



greenminds

greenminds insight paper

**Monitoring Participation
and Intervention Impact
Through Green Minds**



Green Minds Model summary

The Green Minds Model aims to summarise the structure of the GM approach, to aid its transfer and replication to other urban areas and authorities.

Green Minds piloted new ways of implementing nature-based solutions within an urban environment. The project's central aim was to collaborate with stakeholders to recognise how humans, as part of nature, interact with nature in a complex system and to identify ways in which *systemic* change is brought about.

The model is presented as an integrated approach, where various nested elements are shown working together as a system. It reflects the particular challenges and scales of focus in urban areas - from individuals, to communities and neighbourhoods and at a citywide level. It focuses on particular leverage points for change (best practices) with regard to nature in cities, and is guided at its core by a set of underlying principles to inform practice.

At the centre of the model sits the system goal - *Urban Wilding. A set of guiding Principles have been created to inform the practice of Urban Wilding. These principles have emerged from our experiences designing and implementing Urban Wilding in Plymouth.

The eight Principles that have emerged from our programme of testing and development represent key leverage points to effect system change and to successfully integrate nature within urban place shaping. This includes exploring deeply held beliefs and values around our relationship to nature and to others, the creation of new organisational and digital infrastructures which empower citizens, and the development of new policy, planning and financial frameworks to support this.

Complex systems can behave differently at differing scales and so these are reflected too in the model to recognise the importance of understanding *who* needs to be engaged and *how*. This takes into account the need for multiple perspectives and the importance of equity (who participates), through an

inclusive process of engagement from individuals to groups and organisations, and at neighbourhood and citywide scales.

Finally, the model acknowledges the importance of an ongoing and iterative co-design process. This process recognises that resilience requires the ability to adapt as solutions emerge within a complex and constantly changing environment. It is delivered through a cyclical, action learning approach in which lessons learned influence the next cycle of implementation to ensure a progressive approach.

The model is brought to life through our suite of Insight Papers, Guides and Case Studies which aim to illustrate how the model was implemented and what we learnt.

Green Minds Urban Wilding Principles

The quality and quantity of nature has declined significantly in recent decades. Across the UK and Europe, nature recovery and restoration, rather than just preserving or conserving what remains, has become a high priority, as we have become more aware of society's dependence on nature[1].

We know that spaces that are more biodiverse can deliver multiple health and wellbeing benefits as well as other nature-based solutions such as improvements in water drainage, increased carbon sequestration, removal of air pollutants and increased pollination for food security[2]. 'Rewilding' has gained prominence as one approach to achieving such improvements in biodiversity, with a growing research body assessing its impact.

Urban (re)wilding, however, is still a new concept. We define Urban Wilding as 'any initiative, both human-aided and natural colonization, that aims to encourage biodiversity, ecosystem function and native species in urban settings'[3].

Urban Wilding is fundamentally different from wilding/rewilding/renaturing elsewhere. Cities and towns are dominated by human infrastructure and activity. Consequently, many natural ecosystem processes are significantly modified or constrained in urban areas. We rely upon ecosystem services for our health and wellbeing. Urban ecologies, which deliver these ecosystem services, are complex and poorly understood. However, we know that more biodiverse systems deliver more or better ecosystem services. We also know that we can mimic, or engineer, some specific ecosystem services such as storm water management. Whilst we don't know enough to design urban ecosystems to deliver all the services we need, we do know that more nature is good for people and urban living and that arranging it in certain ways can deliver certain specific benefits. We can't achieve this by doing nothing - positive interventions are required, which in turn demand enabling policy, community action and practical delivery mechanisms.

The Green Minds understanding of Urban Wilding recognises the need to shift from nature conservation to nature recovery - to focus on restoring much of what is rare or has gone and a recognition that we need to bring high quality Nature into places where people live.[4]

The Urban Wilding Principles below are designed as a set of prompts to help guide initiatives for nature to thrive in cities: to survive and reproduce, to expand, and to function as a system and so deliver more and better services to support urban environmental health, our economy, and human wellbeing.

*We have chosen to use the term 'wilding' instead of 'rewilding', as it better reflects the reality of nature in urban areas - to rewild implies a return to nature before urbanisation, which is not possible.

