

People Insights in Practice



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Reserves



Responsible Recreation Toolkit Lessons from National Nature Reserves

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The issue:

Recreation pressures on protected sites



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- **What is the problem?** Where? When? How? Who?
- **Why is it happening?** Site management vs visitor behaviour – access and land management planning & provision vs the attractors, motivators, and awareness of visitors
- **What should I do about it?** How have sites previously tried to manage recreation pressures? What has worked and what hasn't – and why? What are my most (cost) effective options?
- **Finding the balance...** How can recreation pressures be managed to continue to support both public access *and* nature recovery?



The traditional site perspective...



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- **What is the problem?**
Dogs are disturbing my birds!
- **Why is it happening?**
Because dog walkers always just do as they please...
- **What should I do about it?**
Put dogs on leads signs up, and shout at people!



The visitor perspective...



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- **What is the problem?**

I've been told I can't walk my dog here anymore 😞

- **Why is it happening?**

I've no idea why, there's no real explanation!

- **What should I do about it?**

Ignore the sign unless I'm told otherwise –
I've been walking my dog here for years without any problem...



The alternative perspective...



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- **What is the problem?**

Some dog walkers don't know there are sensitive areas here, or how their behaviour might impact wildlife

- **Why is it happening?**

Because there isn't really any helpful information that communicates to dog walkers about this, and we don't proactively engage them in the management of the site

- **What should I do about it?**

Speak to dog walkers to find out what attracts or motivates them, if there's any alternative way of meeting their needs, and communicate in simple ways that helps nudge their understanding and behaviour



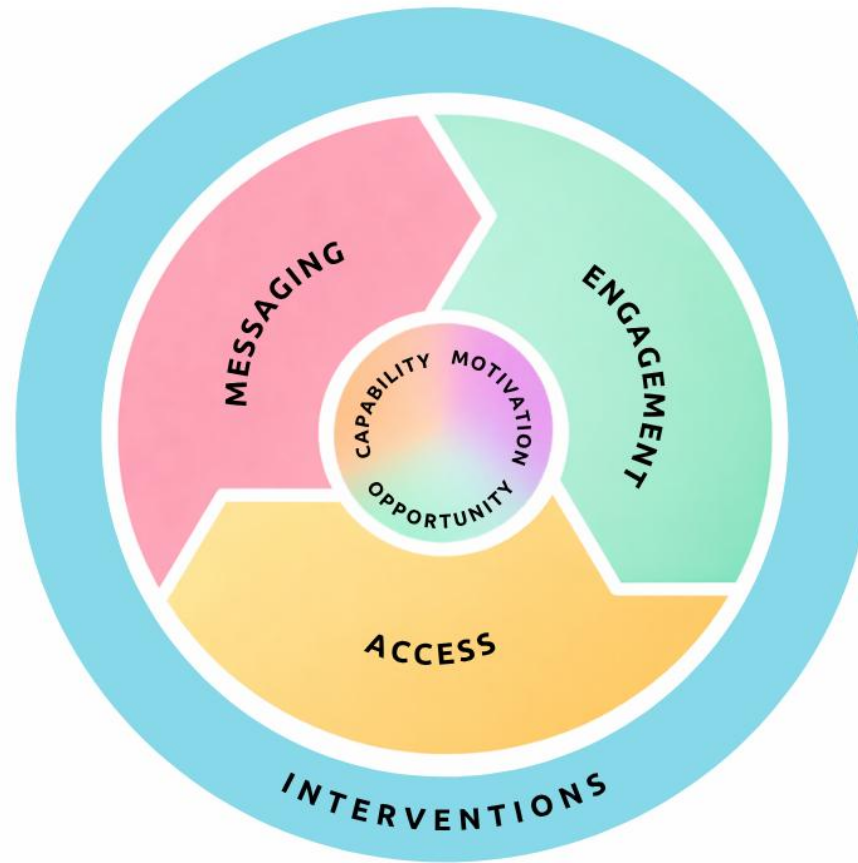
The Toolkit approach: COM-B



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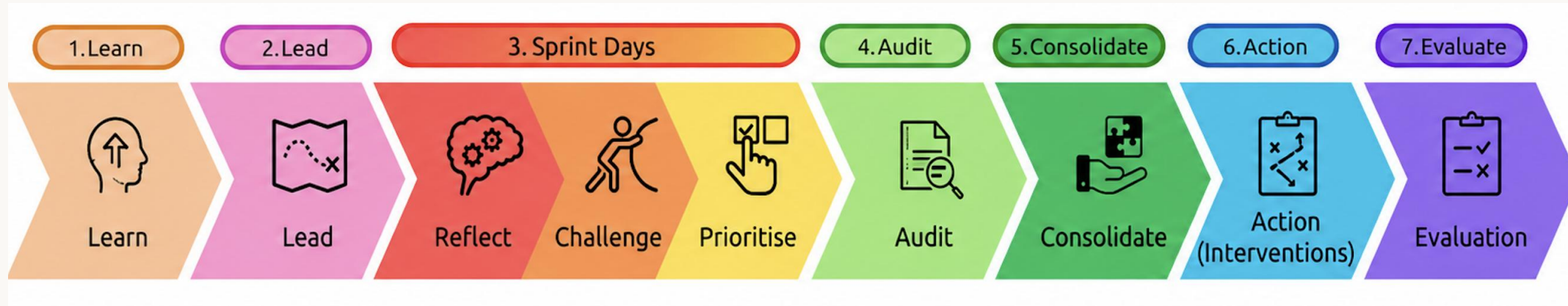
- ✓ **Capability**
- ✓ **Opportunity**
- ✓ **Motivation**
- = **Behaviour**



