



Revaluing Parks and Green Spaces

Valuation in Practice
4th December 2018

MISSION

Fields in Trust champions and supports our parks and green spaces by protecting them for people to enjoy in perpetuity.

Because once green spaces are lost, they are lost forever.

VALUES



NEW STRATEGY

Parks and green spaces are not simply nice to have; they are a necessity for healthy, happy communities positively impacting on a range of key wellbeing issues from physical and mental health to social cohesion.

Places where we can all move, breathe, run and play

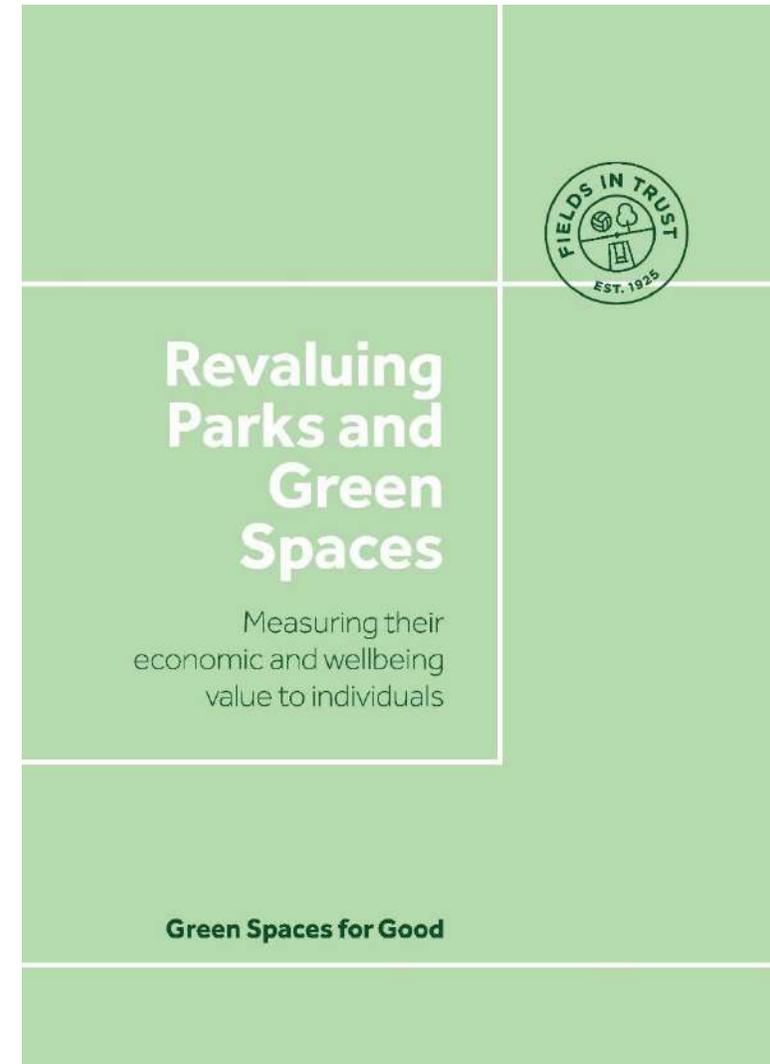


WHAT WE DO



NEW RESEARCH

- » Robust economic valuation of parks and green spaces.
- » HM Treasury Green Book approved methodology to measure the value of non-market goods.
- » Business case to demonstrate the value of parks and green spaces to counter the cost.



DELIVERING IMPACT

- » Evidence led approach to our new strategy
- » Innovative survey design: Online general population survey: Respondents identify a single local park within 20 mins of their house, and provide details (name of park, size, facilities, landscape features etc). Ensures robust link between WTP value and the parks they actually use.
- » Demonstrate our impact with reliable data
- » External policy drivers eg. CLG Select Committee Parks Inquiry
- » Need to influence decision makers e.g. reducing the loss of parks and green spaces

