Removing Barriers Creating Opportunities: Social Inclusion in the Countryside

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of the
Countryside Recreation Network

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Countryside Recreation Network

CRN is a network which:

- Covers the UK and the Republic of Ireland
- Gives easy access to information on countryside and related recreation matters
- Reaches organisations and individuals in the public, private and voluntary sectors
- Networks thousands of interested people

The Network helps the work of agencies and individuals in three areas:

Research:
to encourage co-operation between members in identifying and promoting the need for research related to countryside recreation, to encourage joint ventures in undertaking research, and to disseminate information about members' recreation programmes.

Liaison:
to promote information exchange relating to countryside recreation, and to foster general debate about relevant trends and issues.

Good Practice:
to spread information to develop best practice through training and professional development in provision for and management of countryside recreation.

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Steve Webb welcomed the speakers and delegates.

He also thanked Bill Slee and his team of researchers from Aberdeen University for their excellent report 'Social Exclusion in Countryside Leisure in the United Kingdom - the role of the countryside in addressing social exclusion'. This research project was sponsored by a partnership of Countryside Recreation Network agencies to help develop their understanding of the issues surrounding social exclusion and inclusion in countryside recreation. The principle aim of the research project was to illustrate best practice by using cases from England, Scotland, Wales and Northern Ireland.

Many of the case studies featured in the report provided speakers for the conference and their experiences and insight were extremely beneficial.

REMOVING BARRIERS, CREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE

Pam Warhurst

The Countryside Agency

Introduction

Tackling social exclusion is one of the priorities of national policy. Government is looking for "joined up solutions to joined up problems" working across departments and across programmes.

A whole raft of government initiatives has been launched to tackle social exclusion over the last few years, but so far we have not seen any specifically targeted at countryside recreation. This is why the Countryside Agency is very supportive of the full diversity review of countryside recreation outlined in the Rural White Paper. Such a review would, to quote the paper, seek to:

" *encourage more people with disabilities, more people from the ethnic minorities, more people from the inner cities and more young people to visit the countryside and participate in countryside activities, initially by seeking their views on what they need to enjoy the countryside.*"

From this we would go on to formulate a plan of action which would:

- design ways to tackle social exclusion so that they meet the needs of target groups;
- encourage countryside recreation providers to adopt socially inclusive policies; and
- equip non-users of the countryside with the confidence and skills to enjoy a wide variety of countryside recreation opportunities.

We have seen launched initiatives to 'make a difference' in social inclusion. For example:

- The publishing of a 'Rural Service Standard' setting out what rural people can expect in the way of support to vital village services.
- Rural areas benefiting from a series of national targets set out in the cross-cutting spending review on 'Government Intervention in Deprived Areas (GIDA)' designed to secure major improvements in rates of employment, educational attainment, health improvement, and crime reduction.

- £800m over the next three years to the new 'Neighbourhood Renewal Fund (NRF)' to help local authorities in the most deprived areas improve services for poorer people and deliver the targets.
- The setting up of Indices of Deprivation 2000 - a major step forward in assessing deprivation in both rural and urban areas.

The Countryside Agency has a key part to play in developing expertise and knowledge on social exclusion issues generally. The Agency is launching a 'Rural Social Exclusion Advisory Group' to guide its work and provide links with other key social exclusion initiatives including the Social Exclusion Unit (SEU).

Gaining access to countryside recreation is clearly a problem for many urban dwellers through lack of income, lack of public transport, lack of information, physical disability or sense of isolation. We need to reach these people, we need to overturn and overcome the barriers that prevent them from visiting the countryside and provide greater opportunities for them in the countryside and urban spaces, particularly those on their doorstep.

We should also realise that access to countryside recreation can be as difficult for some rural dwellers as their urban counterparts. They are prevented from participating in countryside recreation through lack of transport services, social isolation, low incomes and a sense of powerlessness as great as in some urban areas and their needs are often hidden, obscured in what is perceived generally as a more affluent community.

The Countryside Agency sees this work as an important part of its remit to:

- raise awareness and understanding of rural social exclusion;
- demonstrate innovative and effective approaches to tackling rural social exclusion, through practical projects;
- support a rural dimension within the work of other organisations which are addressing social exclusion and building the capacity of rural organisations to develop their activities in this area; and,
- disseminate and promote good practice.

The Countryside Agency believes that recreation and access to the countryside can play a key part in regenerating and rebuilding communities, contributing to improvements in health and a wide range of social and economic benefits.

This is the reason we have come here today. We can make a contribution in partnership with the many interested and government bodies present here today and make and promote greater opportunities for people to enjoy countryside recreation. We can ensure everyone has easier access to the countryside and the confidence to use it. Together we can better ensure that the needs of socially excluded and disadvantaged people are given special priority.

We are concerned to discover how little information is available to make an assessment of the value of these benefits to society. We believe a necessary starting point must be further research which would clearly be of benefit to all authorities, agencies and voluntary sector organisations seeking partnership support and when making applications to grant-making bodies. This is why the Countryside Agency will do all it can to assist the full diversity review into countryside recreation.

If a wider cross section of society is to enjoy the countryside they will need better opportunities to do so on the ground and better information on the availability of these recreation opportunities.

Countryside Agency Approach

We have made a start - in the countryside around towns, our urban open spaces and in our finest landscapes where people particularly look for countryside recreation.

Firstly, we have begun the research that will give us a better understanding of why a wider cross-section of society are not using the countryside for recreation.

In Our Finest Countryside:

- We are running a National Park Multi-cultural Initiative led by the Council for National Parks and the Black Environment Network to encourage people from ethnic minorities to enjoy the countryside and research into the barriers that may prevent this.

- We have developed the "Out There!" project which will forge stronger and deeper links between the Broads Authority and schools in the urban centres of Lowestoft and Great Yarmouth. It is targeted at children disadvantaged by low self-esteem with the hope that away from their normal environments with challenging activities to do, they can redefine their self-image and believe in their potential. This pilot scheme may eventually be rolled out to all countryside areas using Heritage Lottery Fund resources.

For All Our Countryside:

- We co-sponsor the production of a Great Britain Day Visits Survey to ascertain the scale and value of leisure visits to the countryside and to find out who and from where people visit and to identify those locations where residents do not participate in countryside recreation.

Secondly we have begun to increase the range of recreational opportunities on the ground where people want them - the open spaces and countryside in and about our urban areas, the countryside where we live and in our finest countryside - our National Parks and Areas of Outstanding Natural beauty which we want to visit.

High quality and safe parks and public open spaces accessible to all are particularly valuable to the most vulnerable members of society - the young, the old, unemployed, single parents, disabled people, ethnic minorities - the poor who often endure the worst living conditions and quality of life. There are, however, many obstacles to achieving this potential - parks are often poorly managed or abandoned.

Surveys have repeatedly shown that people value local countryside and local open space but green space is not always available to everyone. In some towns and cities, inability to meet increasing costs of managing parks and green spaces has led to their decline and public insecurity about visiting them.

In Our Urban Areas:

- The Urban Parks Programme is making an enormous contribution to the regeneration of our parks and open spaces. Well over £160 million has so far been offered under the Urban Parks programme for the restoration of some 300 historic urban parks, producing huge benefits for the local communities they serve.
- As an example of what can be achieved, a Heritage Lottery Fund grant for St. Peters Gardens in Wolverhampton has helped restore this prominent town-centre and enabled the Gardens to stay open in the evening. Before the grant the Garden was a hang out for drink and drug addicts, little used by the rest of the community. Raising its quality has reclaimed it for everyone else so that it is again accessible to all.
- Social inclusion gains have been evident at Alexandra Park, Oldham and Lister Park, Bradford. Both had Urban Parks Programme grants and both are located at the centre of areas of racial unrest and did not suffer the rioting earlier this summer.

The Countryside Agency Millennium Greens Initiative at Hartcliffe Millennium Green, Bristol demonstrates the community's value of open space in disadvantaged urban areas. Hartcliffe is an area of high rise and social housing on the edge of Bristol. A new green created there is surrounded by two schools, a college, tower blocks and shops. The site had been under-used owing to its bland openness and lack of facilities offered. The whole area is prone to vandalism so this was considered in the preparation plans for the green. The site design incorporates robust materials, colourful slatted fencing, planting and open access. Extensive community consultation resulted in the idea of a park and garden area. Both schools and the wider community were actively involved in developing the proposals, which focus on providing a pleasant, safe area for children, teenagers and the wider community to enjoy. Two paths cross the green, improving access to the schools for both students and local residents.

Our Local Heritage Initiative (LHI) programme has also contributed to countryside recreation in countryside around our towns.

- The Royd's project in Bradford is a community association working with residents groups and schools on improving access, undertaking practical site management and studying folklore of woods on the southern fringes of the city. The site has traditionally suffered dumping and neglect and the Countryside Agency's LHI project is bringing together community groups to understand, interpret and endeavour to give the woods a more sustainable future with some training involvement for participants.

- The Calder Future Partnership is an LHI project involving several communities along the River Calder from Wakefield eastwards. It involves practical access works and interpretation along the river to bring back pride of place and constructive usage for recreational walking along the riverbank. The project has the involvement of the Groundwork Trust, local businesses, voluntary organisations, the local authority in addition to the local community volunteers.

Evidence shows that decline is also a feature of country parks. The Countryside Agency is now turning its attention to their successful restoration. Our work is too early to provide examples of successfully restored country parks but one in Havant, Staunton Country Park, has received a large Heritage Lottery Fund grant. It is adjacent to the largest council estate in Britain and is in an area of high deprivation. The country park now has safe and attractive access for everyone.

In Our Wider Countryside:

- The Great North Forest Bike Ride began about five years ago, is an annual event and proved instantly popular, providing a signed cycle way across roads and country tracks. Participants are very diverse with lots of local people from communities as about disadvantaged as they come! The thing that attracts most people seems to be the fact that the route is signed and marshalled, making participants feel safe and confident about being in the countryside.

- In the Mersey Forest a community woodland at Littlewood, near Knowsley has been developed through the Community Contracting Initiative which aims to encourage long term stewardship of woodlands with social, environmental and economic benefits. A local steering group has been formed and a local newsletter recently ran an article telling people not to dump rubbish in "our" wood. In a survey carried out amongst local residents over 50% said they used the wood for walking.

The idea of "country walks" on the edge of a deprived estate may at first sight seem unusual. But it does indicate the real need of people, wherever they live to have access to a good quality environment that they can use for exercise and enjoyment in safety. The choice of Littlewood as part of the Community Contracting Initiative was controversial because it is an area of high deprivation and suffered riots in 1980. The fact that it has been such a successful project in delivering benefits to the community and helping to restore community pride is an excellent example of how community forestry can be a positive focus for communities.

Thirdly, we have begun to put the necessary infrastructure in place through a doubling to £10 million in 2001/02 for the Rural Transport and Parish Transport Fund. Our transport team are working on many initiatives through the Rural Transport Partnership to provide opportunities to access the countryside for leisure and work purposes. The Agency has published a good practice guide "Great Ways To Go" on how rural communities can achieve affordable, reliable public transport. Rural Transport Partnerships bring together local groups of operators, transport planners and users to devise an integrated approach to local transport schemes.

For Example

The Hadrian's Wall Bus is a bus service which serves both tourists and local people travelling along Hadrian's Wall between Carlisle and Hexham. The area is extremely rural and, until recently, visitors had a very limited service. The Agency looked at amalgamating

the two existing small bus services on the route - one for tourists and one for schools. A partnership was formed and significant input was made into the initial route design and improvements incorporated linked to railway stations. The services were brought together and the Hadrian's Wall Bus service established. It continues to go from strength to strength.

Fourthly we are endeavouring to reach people who until now may have little experience of countryside recreation by improving information on recreation opportunities.

Examples

- Working with DEFRA we are encouraging local authorities to improve public access through helping them to establish a more integrated transport linked approach so that users have more choice of countryside access. We want to ensure that our information reaches all sectors of the public so that everyone who chooses to visit the countryside is aware of their rights and responsibilities.

- The Countryside and Rights of Way Act 2000 will pave the way to significant expansion of public access to open countryside, whilst the development of rights of way improvement plans by local authorities will take into account the needs of disabled people. Our publication "New Rights, New Responsibilities" decries how these new access arrangements are being put into practice on the ground and explains what they will mean to countryside visitors. Publicity plans associated with this have been delayed because of foot and mouth., but in the long term a sustained information programme to make sure everyone has the information they need as the new access arrangements are put in place will enable people to experience the countryside and understand the importance and fragility of the systems that support and maintain it.

- We are writing good practice guidance for increasing access to the wider countryside for disabled people. We are currently launching a series of pilot projects throughout England to test and inform the guidance which it is hoped will become accepted methodology by countryside managers and in turn allow a significant increase in access opportunities for those with disabilities.

Our Walking our Way to Health programme provides funding for local initiatives such as the "Get Yourself Lively... Walking" scheme in St Helens, Lancashire.

81 year old Norma Deakin came across a leaflet advertising "health walks" near her sheltered housing.
'It was wonderful' Norma said. *'The beautiful scenery and the chance to meet and mix with different people are the reasons why I think more people should join the scheme. I only wish somebody had introduced the concept when I first came to St. Helens'.*

Conclusion

These initiatives:

- encourage healthy living;
- increase community contact within neighbourhoods;
- help young people have more self-confidence and be more responsive in their use of the countryside;
- help develop a sense of community ownership which can help keep the countryside attractive;
- create greater awareness of the environment and the need to manage it to promote biodiversity; and
- help highlight and regenerate poor areas and make better use of currently under-used assets.

To move from stage to action, to get the most out of the "full diversity review" will involve all of us working together in partnership. I hope that today marks the start of that work. We want to bring together organisations outside countryside such as social services, health and education to help us, to bring together smaller organisations who can link together, share expertise and resources. We want to form a partnership to promote and develop social inclusion in the countryside.

We can then build a range of social inclusion initiatives to enable those people who are currently unable to participate in countryside recreation to do so; to equip non-users of the countryside with the confidence, skills and empowerment to enjoy a wide variety of countryside recreation opportunities and establish a proactive socially inclusive approach to countryside recreation by all providers and users.

FROM THE DOLDRUMS TO THE DOLOMITES

Jim Brown

The Big Issue, Scotland

"Great things are done when men and mountains meet;
This is not done by jostling in the street."

William Blake

Grand Central Outdoor Activities Club (a.k.a. The Big Issue Hillwalking Club) is a self-help initiative enabling homeless people to escape their grim urban environment and get out into, and enjoy the many benefits of, the countryside. It is giving some of the most excluded people in Scotland the opportunity to explore areas and participate in activities that many of them could only have dreamed of before, and hopefully, new hope and a new outlook on life.

The club was established just over a year ago under the aegis of Grand Central Union, a new division of The Big Issue in Scotland Limited launched with the aim of developing and delivering a "holistic" approach to the tackling of homelessness and its many, and often complex, associated problems. Grand Central's "Pathways" programme covers the often interdependent fields of employment, accommodation, money management, health and social interaction, the outdoor activities club falling into, and being an important part of, this latter category.

Membership of the outdoor club is open to any person who is homeless at the time of applying to join or who is already involved in some other aspect of the Pathways programme, as well as to Big Issue in Scotland staff members and volunteer workers. However, at any given time, people who are homeless or ex-homeless must constitute a minimum of 80% of the club membership. This emphasis on the "ownership" being retained by homeless people themselves is felt to have been an essential element in the club's success, as well as being in line with the Big Issue's ethos of self-help and empowerment. The fact that the outdoor activities are delivered through the vehicle of a club rather than through a "top-down" project means that homeless people have the opportunity to do something that they want to do and to do it for themselves, rather than (as is sadly too often the case) having something done "to" or "for" them. In its first full year of operation the club had some 60 members.

While in the first few months of its existence, the club received £250 in "seed" money from the Big Issue Foundation Scotland (the charity wing of the organisation), it has since then been entirely self-financing with funding for all trips and training activities being raised by the members' own efforts. Fundraising activities have included a sponsored long-distance walk, a sponsored abseil and half-marathon and 10K road races, and bar work at music festivals. Appeals to mountaineering clubs and the public to "recycle" old or unwanted outdoor equipment by donating it to the club led to over 200 items being handed-in, including boots, waterproof jackets and trousers, fleeces, tents, sleeping bags, rucksacks and a variety of cooking equipment - not to mention two windsurf boards!

This combination of funding-raising energy and the generosity of the public, coupled with an impressively high level of enthusiasm on the part of the participants, enabled club members to participate in over 80 activity days and outings in the course of the club's first full year of operation. Mountain and hill areas visited included the two well-known "Munros" (mountains over 3,000 feet) of Ben Lomond and Ben Vorlich, as well as an array of lesser, but no less challenging peaks such as The Cobbler, Ben Venue and Ben Ledi. Visits were also made to a number of forest and country parks and training undertaken in a range of relevant skills, including mountain navigation, abseiling and winter safety techniques.

Not unnaturally, such exposure to the countryside and wilderness areas left many club members with a desire to learn more about what they were seeing and experiencing, and this has led to a high level of involvement in the John Muir Award programme, with 12 members completing the scheme's Discovery Award (introductory level), five the Explorer Award (intermediate level) and two the Basic Leader Training Award. There has also been a willingness to "put something back" through voluntary conservation work, carrying out tasks such as footpath repair, tree-planting, etc.

A vitally important contributory factor in the rapid and successful development of the club has undoubtedly been the participation and/or support of a range of "partner" organisations, spanning the public, private and voluntary sectors. Glasgow City Council's Countryside Ranger Service and The John Muir Trust have both rendered invaluable assistance in organising and running environmental training and voluntary work programmes, while the Forestry Commission has assisted by leasing a remote cottage to the Big Issue at a very reasonable rent level. Drumchapel Adventure Group (DRAG), an outdoor resource centre based in a large Glasgow housing estate, provides access to low-cost minibus and equipment

hire, while commercial outdoor activities company Alba Adventures has undertaken to provide club members with training in a wide range of outdoor pursuits at cost price. The Mountaineering Council of Scotland, the national governing body for the sport in Scotland, has helped out by publishing a major feature on the club's activities in its magazine, "The Scottish Mountaineer", and publicised an appeal to its members for offers of assistance. Great though the heights they have already scaled, a group of around a dozen club members are now setting their sights even higher and are currently fund-raising for a two-week trip next year to the Italian Dolomites, located in the South Tyrol region of the Alps and one of the most beautiful and spectacular mountain ranges in the world.

Plans are already being laid for the following year (2003) - an expedition to the Himalayas led by a professional guide. The aim is for a party of around ten people to undertake a trek in the area, with say two of the fitter members scaling a peak. Now, that really would be something: homeless people standing on top of the world - and all by their own efforts!

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WIDER ISSUES - ETHNICITY AND MULTICULTURALISM

Judy Ling Wong

Black Environment Network

Multiculturalism Recognises:

- our historical inter-relatedness as an ongoing fact;
- the richness and relevance of cultural influences that are all around us;
- all of us as participants within the context of an interdependent world; and
- that the outlook and behaviour of each of us affects the future of the world and therefore changes all our lives.

Organisational Change

Developing a multicultural approach through an assessment of the values embodied in the interpretation of buildings, sites or collections and the extent to which they:

- acknowledge the role of all socio-cultural groups and what they owe to each other;
- represent the concept of shared history - the concentric circles of local, regional, national and international contexts; and
- further the essential role of the sector in the ongoing negotiation of identity by diverse socio-cultural groups.

The overall aim of the process of self-examination should be to:

- raise awareness and foster a deeper understanding of what under-representation, social exclusion and action for social inclusion means in the context of a multicultural society;
- identify the opportunities for multicultural interpretation in relation to specific areas of activity and expertise; and
- integrate a multicultural approach with access policies and action plans, including strategies for training and staff development.

Working Towards A Multicultural Approach:

- In our area of expertise what is our role in building a cohesive, vibrant and progressive culture that involves everyone in working for a better future?
- Who are we communicating with when we present our work in the way we do?
- How do we nurture the creativity necessary within our organisation to enable us to move forward?
- How do we build relationships with under-represented and socially excluded groups in order to meet their needs, release their creativity and enable them to engage with us and

contribute to our work?

- Where and what are the opportunities for new ways of working?
- Who are the key partners we need in order to facilitate organisational cultural change and deepen understanding of those we have traditionally excluded?
- How do we work towards enabling member of under-represented and socially excluded groups to aspire to - and take steps to seek - employment within our organisations?

