses on recreation
Scarpa, R. et al. (2000)	D	E	N	I			X			Focuses on recreation
Selman, P. & Powell, J. (2003)	D	E	L	E	X	X	X	X	X	
Slee, B. & Snowdon, P. (1999)	D	E	L&R	GB	X	X				
Slee, B. et al.(2003)	D	E&NE	N	E&W	X	X	X			
Slee, B. et al.(2004)	M	E	L&R	GB	X	X	X			
Snowdon, P. & Tresidder, E. (2004)	R	E&NE	N	GB	X	X	X	X		
Social Regeneration Consultants (2005)	M	NE	R	S	X	X	X	X	X	
SQW (2004)	D	NE	R	E	X		X	X	X	
Taylor, J. (2003)	D	E	L	S			X	X		Focuses on sport and not forests
Thames Chase. Therapi Project:	D	NE	L	E				X		
TNS Tourism & leisure (2005)	D	NE	L	E		X				
TNS Travel & Tourism (2004)	D	NE	L	E						
Welsh Assembly Government (2004)	M	NE	N	W	X	X	X	X	X	Focuses on indicators to monitor Welsh woodland strategy
Willis, K. et al.(2000)	M	E	N	GB		X	X	X		Also focuses on carbon sequestration, water & air quality etc.
Willis, K.G. et al. (2003)	D	E	N	GB		X	X			
Woodland Trust (2004)	R	E	N	GB	X	X	X	X	X	Focuses more on environmental issues.

**Figure 9 Classification of literature potentially relevant to an evaluation of 'Forestry for People'**

### 6.3 Summaries of relevant literature

Figure 9 shows nearly 60 references of 'grey' and other literature that are potentially relevant to an evaluation of 'Forestry for People' in Scotland. From this list 20 references were identified for review (highlighted in yellow in Figure 9). The priority for selection of references for review was Scottish-based studies (5) because these may include data that is directly relevant to this scoping study. The other 15 references are not Scottish-based studies but were selected to give reasonable coverage of the five aspects of 'Forestry for People' and a balance between monetary and non-monetary valuation methodologies. These 15 studies may reveal methodologies that should be considered for use in future Scottish-based research.

The twenty selected studies are summarised below and are presented in alphabetical order by first author. Each summary has three paragraphs. The first paragraph outlines the aim of the study. The second paragraph gives a brief description of the study. The third paragraph suggests the relevance of the study to an evaluation of 'Forestry for People' in Scotland.

**Centre for Economic and Social Regeneration (2004) *Much more than trees 2 - Measuring the social and economic impact of The National Forest*, Staffordshire University, report to the National Forest Company.**

This study was commissioned by the National Forest Company (NFC) and provides an evaluation of the social and economic impact of the National Forest, England. The aim of the NFC is to create a mosaic of land uses and activities that will enhance the environment and economy of the area and improve quality of life for the residents.

This study identified a number of key indicators with the aim to give a broad profile of the socio-economic health of the National Forest. The main headline indicators include; demographic profile, the workforce, deprivation, housing, the economy, tourism, forest-related education and training, external funding, and NFC activity. This study is not particularly innovative as the methodology involved reviewing current approaches and good practice in the monitoring of socio-economic impacts of forestry. It was concluded that it is too soon to isolate the wider social and economic impact of the National Forest. However, the National Forest is seen to be generating important developments both within the community and for businesses.

The methodology section is useful for the 'Forestry for People' scoping study because it focuses specifically on forests and also assesses the benefits to the community, livelihood, quality of life and education. However the methodology is qualitative only and it does not assess health (although does look at mortality ratio), and focuses on a particular forest in England (albeit a forest covering over 200 square miles). This report claims to assess both the social and economic impacts of the National Forest, however, the data used was obtained from secondary sources and therefore could not always be used to demonstrate the impact of the National Forest. The achievements/success of NFC are not conclusive, therefore this report is not particularly useful.

**Christie, M., Crabtree, J. R. and Slee, W. (2000). An economic assessment of informal recreation policy in the Scottish countryside. *Scottish Geographical Journal*. 116 (2), 125-142.**

It is suggested that Scottish countryside recreation policies are fragmented and uncoordinated which may result in ineffective and inequitable provision. This paper therefore attempts to quantify the costs and benefits associated with a range of recreational enhancement policies whilst also assessing the effectiveness of current policies.

Data collection methods involved using focus groups and postal questionnaires sent randomly to Grampian residents. The value of six improvement scenarios in the Grampian Region was estimated by multiplying the mean WTP for each improvement scenario with the population of Grampian, to be £3.37m per annum. Out of all the countryside locations indicated the respondents valued improvements in forests most highly. The methods used i.e. contingent valuation is standard and not innovative. However, it does highlight a relatively new area of exploration in the field of environmental valuation; benefits transfer. Benefits transfer is a technique where WTP estimates from study sites can be transferred to policy sites and is considered important due to the high cost of undertaking contingent valuation studies.

This paper focuses on informal (non-motorised) recreation and is relevant to the 'Forestry for People' scoping study because it assesses the economic effectiveness of Scotland's informal recreation policy using the contingent valuation method and a cost-benefit model. Recreation falls into the quality of life heading, however this study focuses on recreation policy and does not focus specifically on woodlands but on the countryside as a whole. However, it does focus specifically on Scotland using Grampian Region as a case study due to its wide range of countryside settings suitable for informal recreation. It was suggested that there might be limitations regarding the transferability of the research findings to other regions.

**CJC Consulting (2003b) Methodology for Monitoring New Woodland in England. Final report for Defra and the Forestry Commission.**

Under grant aid schemes such as the Woodland Grant Scheme (WGS) over 60,000 ha of new woodland has been created in England. The evaluations of these schemes have highlighted the lack of appropriate monitoring schemes. The aim of this study was to define economic and non-economic methodologies to identify and quantify various public benefits of new woodlands in England. The type of benefits woodlands provide to societies include improvements to the landscape, increased opportunities for recreation, contributions to biodiversity, economic regeneration, rural development, community involvement and health benefits. This study briefly reviews current research on similar topics and concludes that the following benefits from new woodlands need to be assessed for inclusion in a monitoring scheme: biodiversity, habitat and species enhancement, landscape and amenity, recreation, tourism and access, and finally, carbon sequestration.

This report includes a detailed examination of the range of benefits that woodlands may deliver and their appropriateness in a general monitoring scheme. Biodiversity, landscape and amenity, recreation, access and tourism, economic regeneration, timber value, carbon sequestration, rural development and community involvement were all included in the methodology appraisal. It was concluded that carbon sequestration, economic regeneration, rural development or community involvement should not be included in the general monitoring scheme. The type of monitoring recommended includes field based, remote data assessments and predictive modelling based on field and remote data sets.

This study is relevant because it proposes methodologies for the monitoring of benefits to society of new woodlands. However, the focus is on monitoring new woodlands in England and much of the focus is on biodiversity and recreation. Some of the main benefits to society that would have been useful for the 'Forestry for People' scoping study (i.e. economic regeneration, rural development and community involvement) were not included in the general monitoring scheme.

**CJC Consulting (2005a) Economic Benefits of Accessible Green spaces for Physical & Mental health: Scoping study. Draft report for the Forestry Commission.**

The aim of the study was to investigate the economic benefits of accessible greenspace, in terms of physical and mental health on a UK nation wide scale. This objective is achieved by critically reviewing relevant research, examining the extent to which associated benefits and costs may be quantified and valued, and recommending methodologies to evaluate economic benefits of greenspace with

regards to health. This report also highlights areas for further research and suggests ways in which to do this.

Methodologies recommended include a relative risk (RR) approach which was used to assess the excess deaths & morbidity associated with sedentary behaviour and collated estimates of the value of a statistical life (VOSL) saved and the value of a preventable fatality (VPF) that have been made in the UK. Health related quality of life (HRQL) and quality adjusted life years (QALY) need to be further researched. A RR approach to assessing the benefits from physical activity coupled with conventional methods of benefit valuation calculated a total social benefit of £1.44bn per year from a permanent reduction of 1% in the sedentary population. These methodologies are not particularly innovative but are useful in terms of how economic evaluations can be applied to measure health benefits. However, this report concludes that out of the studies reviewed very few succeed in quantifying Health Related Quality of Life (HRQOL), it is therefore suggested that large-scale surveys of HRQOL are required. Psychological benefits from greenspace could not be estimated and more research is required on this aspect. The evidence suggests that there are positive mental health outcomes from greenspace. The two most common approaches identified that might be applied to the economic analysis of greenspace for health are cost-benefit analysis and cost-effectiveness analysis. QALYs have been proposed as a comprehensive measure of health outcomes or health related well-being. QALYs are analogous to life expectancy but also take into account effects on psychological health and quality of life. But there are problems with defining the preference weights and the probabilities of alternative states of health from which the QALYs are calculated. This study concludes that at the present time the Relative Risk approach appears to be the only operational method that can be used in the economic analysis of greenspace impacts. After reviewing literature and case studies related to health benefits of greenspaces, this report suggests that very little work has previously been undertaken to estimate the costs and benefits from greenspace and greenspace-related health programmes or to derive the cost-effectiveness of these health measures. This study concluded that there is a lack of long-term information and indicates the need for much better monitoring and evaluation procedures if the outcomes are to be useful for the assessment of health outcomes, and costs and benefits in economic terms. However it is concluded that greenspace is a major resource for physical activity and that regular physical activity is very important in preventing illness and as a therapeutic intervention for existing illness (evidence that greenspace may improve psychological health is less clear).