[1] Nature Recovery for Our Survival, Prosperity and Wellbeing: A Joint Statement by the Statutory Nature Conservation Bodies of the UK. jncc.gov.uk/our-role/the-uk/nature-recovery-joint-statement

[2] Dasgupta, P. (2021). The Economics of Biodiversity: the Dasgupta Review. London (HM Treasury); Maller, C. (2018) Healthy Urban Environments. Routledge

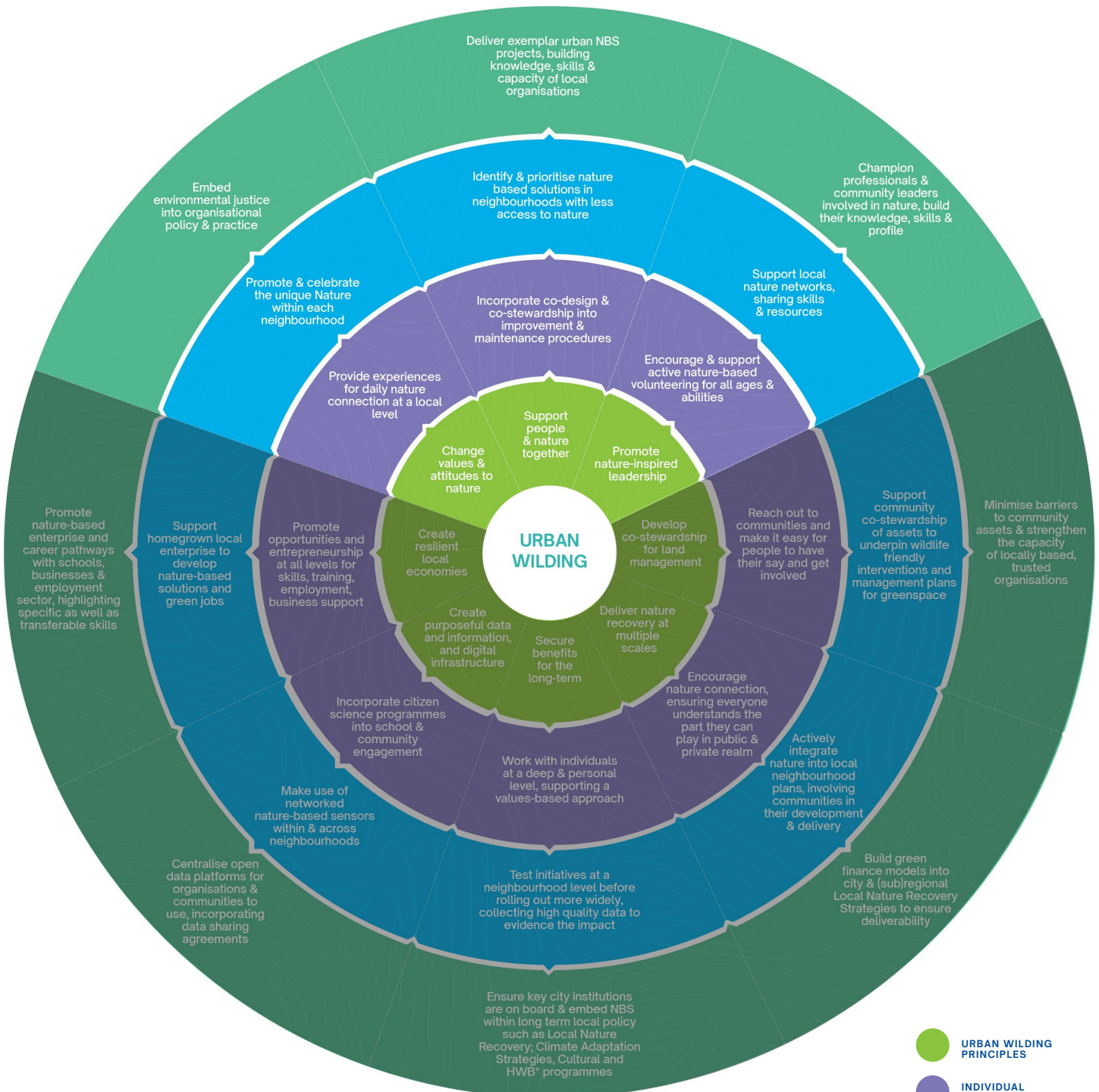
[3] Maller, C., Mumaw, L., & Cooke, B. (2019). Health and social benefits of living with 'wild' nature. Ch 9 in Rewilding. Pettorelli, N., Durant, S., and du Toit, J. (eds). Cambridge University Press

[4] Juniper, T. (2022) Tony Juniper: Green Paper - an opportunity for an integrated approach to Nature recovery - Natural England

greenmindsmodel

The model illustrates the three system levels at which the Urban Wilding principles are applied to drive action: the individual, with neighbourhoods, and within organisations.