Organisational Policy and Planning:

- Is a focus on cultural diversity written into the mission statement, strategy and action plan?
- Is there a budget within the core funds rather than requiring new fundraising?

Partnership with Under-represented and Socially Excluded Groups:

- Identify the gaps and organise guided brainstorming to map opportunities and plan action.
- Link sites, artefacts and buildings to archives, oral history, local, national and global history.
- Identify opportunities for pilot projects to demonstrate possible developments and methodologies.

Developing Together within the Sector:

- Draw together, review and disseminate existing examples of good practice.
- Provide a platform for discussion of issues and concerns, and stimulate debate about the scope for action on social inclusion in the context of a multicultural society.
- Formulate and seek resources for pilot projects, in partnership with relevant organisations, supporting under-represented or socially excluded groups,to provide models for others to follow.

Black Environment Network Defines Environmental Participation as:

The Enjoyment and Use of the Environment:

- Positive activity improving the quality of life of ethnic communities.
- Basis for contact with and therefore understanding of nature.
- What it means to be part of the environment.
- The environment bringing ethnic groups out of isolation.

Having an Opinion about the Environment and Ethnic Representation:

- Information and understanding is a basis for participation.
- Representation through consultation and taking part in decision-making processes are central to participation.

Making a Practical Contribution:

- Unlocking a significant contribution to the care of the environment.

Making a Cultural and Visionary Contribution:

- Cultural visions of nature and environmentally aware ways of life can inspire and strengthen mainstream environmental action.

Employment within the Environmental Sector:

- There is a need to create opportunities for ethnic communities to aspire to enter employment in sectors new to them.

Social and Environmental Inequality and Ethnic Minority Communities:

- People living in the 44 most deprived areas in England, stated pollution, poor public transport, and the appearance of the estate as major issues about where they live.
- The 44 most deprived areas in England contain four times more people from ethnic minority communities than other areas.
- 66% of all cancer-causing chemicals emitted into the air come from factories in the most deprived 10% of communities in England.
- Pollution is a major factor in poor health and health inequalities.
- People from ethnic minority backgrounds experience more health consequences from isolation and fear of crime in their local environment - instances of stress, depression, loss of appetite, increased alcohol consumption and lack of self esteem are consistently double in number compared to the population as a whole.
- Only 1 in 20 of people from ethnic minorities live in an area of low unemployment compared to 1 in 5 of white people. Black and Asian people with A levels experience higher levels of unemployment than white people with no qualifications.
- Overall the ethnic minorities have younger age structures than the white population. Different ethnic groups are experiencing inequality and increased disadvantage in education. Overall ethnic minority pupils make up 17% of exclusions from school yet make up only 11 % of the school population. Only 4% of ethnic minority 16 year olds

were in government training in 1994 compared to 13% of white young people of the same age.

- Open spaces are more accessible to ethnic minority children than any other leisure activity, but their satisfaction rates are lower, often related to fears over personal safety and racial abuse.
- Until recently much research on themes significant to ethnic minorities excluded references to them, resulting in a lack of essential information to steer policy on many fronts. Unease over the issue of ethnicity often results in professionals adopting colour-blind attitudes that ignore ethnic and cultural differences altogether.

Some Notes on Socially and Culturally Relevant Environmental Work with Ethnic Minority Groups

Practicalities:

- Provision of appropriate food/labelling of food offered - vegetarian, Halal, Hindus not wanting beef.
- Gender division for activities, e.g. Muslim groups.
- Choice of dates for events against awareness of ethnic festivals.
- Religious needs, e.g. provision of a clean room for use as a prayer room.
- Lack of private transport (cars).
- Prevalence of poverty so that entry fees and transport costs are issues relevant to access to activities.
- Use of positive images and translation for outreach materials and access to information in general.
- Alternative interpretive and introductory materials such as videos.

Socio-Cultural Agenda:

- Awareness of social organisation of ethnic minority groups, e.g. community agenda versus individualistic agenda, close extended families.
- Linking into central life concerns, e.g. social isolation, health.
- Intellectual and physical access as a right.
- The importance of the linking into culture within projects and programmes of activities, e.g. combining walks in the woods with storytelling of stories about trees from different parts of the world, combining arts projects (e.g. using motifs of leaves etc which are traditional from different parts of the world) with environmental projects.
- The importance of activity bringing nature into bleak everyday surroundings, e.g. the

significance of post-visit projects in their immediate surroundings - mosaics in community centres, murals in school grounds - with attention to linking into cultural aspects with themes such as animals of the world.

- The reality of attitudinal and structural racism within the environmental sector.
- Hidden discrimination within organisations and social structures.
- Awareness of the lack of suitable clothing when taking them into the countryside as walking and outdoor activities are generally new to them; working with activity centres which supply suitable clothing and equipment is important.
- Celebration of cultural visions of nature within projects.
- Multi-cultural features in the landscape/built environment, e.g. sculpture such as totem poles, the Native American stone circle in Milton Keynes, the cultural garden.
- Opportunities to link into activities which are possible in their local environment, e.g. visiting historic gardens which have a range of plants from all over the world and linking into growing familiar food/plants, ethnic plants/vegetables in allotments, Chelsea Physic Garden's project with Moroccan women to grow medicinal plants for their everyday use.
- Seeking out specific ways forward by carefully listening to feedback, e.g. the desire of a group of Irish young mothers to have houseplants - which they could not afford - to remind them of the green countryside.
- Ethnic minority groups have greater fears about personal safety and harassment and preparation may be necessary to anticipate the consequences of negative incidents.

EXPERIENCING DEEPLY - A CASE STUDY

Kim Paterson

Lancashire Wildlife Trust

I want to start by telling you about a rather surreal experience I had recently. It happened in an area of Manchester called Benchill. Benchill is significant because in the most recent national statistics for deprivation it had the dubious honour of being the most deprived ward in the UK.

I was dropping my partner off at work when suddenly amongst the street trees and short mown amenity grassland a thick clump of leaves on an otherwise rather skeletal tree caught my eye. I stopped and went to have a closer look, to my astonishment I was confronted by a healthy clump of mistletoe. It never fails to amaze me how even in the most sordid streets the forces of nature register themselves.

But why am I telling you this? Well it is a sort of challenge about what we *call* countryside and where we find it. The dictionary definition is:

"Areas which are rural rather than those that are of the town or city"

But that merely seems to define it in purely physical terms, a physical location. All of us here believe the countryside to be something a great deal more than that.

Maybe Alan Gusson in his article "A Sense of Place" comes near to it by saying that *"the catalyst that converts any physical location - any environment if you will - into a place, is the process of experiencing deeply."* Having the *opportunity* to "experience deeply" is, I believe, what this conference is about.

I am here to talk about community driven projects and the way in which they can offer such opportunities. First of all let me give you a little background. I work for a wildlife trust and the area we cover is Lancashire, Manchester and North Merseyside. It is a large and diverse area and at this point I would like to give you three facts that perhaps put into context some of the work we do:

- The population in our catchment area is in excess of five million people.
- 20% of the UK's derelict, disused and contaminated land falls within our area.
- Out of the 44 most deprived local authorities nationally 11 - yes a quarter - are to be found in Lancashire, Manchester and North Merseyside.

Most of my work is based in and around Bolton - one of these 11 local authorities.

Bolton

Isn't it strange how words and names conjure up an image, I wonder what your image of Bolton is?

To say the very least Bolton is a borough of contrasts. It is - apparently the largest town in Britain, having a population close to 270,000. It has been heavily shaped and influenced by its industrial past and many of the physical, economic and social problems are a direct result of the decline of the traditional industries of textiles and manufacturing.

The Borough lies to the North West of the Greater Manchester conurbation. In physical terms you may be surprised to hear that over half the Borough is open countryside, but having said that many of the core urban areas exhibit some of the worst aspects of physical decay and these are the areas associated with economic and social deprivation.

What is deprivation?

Peter Townsend in his book "Poverty in the United Kingdom" defines poverty as:

"The absence or inadequacy of those diets, amenities, standards, services and activities which are common or customary in society"

This definition is useful because it conveys the fact that low income can result not only in the inability of individuals to purchase goods and services, but deprives whole communities of opportunities in education, employment or leisure which the rest of society takes for granted.

At this point you may be asking yourself what has all this to do with a Wildlife Trust? Well the answer is loads!

Thirteen years ago Bolton Council and The Wildlife Trust set up an urban wildlife project to protect and promote the wildlife of Bolton. Urban meadows, school grounds, community

gardens, local nature reserves and much more all had a part to play in the successful development of Bolton Wildlife Project. The key linkage here is *people and wildlife*.

As speakers we were asked to consider what role we envisage the countryside playing in addressing our areas of concern. My quick answer is that it is not just about access, but about experiencing deeply. Let me tell you about one set of community-led projects that, I believe firmly, is leading people along that path of experience.

Some four years ago Bolton Wildlife Project was looking for a new recycling project. It was decided that a community composting scheme would be a good idea. As the area we were working in is predominantly back-to-back terraced houses with backyards, it was decided that the resulting compost could be used on a local food-growing project. Thus The Food Plot was born.

The council rented us six derelict allotments in a block, covered in rubbish, with appalling drainage and full of the weed horsetail. With grant monies from The DETR's Environmental Action Fund and North-West Water we set about making compost and making the site productive. In a fairly short time we got up to collecting organic kitchen waste from 100 households, using an old electric milk-float.

The plot itself provided us with our first challenge. We were made aware that although these had been allotments for the past 90 years, there was a possible problem with soil contamination. So we had the site tested. Well we could have opened our own chemical factory. Arsenic, selenium, lead, chromium, you name and we seemed to have it.

What could we do about it? A central and co-ordinated source of information was almost impossible to find. After much research we decided the best thing to do was to scrape off the top 8 inches of soil and put loads of raised growing beds on the site filled with clean soil. This gave us more control over the growing areas and had the extra effect of turning the site into lovely bite-sized areas for the community to get to grips with. Slowly more and more people took an interest in what was going on.

It is important here to say that we had been coming to the simple, but obvious realisation that people do things for different reasons. We were into organic growing because of the

biodiversity angle, some people joined us to grow their own food, others for the exercise and some just to meet people and relax.

Slowly but surely we all saw that this project was tackling in an almost holistic way not just environmental issues, but social and economic ones as well. Food is a great engager. If any of you have been on a wild food walk you will know how it grabs and keeps peoples' attention. Food is something we all must have, so finding out how many ways you can consume a nettle will change anyone's view of that plant forever.

Back to The Food Plot. The next thing that happened is that a number of community groups came to us and said they liked the idea and could they have a go in their areas. The Wildlife Trust was able to act as enabler, adviser and confidence-builder with the result that we now have ten growing groups in Bolton with about 200 people involved. A particularly interesting fact to note is that at least five of these groups have come from target estates in the Borough. They are not all on allotment sites, some are using previously derelict "wilderness" land, some corners of public parks and one is in a school ground.

The groups have come together to form GOG, The Gathering of Organic Growers in Bolton, a step which I believe is critical to the sustainability of the various groups. Why? Well because they act as a support mechanism for each other, and yet retain their own independence. If one group has a problem the others will try to help. For example one of the newer groups is an Asian women's group and they have a problem with horsetail on their plot. So through GOG work parties from the other groups went along to lend a hand.

As a thank you the group, who had been given some grant monies, arranged a trip out. So 67 people went off on a day trip to the Henry Doubleday organic gardens at Ryton near Coventry. None of them had been anywhere like that before and they all came back buzzing with new experiences and new ideas.

That brings me on to education. Invariably when you give people and experience with nature they want more. It soon became clear that another thing The Wildlife Trust could provide was basic growing courses using organic principles.

We are on our fourth 10-week course and never have a group of less than 20. This allows us to introduce new and related topics such as wildlife gardening, weed identification that turns into wildflower identification and "insect - friend or foe".

As a result of the experiences and confidence gained the groups are obtaining grants for themselves, both to develop and to experience more. Sponsoring free trips to The Centre for Alternative Technology in Mid Wales, and organic farms to see things on a grander scale.

This is a real process of leading out - feeding and supporting passions and enthusiasms. Each experience feeds on the other and we are finding that the peoples' awareness of the environment around them and the part they can play in shaping it grows, not just locally, but wider afield. It seems to be giving them a power to care.

We can open as many gates and put up as many signs and websites as we want, but people will only respond when that deep feeling I talked about earlier makes them want to overcome the barriers they have whatever they are.

Many of the people I work with have never really had the *countryside experience* we are talking about here today. I met a woman only last week. Kath is in her late 50s and until last week she had never been outside south Bolton, but now with her friend she has joined her local growing group and is full of new-found enthusiasms.

These projects are not the solution to getting people into the countryside, but they are a very good way of engaging people in a very *inclusive* way, by recognising their needs and priorities not just ours.

SOCIAL EXCLUSION IN THE COUNTRYSIDE

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Introduction

We were asked by Countryside Recreation Network (CRN) to identify examples of best practice in addressing social inclusion in countryside recreation, with the aim of highlighting success factors in those examples. There was a supplementary aim of providing guidance to those who sought to mainstream the idea of social inclusion with respect to recreational provision in the countryside. We reported in the spring of 2001.

Several months after the completion of the project is probably a suitable time for reflection on the issues addressed in the work. It was not just the impending conference that has brought this about. One of our case studies was Glodwick, part of Oldham in Greater Manchester. Another was in Northern Ireland. Both have figured prominently in the news over the summer. The TV images of and of ethnic groups in Glodwick attacking each other in the streets certainly do not suggest an inclusive society, comfortable with its diversity, but essentially bound together by common interests. Likewise, Northern Ireland, the setting of a highly successful project examined during the research, is a prime example of the failure to create an inclusive society. Both areas have been subjected to a great deal of public attention and journalistic coverage in a range of media. An election campaign where refugee issues simmered just below the surface, and the foot and mouth crisis, provide further indications of exclusion as a topical issue. All of these examples indicate the mountain to climb in addressing social inclusion, not just in countryside leisure, but also in the whole range of activities that make up people's lives.

Almost everyone is aware of the rhetoric surrounding social exclusion and inclusion. Although strongly associated with the New Labour agenda, the roots of social inclusion are more distant in time and space. In spite of the term's widespread use and numerous attempts at definition, the precise meaning of inclusion and exclusion remain rather elusive. Further, as is evident in the literature review, some definitions of exclusion are more obfuscatory than enlightening.

[1] The authors would like to thank Ken Thomson for an earlier draft of the text and the Steering Group from CRN for their support during the project.

The Literature

A number of people and organisations have offered definitions of exclusion. The Cabinet Office (2000) (http://www.cabinet-office.gov.uk/seu/) suggest that:

> *"social exclusion is a shorthand term for what can happen when people or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown*".

The Local Government Association (1999) defines social exclusion as:

"'the process through which individuals or groups are wholly or partially excluded from full participation in the society in which they live. This can include a range of processes (e.g. unemployment, lack of entitlement or access to social security benefits, social security benefit levels, and poor transportation) and outcomes (e.g. poverty, ill health and isolation)."

Burchardt *et al.* (1999) offer a further definition:

> *"An individual is socially excluded if (a) he or she is geographically resident in a society but (b) for reasons beyond his or her control he or she cannot participate in the normal activities of citizens of that society and (c) he or she would like to so participate."*

The first definition suggests multi-dimensional disadvantage, reflected in a range of identifiable symptoms. The second definition asserts that exclusion is a process or set of processes. The third implies also that exclusion is a function of a set of processes resulting in the failure to participate in the 'normal activities of citizens' but adds that exclusion is only exclusion when the person has an unfulfilled desire to participate.

When applied to leisure, the concepts of exclusion and inclusion become no clearer. Whilst it is easy to acknowledge that non-participation cannot necessarily be taken as indicative of exclusion, it is difficult not to recognise that leisure choices for many are constrained by the very factors that, depending on definitions, are either correlated with social exclusion or which, linked together, comprise social exclusion.

In the context of countryside leisure, Harrison (1991) has argued that leisure opportunity has been constrained by the adoption of what she terms an 'aesthetic imperative'. In countryside recreation there is thus both a problem of socially constructed supply that creates particular types of opportunity (often with substantial public sector support), and socially constructed demand which leads certain groups out of choice to ignore some of the goods and services on

offer. Under such circumstances, it is disingenuous to define away exclusion simply on the basis of the evidence of limited demand for countryside leisure from poorer groups.

One of the (many) unanswered puzzles that have confronted me in my academic career is what factors over a generation or so have so dramatically altered the behaviour of working-class people in the countryside. The uplands of Britain were very widely used by working people for informal recreation in the inter-war and immediate post-war period. Is there now a more exciting array of opportunities? Has the demise of public transport rendered the countryside more inaccessible? Or more controversially, has the access to the countryside by working class people been 'designed out' by agencies, keen to extol its educational value, but rather less keen to make the countryside an enjoyable place to experience the freedom that Ewan MacColl (who wrote the anthem for the Kinder Trespass) so valued?

A second (related) problem emanating from the definitions concerns the issue of what constitute the 'normal activities of citizens'. There is an implicit bundle of values wrapped up in the notion of citizenship. However, in a pluralistic and multi-cultural society defining 'normal activities' is problematic, as we might anticipate substantial differences in leisure and other behaviour. Moreover, these differences are an obvious source of tension. My desire for quiet recreation is compromised by the desire of other groups for more noisy activities. Whose preferences comprise the legitimate mainstream wishes of citizens is open to debate.

Given the distinct decline in participation in the countryside, it is disturbing to read about the declining recreational infrastructure in towns. A recent Policy Studies Institute report catalogues this failure: "at last we have definitive information showing the dramatic decline in the quality of our parks and, for the first time, a national database of parks which can be built up into a reliable and comprehensive record. The record currently shows that for many (urban) parks the decline in funding and quality continues. Reversing this deep-seated trend requires clear leadership from government and decisive action from local authorities, with substantial support from government departments and agencies as well as the Lottery distributors." The same report quotes Jennifer Jenkins: "public parks are in serious decline, especially those in deprived areas".

There is unambiguous evidence of under-participation in countryside recreation by young adults, low income groups, ethnic minorities, and disabled people. However, the extent to which these groups (or at least some amongst these groups) are excluded or choose not to use

the countryside is open to more debate. Questionnaire evidence reveals a combination of disinterest and a range of factors associated with exclusion (see Table 1)

Table 1: Reasons for Not Visiting The Countryside for Those Who Did Not Visit at all During the Year in Great Britain (% of Reasons Ranked for 1998)

Reason	1996	1998
No particular reason - just have not gone	23	19
Health reasons or disability	13	18
Work reasons - always too busy or a lack of time	19	17
Not interested: the countryside has no appeal	19	17
Lack of suitable means of transport	7	9
Not enough money or can't afford it	6	7
Nervous or uneasy about visiting the countryside	0	1
Lack of information about where to go	1	0
Other reason	12	12

Sources: Social and Community Planning Research, 1997 and 1999

The Survey

The approach we adopted was to screen as widely as possible to find examples of good practice in inclusion. We approached several hundred local authorities, quangos and Non Governmental NGOs to determine what activities were taking place in relation to social exclusion and countryside recreation, and received over 200 replies, most of which comprised projects. It was interesting how many of the requests for information were redirected within organisations and how replies trickled in about interesting projects long after the selection process. From this long list we sought a short list, based on the type of countryside and the target group of people (see Table 2). Twelve projects were selected for detailed investigation including at least one in each box.

We sought to visit each project and to interview both project managers and, wherever possible, beneficiaries. Semi-structured questionnaires were used to elicit responses to a wide range of questions. Most meetings were tape-recorded and provided a rich source of material for subsequent analysis.

The Results

Table 2: Projects Selected for Analysis

Project	Target beneficiaries
Antrim Borough Council	Ethnic/religious groups
Big Issue Hill Walking Club	Homeless urban poor, young adult
Black Environment Network	Ethnic minorities
Fairbridge	Young adults, urban poor
Glodwick Community Outreach	Ethnic minorities
Greenwood Community Forest (Bestwood)	Ethnic minorities
Mendip Hills AONB	Poor and young
Midlothian Council (Vogrie Country Park)	Disabled
Northants Council Brixworth	Disabled
National Trust Inner City Project	Poor; young and elderly inner-city residents
PACE (Croydon)	Ethnic minorities
Youth Route 70	Young adults, urban poor

All of the projects provided useful insights into policies and practices to address excluded groups. However, rather than look individually at projects I will draw on some common features that helped us to identify the drivers behind effective initiatives. There is no recipe of success but rather a bundle of variables that help us to understand why some projects appear to succeed when others struggle. Our research design did not permit a focus on failure, but looking at some of the failures would be highly informative. Instead, we endeavoured to identify factors that predisposed projects to succeed.