REVALUING

GREEN

SPACES

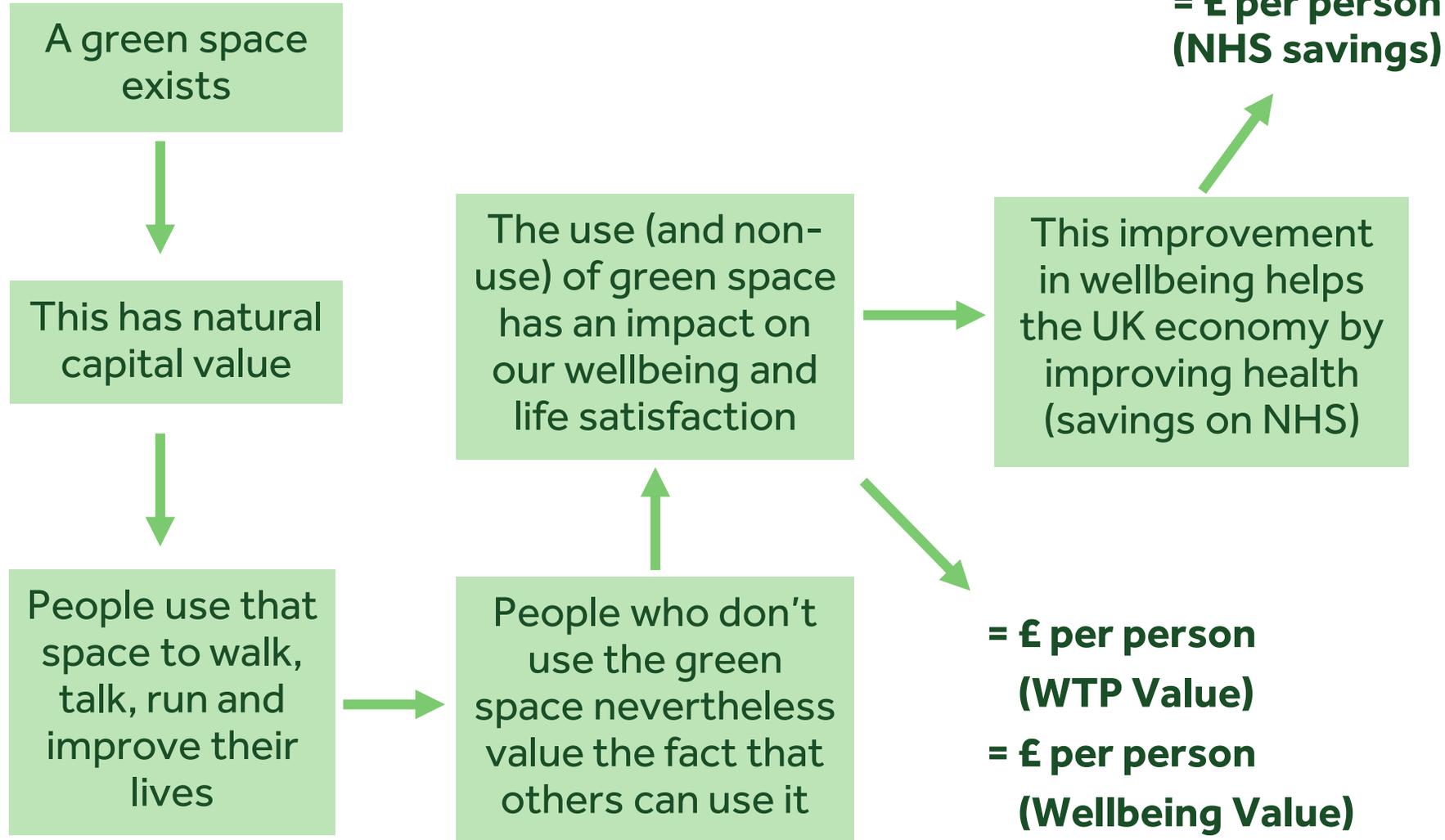
REVALUING PARKS AND GREEN SPACES

“Effective public policy requires a strong evidence base to support it. Fields in Trust’s report places a financial value on the wellbeing generated by parks and green spaces to enable informed choices to be made about the importance of the continued provision of these non-statutory services.”



Lord Gus O'Donnell
Former Cabinet Secretary

THE LOGIC CHAIN OF GREEN SPACE IMPACT



CONTINGENT VALUATION SURVEY QUESTIONS

» **VALUATION SCENARIO ONE:**

Payment of a monthly subscription to an independent not-for-profit Organisation set up to maintain and preserve all parks and green spaces in the local authority area.

Results

» Average Willingness to Pay value of £2.60 per month (£31.20/year) to support the maintenance and preservation of all parks and green spaces in their local area

» **VALUATION SCENARIO TWO:**

Payment of a monthly subscription to an independent not-for-profit Organisation set up to maintain and preserve their most commonly visited local park or green space (within 1km of their house), assuming that all other parks and green spaces in the local area continued to be funded as normal.

Results

» Average Willingness to Pay value of £2.52 per month (£30.24/year) to support the maintenance and preservation of the single most commonly visited local park or green space

WILLINGNESS TO PAY (WTP) VALUES

	i. WTP values for all parks and green spaces in the local area			ii. WTP values for most commonly visited local park or green space		
	Whole sample	Users	Non-users	Whole sample	Users	Non-users
N	3783	2472	1311	3824	2497	1327
Mean	£2.60	£3.03	£1.81	£2.52	£2.98	£1.64
Median	£1.25	£1.75	£0.00	£1.25	£2.25	£0.00

1

Establishes the value individuals place on parks and green spaces

2

Total Economic Value to an individual - captures both use and non-use benefits.