Permeability, both within and between segments, reflects the need for adaptability through local learning gained through an action learning approach, in which lessons learned influence the next cycle of implementation.



Urban Wilding Principles



Support people and nature together

Promote a just transition to wilder cities through equitable access to nature, socially just policy and involvement in the co-creation and co-stewardship of nature-based solutions that are adapted to climate change, biodiverse and support nature connection.



Promote nature-inspired leadership

At all levels of management (individual, community/neighbourhood, city administration, business, etc) enable nature positive actions to enhance urban liveability through education, training, and policy.



Develop co-stewardship for land management

Democratise land management and ownership through the development of co-stewardship solutions with user communities, introducing inclusive and empowering processes for engagement, creating community assets, and utilising diverse governance structures.



Deliver nature recovery at multiple scales

Make the most of the local built environment and its scale, acknowledging that no space is too small to be valuable whilst at the same time recognizing that larger green spaces and high degrees of connectivity are key for nature recovery.



Secure benefits for the long-term

Develop integrated policy instruments that embed urban wilding in development practice, led by communities and advised and supported by public administrations to create resilient cities and a population connected to nature.



Create purposeful data and information supported by digital infrastructure

Develop new digital infrastructures to generate community-owned and insightful knowledge of urban nature to support nature connection, and nature-positive policy and practice.



Create resilient local economies

Promote and empower nature-related careers, cooperatives and social enterprise across all sectors, to create new jobs and new value in green and blue infrastructure.



Change values and attitudes to nature

Promote nature connection amongst citizens, to enhance individual and community wellbeing and to foster nature-positive choices.



Introduction

Engagement was central to the Green Minds project – without it, the task of changing mindsets regarding urban nature would be impossible.

Monitoring and evaluation of participation and project impact took place through a variety of methods during Green Minds.

Also important was to know how much change we were able to make, so measuring impact was also a central task of the project team.

Monitoring and evaluation of participation and project impact took place through a variety of methods during Green Minds. This insight paper focuses on the methods used to monitor engagement, Green Minds specific deliverables, and the following results indicators:

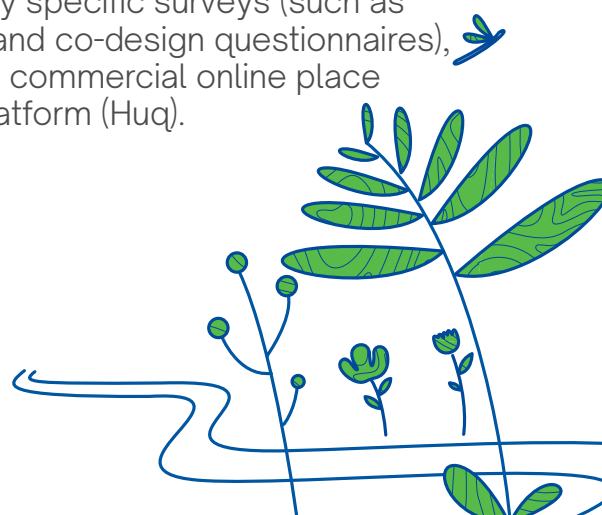
- Increased sense of wellbeing through connection to nature
- Increased use and user diversity at Green Minds sites
- Improved quality of user experience at Green Minds sites

Methods

Due to the extensive and diverse targets of Green Minds, two key methods were created to monitor and evaluate the project impact:

- 1) Participation monitoring, along with specific targets relating to activity types and changed attitudes to urban nature, was achieved through the use of an online 'Event Evaluation Form' completed by project partners.
- 2) Intervention impact, specifically relating to increased use, user diversity, and improved user experience at project sites, was evaluated through trialling 'site assessments', which incorporated collation of observational data and questionnaire responses of site users.

These methods were complemented with other activities, including Appreciative Inquiry, activity specific surveys (such as consultation and co-design questionnaires), and trials of a commercial online place monitoring platform (Huq).



Participation monitoring

Methodology

In order to monitor project participation, event data and activity related project targets, the 'Event Evaluation Form' was created. This was an online form accessed by project staff to record information required by project funders, including:

- Event details
 - Demographics of participants (age; gender; ethnicity; disability; plus attendees who were new to Green Minds and local to project sites).
 - Social value impact (knowledge; attitude change; health & wellbeing; connection to nature).
- The methods to collate data via the Event Evaluation Form were based on:
- Questions in line with national monitoring schemes like the People and Nature (MENE) survey¹, as well as the local Plymouth City Survey², and subsequent research that has emerged on the positive correlation between time in nature, health, wellbeing and environmental behaviours.
 - Specific Green Minds targets and funder requirements: for example, keeping a record of the number of volunteers and demographic data of project participants.
 - Evaluation and experience of previous project monitoring: for example, the use of an accessible, online form by staff worked well on previous Plymouth City Council led projects such as the Active Neighbourhoods Project³.