Factors Contributing to Success

Successful projects tend to be *community-driven,* championed by members of the community in which they are located. Community-driven projects contrast with top-down paternalistic projects where assumptions are made about community demands and projects are managed through top-down interventions. Where projects are community-driven, they tend to have higher levels of participation (representing real rather than assumed demand), have greater commitment and longevity, and tend to remain focused on community rather than external interests. However community driven projects can give powerful individuals a chance to 'steal the show' and can allow antagonisms between conflicting interests to develop. Further,

they may, in spite of focusing on the excluded, focus on the least excluded, with minority and weakly articulated interests being neglected.

Projects are more likely to succeed where *empowerment* of the target groups is a key component of the approach. Empowerment not only enhances the self-esteem of those involved but also increases the sustainability of the project. Rather than being passive beneficiaries, the participants become active citizens. Indeed, there were a number of examples where the actions of the beneficiaries was a major factor in perpetuating the project. However, empowering one group may challenge established users, a point that was raised in one of the cases. Further, given the project basis of so many of these initiatives, too much empowerment diminishes the need for project management. Finally, empowerment is not easy to quantify and thus is not easily defensible in a world where clear numerical indicators of success are often sought by project sponsors.

Increasing social cohesion may, at first sight, seem like an unlikely correlate of project success. However, where projects promote social cohesion, they tend to reduce barriers to participation and enhance the prospects for project success. As noted in the literature review, not all groups feel welcome in the countryside. Several projects built bridges to enable previously under-represented groups to become more active in the countryside and enjoy their visits more. The beneficiaries of one project noted how getting involved had re-engaged them in society: they had in their words 'been given back their lives'.

Projects that were based on *partnership* had a greater chance of success. Partnership formation often enables a pooling of resources that result in more joined-up action. Some partnerships provided a means of strengthening human and social capital in communities and this gave projects greater durability. Often, partnerships were able to survive the difficulties that might afflict single-agency projects through drawing on experiences of partners with a range of skills and experiences. Not all partnerships work: inter-agency rivalries, conflicting rivalries and slow decision-making are all potential problems.

Appropriate staffing was seen as a key ingredient of project success. In almost all of the projects examined a principal success factor was the energy, motivation and skill of key project staff. Whilst the charisma of many of these individuals is difficult to define, it nonetheless contributed dramatically to project success. The use of 'outreach' as well as countryside management staff was seen as a desirable project attribute.

Both quantitative and qualitative evaluations were seen as desirable elements of successful projects. Those projects that depended on quantitative indicators often seemed more concerned to generate positive values for these indicators than to address less quantifiable concerns such as social capital building and empowerment. A recognition of the need to assess performance was seen as beneficial, but it was seen as desirable to embrace both quantitative and qualitative evaluation.

Effective marketing was seen as important. Given the competition for leisure spending by households and individuals, it is simply not reasonable to assume that countryside recreational products will market themselves. Although there is now greater tolerance amongst countryside managers of the need to take a more customer-oriented perspective, there has been a considerable suspicion of marketing in the past.

Factors which Limit Effectiveness

Many of the projects examined suffered from a semi-permanent need to seek future funding which would enable the projects to continue. Of course, *finance* emerged even amongst the successful projects as a factor limiting what could be achieved. However, the fixed term of many funding packages means that there is constant stress in many organisations to maintain their financial position that enables project aims to be met. Well-endowed projects were distinctly advantaged.

The nature of the *human resources* employed on projects can be a source of weakness. Caring professions can subordinate the values of the intended beneficiaries to their own values. Paternalistic values might potentially take power away from local groups.

The problem of *project dependency* is often associated with the issue of paternalistic values of project personnel. As one of our respondents noted, success in the project is at the expense of your job: an empowered community should not need the person who facilitates the access.

Final Thoughts

This study exposed to the study team some excellent examples of good practice in addressing social inclusion and exclusion in countryside leisure. It also exposed the challenges of dealing with a malleable concept that many practitioners only partially understood. This is through no fault of the project officers and personnel on the ground. The inclusion agenda

has been thrust upon them and increasingly funding revolves around taking inclusion issues into account in project design.

We need to better understand the attitudes of those who do not use the countryside and for whom exclusion may be an issue. The countryside is a place that many recent immigrants may feel no close affinity for. The educational ethos of a great deal of public sector provision may not appeal to less educated and poorer people who are simply seeking entertainment and fun. Certain disabled groups may not be able to access certain types of countryside. And the deeper recesses of the countryside may simply be too costly for poorer to access. But all the time we need to probe whether there are exclusionary forces at work or whether those in groups with low participation rates simply choose to spend their leisure pound in other places. As Isobel Emmett exposed in an early article for the Countryside Commission (1971), social filters can operate to exclude certain groups from the countryside. These social filters still operate in the new millennium.

One facet of contemporary government activity is the tendency towards projectisation. Funding is often not available for routine activity. Instead, institutions are forced to bid for scarce funds, and obliged, if they wish to succeed, to dress up project proposals in the jargon of the moment. This means that the work of honest journeymen may be neglected in favour of trendy wordsmiths. Whilst the need to select projects is an essential task for administrators, the dismal record of appraising the payoff from injections, for example, of lottery money is all too apparent.

There is a conflict of interest that is particularly evident in inclusion projects. With the inevitable desire to pick winners, the not-so-excluded may be easier to include than the most excluded. Consequently, there may be a tendency to ignore the most marginalised groups. The inevitable consequence is a concentration of effort where it may be less needed.

The mainstreaming of good practice in projects still presents an enormous challenge. It may not be easy to move from good practice in projects that address exclusion to embedding good practice into the enormous breadth and diversity of countryside recreational provision.

We know that neo-liberal economic policies generate inequalities between different countries, regions and groups. Inequality is associated with exclusion in a range of complex relationships. Alongside social exclusion in the leisure sphere lies social exclusion in a range

of other spheres. Such exclusion is in part a product of structural economic and political forces, which are sometimes challenged (for example, the anti-globalisation demonstrations) and sometimes uneasily accepted as the status quo within which those addressing exclusion must work

I end with a challenge: can the agencies and institutions involved in countryside recreation look critically at policies, actions and projects that they have engaged in for those that might have increased exclusion. Then can they ask how else their budgets might have been deployed to reduce exclusion? I suspect that in relation to the countryside there remain powerful exclusionary processes. Critical reflection may help to expose the value systems to greater public scrutiny and lead to policy shifts in favour of the excluded.

After such reflection, the countryside will not cease to be contested space. Stimulated in part by the foot-and-mouth disease outbreak, there is a wide-ranging public debate about the future of the countryside and the balance of land use. Given the complexities of valuing the environmental services and (quasi) public goods which have become an increasingly important part of the contemporary countryside, it is easy to dismiss this debate as one requiring little more than improved measurement. But it is a debate that should extend beyond measurement into an examination of how cultural values and recreational preferences are structured and how decisions are made about delivery systems and opportunities.

The projects examined show with varying degrees of success how it is possible to challenge exclusion in countryside recreation, but we would be naive to believe that mainstreaming social inclusion in countryside leisure will be anything other than a formidable challenge.

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WORKSHOP PAPER

TAKING IT FORWARD: MAKING IT HAPPEN

Dave Simmonds

Director, Centre for Economic and Social Inclusion

The following presentation was used to stimulate discussion at this workshop:

Broad Goals

- Preventing social exclusion happening in the first place - by reducing the numbers who go through experiences that put them at risk.
- Re-integrating those who become excluded back into society, by providing clear ways back.
- Getting the basics right - delivering basic minimum standards to everyone - in health, education, in-work income, incomes in retirement, employment and tackling crime.

Principles

- Structuring policy interventions around a life cycle approach.
- Tackling failing communities and the needs of other excluded groups of people.
- Mobilising all relevant actors in a joint multi-agency response.
- Tackling discrimination is all its forms, wherever it occurs.
- Ensuring all policy is evidence-based.

Challenges for organisations

- Identify how opportunities can be provided to individuals which will promote their active involvement in society through work and community.
- Make these opportunities accessible to excluded communities and groups of people.
- Show how activity will help build social networks, trust, and the quality of life.
- Show how people will benefit individually and contribute to society.

Questions

- Are we aware of the human and physical assets within the organisation which could provide opportunities?
- Can we practically demonstrate that our organisation is building citizenship and improving the quality of life?
- Do we manage and promote our assets in a way which maximises access?
- Do we know what works and can we learn, innovate and change?

Making it happen

- Understanding needs of excluded groups.
- Changing how we deliver.
- Changing organisational culture.
- Working in partnership.
- Capacity to deliver - staff and funds.
- Government and agencies - delivering to local projects in the right way?

WORKSHOP PAPER

HEALTH AND WELLBEING: BENEFITING FROM THE COUNTRYSIDE

Dr Karen Henwood

University of East Anglia

Marcus Sangster

Forestry Commission

The English white paper *'Saving Lives, Our Healthier Nation'* emphasises partnerships between agencies in tackling poor health. A recent report by the University of East Anglia exploring links between the environment and health identified a number of actors that are particularly relevant to the countryside. These include:

- varied opportunities for exercise; and
- place - in the sense of locality and feelings of belonging.

From this we can ask three questions:

- How can health be enhanced? (How?)
- In an inclusive way? (For whom?)
- In what partnerships? (By whom?)

The medical approach is concerned with ameliorating or curing illness whilst the socio-economic model recognises cultural and contextual factors and sets out to prevent illness occurring. There are a whole range of health states to strive for, including:

- absence of illness;
- different strengths;
- maintenance of normal roles;
- fitness;
- coping with stress and crisis;
- healthy habits ;
- hygiene; and
- sense of well being.

The balance that people achieve between different aspects of their lives can affect their health, for example between work and family life, leisure and work, private time and time with the family or with colleagues, time spent on physical activity and on mental activity.

Norms in Countryside Access

There is a temptation for countryside managers to assume that the balance that they themselves, or their organisations aspire to is the ideal. For example the use of the countryside for quiet recreation. However, we should recognise that these are personal preferences, and are not necessarily held in common with everyone. Many people find relaxation through very physical activity that might well be noisy and intrusive.

In Cairngorms National Park there has been considerable consultation about how the Park should develop and be managed. The traditional emphasis on capital projects such as hard surfaces and bridges is likely to be given less importance than participation and ownership of the park. The aim will be to link concern and care for oneself with the broader issues of care for the environment.

However, the Park faces a dilemma. The local people are entitled to feel a sense of ownership of their own immediate environment, coupled with a right to say how it should be managed: However, they constitute less than 2% of the population of Scotland. This raises the question of the voice that broader society should have in the management of a national resource. Recent research by the University of Central England in woodlands in the West Midlands shows that local people can actually resent outsiders using special places, or places that are important local amenities. In areas of high tourism the local people can feel swamped by visitors, leading to feelings of loss of ownership, resentment and disempowerment.

Promoting the Park to a national clientele also creates a danger of 'commoditising' the countryside. Research by Cardiff University in the Welsh Valleys and by Edinburgh College of Art in Central Scotland shows that disadvantaged communities value their use of local countryside partly because there is no pressure on them to consume and to spend money - an escape from consumption. The same might well apply more broadly, to other social groups.

Also, there are arguments that self identity stems in part from one's early encounters with the natural environment, so inappropriate management of someone's 'local' countryside can be felt as an attack on their self.

Another, well known, dilemma is between the countryside as a place for nature and nature conservation and as a place of recreation and sport.

So the vision of the countryside as a place of bucolic, stress free tranquillity is not universally held. The use of the countryside, or at least of certain parts of it, can be strongly contested.

Learning about Health - The Importance of Place

How do we learn about things that contribute to our health? Are there cultural aspects that relate to having a 'therapeutic place'? People without a geographical home have been shown to suffer stress.

It might be that designation of places, for example AONBs or National Parks, is an institutional recognition of the importance of special places, but the codification used in designation does not necessarily fit with individual perceptions or identification of such places.

The therapeutic value of such places can also derive from their association not with quietness or solitude, but with socialisation and intense activity such as mountain biking or field sports. Therefore the way in which one individual values a place might be in conflict with the value another derives from it. For example, noisy weekend barbecues in a car park conflicting with its use by local dog walkers.

Recent research from the Joseph Rowntree Foundation looked at the environmental concerns of disadvantaged groups. It illustrated the differences in perception and language of experts and officials and of local people. The main points from the Foundation's press release mirror the discussion of the working group, it said:

> *"Local issues received the most attention from residents. The term 'local environment' was foreign to most participants, but a range of concerns were identified about their surroundings, including litter and unswept streets."*
>
> *"Environmental problems that seemed obvious to an outsider appeared less worrying to residents. Those living close to busy roads regarded them as a local fact of life. Health-related concerns about the chemical factory were tempered by loyalty towards a plant that had once been a significant local employer."*
>
> *"Some residents made a connection between local pollution and wider environmental issues, but many felt uninformed and put off by the jargon of environmentalism. They*

were generally ambivalent about 'green' organisations: seeing them as worthwhile, but viewing some activists as 'extreme' or 'childish'."

"Practical or money constraints stopped some residents from putting 'green' measures into practice. Although there was widespread support for recycling household waste, some people cited difficulties with storage or reaching the nearest facilities."

"Energy conservation was mainly practised to save money. Some residents regarded measures as irrelevant because they were unable to afford the heating needed to rid their homes of damp and draughts."

Dr Kate Burningham, co-author of the report, said: "People were concerned about their own surroundings, but they felt distanced from wider environmental issues and the way they are debated. Our study suggests that cleaning up buildings, derelict sites and streets would considerably improve the quality of life in these areas. However, the focus groups also highlighted underlying issues, like lack of jobs and leisure facilities for bored young people, that people want tackled as well."

So it seems that the countryside's contribution to health is to do with individual constructs and local discourse, coloured by cultural and economic factors and by socialisation. There is, inevitably, a clash of values over what individuals think is healing, and the role of the Countryside Agencies in part is to understand these conflicts and manage for them.

Funding the Management of the Countryside to Deliver Better Health

One of the characteristics of the countryside's contribution to health is that the benefits are not easily quantified in terms of monetary value. In an institutional environment where cost-benefit analysis and other quantifying processes are normal practice it is therefore difficult to make a case for the countryside's contribution. The fact that the definition of health is not straightforward, and is changing, adds to the difficulty. For example the health indicators used by the health authorities, by the lottery boards and by health and safety officers are not the same.

Countryside managers should also understand that the 'health profession' is not homogenous, but is multidisciplinary and heterogeneous, encompassing many different professions, skills and approaches.Therefore there are considerable opportunities for partnerships between

countryside and health interests. It might be that doing things differently, rather than new activities, is what is required.

Conclusions

'Health' is a single word that carries within it many different meanings. The contribution of natural environments to health works at a personal level. It depends very much on the way that an individual thinks about environments and his or her relationship to them. This thinking is coloured by the cultural and economic circumstances of the individual.

Also, there seem to be silent voices that aren't being heard. The findings of the research by Burningham and Thrush articulated the views of members of the working group. Official and professional opinions on what is important and of value in a place are likely to be out of line with those of local people. The official view will probably prevail.

Social inclusion has consequences, it requires change in the way that professionals think and act. Also, it is not an end point. Success will breed new dilemmas and these will require process to be in place to recognise them and to manage them.

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WORKSHOP PAPER

SOCIAL INCLUSION IN SPORT: THE SOCIAL LANDSCAPE OF SPORT - RECOGNISING THE CHALLENGE AND REALISING THE POTENTIAL

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This paper focuses on the extent to which sporting opportunities in England are available to all social groups. Reference is made, as far as data allows, to the patterns of participation in sport in the countryside. It places the research evidence, drawn from a wide range of national surveys carried out over the last 15 years or so, alongside the increasing profile given to sport within Government social policy.

The paper concludes by identifying the challenges sport faces if it is to maintain and extend its relevance to social policy and the ways these challenges are currently being faced. The paper was prepared for presentation at a seminar in order to stimulate further debate. A full narrative on all the slides is not provided as this would make the paper too long - rather the paper points the reader to some of the key indicators that relate to inclusion in sport and that demonstrate inequity where it occurs. A list of selected key references is provided for the reader who wants a more in-depth analysis.

The philosophy of 'Sport for all' has always played a central role in public policy for sport in England. It was adopted as the slogan and mission statement of the Great Britain Sports Council (the predecessor of Sport England) when it was first established in 1972. Throughout the 1970's and 1980's there was a focus in public policy on what were termed 'targets groups' that were under-represented in their involvement in sport. The profile of sport, however, as a serious player in the social policy arena has been increased significantly by the Labour Government since it was first elected in May 1997. The Government has at the centre of its policy agenda an emphasis on modernising public services and on promoting social inclusion, particularly through area based neighbourhood regeneration programmes. A report commissioned by Government (Policy Action Team10) to examine the contribution that the arts and sport can make to social inclusion and neighbourhood regeneration concluded that:

" arts and sport, cultural and recreational activity can contribute to neighbourhood renewal and make a real difference to health, crime, employment and education in deprived communities"

More recently the Government's strategy for sport, 'A Sporting Future for All' stated its intent clearly when it said that:

'We want to reduce, over the next 10 years, the unfairness in access to sport. To achieve this goal, we will invest in grassroot facilities and make sure that everyone involved in sport makes a concerted effort to give opportunities to those currently excluded"

The focus of this paper now turns towards the empirical research evidence that is available on levels of participation in sport in England and the extent of social inequity in sport. Through this social mapping of the landscape of sport we can identify the extent of the challenge we face in England if the Government's and in turn Sport England's aspirations are to be met in making sport a socially inclusive leisure activity.

The research evidence is drawn from a number of large-scale surveys carried out by Sport England over the last 15 years or so. All of the surveys have followed the highest standards of statistical methodological inquiry including strict procedures of random probability sampling, tested and validated research instruments and high quality trained interviewers where applicable. In some cases the empirical research has been preceded by qualitative interviews to, for example, assist with questionnaire design, while in other cases the quantitative findings have been followed up with a more qualitative perspective to explore particular issues in more depth. Full details of all the research methods are available from Sport England Research and many of the reports of findings are published on the Sport England web site at www.sportengland.org.

Walking is not included in the statistics that follow on participation in 'sport'. Although Sport England includes a question on walking (for two miles or more) in its surveys it is often better to separate walking out for separate analysis rather than subsume it within an overall measure. This does not imply that walking should not be given a priority in terms of public policy.

Notwithstanding the exclusion of walking the definition of sport used in compiling the statistics that follow is a very wide one consistent with that approved by the Council of Europe.

"Sport means all forms of physical activity which, through casual participation, am at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels."

(All the figures referred to below are in Annex 1 starting on page 75)

Figure 1 shows that levels of participation in sport are significantly higher for men than for women and that this applies to all age groups. It demonstrates, in particular, that there is a divergence of participation at about the age of 12 to 16 years which is never re-dressed in later years.

Figure 2 shows where participation takes place with indoor sports facilities ranking highest for both men and women. However, it also demonstrates the extent to which sport and recreation take place in a 'natural setting' and the significant differences in participation between men and women in this context.

Figure 3 shows the proportions of young girls and boys doing sport for less that one hour a week in their school holidays and demonstrates that many more girls than boys are not spending time taking part in sport.

Figures 4 and 5 provide evidence of the differences in attitudes towards sport held by boys and girls of primary and secondary school age. Even from the earliest of ages girls are more negatively disposed to sport and physical activity than boys and these differences in attitudes undoubtedly underpin the increased drop out by women in later years.

Figure 6 provides a tangible indicator of likely drop out by showing the relatively high proportion of 15 and 16 year old young women who answered negatively to the question' when I leave school I want to carry on doing sport and exercise'.

Figure 7 shows that the gender inequities we see in the UK are not inevitable by demonstrating from the analysis of empirical evidence that levels of participation and commitment to sport in Sweden are not divided by gender.

Figures 8 and 9 demonstrate that participation in sport in the UK is significantly impacted by age with a sharp decline for both men and women as they get older. The evidence suggests

that from 1987 to 1996 there was a slight increase in participation by women across all age groups and little if any change for men. This participation increase by women was a consequence primarily of increases in keep fit/aerobics and swimming over the period.

Figure 10 shows how participation in sport in a natural setting varies with age with 16 to 19 year olds predominating. The proportions participating between the ages of 20 to 44 are comparable but then we see a significant decline in participation for those aged 45 years and over.