This report is relevant because it assesses the economic benefits of accessible greenspaces for physical and mental health and woodlands are included in the classification of greenspace. Although this study does not focus specifically on forests or on Scotland one of the case studies does focus on forests by assessing new activity provision on trails in Glen Tress Forest Park, Peebles. Generally, this report is very relevant to the 'Health' section the 'Forestry for People' in Scotland study as it reviews all recent studies relating to greenspaces and health. Chapter 3 - Modelling health impacts in economic terms is particularly useful as it determines a number of factors that need to be assessed in order to quantify the economic value of greenspace provision for physical exercise, and its use in terms of delivering health benefits.

### **CJC Consulting (2005b) Economic Evaluation of the Forest Sector in Moray.**

The overall aim of this study was to 'evaluate the contribution of forests and woodlands to the economy and society of Moray, Scotland'. This study was



commissioned by Forestry Commission Scotland to assess the output from forests, woodland and other related activities in Moray. As well as evaluating these outputs the aim of this study was to be able to provide clear methods that could be applied to forest sectors in other regions.

Data to assess employment and forest related businesses were derived using standard methods, mainly from postal surveys and interviews. Secondary data sources such as government statistics and values from other literature were used to assess the benefits of forestry to society. Willingness to pay (WTP) methodology was used to estimate non-market benefits (e.g. health) of forestry in Moray.

Chapter 6 focuses on social, environmental and tourism benefits of the forests and woodlands in Moray. Non-market benefits were valued using the best available estimates and the total value of these social and environmental estimates was estimated at around £10m per year. To determine the economic impacts of forestry on Moray estimates were made on the contribution of timber and related activities, forest related tourism, and other products (mainly fungi). This report concluded that a combination of local surveys and Generation of Regional Input Output Tables (GRIT) estimated multipliers provides the most cost-effective method for obtaining total economic impacts of forestry.

This report is based on the Moray region in Scotland therefore the methods are likely to be transferable to other regions in Scotland and possibly on a nation wide scale. This report defines the forest sector as consisting of growers, primary timber processors, first stage suppliers associated with forestry and primary production (e.g. fungi collection). This highlights the fact that the report is most relevant to the 'livelihood' category in the 'Forestry for People' scoping study. Although other categories concerning the social and environmental benefits was evaluated (i.e. community, quality of life, education and health) it is not adequate as this was done using secondary data sources.

**Countryside and Community Research Unit (2003) Community Forestry Delivering Sustainable Regeneration. Project Evaluation – The Development and Application of Measures of Economic, Environmental & Social Outputs and Outcomes. A report to the Forestry Commission by Countryside & Community Research Unit, University of Gloucester.**

This report evaluates the impact of a community forestry project in England implemented by the Forestry Commission and supported by the Capital Modernisation Fund (CMF). It has the objective of measuring and monitoring the delivery of economic, social and environmental outcomes with the aim to emphasise the non-market benefits of community forestry such as social inclusion and ecological enhancement. Community forestry is defined as 'the practice of managing and developing community woodlands'. 'Social' benefits include social inclusion, recreation, improved health, quality of life and educational opportunity.

This project was innovative because it experiments with new styles of woodland design and development. Due to the novelty and complexity of this study it was essential to first derive a suite of indicators, as there was no easily available, single technique for evaluating the success of the community forest project. Quantitative and qualitative evidence was collected and an evaluation was made to demonstrate the overall cost-effectiveness of the project in improving the delivery of public services and infrastructure. Economic benefits include timber production, processing and employment but also the positive association between tree cover and house

values, leading to increased vitality and stability of communities. This report points out that much research effort has been recently invested in imputing values to forest benefits for which no market exists, such as biodiversity, recreation, landscapes and atmospheric carbon sequestration. The economic measures for monitoring and evaluating the project included; expenditure and associated employment, clustering of woodlands to achieve economies of sale, attracting match funding etc. A precise cost-benefit ratio was not calculated because the actual costs have occurred in the present, whereas future benefits will be realised as the woodlands mature. However, it was estimated that the annual public benefit from the project would exceed £4000/ha/year. This report proposes that future-monitoring approaches should be based on doorstep surveys, on-site monitoring of visitors, ecological and physical surveys, economic studies and photographic studies

This report is very relevant to the 'Forestry for People' study as it proposes future monitoring methods that will hopefully lead to a more accurate analysis of the costs and benefits of similar projects. All the categories (community, livelihood, quality of life, health and education) that are highlighted as important for 'Forestry for People' are covered in this report. The disadvantage is that this report focuses on a local project in England, however it is possible that similar projects could be implemented in Scotland on a local/regional scale.

**De Vries, S. (in press, 2006) Contributions of Natural Elements and Areas in Residential Environments to Human Health and Well-being. Alterra Green World Research. Wageningen University & Research Centre, Netherlands.**

This paper is a review of research literature on the effects of greenspace on human health and well-being. It focuses on social science mechanisms that attempt to explain the positive effect of nature and greenspace on health. It was written in the Netherlands and focuses on non-economic effects of greenspace on health.

The main conclusion from this report is that research concerning nature and human health is still in its early stages, therefore, cannot yet be transferred into practical guidelines for monitoring.

As this paper does not include evaluations of data and does not focus specifically on the UK or forests it is concluded that it is not useful for the 'Forestry for People' study.

**Entec UK Limited (2005) REACT Initiative & Monitoring & Evaluation. 2<sup>nd</sup> Report. The Countryside Agency**

The aim of this report was to evaluate ongoing quantitative and qualitative outputs and developments from seven pilot Regeneration through Environmental Action (REACT) projects. The evaluation is non-economic and focuses on pilot projects located in England. The aim of the projects was to forge links between existing government schemes such as Area Based Initiatives (ABIs) and the Community Forest approach to environmental enhancement. This report aims to establish a strategic approach for environmental enhancement. It also aims to identify innovative ways to integrate environmental, community and economic objectives centred on the Community Forest approach.

Much of the activity associated with the REACT initiative is associated with engaging local communities therefore the effects of this will take more time to establish. Basic

methods are used to monitor the effects of the REACT initiative and include measuring number of trees planted, the amount of land brought into management, and the number and range of communities and individuals engaged. However, REACT projects use innovative methods in relation to measuring community engagement activity.

This report is useful because it demonstrates how the Community Forest approach can be applied at a wide variety of scales and suggests interesting proposals for further research. However, this is not the final evaluation, the Community Forest project is based in England and many of the findings suggest that more research is needed before final conclusions can be made. This report is more of a general description of the community forest initiatives, the developments they have initiated and why they are thought to be important. It does not specifically focus on evaluating the effectiveness of these initiatives. Therefore, this report is not particularly useful to the 'Forestry for People' in Scotland study.

### **FC England (2003) Improving the Regions' Health. Woodland & Health Pilot – West Midlands.**

Short summary describing the woodland based health pilot run by the Forestry Commission West Midlands Conservancy linking with the regional Walking the Way to Health Initiative (WHI). This study focuses on non-economic evaluations and is based in West Midlands, England. As part of the scheme free health walks take place that benefit the participants not just physically, but also socially, mentally and emotionally. The aim is to encourage people to use woodlands to develop a healthier lifestyle and to encourage woodland owners to establish links with established groups of users and benefit from their experience. The Health Woodland Improvement Grant (HWIG) pilot project was designed to see whether the grant system in England could deliver more public access to woodlands around the West Midlands and thus contribute to the health and well-being of the West Midlands population.

An unpublished executive summary of the West Midlands Woodland & Health Pilot states that it is too soon to deliver a final verdict on the longer term aspirations of the project. However, as an awareness raising exercise the pilot was deemed a success. It was found that well-being gained from taking exercise in green spaces reduces the incidence of drop out from GP referral schemes and leads to more sustained effort, as compared to people referred only to gym-based programmes. Partnerships and social networks between woodland managers, health professionals and community groups appear essential for such projects to be successful. However, it is clear that this pilot did not adequately address the issue of long-term health monitoring.

This report is relevant to the 'health' section of the 'Forestry for People' scoping study as it details fairly innovative methods and schemes aimed at improving the health of the West Midlands region by encouraging use of woodlands. However, this is a local pilot scheme and is focused on England. Due to differences in Scotland's health statistics the results and/or schemes are not necessarily transferable.

### **Land Use Consultants (2005) Making the Links: greenspace and quality of life. Scottish Natural Heritage Commissioned Report No. 060.**

Greenspace Scotland and SNH commissioned this project to review and pull together current research and case studies to explore and illustrate the links between

greenspace and quality of life; focusing particularly on the themes of environment, people, health and economy. This is a national study focusing on greenspace in Scotland.

