

Paths to Protection: Responsible outdoor recreation in protected landscapes

Professor Kate Dashper, Dr Jason King & Dr
Adele Doran



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Meet the Team



Professor Kate Dashper



Dr Jason King



Dr Adele Doran



The Background Journey



National Nature Reserves (NNRs) were established to protect some of our most important habitats, species and geology, and to provide 'outdoor laboratories' for research.

LBU and SHU approached to work with NE to look at addressing growing challenges with increased outdoor recreation onsite and develop tools for positive behaviour change.

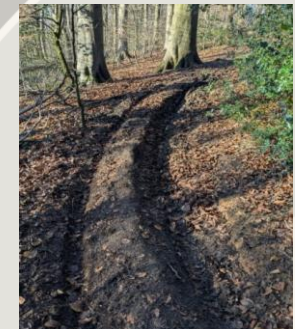
Trespass



Dogs off lead



Activities outside the scope of what is permitted



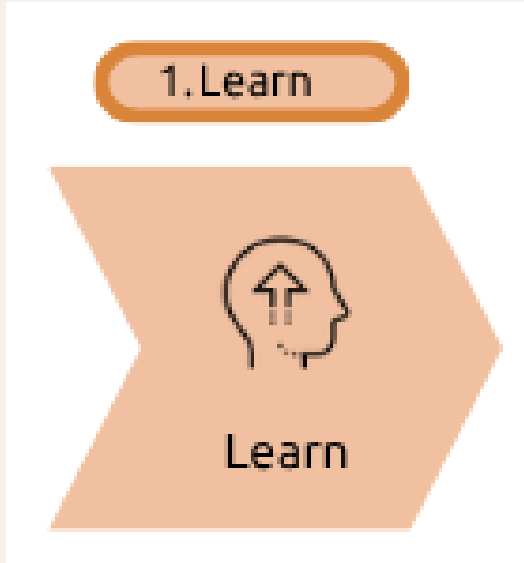
Lessons to date

- Being clear about what a realistic version of good looks like.
- Knowing your audience is key.
- Recognising behaviour change takes time.
- Understanding your team/site capabilities.
- Avoid jumping straight to intervention as this typically creates more problems than solutions.

The Toolkit and the Behaviour change journey

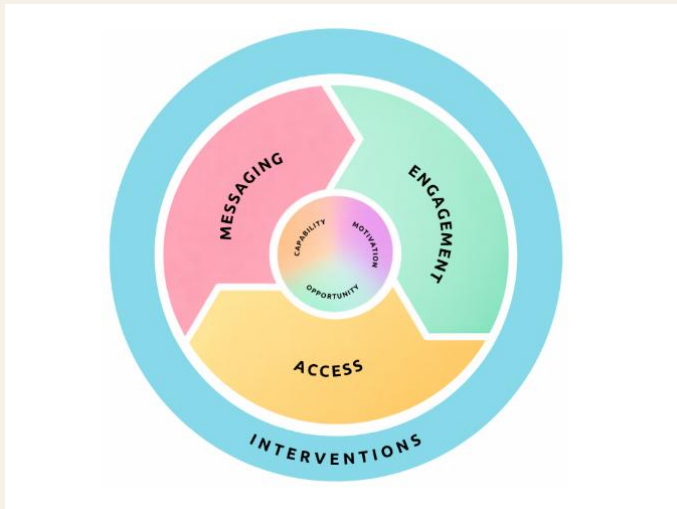


1. Learn



What – Introduction to the science behind behaviour change.

Why – Ensures your actions are evidence based, effective and cost/time efficient.



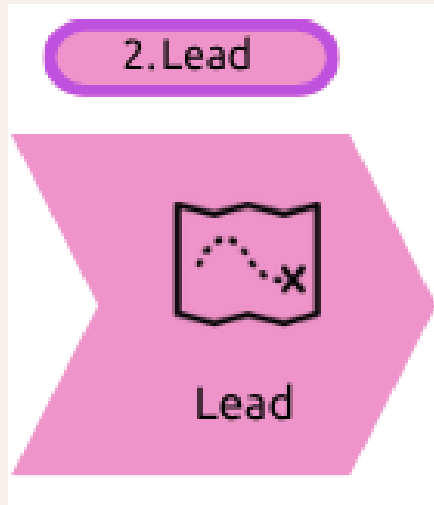
Protected sites COM-B model



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2. Lead



What – Provides knowledge, skills and experience for leading multiple teams.

Why – Maximises opportunity for successful outcomes and development of leadership skills.