Figure 11 provides evidence to suggest that there is a significant decline in the proportions of young people taking part in sport in a natural setting from primary school age to secondary age.

Figure 12 once again provides comparable information from other European countries and shows that in Sweden and the Netherlands the decline in participation in sport with age is not as marked as in the UK.

Figures 13 and 14 show that participation varies significantly by ethnic group and that Asian groups (and Asian women in particular) are significantly under-represented compared with the national average.

Figures 15 and 16 demonstrate that Black and other ethnic minority populations are much less likely to participate in sport in a natural setting compared to the population as whole and that amongst ethnic groups the Asian populations have the lowest participation rate.

Figure 17 shows that participation in sport is 'structured' by social class with the Professional social class groups around three times more likely to participate in sport compared with their Semi-Skilled Manual counterparts. It also demonstrates little change in the 'social class profile' of sport over the period 1987 to 1996.

Figures 18 and 19 show how the social class differences for participation in sport are also mirrored in the social profile of club membership and involvement in elite sport (senior and junior national squads in 14 'major' sports).

Figure 20 shows that participation in sport in a natural setting is skewed towards the higher socio-economic groups. Social group A are three times more likely to participate in sport in this context than social group E.

Figure 21 demonstrates the relatively low levels of participation in sport by adults with a disability. It shows in particular the how participation varies amongst disabled populations according to socio-economic group and gender and how these compounding factors can have a significant impact on reducing further an already relatively low level of participation.

Figure 22 shows that disabled adults are significantly under-represented in their use of local authority provided swimming pools and sports halls.

Figures 23 and 24 show that young people with a disability in 'mainstream' secondary schools are receiving significantly less curriculum time on PE than their able bodied peers despite the high percentage who said they enjoy PE.

Figure 25 shows that young people with a disability are much less likely to take parting sport in their leisure time than those without a disability with nearly one in five saying they do not sport in their summer holidays.

Figure 26 demonstrates the significant under-representation of young people with a disability in sports club membership.

Figure 27 shows relatively low participation rates for young disabled people in all settings.

The empirical evidence presented above, drawn from a wide range of large-scale surveys, demonstrates that social inequities continue to exist in England and the UK in relation to participation in sport. In some cases the evidence suggests that inequities have not been narrowed in any significant way despite many years of concerted public intervention at both a national and local level. The biggest public policy challenge for sport in England over the next decade is to redefine the social landscape of sport to one that is more inclusive and representative of people from all social backgrounds. How are policy makers and practitioners responding to this challenge?

The last three years or so have witnessed a number of shifts in the way that sport is conceptualised and delivered that provide some optimism that sporting opportunities will be extended to socially disadvantaged groups. These include:

- A much higher profile given to sport by Government which sees sport as instrumental in delivering a range of social policy outcomes including better health, crime reduction, education and lifelong learning, and neighbourhood regeneration.

- As a consequence, unprecedented levels of public funding for sport (totalling about £1.5 billion pounds over the next three years excluding funding by local authorities and mainstream education).

- A policy commitment and greater sophistication in targeting investment in sport particularly through area based approaches such as 'Sport Action Zones' that concentrate resources into the most deprived urban and rural communities.

- At the local level a shift towards a 'community development' model of sports development that seeks to increase the social capacity of communities through ensuring that people in those communities have greater involvement in shaping and delivering local interventions.

- A focus on improving sporting opportunities for young people in primary and secondary schools with initiatives such as the establishment of 'specialist sports colleges' and the appointment of 'school sport co-ordinators'.

- A much greater focus on systematic evaluation of impact to establish who is benefiting from interventions, what works, to promote good practice and to encourage better evidence based decision-making.

Sport England will continue through its research programme to provide the evidence from both national surveys and local project evaluation to track progress made in changing the social landscape of sport in England. There is no doubt that sport has the potential to engage people from a wide diversity of social backgrounds - it will be for sport to prove that it is capable of unlocking this potential.

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WORKSHOP PAPER

SOCIAL EXCLUSION FROM SPORT & LEISURE

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Jesus is recorded as saying *the poor you will have among you always, and you can help them whenever you like* (Mark 14.7 Revised English Bible).

What Is Social Exclusion?

- Absolute poverty – "on the breadline".
- Relative poverty (includes culture) - EU programmes I/II.
- Exclusion - a process reducing access to democracy, welfare, labour market, family and community systems. (Commins, 1993).
- Social Exclusion Unit (1999) "Bringing Britain together":

  "a shorthand label for what can happen when individuals or areas suffer a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown".

  (Cabinet Office www.open.gov.uk/co/seu/more.html*)*
- Inclusion - the policies and processes of overcoming exclusion (in EU 'Insertion') - Blair government *"work for those who can, security for those who cannot".*

Exclusion And Poverty

Who is poor in Britain?

- 24% of adults, 30% of children (under half average male wage, EU measure)
- 75% of disabled people
- those not in work
- 35% of chronically sick/disabled
- 46% of single parents
- 57% of ethnic minorities
- 65% of over 50s. compared to 33% of population

Many of the employed in these groups are on low/insecure pay: disaffected youth particularly at risk. Poverty exacerbates other forms of inclusion and unlike the gender and age gaps, is persisting in sport.

Income/Class Exacerbates Other Exclusion Factors

Sport Equity Index of Participation

Benchmarked against best adult group (males with no disability - 60.3% participation = 100)

(income/class effect for DE unskilled group in italics)

Males	Disabled	Ethnic Minority
100	59	78
(65)	*(35)*	*(46)*
Females		
73	41	53
(45)	*(35)*	*(46)*

(Sport England , 2001)

Sport For All Not Advancing!

Category	Visiting sport & leisure centres %		Any sport in last 4 weeks %	
	1960s	1990s	1987	1996
A Professional	20	40	65	63
B Manager			52	52
C1 Junior non-manual	44	33	45	47
C2 Skilled manual	27	20	48	45
D Semi-skilled	7	8	34	37
E Unskilled			26	23
Total			45	46
Difference between professional and unskilled	**13**	**32**	**40**	**40**

Sources: English Sports Council, 1997; Sport England, 1999

Inequalities Not Just In Sport!

Cat.	Holidays				Library	Theatre	Pop conc.	Mus/ Gall	Buy book	Cinema	GB pop'n
	GB	Abroad	Advent.	Bus							
AB	76	65	63	7	79	34	26	47	32	17	18
C1	73	51	59	10	75	33	34	31	31	19	27
C2	70	41	54	9	51	18	22	23	18	11	23
D	69	36	49	8	57	16	18	15	19	10	32
E	60	26	33	9	49					2	
Diff. AB-DE	16	35	30	+2	30	18	8	32	13	15	N/a

Sources: various (all numbers are percentages)

Leisure Cards: A Targetting Tool

Widespread adoption....

1996/7 50% (Collins and Kennett, 1998b)

1999 77% (CIPFA, 1999)

of which 99% offer municipal sports

34% offer municipal arts

34% offer private sector leisure, retail, taxis

but poor performance ....

- apart from a few reaching 25 - 30% of target group, 10 - 12% of whole population, many have low take up
- (1999 average for those giving figures 9,750, 5,580 on concessions)
- many had reduced discounts under financial pressures
- under 1/3 had targets for take up
- a minority had active outreach marketing - (roadshows), sessions in job centres, ethnic minority/women's/disabled people's clubs etc)
- 1/3 had no budget, 1/4 no staff dedicated to marketing/managing their cards
- but move to loyalty/citizens cards (eg Nottingham 79,000 plus 29,000 concessions plus government's Connexions youth card) and smart cards (Southampton - Smart City)

The (Costly) Principles Of Effective Inclusion Policy

- Multiple constraints, and the need for and difficulty of joined-up policies/networks, if not partnerships.
- The need for longer projects (5+ years), long term policies (10 - 20 years) and evaluation built in, of outcomes as well as outputs.
- Close targetting - area/zonal policies doomed to be wasteful, to substantially benefit the better off.
- Involve the citizens affected - in planning *and* implementation - use existing groups if possible, for empowerment and sustainability .

(Coalter, 2001; Collins, 2001; Collins et al,1999; Rowe, 2001)

Multiple Constraints and Exclusion in Sport and Leisure

Group excluded	Youth			Poor/ unem-ployed	Women	Older people	Ethnic minorities	People disabled/ learn dif
Constraint/exclusion factor	child	young people	young delinq.					
Structural factors								
Poor physical/social environment	+	+	++	++	+	+	++	+
Poor facilities/ community capacity	+	+	++	++	+	+	+	++
Poor support network	+	+	++	++	+	+	+	++
Poor transport	++	++	++	++	++	++	+	++
Managers' policies attitudes	+	+	++	++	+	+	++	++
Labelling by society	+	+	+++	+	+	+	++	++
Lack of time structure	+	+	++	++		+		+
Lack of income	+	+	++	+++	+	++	+	++
Lack of skills/personal social capital	+	+	+++	+++	+	+	++	++
Fears of safety	++	++	++	++	+++	++++	++	++
Powerlessness	++	++	+++	++	++	++	++++	++
Poor self/body image	+	+	++	++	+	+	++	++
Personal factors								

The number of + shows the severity of particular constraints for particular groups

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WORKSHOP PAPER

OVERCOMING SOCIAL AND PSYCHOLOGICAL BARRIERS

Jane Stoneham

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This workshop explored the social and psychological barriers that prevent people from using the countryside, and how these could be overcome through site management and design. The following summary outlines the main issues discussed.

The Benefits of Contact with Nature (Rohde and Kendle 1994; Grahn 1994)

The benefits that people gain from experiencing the natural world are widely acknowledged informally, and increasingly the subject of research study. These are summarised below.

Physical Well-Being

- Sport – provision for 'gentle sport' (e.g. fishing, bowls) and 'active sport' (e.g. football, cycling).
- Healthy levels of daylight and fresh air.
- Regular exercise - providing places where people can move around; maintaining mobility; lowering pulse rate; improving stamina; improving quality of ageing process.
- Restorative exercise – 'Healthy Walk Schemes' – 'going further, going faster'. Exercise for people recovering from heart disease.

Psychological Well-Being

- Emotional: ameliorate people's moods, reducing fear & aggression.
- Cognitive: nearby nature helps reduce mental stress and restore concentration.
- Behavioural: nature stimulating to explore and adventurous behaviour –interacting with nature as a challenge, taking risks.
- Developmental: developing people's motor skills and imagination.
- *Social: providing settings in which social bonding can take place.*

Social Well-Being

- Spaces that people can easily 'read' & interpret.
- Safety – good design & management of settings discouraging anti-social behaviour.
- Peopled places – hospitable meeting places. Enhanced community identity & social cohesion.
- Impact on specific people groups.
- Meeting place for people of different social and cultural backgrounds.

Access to the Benefits of Greenspace

- The 'everyday space' - proximity of nearby nature in built environment.
- Good planning and design – responsive rather than reactive design policies.
- Focus for community, shared resources.
- Involving people/communities into the decision and planning making process. Giving opportunities for people to exercise some control over the environment.

From 'Making Connections', Price & Stoneham, 2001

Barriers to Enjoying the Countryside

It is widely acknowledged that these benefits are not equally available to all members of society, and that there are barriers that prevent or dissuade use by various groups, for example ethnic groups, elderly or disabled people and people on low income.

A study by the Countryside Agency (Chesters, 1997) identified three types of visitor turning up in countryside locations:

Frequent visitors, representing 20% of the nation's population. They tend to be better off two-car families, usually well informed and able bodied.

Occasional visitors, representing 40% of the population. These are people on middle incomes, generally one car per household, often living in the towns and suburbs.

Missing visitors, representing another 40% of the population. These people are generally on low incomes or state benefit, living in poorer conditions and often reliant on public transport. They include, other than the ethnic minorities, the elderly (especially the lone elderly) and people with disabilities.

Barriers to access are wide ranging and have been highlighted in various studies (e.g. Carr, 1996; Price & Stoneham, 2001). They include physical barriers (transport and path layout etc.) but equally intellectual, cultural, social and psychological factors. Therefore, barriers

relate not only to physical site layout but also to services such as information, interpretation, education, volunteer programmes and events.

Whilst physical access barriers are reasonably well understood, even if not always resolved, there is generally less awareness of the social and psychological barriers than can influence people's choices regarding use of the countryside. These barriers are diverse, but the following are examples:

- Fear of personal safety and perceived risk of crime
- Not knowing what to expect
- Feeling of not belonging or of being an 'outsider'
- Lack of confidence in an unfamiliar environment
- Fear of getting lost
- Feeling dependent on others
- Anticipated problems or disappointment
- Expectation that sites will be inaccessible
- Lack of motivation
- Unaware of what services exist

Improving Access to the Countryside

Accessibility is a comprehensive issue that is rarely resolved by single-focus prescriptive actions. Instead, it requires a broad-based approach that considers together issues such as physical site layout, off-site and on-site information and interpretation, education programmes, quality of visitor experience and opportunities for involvement and site use.

The workshop participants discussed a range of potential solutions that could help improve accessibility of the countryside to the widest audience, for example:

- Integrated and inclusive design: Segregated provision is unpopular as it serves to reinforce feelings of difference and 'deviance' from the norm'. Inclusive design opens up the countryside to people of all ages, abilities and backgrounds.

- Involving people: Site developments have often been developed on the assumed preferences and needs of 'excluded' people. Involvement of the community in site planning and development can help find best solutions to problems, identify priority needs and avoid costly mistakes. If possible, involving a wide spectrum of people in all stages from auditing to implementation.

- High quality visitor experience: Improving access whilst maintaining the natural quality of the setting. Careful choice of materials and imaginative design are important. The visitor experience can also be enhanced by interpretation and education facilities.

- Providing information and choice: Lack of information is a significant access barriers. Giving people access to information enables them to make their own choices about which sites they feel able and motivated to visit. This need not be limited to sites that are regarded as fully accessible - sites that contain features that are barriers to some people will be accessible to others. Accessible information distributed through different channels, and in various formats, is important.

- Sharing examples of good practice: Sharing experiences of tried and tested design and management approaches helps encourage and inform other developments. Practitioners benefit from seeing examples of positive design and solutions to common problems.

- Flexibility: A flexible approach to design and management allows for later modification. Constant changes to technology and people's aspirations will mean that there will always be a need for updating our thinking and potential for finding more effective approaches to opening up access.

- Identifying priorities: To ensure that resources are targeted on the most appropriate and rewarding developments.

The workshop concluded that social and psychological barriers can significantly influence the way that people perceive the countryside, and make choices over whether or not to use it. There is a need for greater awareness of these issues, more research to help identify potential solutions and the development and sharing of good practice on a national scale.

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WORKSHOP PAPER

COMMUNITY ECONOMICS; TOWARDS EMPOWERMENT

Alan Twelvetrees

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Scenario: Empowering a Rural Community - The Case of Wakenfield

Wakenfield is the name given to a string of 6 very rural villages, population altogether about 1000, on the border of two rural counties. The main market towns are respectively 15 and 25 miles away and public transport to them is almost non existent. The main employment has been farming, but, while Foot and Mouth is now well behind the community, many scars remain. The area was also quite heavily dependent on tourism, but this has not yet picked up again.

Services are poor and declining. As expected, children are bussed to secondary schools, and there is only one primary school to serve the six villages, and that too is under threat as the child population is declining. One Post Office and shop serves the six villages, but the proprietors are elderly and wish to retire soon. This shop does not provide much of a living and, when they retire, it will be difficult to find somebody to take it over.

Residents have to travel long distances to get to good shops and to a dentist, but there is a local GP practice. There are two main sets of residents: locals who are mostly oldish (and feel very excluded), and younger newcomers who commute to work outside the area.

Salvation(!) now appears to be around the corner in the shape of an 'earmarked rural regeneration grant of £200,00, to be claimed from central government via the county council. The general aims are as follows:

- a plan must be prepared to regenerate the community and submitted via the local authority to central government in order to release the money:
- the plan must ensure the sustainability of any initiative;
- the community must be centrally involved in designing the plan;
- the plan needs to focus on both economic and social objectives.

What would you recommend should be done?

How would you recommend it should be done?

What difficulties would you expect to face?

After discussions based on the scenario above, Alan made the following points about regeneration.

There is much talk of 'sustainability' today. However the word is used in several different ways. In the economic sphere it is used to imply that a business will run for a long period of time without requiring (further) subsidy. In the environmental sphere 'sustainability is to do with using renewable resources and taking other actions in such a way that does not compromise the future.

When 'sustainability' is used in the context of community projects and initiatives the often unspelt out implication is that a project which had grant funding for, say, three years would somehow be able to provide the same service without that funding.

Where this funding has involved the employment of paid staff it is almost never the case that the project can market itself so effectively that it obtains adequate revenue to continue employing he staff.

Sustaining community-run projects very often requires the employment of paid staff. These staff may have several roles. One role is to support and encourage volunteers to take effective action. This can be called the community development role. Another role is to raise money for further projects and pull money into the area. Another role is facilitating partnership working. Finally, staff often carry out 'programme bending' work. By this I mean working with service providers to ensure services are increased or improved in a particular area.

The other phrase we here a great deal about today is 'community-led'. This too, can be misleading. Generally speaking, effective decisions are taken and carried out when there is good collaboration between the community (or consumers of services) and the providers of services. It is currently fashionable to imply that the community can do everything and that the community always knows best. The reality is more complex.

Local people can be bigoted, uninformed, very narrow or not very interested. Similarly, individual community leaders can have a particular bee in their bonnet or work fantastically well for five years and then suddenly give up, The trick is to find ways of ensuring that real community/multi-agency collaboration is facilitated.

The word 'partnership' is also overused at the moment. The reality is that many partnerships do not work well. If we think of orchestras, sports teams, work groups and even marriages, it is clear that the prime characteristic of a good partnership is 'trust'. Also, in order to engender trust and effective collaboration this needs to be worked at. It does not come automatically.

Further, where multi-agency/community partnerships are effective, there is nearly always somebody who is acting as a facilitator to make the partnership work. This may be a member of the partnership or it may be an outside facilitator.

Multi-agency/community partnerships for urban/rural regeneration may decide to become legal entities which can themselves employ staff, run projects, own property etc. The generic name for such organisations in Britain is a 'development trust'.

It takes about two years to set up a development trust from nothing. It is a highly skilled process requiring a very able facilitator. Technically, it is possible to set up a development trust in three to six months. But, doing it well involves:

- identifying all stakeholders;
- explaining the issues;
- putting people together;
- getting them to think through how they want to structure the initiative;
- producing draft plans and holding consultations about these;
- building the structure around a particular plan of action;
- undertaking training and capacity building; and
- going through the formal incorporation process.

All of this takes time.

Urban and rural regeneration initiatives are often required to come up with detailed action plans quite quickly which specify fairly clearly what will be done in say, a five year period. This requirement is often not helpful. An effective action plan needs to focus on:

- Short term objectives which can be achieved within six months to a year on existing resources.
- Medium term objectives which can be achieved within one to two years but which need a bit more planning and resource allocation.

- Long term objective which must not be planned in detail initially because circumstances are bound to change down the line. These objectives need to be more 'aims' e.g. to get more young people into education, not specific proposals about how to do this.

The evaluation of regeneration initiatives needs to cover:

- goals;
- outputs
- outcomes;
- process.

It also needs to produce a baseline which can be 'remeasured' later or at least a statement of 'where we are now'. Additionally, the community and other stakeholders need to be involved in its design.

In terms of the economic development of deprived areas, I recommend visiting the website of the new economics foundation: www.pluggingtheleaks.org.

WORKSHOP PAPER
INCLUDING YOUTH

Gareth Bickerton

Director of Partnerships, The Prince's Trust

There is a huge opportunity to use countryside recreation as a resource for young people's personal development. The opportunities and benefits to young people include:

- improvements to health and general well-being, via physical recreation in the countryside, fresh air, clean, spacious and traffic-free environment;
- development of social and personal skills, eg confidence, leadership; team-working;
- practical skills (not only kayaking, caving, climbing, etc) , but also expedition planning; budgeting and handling money, driving, and cooking;
- enhancement of skills and experience in preparation for employment and formal education opportunities;
- opportunities to broaden horizons by discovering new places, meeting people from different backgrounds, trying out new experiences; and
- sense of achievement (eg by completing a challenging expedition in the countryside).

These benefits apply to mainstream and socially excluded young people.