This report examined evidence from a wide range of literature and also collected information by distributing questionnaires to a range of organisations involved in greenspace projects to identify current work focusing on communities and greenspace. Literature sources and projects were recorded in a database to provide a reference resource on the links between greenspace and quality of life, and as a tool for analysis. The literature was split up and analysed separately into the themes of environment, people, health and economy. The environment theme was thought to be well researched especially the influence of air and water quality, and biodiversity on quality of life. The role of the environment in education was clearly reflected through the policy agenda. The people theme focused on a wide range of social and community issues ranging from community involvement and empowerment to issues of safety, inclusion, equality, civic pride, education and play. This report suggests that the evidence concerning the role of greenspace in community development and regeneration is poor. The health aspect of this study concluded that the benefits of the natural environment in relation to providing space for physical activity, and providing stress relief, and improving mental well-being are well researched. The economy aspect of this study looks at the economic benefits of greenspace in relation to land values, economic development, business opportunities, training and employment, and tourism. It was concluded that further research is required to fully assess the relationship between greenspace and economy. In general it was concluded that there is fewer research focusing on the impacts of greenspace on health and economy.

This report has similar objectives to the 'Forestry for People' scoping study but focuses on greenspace in general and not specifically on forests. However, one of the case studies detailed focuses on the Edinburgh Urban Forestry Project which aims to increase woodland cover throughout the area and increase community involvement, use and awareness of the woodland resource. This report is particularly useful because it covers all the categories relevant to the scoping study; community, livelihood, quality of life, health and education. Literature is reviewed on a national UK scale and it is concluded that there is considerable literature covering these topics, however these topics need further investigation in Scotland due to a number of distinctive issues such as climate, health and levels of activity. This report has limited use as it does not involve evaluations however, it does propose interesting proposals for further research.

### **New Economics Foundation (2004) Social Return on Investment. Valuing what matters. Findings and recommendations from a pilot study.**

The aim of this study was to describe and assess the effectiveness of a methodology for measuring the economic value of social and environmental benefits in a UK context. The new economics foundation (nef) proposes that one of the best ways to illustrate social and environmental benefits is to measure the economic value of these impacts.

Social Return on Investment (SROI) is a relatively new and innovative measurement tool developed by Jed Emerson and the Roberts Enterprise Development Fund (REDF). One of the main objectives of this study was to test and develop a measure of SROI in a UK context, identify practical and conceptual issues that arose, and finally propose a practical way to overcome these issues. The case studies used to

assess SROI do not focus on forestry or woodlands but include social enterprises that combine economic activity with social and environmental objectives. Nef is aware of the pressure on providers of public services to achieve multiple objectives and find ways of measuring the impact of their expenditure above and beyond simple financial returns. It is recognised that to compare social and environmental returns a method of measuring using a common indicator is required. One method is to assign monetary values to the returns. SROI was developed on the basis that some organisations may not achieve similar levels of financial return as some of the mainstream businesses, but they often achieve social or environmental returns that are of greater benefit to society which therefore need to be measured.

This report is relevant to the 'Forestry for People' scoping study due to the social and environmental methodology evaluations detailed. The case studies used to test the methodology were all based in and around Liverpool, however, the main aim of this study was to explore the SROI method and test its applicability in the UK. Therefore this method could be useful for economic/social evaluations of 'Forestry for People' in Scotland. However, this report concludes that SROI as it stands can be applied in particular sectors and organisations that have employment-related objectives for example, but further research is required before it can be used across a wider range of sectors.

**Pretty, J., Murray, G., Peacock, J., Hine, R., Sellens, M. & South, N. (2005) A Countryside for Health and Well-being: the physical and mental benefits of green exercise. Report for the Countryside Recreation Network. Department of Biological Sciences and Department for Health & Human Sciences, University of Essex.**

The aim of this report was to assess the physical and mental health benefits of 'green exercise' i.e. adopting physical activities in a natural, outdoor environment. This report has undertaken research on the effects of active participation in the countryside as well as reviewing existing research. The research was non-economic and data was collected from ten case studies covering a diverse range of physical activities in England, Scotland, Northern Ireland and Wales.

The methodology involved quantitative analysis of the effects of ten countryside activities and incorporated group activities and activities undertaken alone. This enabled the report to determine whether the health benefits of green exercise were effected by a variation in social capital context. The data was obtained using a composite questionnaire that was completed both before and after the activity. Generally, this report illustrates improvements in mental and physical health induced by green exercise. However, the participants studied were a very healthy and active group, therefore the results are biased. There needs to be studies that assess the benefits of green exercise on normally inactive people.

This report is relevant to the health category in the 'Forestry for People' study because it provides methods and assessments of the benefits of green exercise on physical and mental health. However, this report focuses on countryside as a whole and not specifically on forests. It was concluded that this study was limited as the data was obtained from already fit and active people. It would have been more useful if data was also obtained from participants that are usually inactive.

**Roberts, D. (ed.) (1999) Scottish Forestry. An Input-Output Analysis. Scottish Multiplier Study.**

The aim of this study was to quantify the contribution of the forestry sector to the Scottish economy. It focuses purely on the production and processing of market goods that are provided by Scottish woodlands and so is limited in scope.

An input-output methodological approach was used for the analysis. Four different generic forest types were identified on the basis that different types of woodlands have different management and input requirements. These consisted of existing native woodlands, new-planted native woodlands, commercial conifer plantations, and farm woodlands. Four region-specific forestry input-output models were developed as multiplier effects are regionally differentiated. They were based on a combination of factors including peripherality, population density and forest type. A general Scottish model was also developed. Assessments were also made to determine whether the income and employment effects associated with forestry activity were locally retained or benefited further afield areas. This study concluded from the multiplier analysis that different woodland types generate very different levels of output, income and employment effects in the Scottish economy. The results from the impact analysis highlight the importance of the forestry sector in Scotland and it was determined that the total removal of the forestry sector would result in a drop of £442m gross output and a loss of 6,906 jobs.

This study is not particularly relevant to 'Forestry for People'. It does determine the importance of forestry to the Scottish economy, however this is only partly relevant to the livelihood category in the 'Forestry for People' scoping study. It is concluded that this study is limited in scope, as it does not consider other potential economic benefits provided by Scottish woodlands such as recreation, biodiversity, tourism and enhanced landscapes.

**Slee, B., Roberts, D. & Evans, R. (2004) Forestry in the rural economy: a new approach to assessing the impact of forestry on rural development. Forestry, Vol. 77 pp. 441-453.**

The aim of this paper was to present a new approach to estimating the economic impact of forestry on rural development. It is based on case studies in England and Wales. This paper attempts to combine past experience and ongoing work to illustrate that the methodology economists have used in the past is incomplete and that there is a need to pay more attention to the spatial aspects of the local economy. It is highlighted that woodlands cannot be labelled as uneconomic on timber returns alone, and that two elements of value are important: the economic values of forestry, including the non-market benefits and the impact on local economies.

The standard methodology detailed to assess economic contributions includes financial appraisals, impact or multiplier studies and, non-market benefits and costs. This paper is based on the Understanding Forestry in Rural Development (UFIRD) research project which has the objective of viewing a broader impact of forestry. It has tried to reduce the amount of benefits that are classified as a single monetary value. The four main groups of values identified in this study were; (1) forestry values derived from forest-related activity by forest managers; (2) 'shadow' values which arise as a result of other economic activities benefiting or experiencing a loss as a result of forestry; (3) non-market values associated with forests and woodlands and; (4) social values which attempt to sum up the benefits of forestry to the community arising from the development of tree related projects. Data was collected by conducting surveys of forest and woodland owners, forestry-connected businesses and of firms and households in the sub-region. To determine the social

values a range of techniques were used including questionnaires on attitudes to changing levels of forestry, focus groups, face to face interviews and visual ethnographic methods were used to identify the role of trees and woodlands. This study details standard methodologies and combines the results to estimate the full range of impacts of forestry on rural development.

This report is relevant to the community, livelihood and quality of life sections in the 'Forestry for People' scoping study, however it does not consider the effects of education or health. It is particularly useful because of the methodology evaluated. The case studies are located in England and Wales but there is nothing to indicate that the methodologies could not be transferable to local communities in Scotland. However, it was concluded that the principal challenge exposed by these case studies is the need to adapt forestry to the particular socio-economic contexts of different areas.

### **Social Regeneration Consultants (2005) Central Scotland Forest. Social Benefits Study.**

SRC was commissioned by the Central Scotland Forest Trust to carry out a study that establishes a methodology to evaluate the social impact of environmental activity in delivering the Central Scotland Forest strategy. The aim was to be able to use the methodology to assess those impacts at both local and regional levels. The main objective was to develop a range of simple quantitative and qualitative indicators that monitor social impact of forests and woodlands. This study is regional and based in Scotland.

This is a seminar report and provides feedback on the research and findings to date. The overall aim was to provide innovative yet simple indicators to measure the social benefits of forestry on a local and regional scale. The broad areas of benefit agreed on were health, education, economy, recreational opportunity, social interaction and environment. It was highlighted that many indicators already exist to measure the health benefits of forests that can be accessed via the Primary Care Trust (PCT) and other health organisations, however suggestions were made to change several of the indicators. Suggestions to evaluate education benefits included the need to develop indicators that showed the link between health and education, an indicator that records the number of children that are aware of the forests and an indicator that includes lifelong learning opportunities. Other suggestions were made regarding indicators to measure economy, recreational opportunity, social interaction and environment. The methodology proposed involves collecting data through surveys, focus groups or attitude and behaviour statements. However, this study is in its initial stages and does not provide evaluations of the effectiveness of the proposed indicators.