3. Sprint Days

3. Sprint Days



Reflect



Challenge

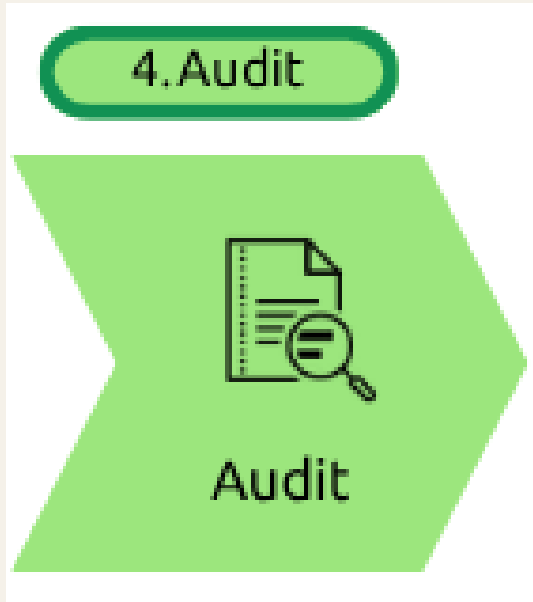


Prioritise

What – Challenges existing views and perspectives of recreation behaviour on protected sites.

Why – Offers new insights for teams into understanding recreation challenges and ways forward for addressing them.

4.Audit



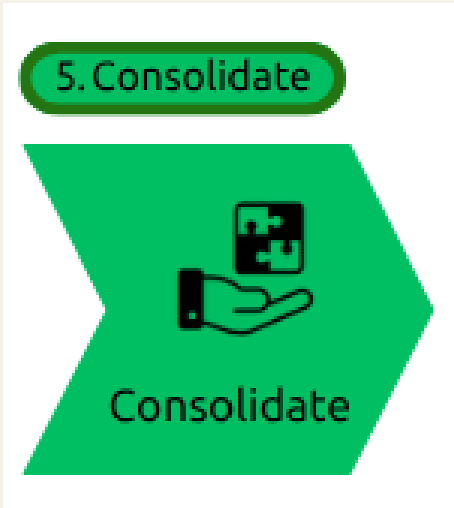
What – builds knowledge and understanding of the protected site for site teams from the recreation user perspective.

Why – new insights into understanding who uses the site, how the site layout supports responsible practices, and what capacity the site team has for implementing change.

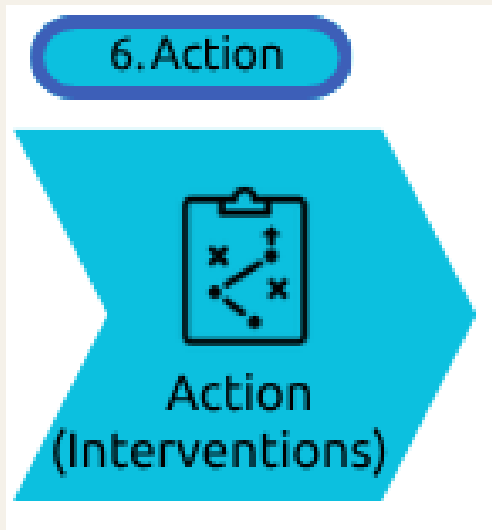
5. Consolidate

What – Brings together newfound knowledge.

Why – Offer fresh and new perspectives on how a site caters for supporting responsible outdoor recreation from users and considers your capacity to implement change.



6. Action

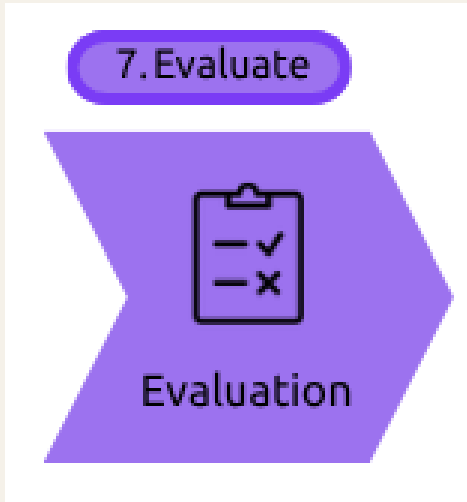


What – Evidence based tools which can be used to support the behaviour change process.

Why – Provides key information and nudges to support recreationalists to be responsible when onsite.

An intervention is only as good as a clear goal, clear understanding of your audience and your capacity to implement change. Avoid jumping straight to an intervention without this knowledge.

7. Evaluate



What – Process for measuring success against identified goal.

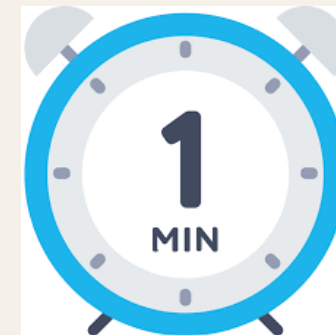
Why – Provides a marker for making sure that resources are being used well to progress towards identified goals. An opportunity to modify objectives based on new data.