Project staff were given a variety of guidance and resources to collect the required data when possible; for example, the use of event registration forms to collect demographic data ahead of events, and online post-event surveys that could be shared with participants if data wasn't collected during the event.



1 www.gov.uk/government/collections/people-and-nature-survey-for-england
2 www.plymouth.gov.uk/plymouth-city-survey
3 www.plymouth.gov.uk/active-neighbourhoods

Participation monitoring

Measuring social value

Where feasible, staff were asked to incorporate fun activities into events to gather responses to the following questions, as well as collect quotes from participants:

Knowledge: what have you learnt from this event?

Adapted from research in behavioural perception methods⁴, which demonstrated that awareness and knowledge positively influenced intended behaviour in relation to the natural environment.

Changed attitudes: what action are you going to take as a result of participating today?

Research⁵ has shown that people involved in events where attentiveness to biodiversity is explicit (such as citizen science) are likely to make positive behaviour changes to improve biodiversity.

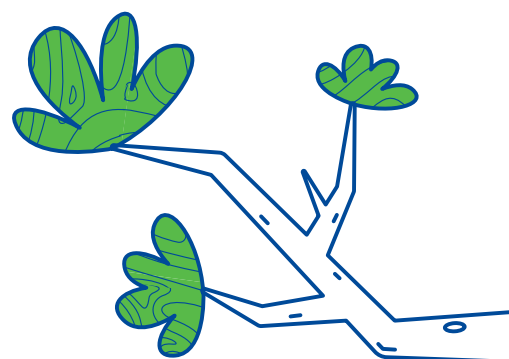
Sense of wellbeing through connection to nature

Research⁶ has shown that although general gains have been linked between nature and health, researchers have to ask more explicit questions that make the connection between spending time outside and a positive uplift in mental/physical health.

In the case of Green Minds, participants were asked whether they fell into the following categories: 'Strongly agree; Agree; Neither agree or disagree; Disagree; Strongly disagree; Don't know', in relation to these statements:

- 'Spending time in nature was good for my physical health'.
- 'Spending time in nature was good for my mental health'.
- 'It was a good opportunity to socialise or spend time with friends or family'.
- 'I felt closer to nature'.

A variety of activities could be used to collect this data during events, from group discussions and individual surveys, to the use of a feedback tree (where people could write a message on paper leaves and stick on the tree), drawing on whiteboards, and coin-drop style activities. As well as contributing towards project targets, this event feedback also informed future activities and target audiences.



4 Ashley, Pahl et al (2019): A Change of Mind: Applying Social and Behavioural Research Methods to the Assessment of the Effectiveness of Ocean Literacy Initiatives.

5 Prevot et al (2018): Routine experiences of nature in cities can increase personal commitment toward biodiversity conservation.

6 Lovell et al (2018): Health and the natural environment: A review of evidence, policy, practice and opportunities for the future.

Participation monitoring

Results

Over 48,000 people engaged with Green Minds throughout the project, including 22,000 people who attended Real Ideas' Illuminate Festival where a 'Wilding Wall' was funded through Green Minds. Demographic information collected (from approximately 10,000 people) showed that 51% of attendees were from one of Green Minds target audiences of young people (aged 0 – 24). Gender and ethnicity data was reflective of the Plymouth City Survey⁷ (PCS), with the majority of people identifying their ethnicity as White (92% Green Minds, 95% PCS) and gender as female (56% Green Minds, 51% PCS).

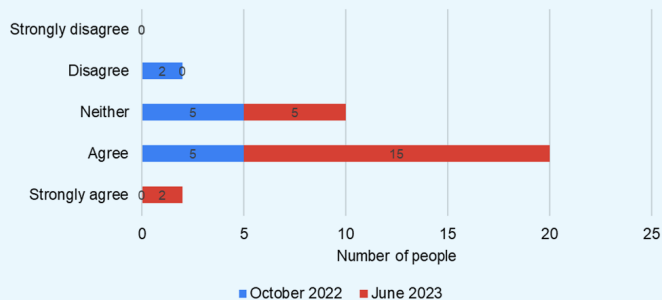
Many people engaged with Green Minds through regular volunteering events, educational sessions and online events, as well as larger drop-in events such as Plymouth City Council's Fit and Fed on Tour, Poole Farm's Festival of Nature, conferences and networking events, and community-run fun days.