The barriers to participation in countryside recreation by young people include:

- practical barriers, e.g. lack of money, equipment and transport;
- lack of awareness of what is available for young people;
- increased concern for safety and security issues (reflected in increased legislation, policies and procedures relating to outdoor activities involving young people);
- increased reluctance of schools and colleges to include outdoor education as part of curriculum studies;
- increased emphasis on academic performance and achievement by society, parents, and education sector, rather than "all-round" development; and
- increased competition for young people's leisure time (growth in use of Internet, popularity of TV and cinema, etc).

Ways to overcome these barriers include:

- consulting more fully with young people on their ideas and preferences in respect of countryside recreation;
- making countryside recreation more fun and appealing to young people;
- setting challenges (planning expeditions, organising young-people focused events in the countryside);
- looking at development of certification in terms of young people's achievements (building on, for example, the excellent programmes run by the Duke of Edinburgh Award Scheme, Guides, Scouts and others). Making sure that award schemes are fully inclusive for all young people, at all levels of ability, and that they serve to inspire and encourage all achievement; and
- involving, developing and training youth leaders, teachers, social services managers, etc to see "countryside recreation" as a powerful resource for helping young people's development;

Partnership working is a critical success factor in the above. Key partners include:

- schools, colleges and Universities;
- mainstream youth organisations (such as Guides, Scouts, Duke of Edinburgh Award Scheme; Youth Clubs UK);
- Prince's Trust; Fairbridge, and other youth organisations aimed at supporting disadvantaged young people;
- The Youth Hostels Association;
- Black Environment Network;
- Countryside and wildlife organisations (eg The Wildlife Trusts; the Ramblers' Association; the National Trust and RSPB);
- Statutory bodies (eg Health Development Agency; Social Services, Police Authorities);
- National Park Authorities; and
- The Countryside Agency and the Countryside Council for Wales.

Funding and resources to make it happen. There is huge untapped potential for funding for initiatives involving young people and countryside recreation. Potential funders include:

- The major Lottery distributors (Community Fund; Heritage Lottery Fund; and the New Opportunities Fund);
- Government agencies (including the Countryside Agency and Countryside Council for Wales); and
- Charitable Trusts (with a "young people's development" remit).

The key issue is to convince funders (and opinion-formers and decision-makers in general) that involving young people in countryside recreation is a key quality of life issue for the whole of society that needs addressing as a matter of urgency.

WORKSHOP PAPER

MULTICULTURAL COUNTRYSIDE? ETHNIC MINORITY USE OF THE ENGLISH AND WELSH NATIONAL PARKS

Mike Pratt

Head of Information Services, North York Moors National Park

National Parks for All?

National Parks in England and Wales were set up 50 years ago as 'extensive areas of beautiful and relatively wild country for the national benefit' and where 'access and facilities for public open air enjoyment are amply provided', (Dower Report 1945). Four years later saw the legislative framework to enable the realisation of this vision with most National Parks being set up in the early 1950s, the Broads eventually in 1989 and of the 12 original proposed Parks, the South Downs coming on stream just last year.

The Hobhouse Report 1947 developed thinking on why certain areas should be designated. For example, in the North York Moors designation was meant to reflect diversity of landscape "within a relatively small compass" but significantly also, "within easy reach of populated areas". Throughout their formation National Parks in England and Wales were linked to people, the nation, the general public - their origin due in great part to grassroots direct action. This included 'the Kinder five', imprisoned as part of a mass trespass in the Peak District, the consequent perceived injustice and resulting public pressure of which finally galvanised the post war Labour Government into action, seen in the 1949 National Parks and Countryside Act.

More recently in 1991 (Edwards Report), a review of National Parks' structures recognised the need for people to be more intrinsically linked to these landscapes, that efforts should be made to 'take the Parks to the people'; recognising a widening void between the population at large who were not visiting and the 'elite' who do.

The 1995 Government Act underlined the social and inclusive objective of National Parks, the second new stated purpose being;

"To provide opportunities for the understanding and enjoyment of the special qualities of the area by the public"'

This purpose is not discriminating. Everyone is included by implication. In the context of National Parks this means residents, the regional population, day visitors, long stay visitors from wherever, the national and international audience - both visitors and non visitors. Neither does it necessarily imply just physical access.

Who Goes There?

Surveys, surveys and more surveys. In particular, the 1994 All National Parks Visitor Survey and this year's Mori Poll National Park Awareness Survey, confirm the impressions of the casual observer and that of general visitor surveys by the Countryside Commission/Agency about who is not visiting National Parks and countryside in general and who is or is not even aware of their existence.

Most obvious by their absence generally are:

- People with different physical abilities.
- Young people.
- Ethnic minorities (though never specifically tested).
- Low-income groups.

But trends change. This is not the same everywhere and is different it seems in each National Park. In some parks visits by these groups are notably increasing; alternative or short-term special provision or services may temporarily buck the trend, (eg. Moorsbus); much also depends on geographic location and socio-economic orientation of nearby populations. With regard to ethnic groups these too are anything but homogeneous, rather each community has its own specific needs and presents different opportunities.

The true picture across National Parks of ethnic minority use is now being collated through a PhD study co-ordinated by Durham University, the first set of data is just being analysed. This will help define trends of ethnic minority use in each National park, (the Peak District and North York Moors are chosen as lead examples). Follow-up work with the nearby ethnic communities will aim to understand what factors would encourage wider use of National Parks by them in the future.

What Barriers?

Firstly, 'Barriers' to what sort of 'use'? Use of National Parks does not mean necessarily active recreation or tourist visits. It can also mean knowing about, enjoying the notion of,

intending to visit or finding out more about, the 'virtual visit'. In short opening barriers is a lot to do with giving people a choice. Equal access equates to equal choice through equal access to information in a meaningful form and a menu of what's on offer so they can make up their own minds if to partake or not. It is not about making people go to National Parks against their will but about awareness first and facilitating peoples' choices. Vested interest says those who are aware and are then interested will care for the Parks' protection - 'conservation through awareness'.

Therefore it is in National Parks' interest to appeal more widely. But what is stopping people hearing/learning about, being aware, or even visiting? The potential list is endless but here is a suggested framework:

- Physical barriers (eg. unsuitable paths, non accessible information, health and other physical limitations).
- Cultural barriers (eg. urban-rural, religion, different food/dress/needs etc).
- Intellectual barriers (eg. racism, unwelcome, unfamiliar, lack of the knowledge).
- Socio-economic and geographical influences (eg. money, no car).

Can these barriers be moved simply through better communication I wonder : surely we will need to be proactive in encouraging new people to take a leap in the dark? How far should we go in this? In the case of ethnic communities information will not be enough on its own, we may need to engage in communicating development with or alongside others who already have these skills.

Reaching Out to People

If we conclude there is a need to widen participation of awareness of National Parks and to target particular communities who currently visit not at all or rarely and proactively encourage their participation how might we go about it?

Two examples of current projects linked to National Parks which aim to do this:

- The Council for National Parks/Black Environment Network, Developing Links, Multicultural Initiative.
- North York Moors National Park's 'Reaching Out Project'.

The first of these is aimed at the national level at making stronger links between 7 National Parks and nearby ethnic communities. Through worked examples it aims to influence National Park policies, give good practice examples and resources which can be rolled out to all National Parks and become integral processes to all their work with communities, focussing specifically on ethnic groups.

The second is an area-based project aimed at all members of society but in particular targeting under represented groups in nearby urban areas (not exclusively though). A programme of special events, particularly health initiatives (health, especially poor health, diet etc is associated with disadvantage pertinent to everyone, and thereby a ready channel for inclusivity) and awareness raising both in and outside the National Park to increase general understanding and participation in the North York Moors National Park.

Examples of what these will include are:

- Taster visits/subsidised trips.
- Themed events/activities with wider ethnic/urban/arts appeal, for example music, dance, food and craft activities and festivals.
- Health walks and promotion for all abilities and ages.
- Specific multi lingual information - leaflets, videos, articles in community newspapers etc.
- Focus groups/community meetings/talks and visits to groups to design and implement community/National Park collaborative projects.

Conclusion

Some questions in conclusion to promote discussion on how we should be looking at this issue. Multicultural countryside or socially inclusive countryside, which do we want? Are they the same thing?

Perhaps multiculturalism should include in its definition not just ethnicity but recognise separate urban and rural cultural frameworks? How far do we need to categorise or segment, society to understand or provide for people's varied needs? Isn't being inclusive treating everyone the same? Is ethnicity relevant at all? Should our approach be 'Everyone, Everywhere' and isn't it a question of what sort of use do we want to encourage by anyone in any particular place? Maybe we should concentrate on being practical and not analytical? Identify the trends, the problems, the whys and whats and functionally change how we

facilitate use of countryside. In other words be practical about putting people first so they can all choose, (by sustainable means only), to enjoy the countryside, whatever their ethnicity or other identifying factor.

Can we therefore dispense with the socio-terminology and the political connotations and concentrate on people and mechanisms or is there more to it than this? Perhaps we need the labels to remind us that some of the reasons certain groups are excluded is not by default or by lack of provision but due to attitudes - both professional and institutional and of society's own making which we also need to break down? Is it as much about cultural changes within countryside organisations as it is about methodology in building links with new audiences?

CLOSING REMARKS

Juliet Harvey, Scottish Executive

Social inclusion in the countryside is not a new issue and there is considerable evidence to demonstrate that the majority of visitors to the countryside continue to be from narrow social groups. People on low incomes, people with disabilities, people from minority groups, the young and old are still very much under represented as groups who actively take part in countryside recreation. Although it is not a new issue, the solutions are complex and require long term, committed and focused responses involving co-ordinated, cross-government working.

The public sector has a key facilitating role in removing barriers and creating opportunities for wider participation in countryside recreation by these traditional minority groups. The involvement of the public sector must be long term and sustained, going beyond the customary three year fixed term timetable which has often become associated with social exclusion projects. The public sector must also be prepared to devolve control, power and action to local groups who can "make things happen" at the community level and be more responsive to local needs and attitudes. Countryside agencies will need to consider how to work more effectively with other areas of government including health, transport and social services who will all have a role in helping to improve the level of involvement from minority groups.

There is still a need to define "social inclusion" more specifically. At present it is poorly defined and easily misunderstood. There needs to be further work in exploring the relationship between individual preference and social inclusion. Many factors impact upon participation in countryside recreation - personal disposal income, access to transport, time availability, cultural values, awareness levels - these and many other factors have a bearing on participation and there is a need to understand their relative importance and impact on minority groups. Non participation is not always a result of social exclusion and it is important to understand the relationship between individual preference and those factors that give rise to social exclusion.

There is a need for better communication from those public sector and voluntary groups already involved in extending participation in countryside recreation so that success stories

and good practice can be understood by other stakeholders. The research project conducted by the University of Aberdeen for Countryside Recreation Network provides excellent case studies which examine in detail the ingredients which are needed to achieve successful projects. There is always a danger of "reinventing the wheel" therefore, more effective communication is essential.

More research is also needed to understand more clearly the views of disadvantaged or minority groups. What are their needs with regard to countryside recreation? How can these needs best be met? How can countryside recreation be made more attractive or accessible to these groups ?

More needs to be done to explore the mutually beneficial links between countryside recreation and improving health. More focused research could seek to quantify, for example, the positive health benefits of maintaining participation rates for the over 35 age groups.

Social exclusion is a cross cutting theme of government. There is a danger, however, that the development of policies and strategies to overcome social exclusion issues will take up a disproportionate amount of time and attention - action which makes a difference at the grass roots level is not so easy to accomplish. It is important to engage with minority groups and to understand their needs, their values and what needs to happen to really make a difference to their quality of life. Working at the community level is never easy and will require individuals to be committed, focused and untiring in the achievement of their goals. It will be important to ensure that local community groups are given empowerment to be able to "make things happen."

ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 1

Regular participation in sports, games and physical activities (% of population aged 6+ yrs)

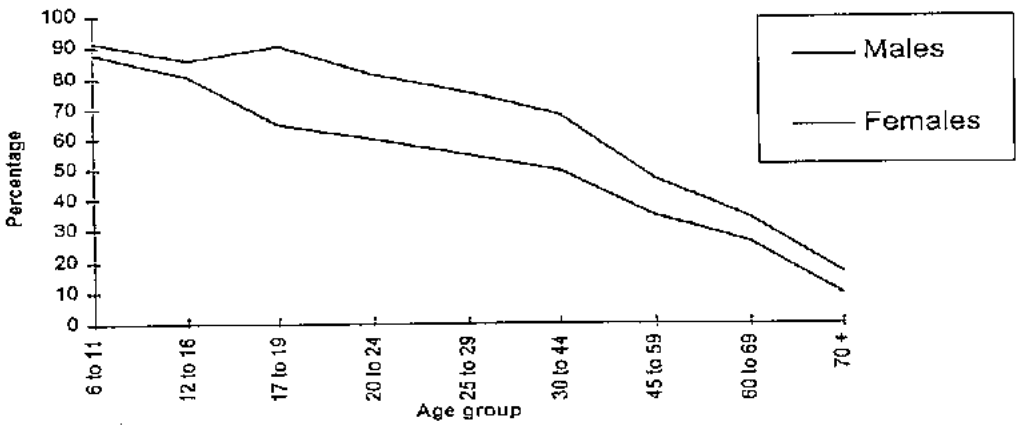
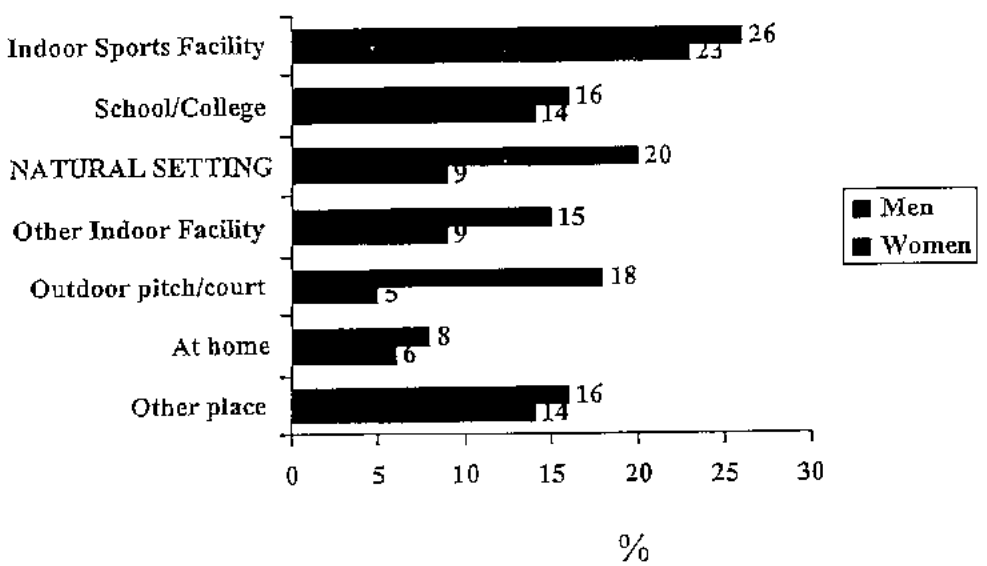


Figure 2

Location of Sporting Activity by Gender

% of adults participating at this location in previous 4 weeks



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 3

Percent usually doing sport for less than one hour per week during summer holidays (1999)

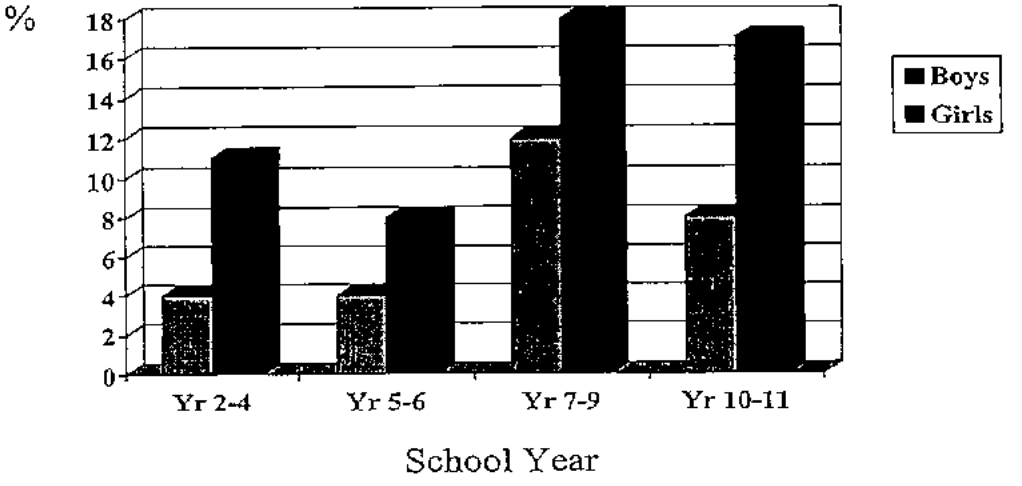
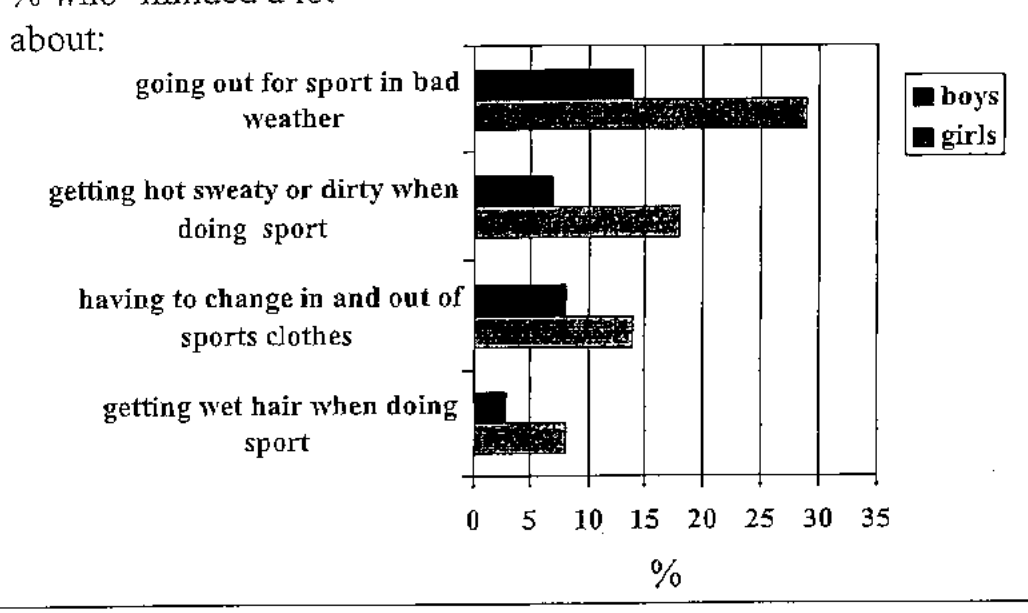


Figure 4

Differences in attitudes towards sport by primary age girls and boys



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 5

Differences in attitudes towards sport by secondary age girls and boys

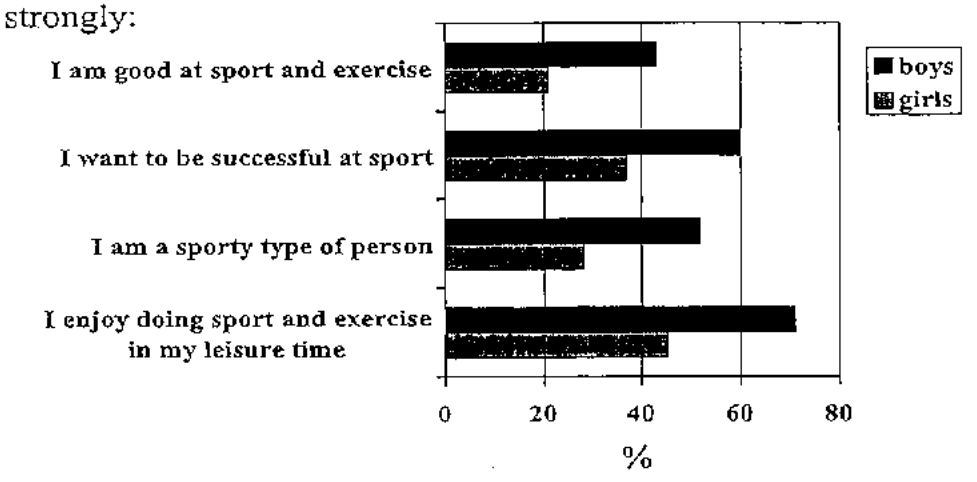
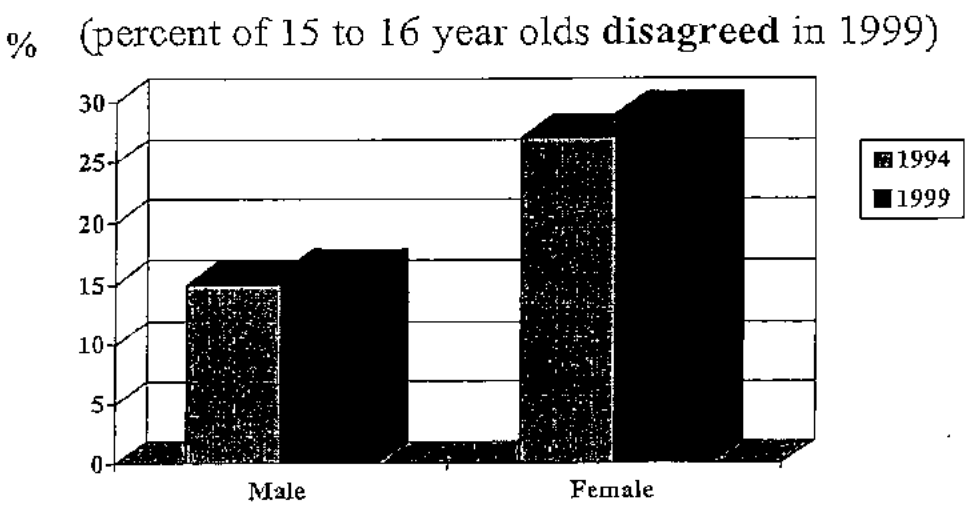