The Toolkit approach: Sprint Days



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Stage 3:

- Reflect
- Challenge
- Prioritise

Insights from our NNRs



Wrong issue ➡ Wrong intervention

Lessons from Stiperstones Landscape NNR

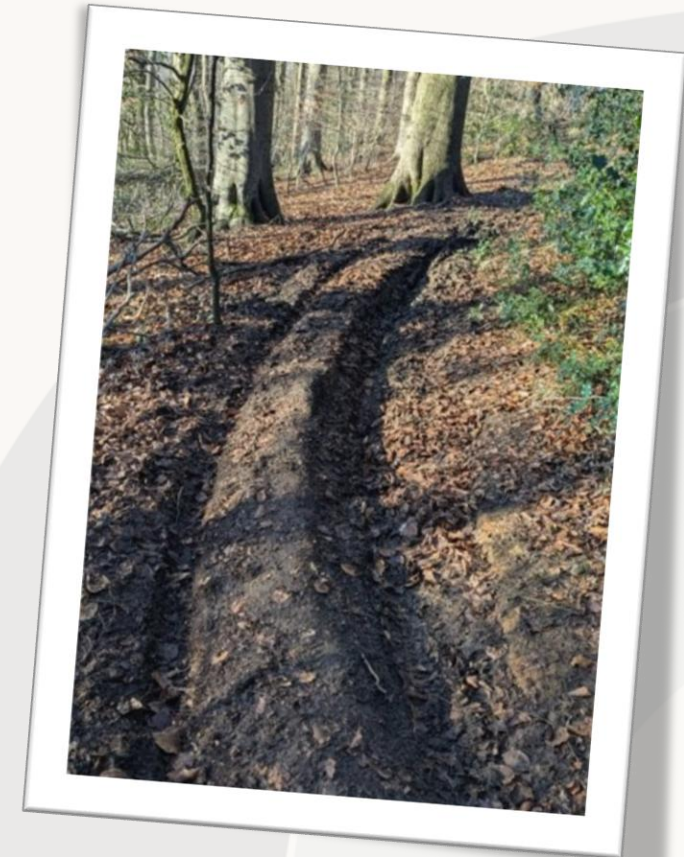


Insights from our NNRs



Influencing cycling behaviour

Lessons from Cotswold Commons & Beechwoods NNR



Insights from our NNRs



Sprint Day reflections on site management

Lessons from Barnack Hills & Holes NNR



Insights from our NNRs



Stakeholder engagement with horse riders

Lessons from Lincolnshire Coronation Coast NNR

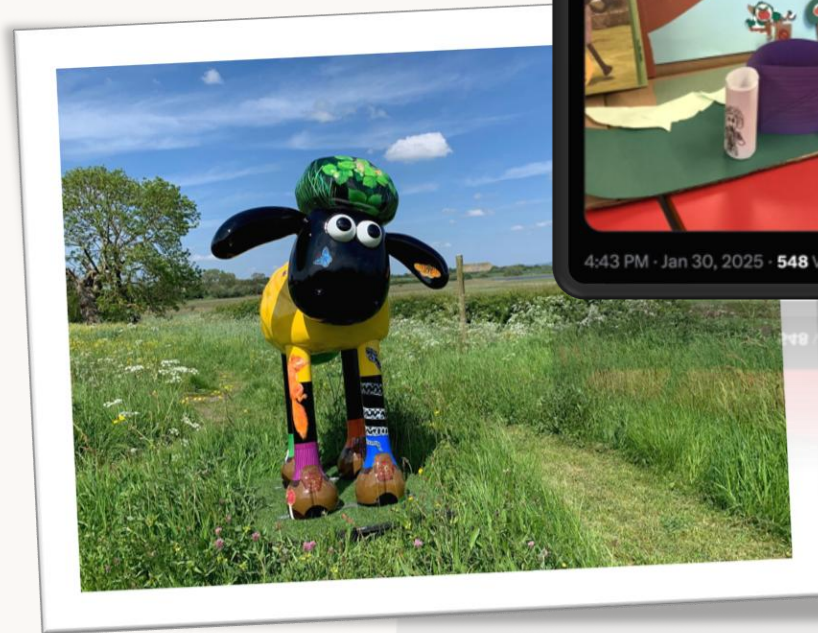


Insights from our NNRs



Community engagement approaches

Lessons from Lower Derwent Valley NNR



Breakout 1 Breakout...



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Share 1 or 2 experiences within your group of when you have successfully - or unsuccessfully - managed a recreational issue or challenge, either from a site management or recreational user perspective. Was there a clearly prioritised **behavioural objective**? Or was the objective primarily framed as a conservation outcome? *10 mins*

Thinking about the COM-B model, how were the 3 components of behaviour considered or addressed? **Capability, Opportunity, Motivation**. Were any aspects missing, and how might that have influenced the outcome? *10 mins*

Each group to nominate someone to feedback highlights of your discussion, to include **1 key takeaway / lesson learnt** and **1 key question** for sharing with the rest of the delegation. *Max 3 mins per group.*





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Outdoor
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