This report is relevant because it proposes methods for monitoring the social benefits of forestry by using defined indicators. The topics covered under social benefits are very similar to the categories in the 'Forestry for People' scoping study and it is focused on Scotland. The research is in the early stages and this is a feedback report only, therefore it is only the ideas and discussions that could be useful. The final report is due in autumn 2005 and it is thought that this will be more useful.

### **West, V. (ed.) (2004) Monitoring the implementation of the Welsh woodland strategy: 'Woodlands for Wales'. Proposed targets & indicators to assist in the process. Welsh Assembly Government**

The aim of this report was to determine a set of indicators to monitor the success of the 'Woodlands for Wales' strategy. The 'Woodlands for Wales' strategy was implemented by the National Assembly for Wales in 2001. It describes how trees and woodlands will contribute towards a sustainable future for Wales and it is recognised that a monitoring framework is required to track the progress of each objective.

The indicators were developed to fit in with sustainable development indicators to measure real social and community benefits, woodland-based industries and quality of the environment in Wales. The indicators are separated into five themes; woodlands for people, woodland management, forest industries, environment, and tourism, recreation and health. This report does not evaluate the effectiveness of these indicators but outlines each indicator by title stating which objective it is relevant to, why it is important and how it relates to the particular objective.

This report is relevant to the 'Forestry for People' study because it proposes indicators and methods useful in monitoring the economic, social and environmental benefits of woodlands. The woodlands for people section is particularly useful as it focuses on the categories highlighted in the forestry for people scoping study. The way in which the proposed indicators are presented is useful because gaps in knowledge are instantly apparent, as they are colour coded to indicate the availability of information available. Although the indicators were designed from Welsh perspective, they are also designed to fit into the wider geographical woodland picture, providing an input to the UK and European woodland indicators. Therefore, this suggests that the indicators could be used to assess 'Forestry for People' in Scotland.

### **Woodland Trust (2004) Making Woodland Count. Its contribution to our quality of life.**

The aim of this report was to illustrate the contribution that woodlands in the UK make to our quality of life, through economic, environmental and social impacts. It includes a literature review and description of all benefits related to woodland, the most accurate and reliable estimate of these benefits, a discussion of valuation techniques, and an extensive bibliography.

This report uses the UK's Quality of Life Indicators to describe and categorise the economic, social and environmental values of woodland. Standard non-market valuation methodologies are reviewed in this report, these include damage cost approach (DC), contingent valuation (CVM), contingent ranking (CRM), stated choice (SC), travel cost method (TCM), hedonic pricing method (HPM), dose-response approach (DR) and benefits transfer (BT). This report contains very detailed chapters covering economic, social and environmental benefits of woodland. Each chapter is divided into subsections and within these current literature concerning these topics is reviewed. The economic benefits chapter covers timber production and processing, employment, land regeneration and urban regeneration. The social benefits chapter covers education, cultural history, rural development, archaeology and heritage, social inclusion and health effects. The environmental benefits chapter covers biodiversity, carbon sequestration, flood alleviation, pollution, landscape and recreation and water quality. This report also indicates many case studies that illustrate how woodlands improve quality of life.

The report concludes that woodlands offer a great variety of benefits to society and that although there is comprehensive literature covering these benefits, it is



recommended that further research is needed in defining and valuing the benefits provided by woodlands. The areas identified for further research were woodland's contribution to education, cultural history and archaeology, health improvements, land regeneration, social inclusion, and urban and rural regeneration and development. The need for consistency in monitoring techniques is also highlighted.

This report is relevant mainly because of its comprehensive literature review which covers all of the categories identified as important for the 'Forestry for People' scoping study. It also includes a useful review of non-market benefit evaluation techniques, which includes the strengths and weaknesses of each approach. The way in which the report is presented is relevant as it lists summary tables that indicate coverage of benefit studies; the gaps in knowledge are therefore easily identifiable.

#### **6.4 References for literature classified in the review**

**Bird, W.** 2004 'Natural Fit.' Report for the RSPB.

**Centre for Economic and Social Regeneration** 2004 'Much more than trees 2. Measuring the social and economic impact of The National Forest.' Staffordshire University. Report for the National Forest Company.

**Christie, M., Crabtree, J. R. and Slee, W.** 2000 'An economic assessment of informal recreation policy in the Scottish countryside.' *Scottish Geographical Journal*. 116(2): 125-142.

**CJC Consulting** 2003a 'Economic Analysis of Forestry Policy in England.' Report to Defra and H.M. Treasury.

— 2003b 'Methodology for Monitoring New Woodland in England.' Final report for Defra and the Forestry Commission.

— 2004 'Economic Evaluation of the Central Scotland and Grampian Challenge Funds.' Report for Forestry Commission Scotland.

— 2005a 'Economic Benefits of Accessible Green Spaces for Physical & Mental Health: Scoping study.' Draft report for the Forestry Commission.

— 2005b 'Economic Evaluation of the Forest Sector in Moray.' Final report for Forestry Commission Scotland.

— 2005c 'The Value of Greenspace in Wales: a Scoping Study. Final Report.' CJC Consulting.

— 2005d 'Review of Forestry Policy in England.' Draft report for the Department of Environment, Food and Rural Affairs.

**Countryside Agency** 2003 'Community Forest Programme. Evaluation overview.' Countryside Agency.

**Countryside and Community Research Unit** 2003 'Community Forestry Delivering Sustainable Regeneration. Project Evaluation - The Development and Application of Measures of Economic, Environmental & Social Outputs and Outcomes.' A report to the Forestry Commission by Countryside & Community Research Unit, University of Gloucester.

**Crabtree, J. R., Chalmers, A., Thorburn, D., MacDonald, D., Eiser, J., Potts, & D. Colman** 2001 'Economic Evaluation of the Community Woodland Scheme.' Macaulay Land Use Research Institute report to the Forestry Commission.

- Day, B.** 1999 'Non-Market Valuation: The Hedonic Pricing Method.' Forestry Commission.
- De Vries, S.** in press, 2006 'Contributions of Natural Elements and Areas in Residential Environments to Human Health and Well-being.' *Farming for health* unknown: unknown.
- Dickie, I. R., M.** 2001 'Assessing the Economic Benefits of Forestry in the UK.' Prepared for the Forestry Commission's Advisory Panel.
- Dillon, J., Morris, M., O'Donnell, L., Reid, A., Rickinson, M. & Scott, W.** 2005 'Engaging & learning outdoors - the final report of the outdoor classroom in a rural context action research project.' National Foundation for Educational Research.
- Entec UK Limited** 2005 'REACT Initiative & Monitoring & Evaluation. 2nd Report.' The Countryside Agency.
- ERM** 2004 'Woodland - its Contribution to sustainable Development and the Quality of Life.' The Woodland Trust.
- Forest Education Initiative** 2005 'Outline Proposal for a GB Forest School Quality Assurance Scheme. Consultation Draft.' FEI.
- Forestry Commission England** 2003 'Improving the Regions' Health. Woodland & Health Pilot - West Midlands.' Forestry Commission.
- Forestry Commission Wales** 2005 'Did it Deliver? An Evaluation of the Effectiveness of Cydcoed Phase I. Summary.' Forestry Commission.
- Land Use consultants** 2005 'Making the Links: greenspace and quality of life.' Scottish Natural Heritage Commissioned Report.
- Lee, T. R.** 2001 'Perceptions, Attitudes and Preferences in Forests and Woodlands.' *Forestry Commission Technical Paper 18.*: Forestry Commission, England.
- Macaulay Institute** 2003 'Forests' Role in Tourism: Phase II. Main Report-final.'
- McGeeney, A.** 2005 'Therapi Project: Increasing health & well being through contact with the green environment.' Thames Chase.
- Milligan, C. B., A.** 2004 'Climbing Trees and Building Dens: mental health and well-being in young adults and the long-term effects of childhood play experience.' Institute for Health Research Lancaster University. A study funded by Forestry Commission.
- New Economics Foundation** 2003 'Forest School Evaluation Project. A study in Wales.' nef.
- 2004 'Social Return on Investment. Valuing what matters. Findings and recommendations from a pilot study.' nef.
- NFO WorldGroup** 2003a 'Monitoring the Quality of Experience in Forests. Results of Pilot undertaken in Afan Argoed, Wales.' Prepared for Forest Enterprise.
- 2003b 'Monitoring Quality of experience in Forests & Woodlands in Great Britain. Review of Piloted Methods.' Prepared for Forest Enterprise.
- 2003c 'Monitoring the Quality of Experience in Forests. Results of Pilot undertaken in Ringwood, New Forest.' Prepared for Forest Enterprise.
- O'Brien, L.** 2004a 'A Sort of Magical place. People's experiences of woodlands in Northwest & Southeast England.' Forest Research.
- 2004b 'Feeling Good in the Woods.' Forest Research.

— 2005 'Trees & their impact on the emotional wellbeing of local residents on two inner London social housing estates.' *Forest Research*.

**Ofsted** 2004 'Outdoor education. Aspects of good practice.' Ofsted.

**Powell, N.** 2005 'The Chopwell Wood Health pilot Project.' *Countryside Recreation* 13: 8-13.

**Pretty, J., Murray, G., Peacock, J., Hine, R., Sellens, M. & South, N.** 2005 'A Countryside for Health and Well-being: the physical and mental benefits of green exercise.' Report for the Countryside Recreation Network. Department of Biological Sciences and Department for Health & Human Sciences, University of Essex.