Figure 6

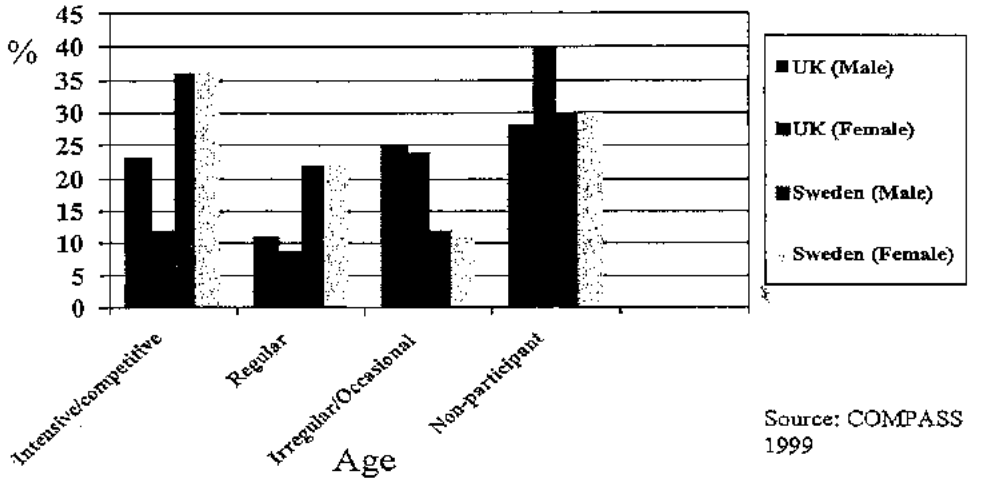
When I leave school I want to carry on doing sport and exercise



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 7

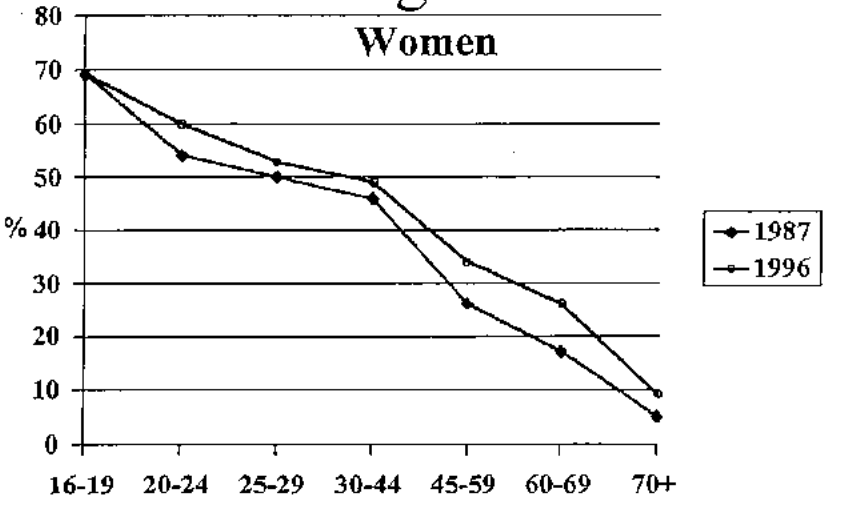
Levels of Participation in Sport
Some international comparisons
(excludes anyone who participated less than 12 times in last year)



Source: COMPASS 1999

Figure 8

Are we reducing drop out with age?



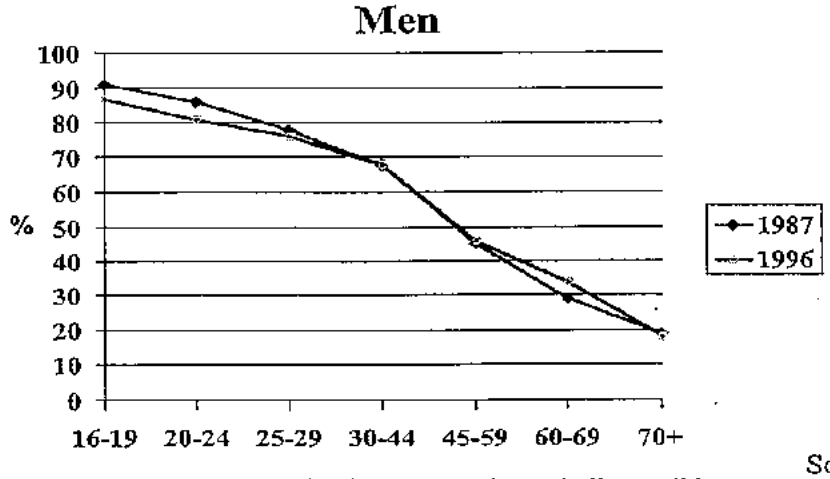
participated on at least one occasion in the last 4 weeks excluding walking

Source GHS

ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 9

Are we reducing drop out with age?



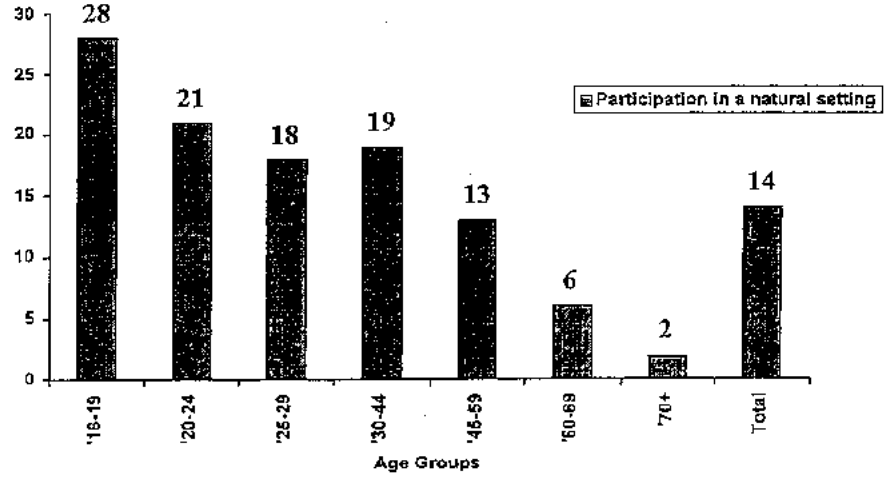
participated on at least one occasion in last 4 weeks excluding walking

Source GHS

Figure 10

Location of Sporting Activity by Age (Adults)

% of adults participating at facility in previous 4 weeks



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 11

Location of Sporting Activity by Age (Young People)

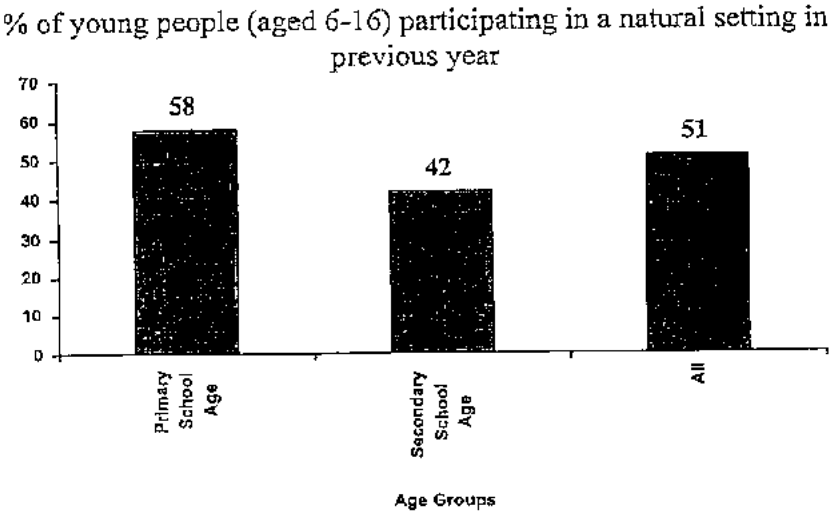
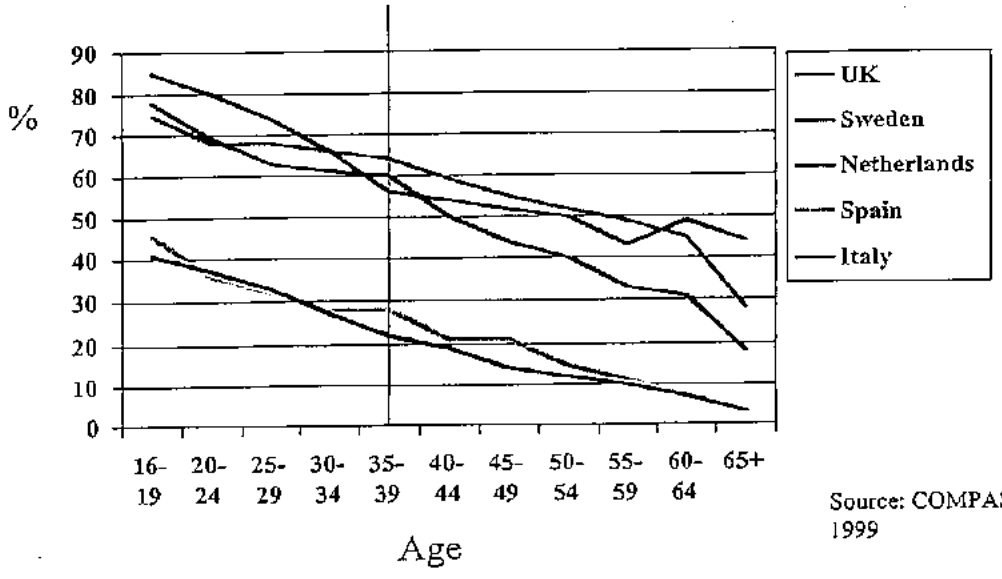


Figure 12

Levels of Participation in Sport
Some international comparisons

(includes anyone who participated at least 12 times in last year)



Source: COMPASS 1999

ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 13

Ethnic Minority Participation
Participation in at least one activity (excluding walking) over the last 4 weeks (all respondents)

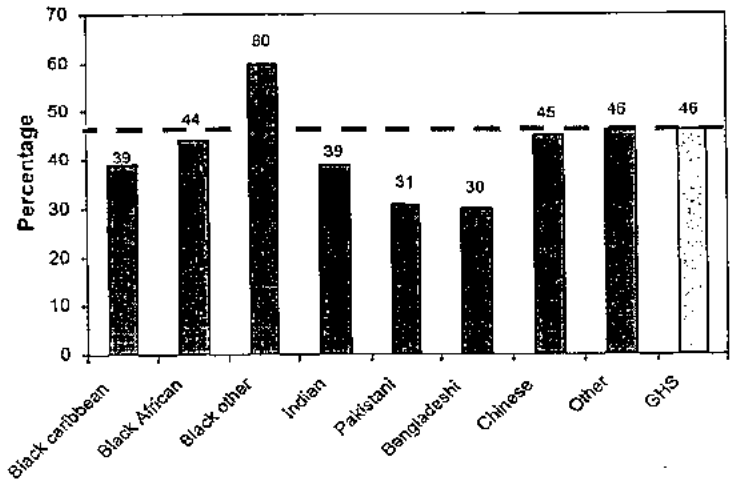
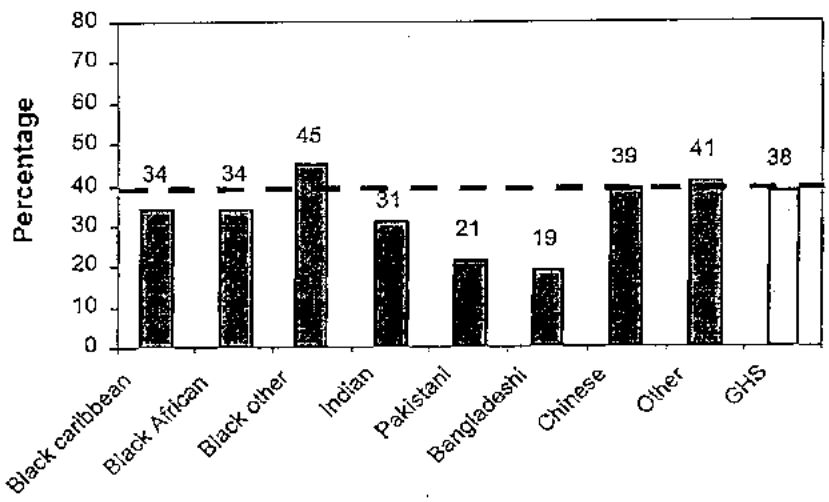


Figure 14

Participation in at least one activity (excluding walking) over the last 4 weeks
Women



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 15

Location of Sporting Activity by Ethnic Minority Groups

% of adults participating at facility in previous 4 weeks

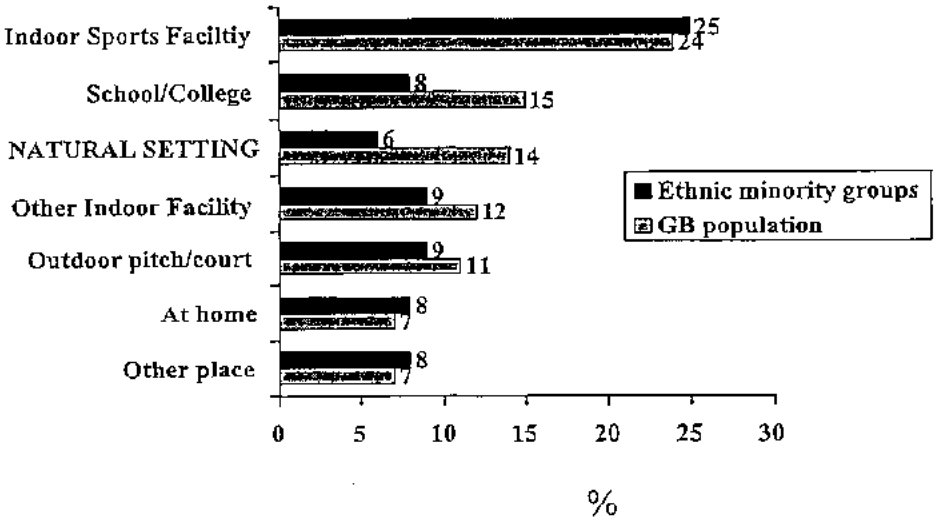
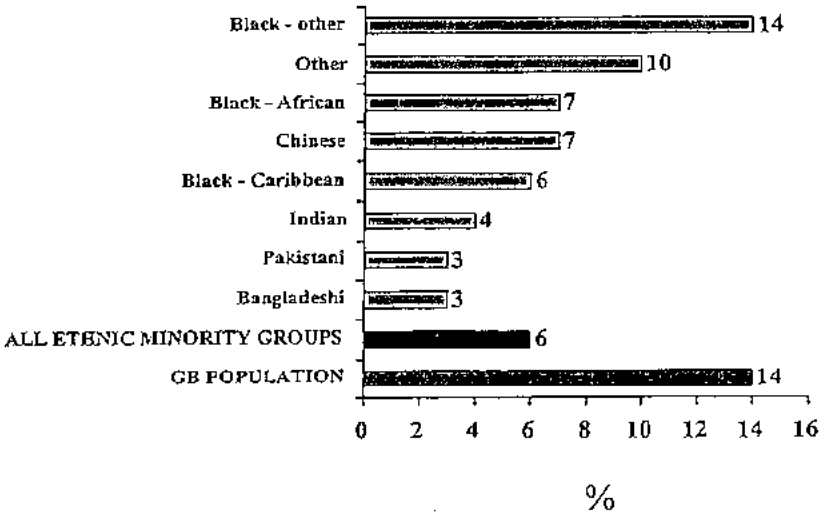


Figure 16

Sport in a Natural Setting by Ethnic Origin

% of adults participating in a natural setting in previous 4 weeks



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 17

Are we making in-roads into social class differences?

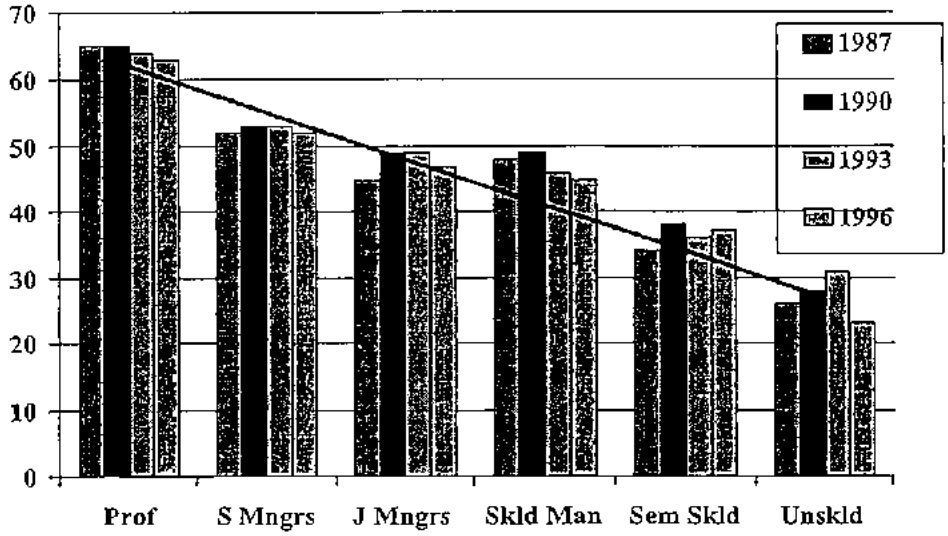
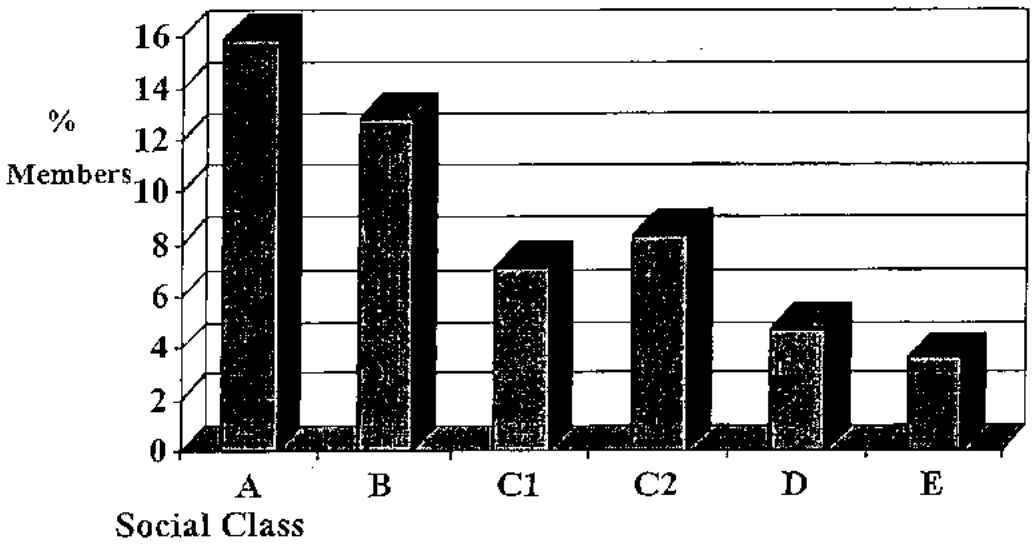


Figure 18

Sports clubs: Social inclusion or exclusion?