Key learning themes for participants included how to identify flora and fauna, taking action for wildlife through wilding approaches from individual to city scale, as well as learning more about the green spaces and environmental initiatives in Plymouth. People were inspired through Green Minds to attend more environmental events, volunteer (particularly around tree planting), share their experiences with friends and family, and look at how they can promote wilding at home.

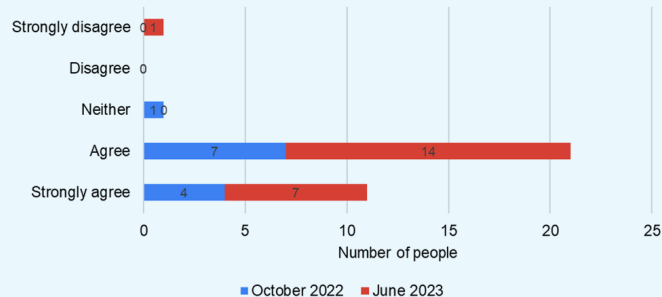
What worked well?

By combining expertise across project partners involved in research and the practicalities of collecting data on the ground, the Event Evaluation Form provided the most practical and cohesive way to collate a variety of data to sufficiently demonstrate evaluation of the project. Furthermore, by collating the majority of data in one place, analysis of quantitative results was easier and ensured data collected was consistent throughout the project timeframe and across partners. This format of data collection and activity ideas are easily replicable, and by using questions in line with national and local monitoring schemes, comparisons can continue to be made over time and across multiple projects.

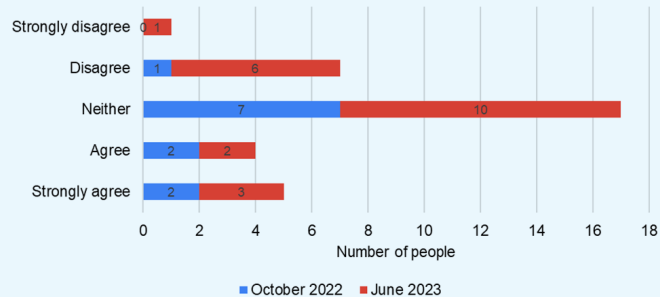
Site User Survey: 'Spending time in nature / Keyham greenspaces is good for my physical health'



Site User Survey: 'Spending time in nature / Keyham greenspaces is good for my mental health'



Site User Survey: 'Spending time in nature / Keyham greenspaces is a good opportunity to socialise'



⁷ Plymouth City Survey 2023: www.plymouth.gov.uk/sites/default/files/2023-10/Plymouth-Report-Oct-2023.pdf

Participation monitoring

In terms of analysis, the majority of data collected was used internally as per funding stipulations, with only a few figures shared publicly.

Recommendations

Green Minds had a large and diverse range of target groups, which evolved over the project timeframe. While the Event Evaluation Form was appropriate in the majority of cases, the sheer amount of data required from a practical perspective was sometimes challenging to collect at every event. For example, at external events or drop-in events, it was not always possible to collect demographic information of participants or cover all social value questions in event activities (and analyse the more qualitative data easily). In terms of analysis, the majority of data collected was used internally as per funding stipulations, with only a few figures shared publicly. Therefore going forward, project targets could be simplified and prioritised to collect and analyse data more efficiently. Key recommendations to apply to future projects (depending on funding stipulations) include:

- Continue to use an accessible online form format and questions based on national and local surveys.
- Have more focused demographic data collection – for example, throughout the project the main demographic information requested was ages, so it was not always necessary to collect other data such as ethnicity and gender. As demographic data collection is not always possible, considerations could also be made as to whether this information can be attained from another source (for example, where data collected through Green Minds was reflective of the Plymouth City Survey).
- Consider the use of case studies to compliment the higher-level Event Evaluation Form data, to capture detail, specific targets, or qualitative data (such as working with priority audiences).
- In terms of social value, asking one or two key questions, ideally with fewer multiple choice answers, as opposed to multiple open-ended questions which were more challenging and time consuming to collect at events and analyse.