Question 1: What is the main recreation challenge on your site?



You have one minute to talk to the person beside you and then one minute to listen to their recreation pressure.

Try to speak to somebody new if possible.



Question 2: What behaviour do you want to see onsite?



You have five minutes to talk to the person beside you and then five minutes to listen to their change.



Question 3: If that behaviour change occurred what would good look like?



You have five minutes to talk to the person beside you and then five minutes to listen to their change.

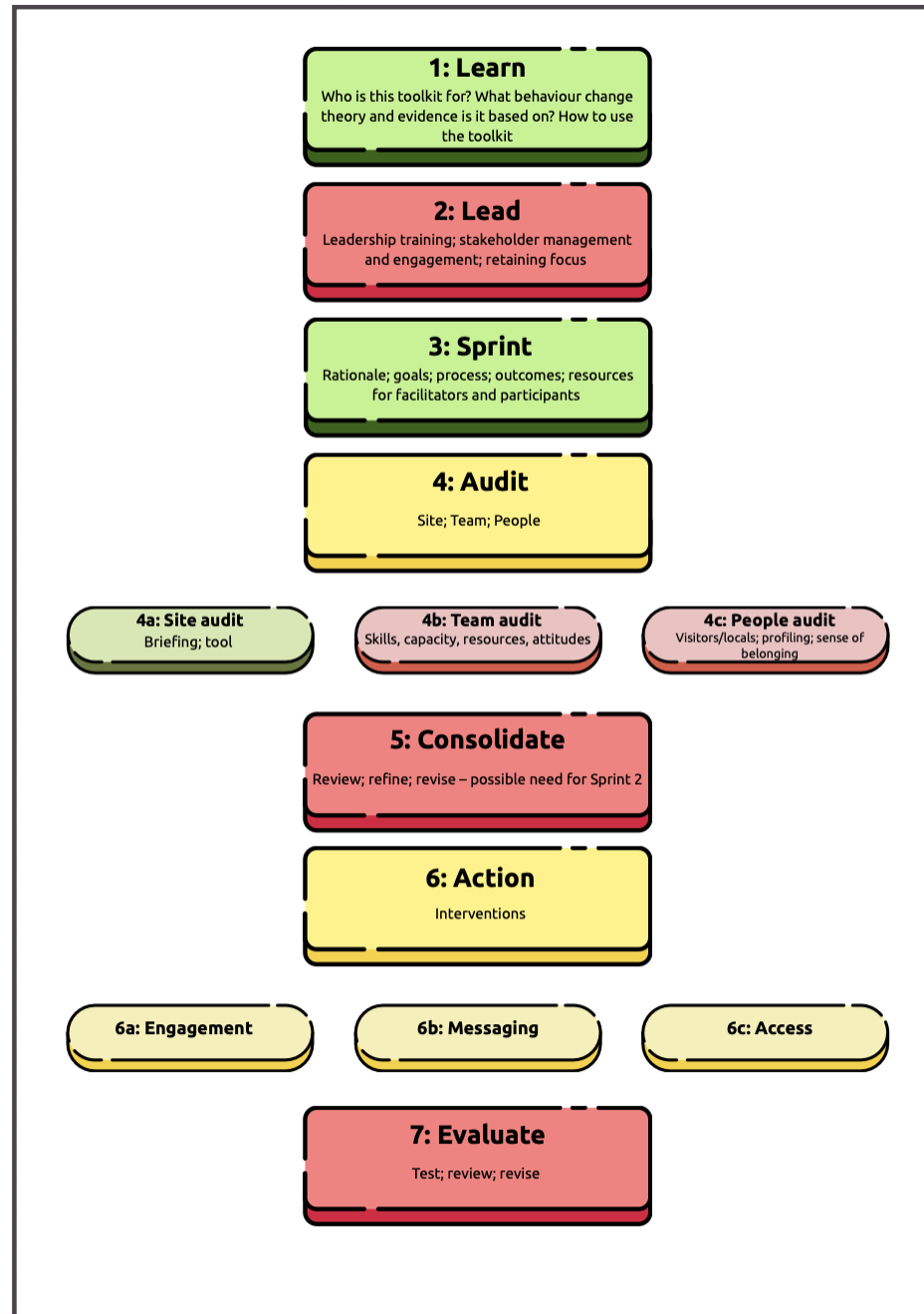


Using the Tool Kit process to help inform your learning and practice

- Take time to consider your site challenges from a recreation perspective.
- Build an understanding of your site and teams' capabilities through the recreation user's lens.
- Behaviour change is a long-term process.

Next Steps for Developing the Toolkit

Responsible Outdoor Recreation on Protected Sites Toolkit



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Thank you!



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