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 19

Social Class of Elite Competitors

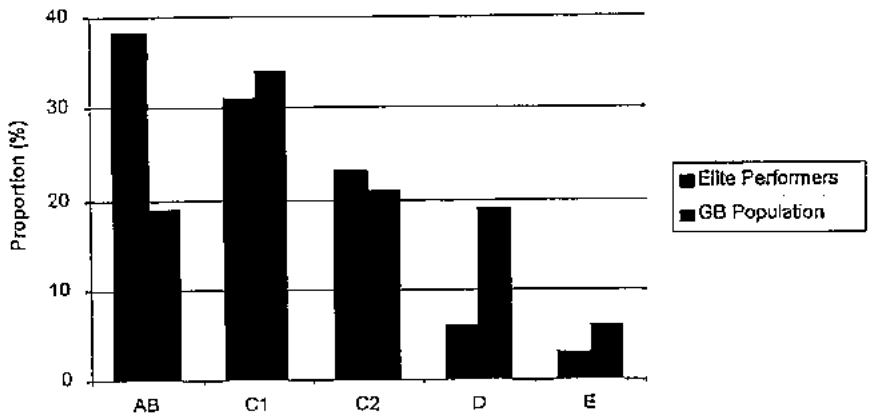
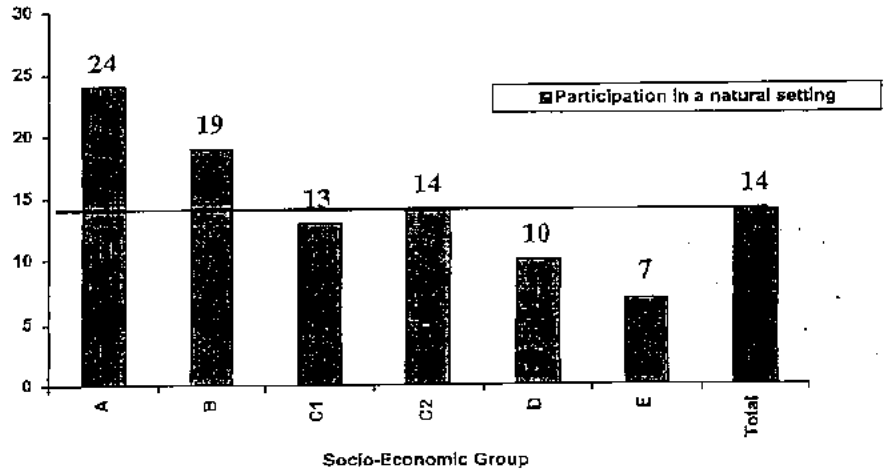


Figure 20

Location of Sporting Activity by Socio-Economic Group

% of adults participating at facility in previous 4 weeks



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 21

Relative levels of participation in sport by people with a disability

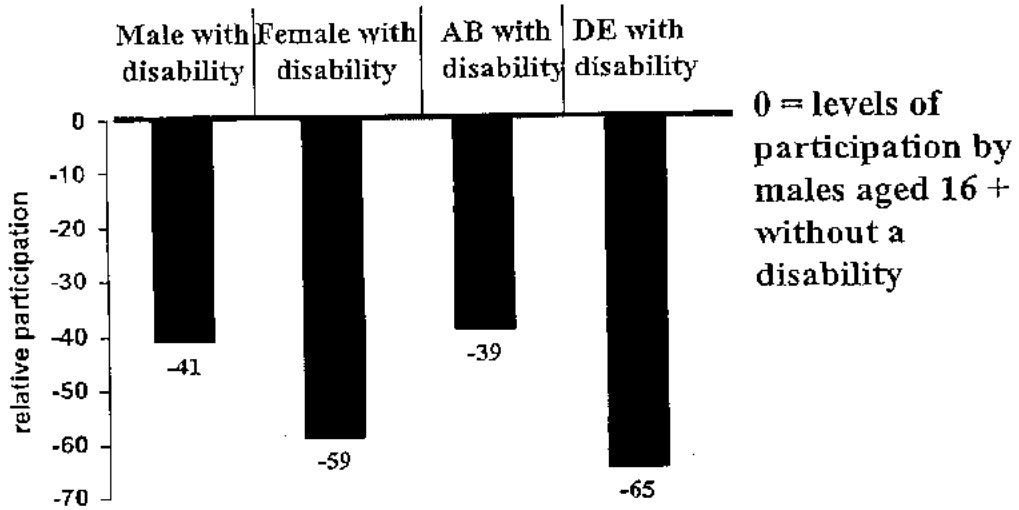
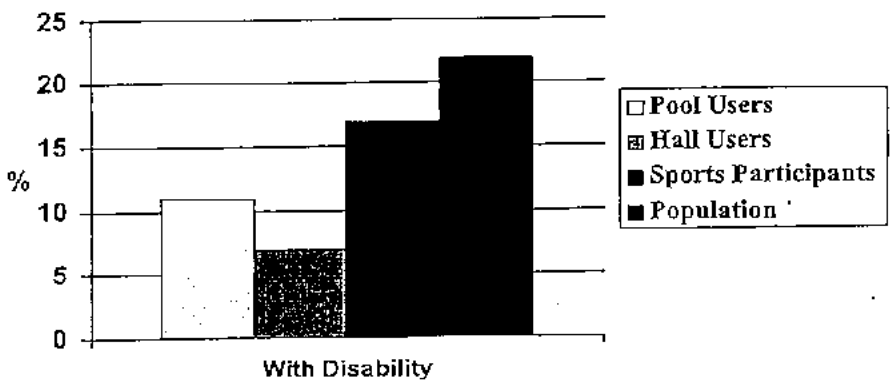


Figure 22

Use of local authority sports halls and pools by people with a disability



Source: Sport England 1997 survey

ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 23

Young people with a disability – time in the curriculum for PE

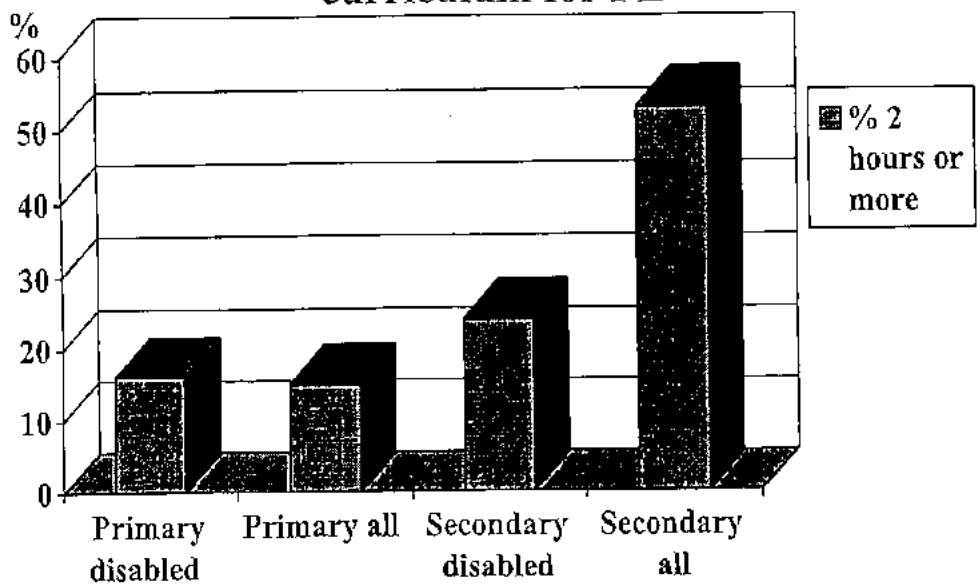
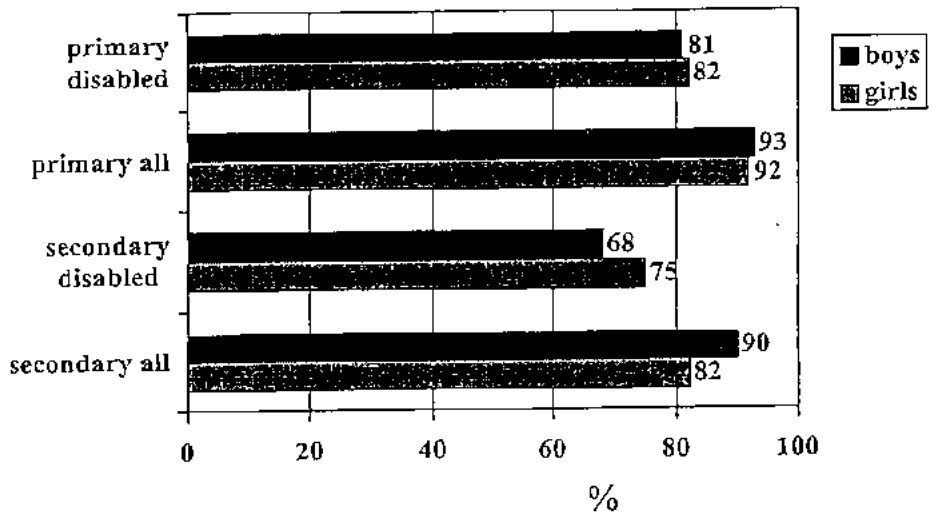


Figure 24

Disabled young people – percent who agreed that they enjoyed PE in school lessons



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 25

Time spent on sport in the Summer Holidays

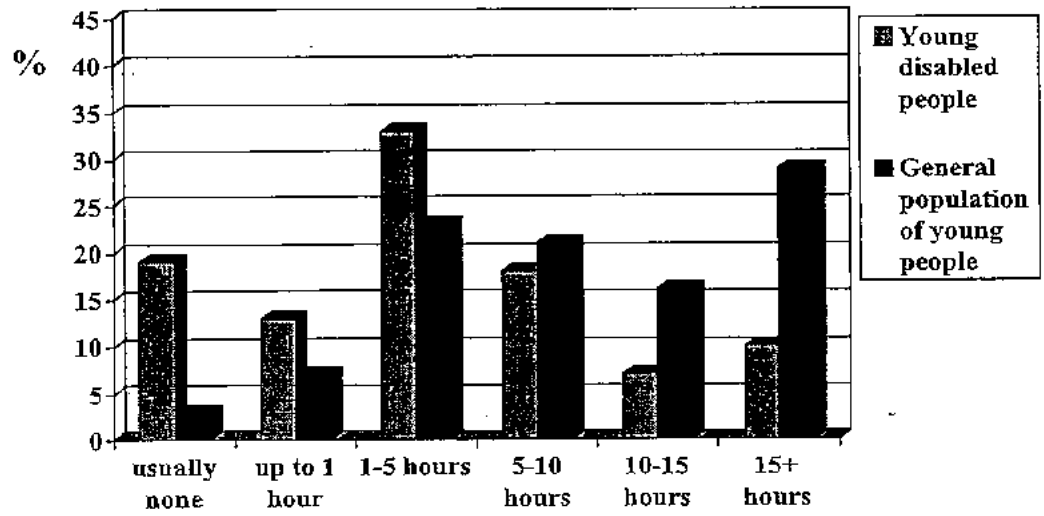
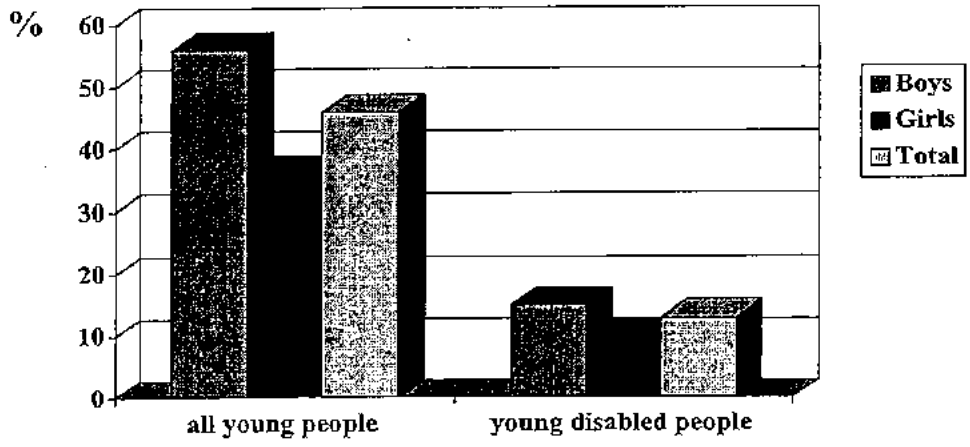


Figure 26

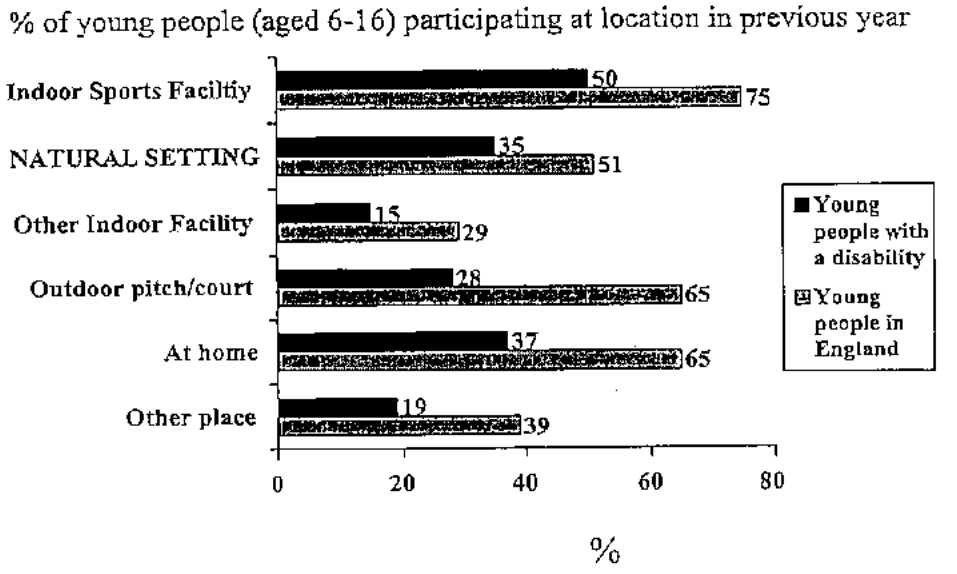
Sports club membership – comparisons between young disabled people and the general population



ANNEX 1. SOCIAL INCLUSION IN SPORT

Figure 27

Location of Sporting Activity by Young People with a Disability



ANNEX 2. REMOVING BARRIERS, CREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE PROGRAMME

Programme

10.00	**Registration and coffee**
10.30	**Welcome** Chair (morning): *Juliet Harvey, Scottish Executive*
10.40	**Opening remarks** *John Bird OBE, Chairman of the Epping Forest Open Spaces Committee*
10.50	**Keynote speaker** *Pam Warhurst, Countryside Agency*
11.20	**Case study – empowerment – Big Issue Scotland Hillwalking Club** *Jim Brown, Big Issue Scotland and Donald Cameron, Big Issue Scotland*
11.40	**Wider issues – ethnicity and multiculturalism** *Judy Ling Wong, Black Environment Network*
12.00	**Case study – community driven project – Community Food Growing Group** *Kim Patterson, Lancashire Wildlife Trust*
12.25	**Question and Answer session**
12.45	Lunch
13.45	Chair (afternoon) *Steve Webb, Wales Tourist Board*
	Social Inclusion in Countryside Leisure in the United Kingdom - report on CRN Social Inclusion Research Project *Bill Slee, Aberdeen University*
14.00	**Workshops**
15.30	Tea/coffee
16.00	**Report back on key issues arising from workshops and follow up discussion** Chair: *Steve Webb, Wales Tourist Board*
16.45	**Closing Remarks** Chair: *Juliet Harvey, Scottish Executive, Steve Webb, Wales Tourist Board*
17.00	Depart

ANNEX 2: REMOVING BARRIERS, CREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE PROGRAMME

Workshops

Taking it Forward: Making it Happen
Dave Simmonds, Centre for Social Exclusion/Inclusion
Chair: Jo Burgon, National Trust

Health and Well Being: Benefiting from the Countryside
Dr Karen Henwood, University of East Anglia
Marcus Sangster, Forestry Commission
Chair: Helen Partridge, Forestry Commission

Social Inclusion in Sport
Nick Rowe, Sport England
Chair: Tim Marshall, Birmingham University (Sport England)

Overcoming Social and Psychological Barriers
Jane Stoneham, The Sensory Trust
Chair: Caro-lynne Ferris

Community Economics; Towards Empowerment
Alan Twelvetrees, Community Development Foundation
Chair: Glenn Millar, British Waterways

Including Youth
Gareth Bickerton, The Princes Trust
Chair: Sue Cassell, Youth Hostel Association

Multicultural Society in the Countryside
Mike Pratt, North York Moors National Park
Chair: Narendra Bajara, Member of Peak District National Park

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Narendra Bajaria

Member, Peak District National Park Authority

Narendra Bajaria has been an Architect/town planner by profession and has worked in the public sector for nearly 35 years. Upon his retirement from the post of the Head of Planning Transport and Highways with the Sheffield City Council last year he accepted an invitation to become a Member of the Urban Panel established by the English Heritage. Subsequently he has accepted an invitation from the Commission of Architecture and the Built Environment to represent Yorkshire and Humber Region on its Regional Committee. He is also a permanent Trustee of the South Yorkshire Community Foundation, a Board Member of the South Yorkshire Housing Association and joined the Peak District National Park Authority as the Secretary of State Appointee in April this year for term of three years. More recently he has been appointed external examiner for the Sheffield Hallam University for their MSc Urban Regeneration, MA Heritage Management, MA Transport Planning and Management and MA Urban Design.

Currently the Peak District National Park Authority and the North Yorkshire Moors have commissioned a research into usage of National Parks by Minority Ethnic Communities. This reflects the authority's commitment to promote social inclusion in the National Park.

John Bird OBE

Chairman, Epping Forest and Open Spaces Committee

Mr John Bird OBE is a member of the Corporation of London's Court of Common Council and is Chairman of the Epping Forest and Open Spaces Committee which is responsible for all of the Corporation of London's Open Spaces except Hampstead Heath and West Ham Park. Mr bird, a Chartered Accountant, has been a member of the Epping Forest and Open Spaces Committee since 1987 and was previously Chairman in 1993 and 1994 and Deputy Chairman for six years. Through his many years of service to this Committee he has helped guide the Corporation of London's management of its open spaces through a period of significant social change whilst ensuring that the Conservators carry out their duties as laid down in the 1878 Act of Parliament.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Jo Burgon

Coast and Countryside Adviser, National Trust

As a national adviser within the National Trust's Estates Department Jo Burgon has responsibility for developing policies and promoting practices in access and recreation to the Trust's coast and countryside sites. Jo is the Trust's representative on the National Countryside Access Forum in England and involved in the management of CRN.

Before joining the National Trust in 1984 Jo was the Ridgeway Officer managing the National Trail in Oxfordshire and Berkshire and before then he worked for BTCV in their early years establishing their south west regional operations and being involved in helping to getting local volunteer groups off the ground.

Sue Cassell

Head of Countryside and Environment, Youth Hostels Association

Sue Cassell was a late entrant into the world of countryside recreation, having been raised in Croydon, and having pursued a career in finance in the City for some years. Her conversion to "the great outdoors" happened in 1995 when she spent a Bank Holiday weekend at Exford Youth Hostel and discovered how beautiful the countryside is.

She is now Head of Countryside and Environment for the Youth Hostels Association of England and Wales. This is a post she has held for about three years. She is also a Secretary of State appointee to Exmoor National Park Authority. She was educated at Queen's College, Oxford University, from where she has a degree in Philosophy, Politics and Economics.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Dr Karen Henwood

Senior Lecturer, University of East Anglia

Karen Henwood is currently Senior Lecturer in Clinical and Health Psychology in the School of Medicine, Health Policy and Practice at the University of East Anglia. Previously she worked at the University of Bristol and University of Wales Bangor (in Schools of Psychology) and at Brunel University (in the Department of Human Sciences). She specialises in the study of how people's senses of identity and well-being are related to their environments, biographical and family histories, social positions, cultural values, locations and differences. She has an interest in how people view their environments and environmental risk; people's sense of 'place' or belonging, cultural uprooting or dislocation, and the complex ways in which relations of power can operate on issues of identity and culture.

