



# ORGANISATIONS PROMOTING THE OUTDOORS

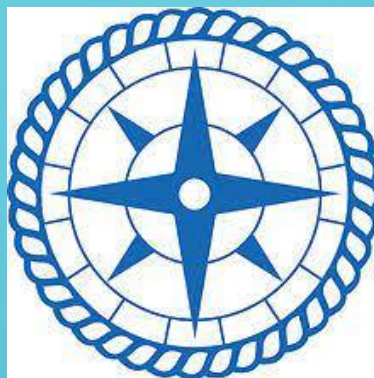
BMOE5001: DISCOVERING OUTDOOR LIFESTYLES

DENISE LEONARD 2026



STRATEGIC IS CONSIDERED, DELIBERATE AND LONG TERM

#mind



CoedLleol  
SmallWoods



NHS  
Forest

Green space for health



Cyfoeth Naturiol Cymru  
Natural Resources Wales



The  
Camping and  
Caravanning  
Club

The Friendly Club



Friends of  
the Earth



# Coetiroedd ar gyfer lles

# DOES THE EVIDENCE EXIST?

- YES!
- [Openspace](#) Research center based at Edinburgh University for inclusive access to outdoor environments
- [Natural England Report](#) (2010) Adventure Spaces and Teenagers Wellbeing
- [Forest School](#): (Forestry Commission Scotland, 2015) Restorative benefits for young people

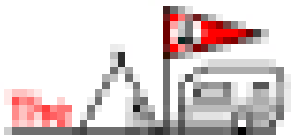


Mobility, Mood and Place  
Project (3.11)

[Natural Connections](#) (2016): England's biggest research project to date on the impact of outdoor learning on school children. 92% of teachers surveyed said that pupils were more engaged with learning when outdoors and 85% saw a positive impact on their behaviour.

# The Outjoyment Report



  
The Camping and Caravanning Club  
The Friendly Club



LIVERPOOL  
JOHN MOORES  
UNIVERSITY

Sheffield  
Hallam  
University  
Knowledge Applied

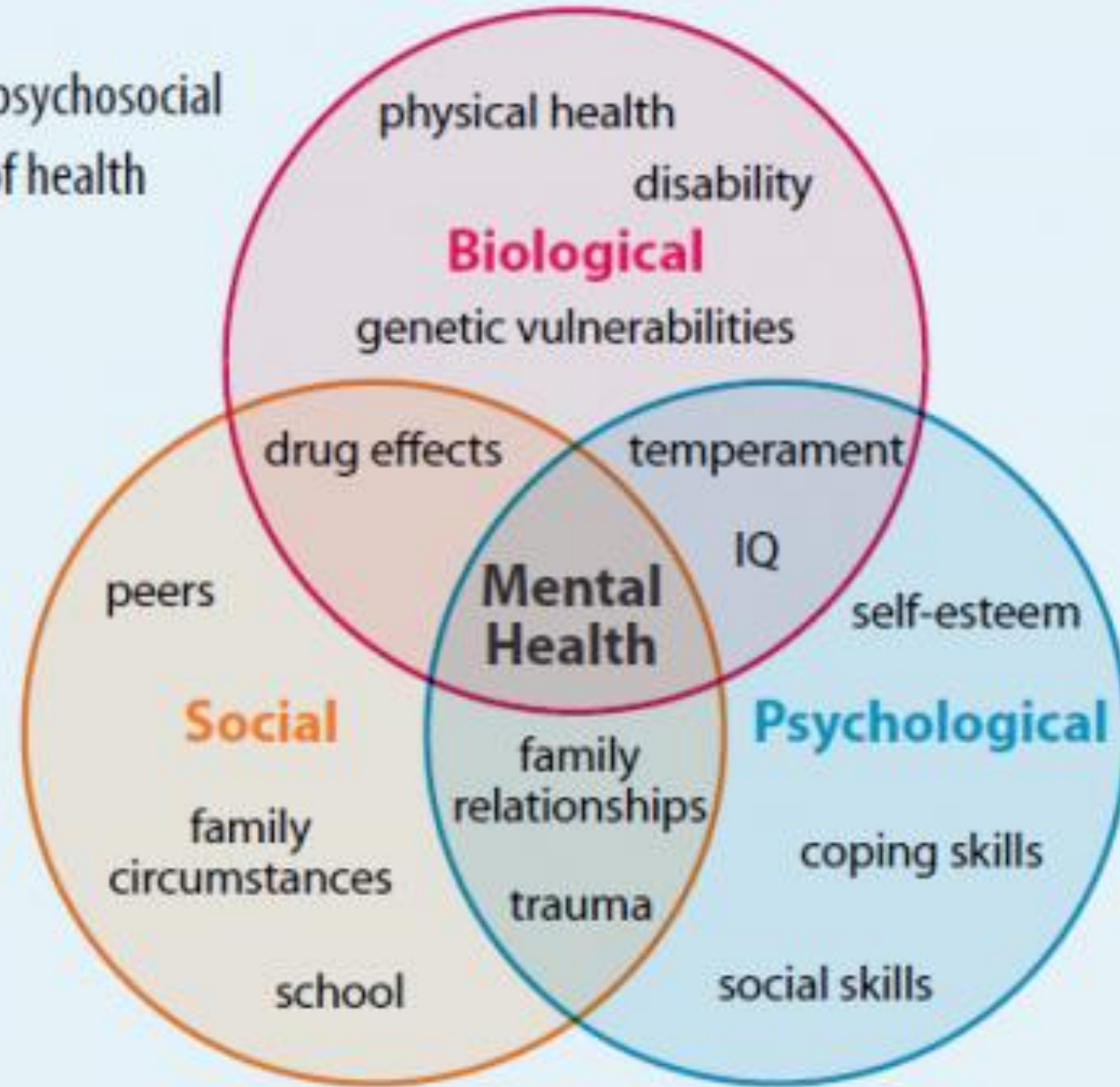
# WALES ACADEMY FOR HEALTH AND PHYSICAL LITERACY (WAHPL)