**Price, C.** 1997 'Twenty-five years of forestry cost-benefit analysis in Britain.' *Forestry* 70: 171-189.

**Rickinson, M., Dillon, J., Teamey, K., Morris, M., Young Choi, M., Sanders, D. & Benefield, P.** 2004 'A Review of Research on Outdoor Learning.' National Foundation for Educational Research and King's College London.

**Roberts, D. e.** 1999 'Scottish Forestry. An Input-Output Analysis. Scottish Multiplier Study.' Macaulay Land Use Research Institute with John Clegg & Co. and the University of Aberdeen.

**Scarpa, R.** 2003 'Social & Environmental Benefits of Forestry: Phase II. The Recreation Value of Woodlands.' Report to Forestry Commission.

**Scarpa, R., Hutchinson, W.G., Chiltern, S.M. & Buongiorno, J.** 2000 'Importance of forest attributes in the willingness to pay for recreation: A Contingent valuation study of Irish forests.' *Forest Policy & Economics* 1(3-4): 315-329.

**Slee, B., Evans, R. & Roberts, D.** 2003 'Understanding Forestry in Rural Development.' A report to the Forestry Commission.

**Slee, B., Roberts, D. & Evans, R.** 2004 'Forestry in the rural economy: a new approach to assessing the impact of forestry on rural development.' *Forestry* 77(5): 441-453.

**Slee, B. S., P.** 1999 'Rural development forestry in the United Kingdom.' *Forestry* 72(3): 273-284.

**Snowdon, P. T., E.** 2004 'Forestry and Rural Development. Research, Case Studies and Databases.' Forestry Group, Forestry Commission.

**Social Regeneration Consultants Limited** 2005 'Central Scotland Forest. Social Benefits Study. Regional Seminar Feedback Report.' *Central Scotland Forest Benefits Study*, Falkirk.

**SQW** 2004 'Evaluation of the Impact of Community Engagement in the North East Community Forests.' A Report to NECF.

**Taylor, J.** 2003 'Mountain Bike World Cup 2003-2004 - Fort William: Economic Impact Study.' Sports Scotland.

**TNS Tourism & leisure** 2005 'Monitoring the Quality of Experience in Forests. Thetford, Suffolk.' Final report for Forestry Commission.

**TNS Travel & Tourism** 2004a 'Monitoring the Quality of Experience in Forests. Grizedale, Cumbria.' Prepared for Forest Enterprise.

— 2004b 'Monitoring the Quality of Experience in Forests. Westonbirt, Gloucestershire.' Forestry Commission.

**West, V. e.** 2004 'Monitoring the implementation of the Welsh woodland strategy: 'Woodlands for Wales'. Proposed targets & indicators to assist in the process.' Welsh Assembly Government.

**Willis, K., Garrod, G. & Scarpa, R.** 2000 'Non Market Benefits of Forestry. Phase I.' Report to the Forestry Commission.

**Willis, K. G., Garrod, G., Scarpa, R., Powe, N., Lovett, A., Bateman, I., Hanley, N. & Macmillan, D.** 2003 'Social & Environmental Benefits of Forestry: Phase II. Social & Environmental Benefits of Forests in Great Britain.' Centre for Research in Environmental Appraisal & Management, University of Newcastle. Report to Forestry Commission.

## **7 Suggested methodologies for evaluation of 'Forestry for People' in Scotland**

### **7.1 Community Capacity**

The social value methods of analysis detailed in Slee et al. (2003) are suggested for measuring community capacity in the 'Forestry for People' evaluation. To identify the benefits of forestry to the community, Slee et al. (2003) explored social values by using case study techniques, which includes collecting data through in-depth interviews with key informants, focus groups, visual ethnography, direct observation, the investigation of secondary sources, and the use of a key indicator checklist. Case studies should be selected so as to represent a range of forest and community areas within Scotland.

The future approaches to monitoring detailed by Countryside and Community Research Unit (2003) is suggested for assessing the social and economic benefits of forestry in relation to community capacity. Household interviews at differing distances from the site and on-site questionnaire surveys of visitors are suggested. The interviews are to cover awareness of site facilities and ownership, perceived effects on house values, frequency of visits, patterns of recreational use, mode of transport to site, and perceptions of benefit/nuisance. These surveys should be conducted every five years. Economic surveys are suggested that cover evidence of recent inward investment by industry and commerce in areas of woodland, skills training provided by woodland sites, involvement in local microbusinesses, and benefits to local businesses.

### **7.2 Livelihoods**

To assess the effects of forestry in Scotland on livelihood the standard methods detailed in CJC Consulting (2005b) are suggested. To determine the economic impacts of forestry, data from local surveys was used to produce estimates on the contribution of timber and related activities, forest-related tourism, and other products (mainly fungi). The combination of local surveys and Generation of Regional Input Output Tables (GRIT) estimated multipliers provides the most cost-effective method for obtaining total economic impacts of forestry on livelihood.

Other potential methods for assessing the effects of forestry in Scotland on livelihood include the relatively new Social Return on Investment (SROI) method detailed by Nef (2003). This method is not tried and tested in the forestry industry, however it has proved effective in the employment sector.

### **7.3 Quality of life**

The social methods detailed in Slee et al. (2003) are suggested to assess the effects of forestry on quality of life. A case study design is suggested as it offers the opportunity to examine a wide range of historical, attitudinal and behavioural issues (Slee et al., 2003). This method includes collecting data from documents, archival records, interviews, direct observation, participant observation, and physical artefacts.

The Countryside and Community Research Unit (2003) have focused on inputting values to forest benefits for which no market exists, such as biodiversity, recreation and landscapes. Therefore, standard non-market valuation methodologies such as

contingent valuation (CVM), stated choice (SC), travel cost method (TCM) and hedonic pricing (HPM) are recommended to assess the economic benefits of forestry on quality of life (Woodland Trust, 2005).

#### **7.4 Health**

To assess the economic benefits of forestry for physical and mental health methods similar to those detailed in CJC consulting (2005a) are suggested. The Relative Risk (RR) approach is thought to be the most reliable method. This approach can be used to assess the excess deaths & morbidity associated with sedentary behaviour and collated estimates of the value of a statistical life (VOSL) saved and the value of a preventable fatality (VPF) that have been made in the UK. A RR approach to assessing the benefits from physical activity coupled with conventional methods of benefit valuation can be used to calculate the total social benefit per year from a permanent reduction in the sedentary population.

To assess the social benefits of forestry for physical and mental health methods similar to those detailed in Pretty et al. (2005) are suggested. The methodology would involve quantitative and qualitative analysis of the effects of physical forestry activities (e.g. mountain biking) and would incorporate group activities and activities undertaken alone. The data is obtained using a composite questionnaire completed both before and after the activity. It is essential to ensure that the interviewees include both usually active and inactive people.

#### **7.5 Education**

The future approaches to monitoring detailed by the Countryside and Community Research Unit (2003) is suggested for assessing the social and economic benefits of forestry in relation to education. Household interviews at differing distances from the site and on-site questionnaire surveys of visitors are suggested. Economic surveys are suggested that cover evidence including skills training provided by woodland sites.

As suggested in the Social Regeneration Consultants study (2005) indicators are required that evaluate the educational benefits of forests. Therefore it could be useful to have an indicator that records the number of children that are aware of the forests and an indicator that includes assessment of lifelong learning opportunities.

## 8 Proposals for reporting the evaluation

### 8.1 Full evaluation report structure

It is proposed that the audience for the main publication will include MSPs, Forestry industry and woodland owners, Partner organisations, other Government departments and agencies, Community forest and woodland organisations and members of the public. The publication should not strive to satisfy an academic audience. Research work undertaken, as part of the evaluation, will be published in appropriate peer reviewed journals

In order to be accessible to a wide non-academic audience the publication should not be verbose and should have an attractive layout with the use of colour photographs, illustrations and graphics where possible. The suggested number of pages is 60 - 80.