While at the University of Wales, Bangor she conducted a study of 'The Place of Woods, Forests and Trees in Modern Welsh Life and Culture' (1998). She has also published many books and articles based on her research on identity, relationships, gender, difference and cultural issues, as well as how to do research in psychology and the social sciences.

Judy Ling Wong FRSA, OBE

Director, Black Environment Agency

Judy Ling Wong FRSA is the Director of Black Environment Network, an organisation with an international reputation as the pioneer in the field of ethnic environmental participation. She has worked extensively in various sectors – in the arts, psychotherapy and in community involvement. This multiple background means that she is uniquely placed to take forward the development of an integrated approach to environmental participation, bringing together different fields and sharing cultural visions. She was made a Fellow of the Royal Society of Arts in 1997 in recognition of her contribution to contemporary environmental thinking. In June 2000 she was appointed an Officer of the Order of the British Empire as part of the Queen's Birthday Honours, in recognition of her outstanding contribution to ethnic environmental participation.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Tim Marshall

Senior Lecturer, University of Birmingham

Tim Marshall is a Senior Lecturer in Public Health and Epidemiology, University of Birmingham, a Member of Sport England and an Independent Member of the National Countryside Access Forum.

Tim has been involved for many years in developing and overseeing the implementation of the Sports Council's policy on sport for people with a disability. This work continues the direction first articulated fully in "Building Ability", the report of the Minister for Sport's Review Group on Sport for People with a Disability, published in 1989.

Glenn Millar

Research Manager, British Waterways

Glenn Millar is Research Manager in the British Waterways Marketing Research Unit. After graduating with a BSc Hons in Geography in 1972 from Queen's University, Belfast, Glenn gained an MSc in Town and Country Planning, also from Queen's. He also holds a Diploma in Management Studies from the Polytechnic of Central London, and a Diploma in Marketing.

Glenn joined British Waterways in 1978, after working for a period in the road freight industry. His role involved carrying out project work and market and business research in the freight transport sector, in particular in relation to inland waterways and ports and harbours.

In 1988 the various commercial research functions of the organisation were amalgamated, and Glenn was appointed Manager of the combined unit, with the focus of the research programme being in the leisure and tourism sector. Glenn is responsible for the day-to-day control of this programme, which, includes undertaking or co-ordinating projects and studies related to waterway usage, the market characteristics and preferences of waterway users, the social and economic benefits of waterways and the development of waterways as a multi-user resource. From 1995 to 1998, Glenn was Vice-Chairman of the Countryside Recreation Network.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Kim Paterson

Community Projects Co-ordinator, The Wildlife Trust for Lancashire, Manchester and North Merseyside

Kim worked in a bank for 12 years. Aged 30 he took the opportunity to review what he was doing and started working in the countryside/environmental sector. He trained in Forestry and Countryside Management and worked for a while as a countryside warden in Kent and Surrey.

In 1993 Kim moved to Manchester and spent the next five years working in environmental education, particularly with inner city schools.

Kim has been working with The Wildlife Trust for over three years on community related projects that aim to involve people in environmental issues, particularly those that involve practical conservation and landscape improvement.

Mike Pratt

Head of Information Services, North York Moors National Park

Mike Pratt is Head of Information Services for the North York Moors National Park and the Association for National Parks' lead contact on multi cultural issues and social inclusion. Mike has worked for the NYMNPA for four years during which time he has developed research opportunities relating to ethnic use of National Parks with Durham University and has recently attracted a Heritage Lottery grant for a three-year project looking at widening public engagement in the NYMNP, called the Reaching Out Project. Mike is also the ANPA advisor to the CNP/BEN multi cultural initiative.

Previous to this Mike worked for six years for the Tees Community Forest and before this as an Environmental Interpretation Officer and Urban Fringe Manager for Cleveland County Council. He started work in the environmental field as a Ranger in the Forest of Dean having been trained initially as an oil exploration geologist.

His main interests in and outside of work centre on encouraging everyone from all backgrounds to enjoy the wildlife and diversity of the countryside and exploring the connections between the arts, culture and the environment.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Nick Rowe

Head of Research and Strategy, Sport England

Educated at Oxford Polytechnic, Edinburgh University and the University of Texas, Nick joined what was then the GB Sports Council Research Unit in 1983. He has been responsible for managing many large research studies including the Allied Dunbar National Fitness Survey and, more recently, the National Surveys of Young People and Sport in England. Nick was the Chairman of the Council of Europe Research Expert Group on Young People Sport and Ethics and was responsible for drafting the Council of Europe code of ethics for sport, 'Fairplay the Winning Way'. In 1999 Nick was appointed as Head of Research and Strategy for Sport England and is responsible for managing a comprehensive programme of research that informs all of the major policy concerns of the organisation.

Dave Simmonds

Director, Centre for Economic & Social Inclusion

Dave Simmonds is a Director of the 'Centre for Economic & Social Inclusion' (CESI), which is a recent merger between the Unemployment Unit & Youthaid, and the Centre for Social Inclusion (CSI). Dave has been involved in social exclusion, labour market, and regeneration policy for the last 15 years. He has sat on a wide range of task groups and advisory groups over the years from the MSC, European programmes, TECs, and New Deal. Currently he is a Special Advisor to the House of Commons Select Committee on Education and Employment, and on the New Deal National Partners Advisory Group. He was co-author of 'Employability Through Work' and 'Regeneration Through Work'.

He set up the Centre for Social Inclusion five years ago as an independent organisation to promote new policy, sharing best practice and better information on social inclusion issues. Previously he was interim Director for England at the National Lottery Charities Board, and before that he was Director of Policy for the National Council for Voluntary Organisations.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Alan Twelvetrees

National Manager, Wales, Community Development Foundation

Alan Twelvetrees is the National Manager, Wales, for the Community Development Foundation and he has been carrying out research, teaching and running training in community work for the last 30 years.

Pam Warhurst

Deputy Chair, Countryside Agency

Pam Warhurst is deputy chair of the Countryside Agency, the statutory body with responsibility for advising government and taking action on issues relating to the social, economic and environmental well-being of the English countryside.

She is a board member of Yorkshire Forward (the Yorkshire and Humberside Regional Development Agency), a trustee of the Earth Centre, Doncaster, and chair of the National Countryside Access Forum.

Previously, Pam Warhurst was leader of the Calderdale Council in West Yorkshire from 1995 to May 1999. She was first elected to the council to represent Todmorden in 1991. As leader, she chaired a number of council committees and external partnerships including a £15m SRB partnership, Calderdale Economic Regeneration Partnership Steering Group and the Crime and Disorder Policy Board. She was also the Yorkshire and Humberside representative on the Committee of the Regions of the European Community, deputy chair of the Economic Regeneration Committee of the Local Government Association until 1999 and vice-chair of the Regional Assembly for Yorkshire and Humberside. She was chair of the Calderdale Healthcare NHS Trust from 2000 to 2001, leading a major reorganisation of healthcare within the district prior to the trust's merger.

After obtaining an MA in Econometrics at Manchester University, she worked with the Co-operative movement before going on to run the first Consumer Advice Centre in Greater Manchester. She maintains a long-standing interest as a member of the co-operative which runs a health food shop, café and offices.

Pam Warhurst has one daughter and is governor of the Ferney Lee Primary School in Todmorden.

ANNEX 3. SPEAKER AND WORKSHOP LEADER BIOGRAPHIES

Steve Webb

Director of Strategy, Wales Tourist Board

A Chartered Town Planner who joined WTB in 1980 following six years with Devon County Council and East Devon District Council. An Honours Geography graduate from the University of Exeter with a Masters Degree in Tourism Development from the University of Wales College, Cardiff. In his present role he led the preparation of a new national tourism strategy for Wales. He is also responsible for managing WTB's Corporate Planning process and for administering the annual research programme.

ANNEX 4. REMOVING BARRIERS, CREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE DELEGATE LIST

Mrs	Liz	Anderson	Countryside Conservation Officer	Hertfordshire County Council
Ms	Polly	Andrews	Education Projects Officer	The National Trust
Ms	Kye	Askins	Student	
Mr	Julian	Atkins	Rights of Way Officer	City and County of Swansea
Mrs	Jenny	Baines	Education Manager	Somerset Wildlife Trust
Mr	Narendra	Bajaria	Secretary of State Appointee	Peak District National Park Authority
Mrs	Jenny	Baker	Head of Volunteering and Community Involvement	The National Trust
Miss	Anna	Baness	Access and Visitor Management Officer	Dartmoor National Park Authority
Miss	Emma	Barratt	Network Manager	Countryside Recreation Network
Ms	Jaki	Bayly	Senior Policy Advisor	The Countryside Agency
Mr	John	Bennett	Chief Executive	Kent Wildlife Trust
Mr	Gareth	Bickerton	Director of Partnerships	Prince's Trust Cymru
Mr	John	Bird, OBE	Chairman	Epping Forest & Open Spaces Committee
Dr	Kevin	Bishop	Senior Lecturer	Cardiff University
Mr	Andy	Bowden	Countryside Ranger	Clyde Muirshiel Regional Park
Mr	Peter	Brabban	Community Development and Volunteering Manager	The National Trust
Ms	Wendy	Bradshaw	Policy and Research Officer	Royal National Institute for Deaf People (RNID)
Mr	Paul	Bright	Community Involvement Manager	English Nature
Mr	Jim	Brown		The Big Issue, Scotland
Dr	Mike	Bruton	Chairman	DDA Disabled Ramblers
Mr	Jo	Burgon	Adviser on Coast and Countryside	The National Trust
Dr	Kate	Burningham	Lecturer	University of Surrey
Mr	John	Butterly	National Education Manager	British Waterways
Mr	Donald	Cameron		The Big Issue, Scotland
Mr	Bob	Campbell	Countryside Warden	Tees Valley Countryside Warden Service
Ms	Sue	Cassell	Head of Countryside and Environment	Youth Hostels Association
Mr	Mike	Collins	Editor, European Journal for Sports Management	University of Loughborough
Mr	Trevor	Connick	Volunteering and Community Involvement Manager	The National Trust
Miss	Gill	Crebbin	Recreation Ranger	Forest Enterprise
Ms	Bridget	Dales	Recreation & Access Officer	Scottish Natural Heritage
Ms	Sue	Dampney	Countryside Management Officer	Bath and NE Somerset Council
Mr	Garry	Davies	Senior Countryside Warden	Loggerheads Country Park
Miss	Ros	Davies	Parish Paths Partnership Liaison Officer	Devon County Council
Mrs	Annette	Daykin	Waterway Environmental Officer	British Waterways
Mr	Ben	Dent		DETR

ANNEX 4. REMOVING BARRIERS, GREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE DELEGATE LIST				
Mr	Paul	Dove	Community Development	Bedfordshire County Council
Ms	Angela	Downing	Woolhope Dome Project Officer	Woolhope Dome Project
Ms	Jan	Dunseith	Events Officer	British Waterways
Mr	Mark	Dyer	Access for All Adviser	The National Trust
Mrs	Terri	Edwards	Senior Countryside Officer	The Countryside Agency
Mr	Will	Farmer	Countryside Officer	Basildon Council
Mr	Andy	Farmer	Area Ranger	Peak District National Park Authority
Mr	Duncan	Ferguson	Regeneration Funding Executive	British Waterways
Ms	Caro-lynne	Ferris	Network Manager	Countryside Access and Activities Network
Mrs	Sam	Forster	Project Manager Stepping Stones Officer	Leicestershire County Council
Ms	Luna	Frank-Riley	Board Member	Countryside Agency
Mr	Matt	Frew	Lecturer in Leisure Operations Management	Glasgow Caledonian University
Mr	Stewart	Fulton	Chief Executive	The Cairngorms Partnership
Dr	Honor	Gay	People and Wildlife Manager	The Wildlife Trusts
Mr	Campbell	Gerrard	Planning Officer - Countryside	sportscotland
Ms	Helen	Gillard	Policy Officer	DEFRA - Countryside Division 2
Mrs	Catherine	Gleave	RSPB Youth and Education Officer	RSPB
Miss	Lisa	Goldsmith	Volunteer and Community Involvement Officer	The National Trust
Mr	Michael	Goodenough	Waterway Manager	British Waterways
Mrs	Elspeth	Grant	Project Co-ordinator	The Cairngorms Partnership
Mr	Derrick	Green	Senior Ranger	London Borough of Enfield
Mr	David	Greenwood	IADP Environment, ROW	Surrey County Council
Mrs	Sharon	Gunn	Senior Relationship Manager	English Nature
Miss	Kim	Gunningham	Policy Officer	DEFRA
Ms	Bettina	Harden	Chairman	The Gateway Project
Miss	Charlotte	Harris	Community Ranger	Sefton Coast and Countryside Service
Ms	Lee	Harris	Ranger	The Broads Authority
Ms	Juliet	Harvey	Head of Rural Research	Central Research Unit
Ms	Sally	Hayns	Public Affairs Manager, Open Spaces	Epping Forest Dept. Corporation of London
Dr	Karen	Henwood	Clinical Psychology Lecturer	University of East Anglia
Mr	Nigel	Hester	Countryside Manager	The National Trust
Mr	David	Hope	Countryside Conservation / Development Officer	Hertfordshire County Council
Mr	Geoff	Hughes	Senior Development Manager	Sport England North East
	Andy	Johnson	Project Manager	Fieldfare Trust
	Sarah	Johnston	Planning	Bath and NE Somerset Council
Mr	Matthew	Jones	Assistant Policy Officer	The Countryside Agency
Ms	Jos	Joslin	National Trails Officer	The Ridgeway and Thames Path National Trails

ANNEX 4. REMOVING BARRIERS, CREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE DELEGATE LIST

Mrs	Fiona	Kells	Walk On Project Officer	Walsall Metropolitan Borough Council
Mr	Andrew	Kelly	English Development Officer	British Orienteering Federation
Mr	Jim	Langridge	Environmental Planner	British Waterways WCR
Ms	Christina	Lee	Countryside Development Officer	London Borough of Enfield
Mr	Tim	Lidstone-Scott	National Trail Manager	Peddars Way and Norfolk Coast Path National Trail
	Judy	Ling Wong	Director	Black Environment Network
Dr	Denise	Ludlam	Education Manager	Sheffield Wildlife Trust
Mrs	Debbie	Lumb	Waterway Manager	British Waterways
Ms	Lizzie	Lush	Arts Officer	Forest of Marston Vale
Mr	Mark	MacGregor	Countryside Manager	Wyre Borough Council
Mr	Gareth	Maeer	Economic Analyst	British Waterways
Miss	Kate	Maltby	Projects Officer	Countryside Management Service
Mrs	Anna	Manoukiants	PhD Student	University of Brighton
Mr	Tim	Marshall	Senior Lecturer	University of Birmingham
Mr	Nigel	Matthews	Head of Wildlife	Kent Wildlife Trust
Mr	Andrew	Mayled	Property Manager	The National Trust
Mr	Glenn	Millar	Research Manager	British Waterways
Mr	Iain	Moir	Director of Recreation	University of Birmingham
Mrs	Joanne	Morrissey	Community Development Officer	Sustrans North
Ms	Mary	Moult	Parish and Volunteer Liaison Officer	East Sussex County Council
Ms	Catherine	Murphy	Community Environment Assistant	Shropshire County Council
Mrs	Sue	Murtagh	Countryside Strategy Partnerships Co-ordinator	Bath and North East Somerset Council
Mr	Doug	Napier	Countryside Park Manager	Community Initiative Partnerships
Miss	Jessica	Nar	Project Officer	National Parks Multicultural Initiative
Mr	Gerard	New	Property Manager	The National Trust Inner City Project
Dr	Elizabeth	O'Brien	Project Leader	Forest Research
Mr	Trefor	Owen	Forest and Environment Manager	Forest Enterprise
Ms	Louise	Owens	Trans Pennine Trail Officer	Trans Pennine Trail
Ms	Tracy	Palmer	Mardyke Valley Heritage Information Project Officer	Thames Chase Community Forest
Mr	David	Parsons	Countryside Officer	Bradford Metropolitan District Council
Mrs	Ruth	Parsons	Community Education Officer	Great Western Community Forest
Ms	Helen	Partridge	Recreation Access and Tourism Advisor	Forestry Commission
Mr	Kim	Paterson	Project Officer	Wildlife Trust, Lancashire
Mrs	Jan	Pearce	Service Development Manager	Mid Sussex Volunteering
Mr	Mike	Pratt	Head of Information Services	North York Moors National Park Authority
Ms	Kirsten	Proctor	Community Liaison Officer	The National Trust
Mrs	Charron	Pugsley-Hill	Community Wildlife Officer	English Nature

ANNEX 4. REMOVING BARRIERS, CREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE DELEGATE LIST

Mr	Philip	Raiswell	Development Manager	Sport England - East Region
Ms	Jo	Redgwell	Access Policy Offcer	The Countryside Agency
Mr	Leon	Rees	Countryside Division	National Assembly for Wales
Mr	Paul	Richardson	Senior Strategy and Statutory Services Manager	Sport England Lottery Fund
Mr	Denis	Rooney	Property Manager	The National Trust
Mr	Nick	Rowe	Head of Research and Strategy, ODU	Sport England
Mr	Marcus	Sangster	Policy and Practice Division	Forestry Commission
Mr	Mike	Seddon	Recreation Manager	Forest Enterpise
Mr	Dave	Simmonds	Director	Centre for Economic and Social Inclusion
Ms	Chris	Skinner	Education and Youth Officer	RSPB
Mr	Bill	Slee	Senior Lecturer in Rural Economics	Aberdeen University
Mr	David	Smith	Parks Officer	London Borough of Enfield
Mrs	Audrey	Smith, OBE	Chair of the Inland Waterway: Towards greater social inclusion	Inland Waterways Amenities Advisory Council
Mr	Pat	Snowdon	Rural Development Economist	Scottish Natural Heritage
Mr	David	Staddon	Recreation Manager	British Waterways, London
Ms	Jane	Stoneham	Director	The Sensory Trust
Mr	James	Swabey	Recreation Development Manager	Forest Enterprise
Mr	Paul	Tabbush	Head of Silviculture and Seed Branch	Forest Research
Mrs	Helen	Thomson	Head of Rural Services	The Countryside Agency
Mrs	Allison	Thorpe	Regional Recreation Officer	Environment Agency, Southern Region
Mr	Adrian	Tissier	Education Officer	National Trust High Peak Estate
Mrs	Sue	Todd	Rights of Way Manager	Surrey County Council, Environment Dept.
Mr	Jon	Tomlinson	Director	The Countryside Agency
Mr	Alan	Twelvetrees	National Manager, Wales	The Community Development Foundation
Miss	Lucy	Unstead	Leisure and Tourism Co-ordinator	British Waterways
Mr	Paul	Wagstaffe	Customer Relations Manager	British Waterways
Mr	Ben	Wallbridge	Education Ranger	Community Initiative Partnerships
Mr	Paul	Walshe	Head of Enjoying the Countryside Rural	The Countryside Agency, HQ
Prof.	Catharine	Ward-Thompson	Director of Research, Environmental Studies	Edinburgh College of Art
Mrs	Pam	Warhurst	Deputy Chair	The Countryside Agency
Mr	Bernard	Watkins	Asst. National Park Officer - Visitor Services	Brecon Beacons National Park
Mr	John	Watkins	Recreation and Access Policy Officer	Countryside Council for Wales
Mr	Steve	Webb	Director of Research and Corporate Planning	Wales Tourist Board
Mr	Craig	Williams	Information Officer	Warwickshire County Council

ANNEX 4. REMOVING BARRIERS, GREATING OPPORTUNITIES: SOCIAL INCLUSION IN THE COUNTRYSIDE DELEGATE LIST				
Ms	Louise	Williams	Customer Services Administrator (SYN)	British Waterways
Mr	Jonathan	Wilshaw	Projects Manager	Great Western Community Forest
Mr	Stephen	Wilson	Sports Development Manager	Sports Council for Northern Ireland
Mr	Jeremy	Wisenfeld	Surerintendent of Epping Forest	Corporation of London
Mr	Adrian	Woodhall	North Somerset Countryside Manager	The National Trust
	Nikki	Wright	Training and Development Officer	Losehill Hall
Ms	Jane	Yates	Senior Countryside Officer	The Countryside Agency