3

Welfare weighting demonstrates significant differences between demographics.

SOCIAL WELFARE WEIGHTED WTP

- » Annual value of parks and green spaces increases considerably after income weights are accounted for.
- » Urban residents WTP increases from £34.68 (unweighted) to £47.16 (welfare weighted).
- » Lower socio-economic groups' WTP increases from £24.00 (unweighted) to £51.84 (welfare weighted).
- » BAME groups' WTP increases from £36.60 (unweighted) to £70.08 (welfare weighted).

1

**AVERAGE £30.24
PER YEAR**

2

**LOWER SOCIO
ECONOMIC GROUPS
£51.84 PER YEAR**

3

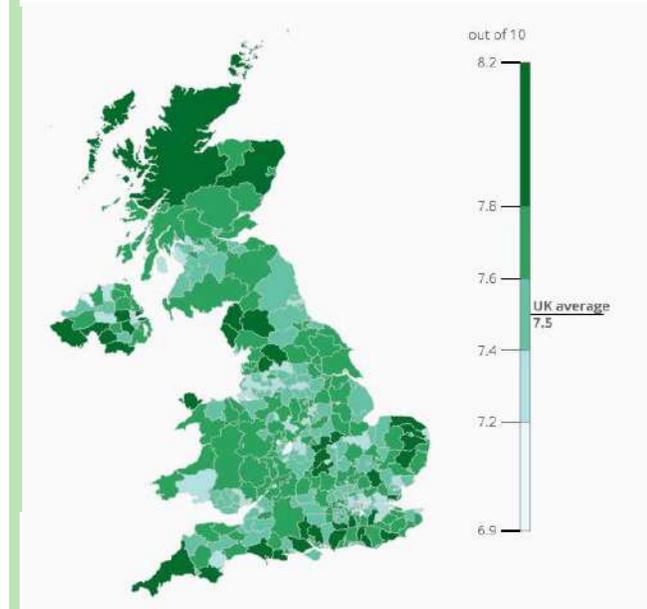
**BAME COMMUNITIES
£70.08 PER YEAR**

SUBJECTIVE WELLBEING VALUATION

- » Life satisfaction (one of the 'ONS Four' wellbeing measures):
 - » *Overall, how satisfied are you with your life nowadays?*
- » The Office for National Statistics now recommends every evaluation of a public service should include wellbeing measures

2-stage analysis

- » Multivariate regression analysis of statistical association between regular park usage and life satisfaction.
- » Instrumental variable (IV) on income data at national level (British Household Panel Survey) to find the equivalent amount of money that has the same impact on life satisfaction.
- » See Dolan and Fujiwara in *The Oxford Handbook of Well-Being and Public Policy* 2016



AGGREGATED RESULTS



1

WELLBEING VALUE
£34.2 BILLION pa

2

NHS COST SAVINGS
£111 MILLION pa

POLICY CONTEXT

» Contributing to the national policy debate in a way that we weren't doing before.

"Fields in Trust's research highlights not only the vital role that outdoor spaces play in improving our health, but also their economic value. Our parks are precious, and I want to improve access to them for everyone – including the young, isolated and the vulnerable. These findings will play an important role in informing how we achieve this goal"



Rishi Sunak MP
Parks & Green Spaces Minister
MHCLG

POLICY INTO PRACTICE - SIX MONTHS ON

- » CLG Select Committee Parks Inquiry and MHCLG Parks Action Group
- » Connecting communities – Civil Society and Loneliness strategies
- » DEFRA 25 Year Environment plan
- » DCMS Sporting Futures
- » DoH Childhood Obesity: A Plan for Action
- » DoH Prevention better than cure vision
- » Scottish Government Outcomes: Healthy and active lives; Inclusive communities; Protect and enhance our environment
- » The Wellbeing of Future Generations – Act of parliament in Wales
- » Northern Ireland Executive's ten-year public health strategy

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NEXT STEPS

- » Developing a Local Valuation Model to apply the welfare weighted WTP values to green space in a local area by
 - » Ethnicity and socio-economic status of the local population
 - » The location (urban/rural)
- » OS Green Space map launched in 2017 – first time we have baseline data of all public green space
- » Using GIS software to spatially analyse green space provision and quantify the benefits through WTP values
- » Influencing - policy into practice
 - » E.g. Public Health - Prevention green paper in 2019, NHS long term plan

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Any Questions?

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www.fieldsintrust.org @FieldsInTrust

Green Spaces for Good