ACADEMI CYMRU AR GYFER  
IECHYD A LLYTHRENNEDD CORFFOROL  
WALES ACADEMY FOR  
HEALTH & PHYSICAL LITERACY

The move to a biopsychosocial (holistic) model of health that promotes better physical and mental health outcomes because of appropriate exercise in nature aligns with the concept of physical literacy.

# The biopsychosocial model of health



# RESEARCH ON ORGANISATIONS THAT HAVE A DELIBERATE OR STRATEGIC APPROACH TO CONNECTING PEOPLE WITH NATURE/GETTING PEOPLE OUTDOORS?

WHY DO THEY DO WHAT THEY DO? (RATIONALE)



**30 mins** to do your own research



**Look at ONE of the 4 Organisations (See following 4 slides) who are** using a strategic approach to connect people with nature or the outdoors – feed back to the class



Try to establish a rationale for why they would be taking this approach in their work. Why don't we just keep people in towns and cities for the benefit of nature?

Consider funding, partnerships, legislation, measurement of outcomes

# NATIONAL TRUST



- 125<sup>th</sup> Anniversary 2020
- Charitable Trust – Membership Funded
- Supports work of [Wild Network](#) including [Project Wild Thing](#)
- Green Academies Project – Conservation in urban areas; indirect wellbeing
- Independent Research Organisation
  - Funding of PhD's
  - Partnership with University Manchester

- 2012 Natural Childhood Report (Link in Moodle)
  - Links to Louv (Nature Deficit) and Gill (Risk Adverse Society)
  - Obesity
  - Mental Health
  - Nature Deficit (Biophilia)
  - By 2050 over half of adults and a quarter of children will be obese



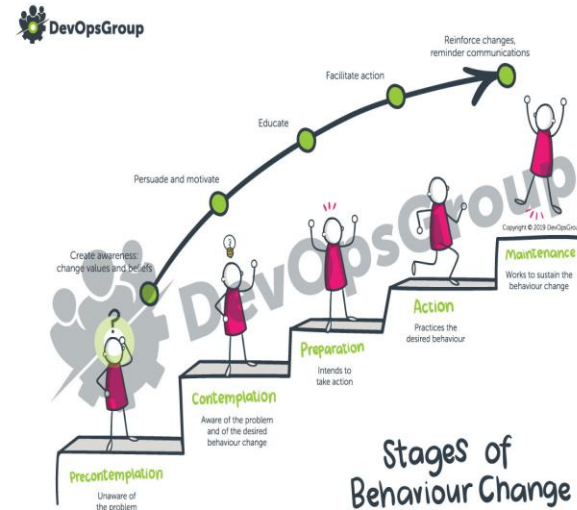
# PaRx

Canada's nature  
prescription

PARX —  
CANADA'S  
NATURE  
PRESCRIPTION

# NATURAL RESOURCES WALES

- Combination of Countryside Council for Wales, Forestry Commission and Environment Agency 2013
- Public Body – Government Sponsored
- Purpose?
  - Environmental Protection for people and nature – why then wellbeing?
- Come Outside Project (2013 – 2016)
  - 25% of population do not enjoy the natural environment enough to benefit health and wellbeing
  - Inactivity costs £650m per yr in Wales
  - Engage with community organisations to instil capacity, confidence and skills to include outdoor play within services
  - Every £1 spent generated £5 - £17 in 'Social Value' (Confidence, self esteem and physical activity)
  - Transtheoretical Model of Behaviour Change (Prochaska)



**Cyfoeth  
Naturiol  
Cymru  
Natural  
Resources  
Wales**



# RSPB (ROYAL SOCIETY FOR THE PROTECTION OF BIRDS)



- Connection to Nature Research
  - Explore how connection links to conservation behaviour.
  - Investigate the variation in connection to nature among people in the UK.
  - Develop tools to evaluate interventions and increase our understanding of what works in connection to nature activities.
  - Research links between health, wellbeing and connection to nature, in particular among people suffering from dementia.

# CELTIC DEEP

PEMBROKESHIRE



**PEMBROKESHIRE  
OUTDOOR HEALTH**  
IECHYD AWYR AGORED  
SIR BENFRO

# OTHER INITIATIVES AND PROJECTS TO RESEARCH!

- [NHS Forest](#) Initiative towards creating green spaces on hospital estates
- [Park Run](#) Non-competitive 5km events for everyone, social aspect
- [YMCA USA](#) – Nature of the Outdoors
- [Outdoor Swimming Society](#) Focus on wild swimming venues and community
- [Council for Learning Outside the Classroom](#) Gov funded since 2009
- [Greenspace Scotland](#) Charity leading access to greenspace in Scotland since 2002