The suggested structure of the publication is:

- 1) Title page
- 2) Foreword – endorsement by Director of Scotland (or Forestry Minister)
- 3) Executive summary
- 4) Contents
- 5) Introduction
  - i) What is 'Forestry for People'
  - ii) Identification of criteria and indicators
  - iii) Methods of evaluation
  - iv) Use of case studies
- 6) The Evaluation
  - i) **Communities**
    - Whole Scotland aggregation
    - Case study examples
  - ii) **Livelihoods**
    - Whole Scotland aggregation
    - Case study examples
  - iii) **Quality of Life**
    - Whole Scotland aggregation
    - Case study examples
  - iv) **Health**
    - Whole Scotland aggregation
    - Case study examples
  - v) **Education**
    - Whole Scotland aggregation
    - Case study examples
- 7) Future monitoring and evaluation
- 8) Conclusions and Policy implications

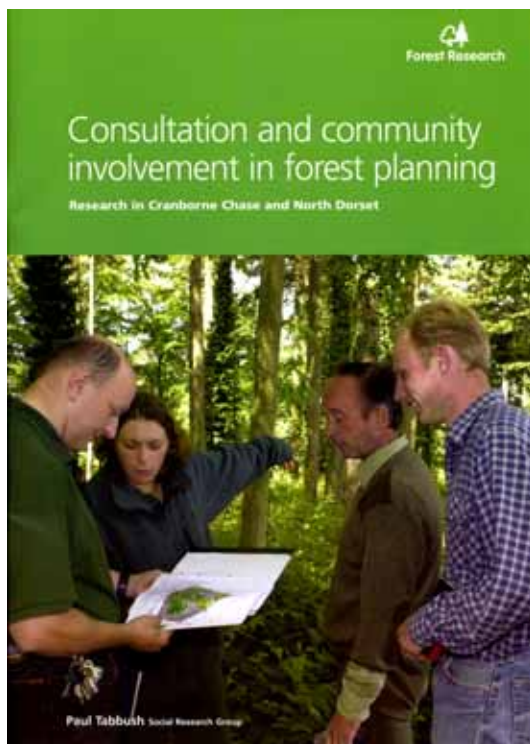
### 8.2 Suggestions for a high-profile summary report

A summary report would be aimed at a wide audience including those who may receive the full report but don't have the time to read it. It is suggested that the summary report could be published following the 'house-style' of recent FR Social Research Group publications, such as those shown below. This will allow for full colour photographs and graphics.

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland

A useful example of a high profile summary report was identified in the review of recent evaluation studies. Greenspace Scotland prepared this document based on the full SNH commissioned report (No: 60), *"Making the links: greenspace and quality of life"* (Land Use Consultants 2005). The summary report, *"Making the links: Greenspace and the Partnership Agreement"* (Duncan 2005). Uses the policy themes from the Scottish Executive's *"Partnership for a Better Scotland"* (Scottish Executive 2003) as the section headings to report the values of greenspace. This explicitly 'makes the links' between policy and practice. The publication uses symbols, colour coding, exciting fonts and graphics and full colour photographs to identify key messages, case study examples, key statistics, and policy links under each policy heading.

The specifications for two recent Forest Research publications are shown below with their associated printing costs. FR Communications can give further publication advice on potential costs based on FCS specifications.



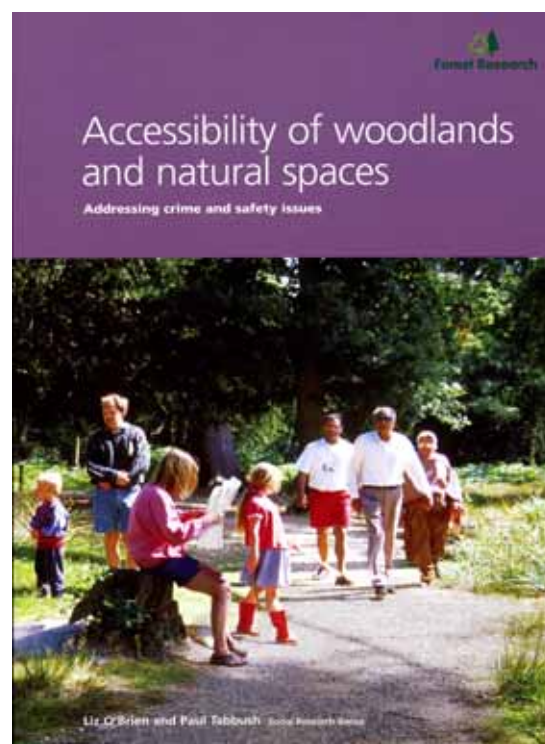
**32 page book with 4 page cover**  
(e.g. Consultation and community involvement in forest planning)

Two colours throughout with full colour photos.

Cover material 350 gsm gloss board.  
Text material 130 gsm matt.

To include all formatting, design, printing and binding.

500 copies = £3,100  
1000 copies = £3,365



**48 page book with 4 page cover**  
(e.g. Accessibility of woodlands and natural spaces)

Two colours throughout with full colour photos.

Cover material 350 gsm gloss board.  
Text material 130 gsm matt.

To include all formatting, design, printing and binding.

500 copies = £3,435  
1000 copies = £3,750



## 9 Evaluation Project Plan

### 9.1 Project process

Figure 10 shows the suggested process that aims to provide evaluation data for dissemination in a publication in advance of the 2006 spending review. However, it is unlikely that the research necessary to complete an evaluation of all the benefits associated with the five suggested research themes will be finished in time for promotion in advance of the spending review.

	2005				2006												
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
1 Whole evaluation plan report to FfPp																	
2 Research studies out to tender																	
3 Research studies implemented																	
4 Interim report of findings																	
5 Publication preparation																	
6 Publication dissemination																	
7 Spending Review 2006																	
8 Final report of findings																	

**Figure 10. A Gantt chart of the process of commissioning, research and reporting of an evaluation of 'Forestry for People' in Scotland**

Figure 10 shows that about six months only of research time will be available before the preparation of the publication. It is suggested that the researchers produce an interim report after six months, which describes their findings to date and the prospects for the completion of their research tasks. This will provide sufficient data and 'headline messages' for the publication.

The minimum realistic contract period envisaged for any of the research themes contracts is 12 months, however it may be that some of the themes are so demanding in terms of exploration of gaps in research literature that the research will be more protracted. These may be areas that are more suitably considered for funding as PhD research work.

### 9.2 Research Commissioning and Project Management

It is suggested that the five evaluation themes be put out to tender as individual research contracts. The review of literature has identified a range of methodologies that could be used to evaluate the five 'Forestry for People' themes (see section 7). The review also identifies a range of research teams and consultancies that might be called to tender for one or more of the research contracts. The advantage of this approach is that the various research teams can bid for the work for which they are most suited. It may be necessary for the research teams to combine their particular skills with the skills of others in order to fulfil the particular requirements of a research contract (e.g. to combine quantitative and qualitative evaluation skills).

It is suggested that a meeting be organised to which potential tenderers are invited. The meeting would provide the opportunity for the aims of the whole evaluation to be presented and the particulars of the five contracts can be discussed. This will help to encourage necessary collaborations between research teams.

It is suggested that a prescriptive approach to the methodologies used and the sampling strategy for the evaluations be avoided. The tender documents should reflect the aims of the whole evaluation project and the breadth of values to be evaluated within each particular theme. The expectations of the balance between quantitative and qualitative and monetarised and non-monetarised valuations should be indicated. It will then be up to the tenderers to submit their suggested research designs (including appropriate methodologies, sampling and aggregation of values for Scotland) and the associated costs.

There will be a need to ensure that the successful research contractors working on the various themes complete their brief and that the outputs from their work are complementary. Forest Research (FR) will be willing to assist FCS in project managing the evaluation, though it is likely that FR will wish to be a tenderer for some of the research contracts. FCS may wish to consider if both these roles are compatible.

### **9.3 Project costs**

The task of suggesting the costs of the planned research is not easy. To some extent the research designs proposed by the tenderers will reflect the budget available for the work. The nature of these evaluations means that it is always possible to generate more data and include more samples. It will be necessary for FCS to consider how valuable the evaluation is to the organisation and what financial resources can be found to fund the work.

However, it is possible to give an indication of what funds might be necessary. As indicated above, each of the five evaluation themes are not inconsiderable research projects. Advice from CFS suggests that a research contract of £40k to £50k is considered to be a large project. With five evaluation themes it might be expected that a budget of between £200k and £250k would be necessary to complete the entire evaluation.

## 10 References

- Aldridge, S., Halpern, D. and Fitzpatrick, S.** 2002 'Social Capital: A Discussion Paper', London: Performance and Innovation Unit, Cabinet Office.
- Dodgson, J., Spackman, M., Pearman, A. D. and Phillips, L. D.** 2000 *Multi-Criteria Analysis: a Manual, Department of the Environment, Transport and the Regions*, London: DTLR.
- Duncan, F.** 2005 *Making the Links: Greenspace and the Partnership Agreement*. Greenspace Scotland.
- ERM** 2004 'Woodland - its Contribution to Sustainable Development and the Quality of Life.' The Woodland Trust.
- Forestry Commission** 2003 'Guide to Economic Appraisal and Evaluation in the Forestry Commission', Edinburgh: Forestry Commission.
- HM Treasury** 2004 *The Green Book: Appraisal and Evaluation in Central Government*, London: TSO.
- Land Use Consultants** 2005 'Making the Links: greenspace and quality of life.' Scottish Natural Heritage Commissioned Report.
- More, T. A., Grove, J. M. and Twery, M. J.** 1997 'Wildlife, Values and the Eastern Forests' *62nd North American Wildlife and Natural Resource Conference*.
- New Economics Foundation** 2003 'Forest School Evaluation Project. A study in Wales.' nef.
- Putnam, R.** 2000 *Bowling Alone: the collapse and revival of American community*. Simon Schuster.
- Scottish Executive** 2003 *A partnership for a better Scotland*, Edinburgh: Scottish Executive.
- Selman, P. and Powell, D. J.** 2003 'Community Forestry Delivering Sustainable Regeneration - Project evaluation, the development and application of measures of economic, environmental and social outputs and outcomes': Countryside and Community Research Unit, University of Gloucestershire.
- Walker, P., Lewis, J., Lingayah, S. and Sommer, F.** 2000 *Prove It! Measuring the effects of neighbourhood renewal on local people*: Groundwork, The New Economics Foundation and Barclays PLC.