Intervention impact monitoring

Methodology

Site assessments were used to establish whether the following Green Minds results indicators had been achieved:

- Increased use and user diversity of green blue infrastructure (GBI) at pilot sites
- Improved quality of green blue infrastructure (GBI) at pilot sites: user experience

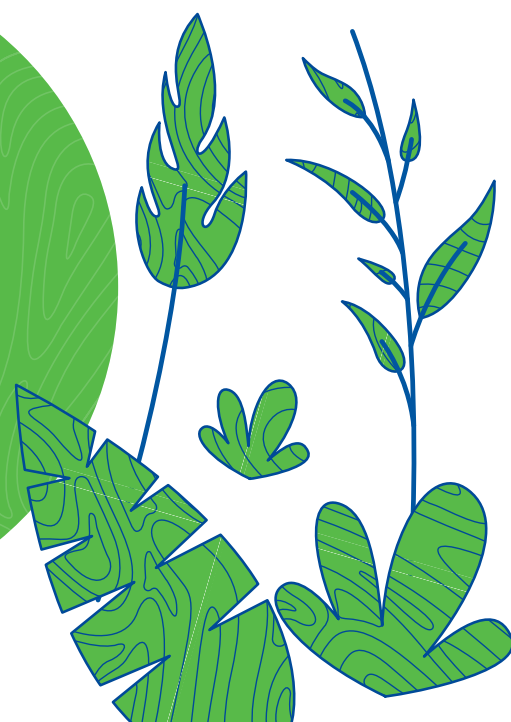
Three of the green spaces in the Keyham neighbourhood were most suitable for site assessments, being completely accessible to the public with simple short-term interventions planned during the Green Minds timeframe.

The site assessment was comprised of two methods: SOPARC (System for Observing Play and Recreation in Communities) observations and Site User Survey questionnaires. These were completed pre-improvements and repeated post-improvements, and data was compared to establish whether the target values for improved quality and use of sites had been achieved.

SOPARC

The System for Observing Play and Recreation in Communities (SOPARC) is a well-known tool used to provide direct observational data on how an area is used by the community in a specified timeframe. Typically data is collected on site user demographics and site user activities, with the amount of time making observations dependent on the size of a site survey area. External factors such as weather and organised activity are also recorded. Green Minds amended this methodology to create simpler and more relevant SOPARC categories.

SOPARC is a simple tool for collecting data, giving an overview and snapshot of site use for evaluative purposes; therefore data is not necessarily completely accurate or reliable. However, to overcome some of these limitations and provide further information on site user experience, Site User Surveys were also completed with a small representative sample of site users.



Intervention impact monitoring

Site User Survey

The Site User Survey (post-improvements) was a questionnaire created by Green Minds to gather information related to site user demographics and their experience of using sites. Similar to the Event Evaluation Form, the majority of questions were based on existing national and local surveys, with multiple choice (generally with five answer categories from strongly agree – strongly disagree) relating to the following:

- Time and motivations for visiting their local green space.
- How they feel about their local green space (such as if it feels safe and accessible), and if they feel they have a say about what happens on site.
- In the case of the post-improvement survey, specific questions on changes noticed and their impact on site users.

Questions were also asked relating to the demographics (age, gender, ethnicity, ability / disability) of the site user, health, wellbeing and nature connection, as well as whether they were aware of Green Minds and opportunities to comment further (to provide qualitative data).

Results

Through SOPARC and Site User Surveys, a 21% increase in site visitor numbers was seen as well as an increase in user diversity, with more demographic categories represented post-improvements. Improvement to user experience was also seen with increases in positive responses relating to health and wellbeing and site

quality, with 43% of people feeling that the green space improvements had a positive impact on them (and 52% answering 'about the same').

The majority of people surveyed on site had noticed more wildlife meadow improvements and tree planting, new play equipment and the green spaces generally looking wilder. When asked about their experience, themes included more opportunities to explore, feeling more relaxed and the parks 'look beautiful'. The majority of people surveyed (95%) said they'd spent about the same amount of time in the greenspace since the improvements, with the most common theme being that it was already part of their routine (such as dog walking or spending time with family).

In addition to the Green Minds site assessment, in March 2023, University of Plymouth School of Society & Culture released an independent academic evaluation⁸ relating to the Keyham Recovery programme following a critical incident in August 2021. While this research was done independently to Green Minds, questions relating to the public spaces formed part of their evaluation due to these areas being identified as a priority for improvements by the community. This provided useful feedback to inform Green Minds approaches. The Safer Keyham Report analysed secondary data via a community survey completed by 240 residents in the area, and further demonstrated the positive impact of the green space improvements and helped identify future priorities (such as engaging more young people with public spaces).



8 A Safer Keyham: Independent Academic Evaluation: pearl.plymouth.ac.uk/bitstream/handle/10026.1/20932/Safer%20Keyham%20evaluation%20FINAL%20REPORT.pdf?sequence=3&isAllowed=y%20

Intervention impact monitoring

**SOPARC
observational
data provides a
good snapshot of
site use**

What worked well?