## **Appendices**

### ***Appendix 1: Terms of reference for Scoping Study***

## **SCOPING STUDY FOR AN EVALUATION OF THE ECONOMIC AND SOCIAL CONTRIBUTION OF 'Forestry for People' IN SCOTLAND**

### **Purpose**

To scope and plan a major evaluation of the economic and social contribution of 'Forestry for People' in Scotland. Working with FCS and the Forestry for people Advisory Panel, identify the range of attributes to be evaluated, sources of data, appropriate evaluation techniques, current gaps in knowledge, indicative costs and time scales, and outline of the outputs required for specific policy and implementation tasks.

### **Background**

The contribution the to the economy of Scotland of the timber industry and commercial forestry sector is relatively well described through conventional measures of jobs and economic outputs. The 'Forestry for People' sector is growing in importance in Scotland but it's contribution is relatively poorly understood because of it's relatively recent recognition, it's dispersed nature, it's mix of commercial and social economy, and the extent of hard-to-capture positive externalities.

### **Aims and Objectives**

The aim of this scoping study is to plan for a substantive work programme to evaluate the social and economic contribution of forestry for people in Scotland. The study will:

- Characterise forestry for people activities and propose how they should be organised in the main evaluation.
- Identify and present existing knowledge on the social and economic contribution of forestry for people in Scotland.
- Briefly review evaluation techniques and identify those most suitable for each forestry for people aspect.
- Identify aspects for which further research is required.
- Prepare costed and timed project plans for required research projects.
- Propose a layout for the main publication, including the use of case study material.
- Mock up a high-profile summary report to supplement the main publication and detailed research reports. This summary will be used to promote the benefits and importance of forestry for people in Scotland to politicians, policy makers and other key stakeholders.
- Present a programme plan as a basis for the management of the entire project, including estimated costs and time-lines.

- Present a provisional SWOT analysis for forestry for people in Scotland.

### **Scope**

The following issues should be taken into account in planning the scope of the study:

- The term 'Forestry for People' is used to describe forestry for social benefits. This encompasses community forestry, recreation, woodland management for landscape enhancement and use of woods as a resource for education, health and social inclusion activities. It spans deep rural Scotland to Woods In and Around Towns.
- Where possible, economic evaluation techniques will be used to quantify the contribution of forestry for people in Scotland. However, the evaluation will go beyond measurable economic benefits, using qualitative research and data to characterise the social contribution of forestry for people, for example on quality of life and community capacity.
- This scoping study will be undertaken in consultation with FC Scotland Policy Group and the FCS Forestry for People Advisory Panel. Other key stakeholders should have an opportunity to comment on the proposal, including the Community Woodland Association, Reforesting Scotland, Greenspace Scotland, Paths for All, the Central Scotland Forest Trust, the Black Environment Network, the Scottish Association for Mental Health and the Scottish Council of Voluntary Organisations. FC and FCS internal stakeholders should also have the opportunity to comment.
- The study should make it clear whether different outputs are realised in the short, medium or long term. Given the long-term nature of forestry, the scope should include projected and anticipated outputs over the next ten years.
- The scoping study should advise on how the issue of additionality should be handled in the evaluation.
- The proposed structure of the evaluation should be consistent with the Scottish Executive policy framework as used in the Partnership Programme and the Spending Review.
- Proposals for economic evaluation should conform to guidance in the Treasury Green Book.
- Whilst not a central theme of the analysis, feedback on support mechanisms for increasing the value of forestry for people will be welcome.

### **Timetable and submission**

Commissioning meeting	December 2004
Progress meeting	Early February 2005
Draft report	Early March 2005
Final report	End March 2005

The main output of the project will be a report written in a clear and concise fashion, and appending the items listed under aims and objectives.

The content of the report must be accessible to the full range of forestry for people stakeholders. Four copies of the draft and final reports should be produced and also be supplied in electronic format. Diagrams and text must be of a standard suitable for photocopying.

### **Cost**

An FCS budget of £5000 is available to end of 04/05 for the scoping study.

### **Project management**

The project manager will be Simon Hodge, FCS Social Policy Advisor, supported by a small steering group drawn from FFPP, FC Sustainable Forestry Group and FCS Conservators.

## **Appendix 2: Omnibus Survey**

Four questions were entered into a Scottish population omnibus survey. The purpose of this was to ascertain just how relevant an evaluation of 'Forestry for People' and if the themes identified by the stakeholder interviewees are recognised by Scottish People.

The questions were:

1. Thinking about your life nowadays, can you please tell me how important forests and woodlands in Scotland are to you?
2. How often do you visit forests and woodlands?
3. How much do you feel you benefit from Scotland's forests and woodlands?
4. I'm now going to read a list of statements that other people have made about the benefits they gain from forests and woodlands in Scotland. Can you please tell me which ones are most relevant to you?
  - They provide me with a place to enjoy myself
  - They provide me with a place to relax
  - They provide me with a place to exercise
  - They provide me with my livelihood
  - They give me a place to learn about nature and the environment
  - They give me an opportunity to meet with other people from my community

Some of the results are shown below. Clearly it shows that people in Scotland value forests and woodlands in Scotland and that the evaluation themes are relevant to large proportions of the population.

An Omnibus Survey such as this would provide some of the ongoing monitoring requirements to assess people's attitudinal changes toward 'Forestry for People' as identified by the interviewees in paragraph 2.3.1.4.

### **Fieldwork Details**

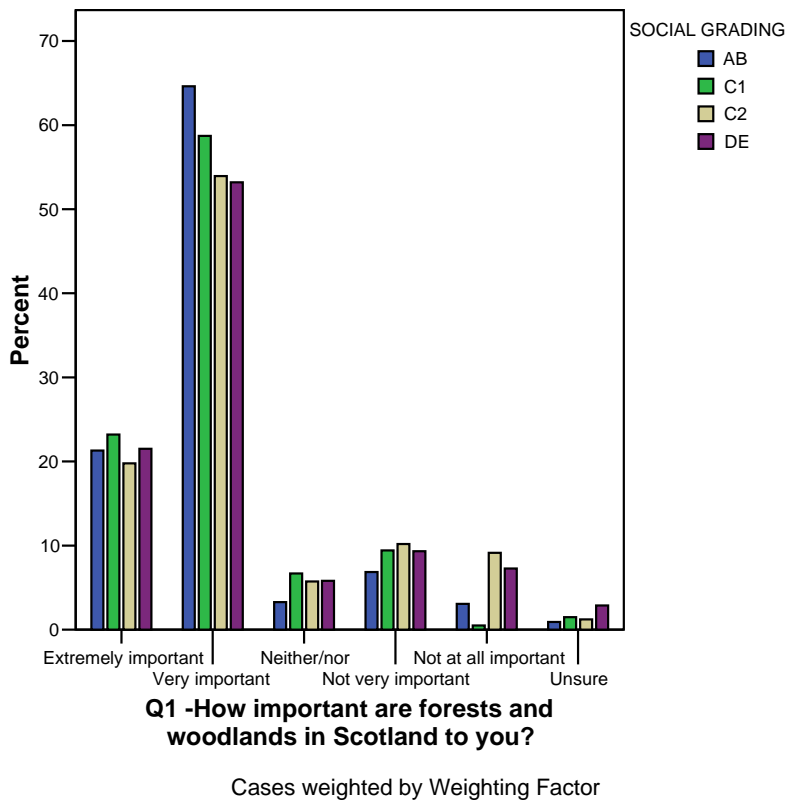
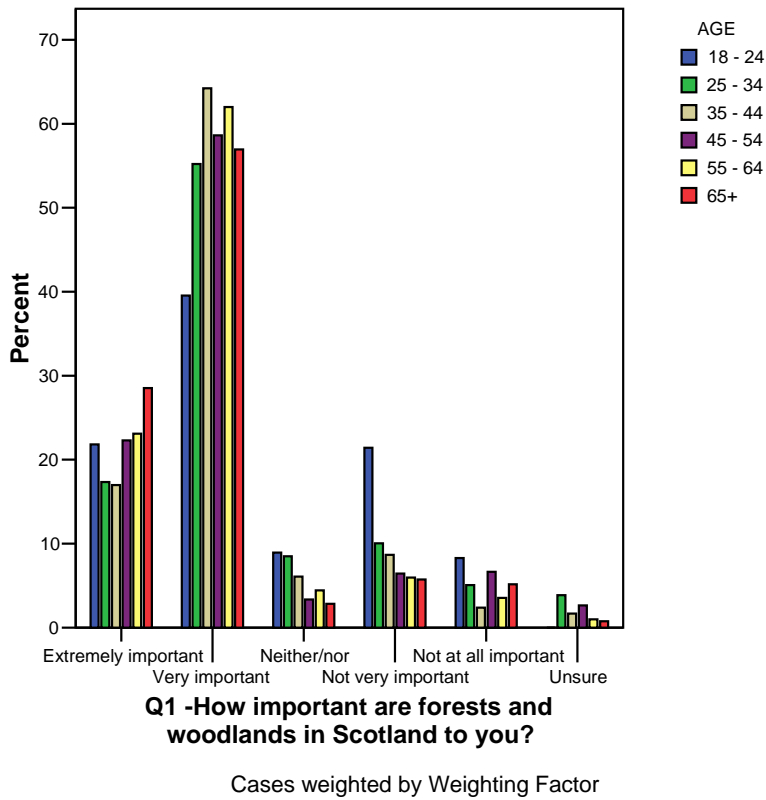
Project:	Forestry Commission - Forestry for People
Sample:	1000 Scottish adults age 18+ Weighted to be representative of the Scottish population by age, gender and social grade
Sampling points:	All Scottish Parliamentary constituencies
Methodology	Telephone interviews by CATI (Computer Aided Telephone Interviewing)
Fieldwork dates	Wednesday 17th - Tuesday 23rd August 2005
Fieldwork length	7 days

### **Conditions of use of findings:**

1. Copyright in the publication rights of the results of this research belongs to Scottish Opinion, a division of Progressive Partnership Ltd.
2. In any publication of the research or any part of it, due acknowledgement must be given to Scottish Opinion, a division of Progressive Partnership Ltd.
3. In any reference in any publication or broadcast the research / research findings must be identified as a "Scottish Opinion poll".
4. Every published report or broadcast of the poll findings should give: sampling method used, sample size, dates of fieldwork, number of sampling points.