- Use of external contractor (unbiased / removed from project) completing site assessments, particularly on behalf of Plymouth City Council. The contractor also reported positive feedback from site users about 'feeling heard' through using this personable approach compared to higher level surveys.
- SOPARC observational data provides a good snapshot of site use, and combined with the Site User Survey, gives a comparable insight into user experience and whether the results indicators were achieved.
- SOPARC and Site User Surveys adapted for Green Minds provided a more efficient and relevant way to collect required data, particularly through amending activity categories to pick up on smaller scale interventions (such a bench installation).
- Allows for detail of intervention impact to be captured, particularly with smaller sites and smaller scale interventions. Where there is capacity to spend time on site making observations and talking to site users, the site assessment method could be used and updated based on learning from Green Minds.
- The mix of multiple choice and open-ended questions used in the Site User Survey, to provide quantitative evidence of impact as well as hear more anecdotal and qualitative feedback.

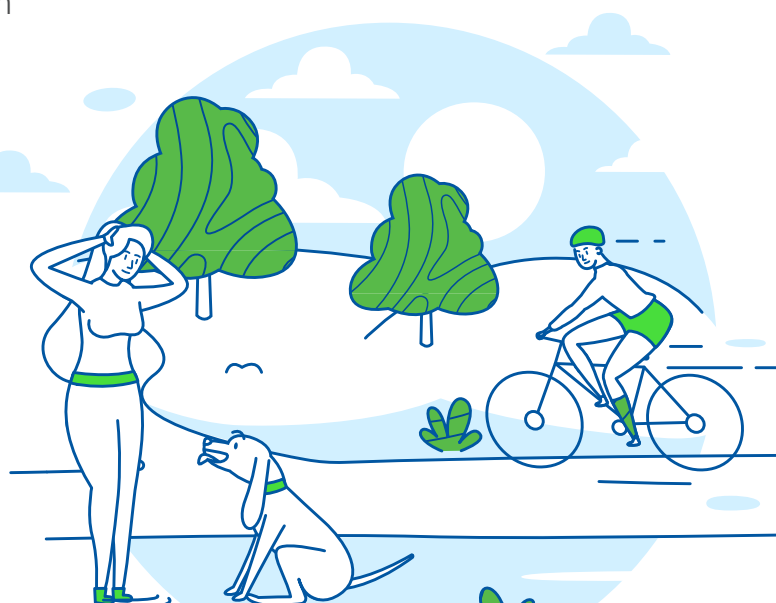


Intervention impact monitoring

Recommendations

- Similar to the Event Evaluation Form, consider collecting demographic data via other methods such as the Plymouth City Survey where this is reflective of people engaging with the project.
- Consider further use of complementary qualitative approaches such as Appreciative Inquiry and case studies to capture impact of interventions in more detail, as well as attending community groups / local events to gather more Site User Survey responses.
- Reduce the number of questions asked in the Site User Survey, with one or two multiple choice questions per evaluation theme. For example, as Green Minds progressed and developed relationships with University of Derby on nature connection research, the question 'I am taking more time to notice and engage with everyday nature (eg. listening to birdsong, noticing butterflies)' became preferable to use as opposed to other nature connection questions. Research⁹ has also shown that noticing nature is more important than the time spent in green spaces; therefore questions on time spent in green spaces is not necessarily needed in future surveys.
- As mentioned in the Safer Keyham Report, it should be noted that green space design alone cannot ameliorate extraneous or personal matters faced in urban communities (such as austerity), resulting in some people not feeling impacted by green space improvements. Therefore, questions and analysis of Site User Survey responses should consider how best to show genuine project impact as opposed to results being affected by personal opinions of local authority involvement. Green Minds overcame some of these challenges through the use of partners and external contractors, who anecdotally were able to have more constructive and more focused conversations on green spaces.
- The main challenge of monitoring intervention impact through Green Minds was a lack of staff capacity, resulting in less time to complete site assessments. The SOPARC methodology gives a snapshot of site use; therefore, where there is capacity, regular surveys should be completed to gather more reliable data, less affected by extraneous variables such as weather and school holidays.
- In terms of the Site User Survey, Green Minds found that the pre-improvement survey was not necessarily required, as data was not directly comparable post-improvements where different individuals completed the survey. More specific questions related to improvements were also asked in the post-improvements survey, which sufficiently provided the data required on project impact.