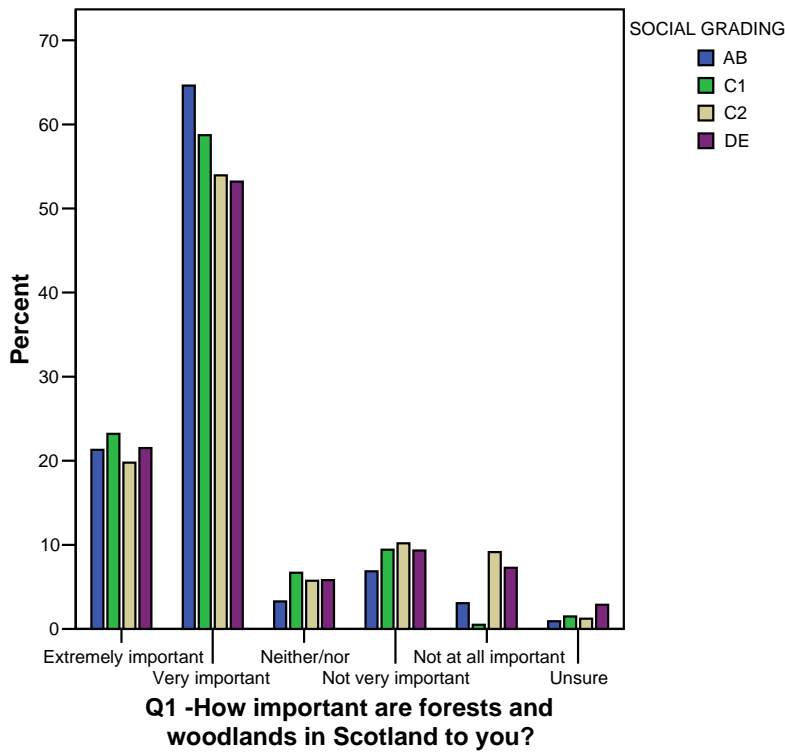
A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

A sample of the data presented in bar charts:

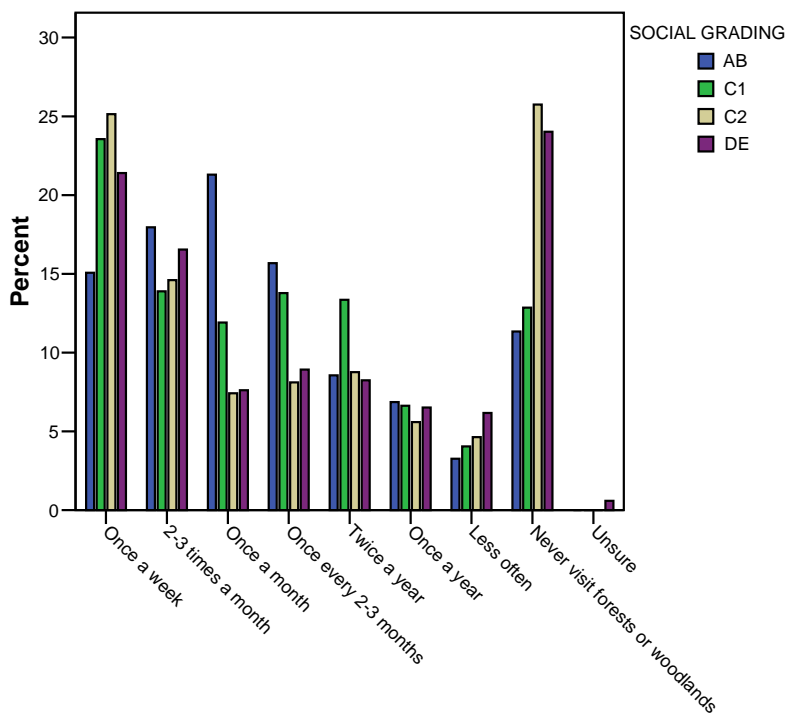




A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland



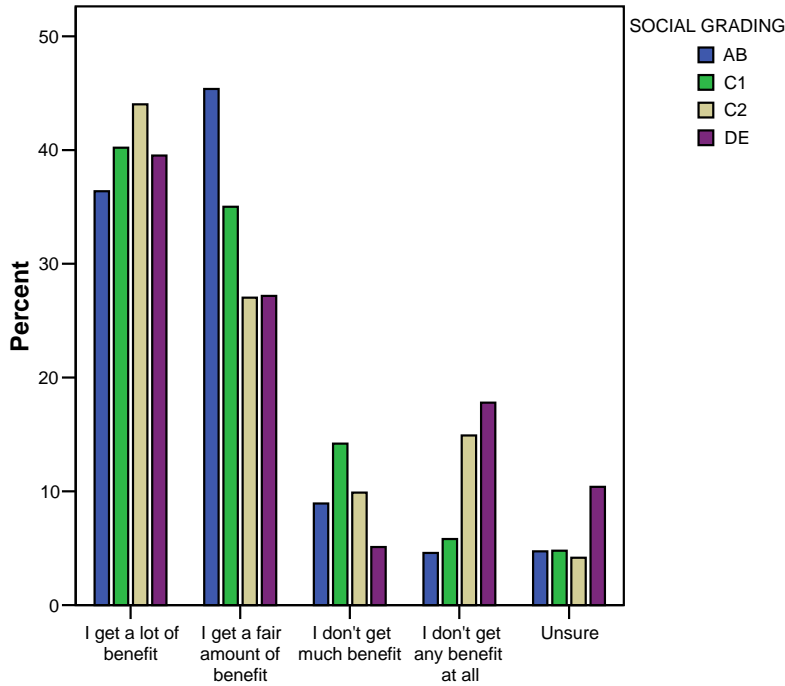
Cases weighted by Weighting Factor



Q2 - How often do you visit forests or ...

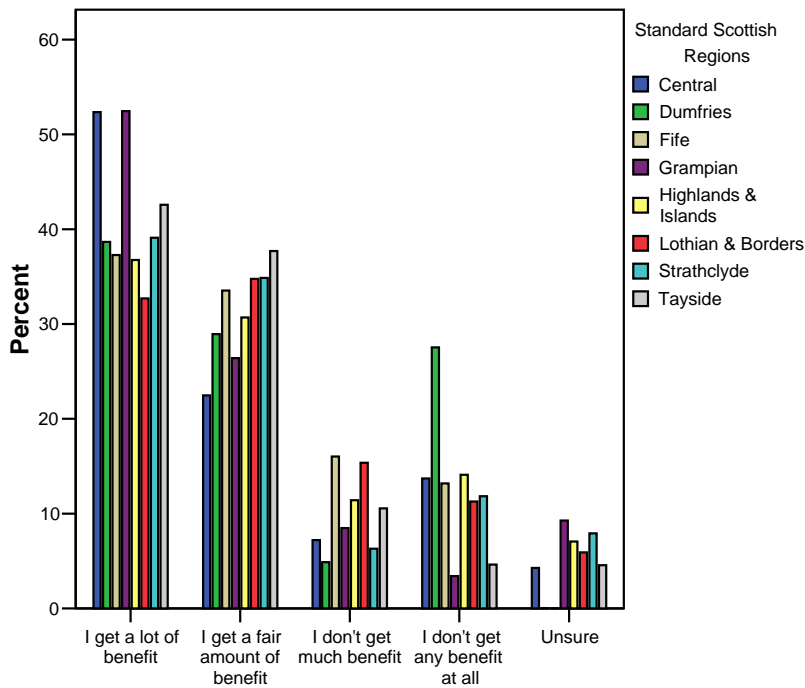
Cases weighted by Weighting Factor

A Scoping Study for an Evaluation of the Social & Economic Contribution of  
'Forestry for People' in Scotland



**Q3 - How much do you feel you benefit from Scotland's forests and woodlands?**

Cases weighted by Weighting Factor



**Q3 - How much do you feel you benefit from Scotland's forests and woodlands?**

Cases weighted by Weighting Factor

A Scoping Study for an Evaluation of the Social & Economic Contribution of 'Forestry for People' in Scotland