⁹ Richardson, M., & Butler, C.W. (2022). The nature connection handbook: A guide for increasing people's connection with nature. United Kingdom.



Complementary methods

Online place monitoring platform

Huq¹⁰ is an example of a commercial online place monitoring platform that provides data on site footfall, dwell time, visit density mapping, granular catchment (locality of visitors), and visit frequency. Green Minds trialled using this platform to receive data on Central Park. While Huq was useful for higher level figures looking at Central Park as a whole, and was time efficient to use (as opposed to collecting observational data through project staff), data was heavily influenced by visitors to Plymouth Life Centre and Plymouth Argyle Football Club, located on the outskirts of the park. As a result, impact of Green Minds smaller scale interventions or activity around specific locations within the park could not be monitored easily through this platform.

Activity specific surveys

Throughout Green Minds, activity specific surveys were created where appropriate to gather further information, particularly in relation to co-designing improvements with communities. Examples of this was the use of surveys (completed online and on site) as part of the Keyham Greenspace Improvements¹¹ and Central Park Treespaces Project¹². Similarly to the Event Evaluation Form and site assessments, questions were asked in relation to how residents used their local green space and impact on health, wellbeing and nature connection. Additional multiple choice questions were added (such as 'how do you rate this design?' with 'excellent; good; average; poor' answer categories), as well as an open ended question (such as 'please tell us why you rated the design like this' or 'is there anything else you would like to tell us?').

Green Minds found this mix of quantitative and qualitative data useful, providing quantitative figures for evidencing community priorities, as well as opportunities to hear further ideas or feedback. The use of these surveys with options for individuals to complete independently or at events / on site with staff, provided a more personable approach, with residents reporting they felt heard. For example, several unprompted comments from Keyham consultation survey respondents were themed on thanking Green Minds for working in the green spaces and liking the mix of areas for wildlife and people.



¹⁰ huq.io/platform ¹¹ greenmindsplymouth.com/keyham-greenspace-improvements

¹² greenmindsplymouth.com/news/central-park-designs-revealed-for-zoo-field-and-pounds-park

Complementary methods

Appreciative Inquiry

Appreciative Inquiry (AI) is a technique to help understand and facilitate change in complex systems, drawing together research from positive psychology, sociology, medical research and behaviour change research. Green Minds used this approach with green space users and non-users, and Plymouth City Council Street Services staff, following its initial trail through the Future Parks Accelerator Project¹³. The approach involves asking open-ended questions, such as ‘tell me about your favourite outdoor space’.

Plymouth’s AI approach is a cycle of constant learning, with the following principles:

- Recognising that everyone within the system is fully human with motivations, dreams, and aspirations.
- Believing that people attend events and engage in their community because they have good intentions. Most people want to do their best.

- Giving up control to the lowest possible part of the individual/community/city hierarchy has immense power – because these are the people who know ‘what needs to be done’ in the moment and can actually do it.
- Outcomes are emergent and cannot be predicted at the beginning of a process.

Green Minds collected stories from people using green spaces across Plymouth; and through events, groups and organisations not based in green spaces (non-users). These interviews were analysed to identify key themes to inform activities, improvements, decision-making and management of green spaces for people and wildlife.

While time consuming to collect and analyse AI responses, this approach allowed a deeper understanding of how Plymouth residents feel and allowed a more personable approach to Green Minds activities and how best to implement interventions alongside communities.

Green Minds
collected stories
from people
using green
spaces across
Plymouth



13 www.plymouth.gov.uk/future-parks-accelerator-project

Conclusions

The mix of methods used by Green Minds to monitor participation and impact of interventions has shown the following:

- The use of an online Event Evaluation Form was efficient and easy to collect data across the Green Minds project partners in a uniform way and analyse in relation to Green Minds targets, particularly quantitative data. This form template could be easily replicated and simplified across other projects.
- Where there is staff capacity, carrying out observational surveys and having conversations on site while completing Site User Surveys provides detail required to demonstrate intervention impact, as well as deliver a more personable approach working within communities.
- Where surveys need to take place, have a standard set of closed and open questions to gather both qualitative and quantitative data that can be applied to multiple projects and sites.
- Keep surveys simple, for example, if nature connection is the priority, ask one or two questions on this subject rather than several related questions, and where possible, have fewer answer categories, so data is easier to collect and more efficient to analyse.
- Consider the use of other methods to simplify data collection of demographics where engagement is reflective of the community, such as using the Plymouth City Survey to gather this information as opposed to collecting it through events.
- Consider complementary methods such as Appreciative Inquiry and the use of case studies to demonstrate and understand project impact in more detail.





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