

# Urban Wellbeing Park

## Operational Plan

***“Creating living parks that are well used and managed for wellbeing”***



February 2016



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# Executive Summary for the Urban Wellbeing Park

*Vision: "Creating Living Parks that are well-used and managed for wellbeing"*

The partners aim to rejuvenate, develop and maximise the multiple environmental and wellbeing outcomes for local people and communities that can be derived through the creation and community stewardship of an Urban Wellbeing Park (UWP).

## Background

City Council budgets are being severely squeezed and this will affect their ability to provide park services and activities. A new approach and operating model is now called for to safeguard, and potentially enhance the management and service offer from our parks and open spaces.

This 5 year plan will conceive a new model for a park which revisits the original thinking of parks being there to benefit local people throughout their entire lives, and not just episodically.

## Approach:

Programme Objectives:

1. The realisation of the UWP holistic vision will be achieved through the following objectives, which align to the Five Ways of Wellbeing:
2. Community Governance (Connect): Offer a sustainable model for developing (and sustaining existing) green open space assets, by local Friends groups, to meet the present and future needs of the community.
3. Social Health (Keep Learning & Be Active): Promote behaviour changes that encourage active lifestyles and positive environmental behaviours.
4. Environmental (Take Notice): Improve the habitat, bio-diversity and visual appearance of the UWP.
5. Economic (Give): Develop and test the Social Return on Investment and cost benefit of the UWP.

## Intended outcomes:

The envisaged outcomes from the development of the UWP are:

- A new national pilot methodology for assessing health, wellbeing and wider community benefit from enhanced urban green space use.
- Real community ownership of the parks and green spaces shaped, owned and managed by local people.
- Local community has access to nature, and quality environments on their doorstep and are proactive in its management and sustainability.
- Increase in positive environmental and lifestyle behaviours with greater numbers of residents participating in a variety of outdoor wellbeing activities.

- Reduction in social isolation, with greater social cohesion as residents from all backgrounds work, learn, play, volunteer and socialise together.
- Opportunities for local people to grow their own food.
- Increase in life expectancy to city average.
- Development of a unique and innovative outdoor activity hub, creating opportunities for active living and education.
- Green Flag status parks and open spaces that are financially viable with well-developed stakeholder ownership and involvement.
- Residents supported to become more energy conscious, efficient and reduce household energy and food bills.
- Increased community knowledge and action on promoting environmental sustainability, which in turn impacts positively on their lives and neighbourhoods.
- That the community feel safer in their local parks.

### **Beneficiaries:**

Key areas directly benefiting from the UWP include:

1. Existing and New Friends Groups: increasing Friends of groups from 3 to 7 over 5 years and increased membership in each of around 50-75.
2. Activating Adjacent Neighbourhoods: consultation events will be undertaken to identify activity volunteers for existing and new FOGs and encourage ideas of what their parks could be through 'Make Your Park' activities.
3. Policy Synergy and Impact: The project will develop an Impact Assessment Tool, which for the first time pulls together the collective impact of the Five Ways of Wellbeing through increased use of local parks and open spaces.

### **Challenges:**

The key challenges identified in delivering the UWP are:

- Getting the community on board – Existing Friends groups will lead a range of open days and community consultation, supported through a social media campaign.
- The UWP starting point has no established indicators detailing the benefits that park use has on people's lives. It will need to address this with a local lab for testing out the Green Commission's recommendations, combined with the UWP Cost Benefit Analysis to test the ongoing UWP offer.
- Restrictive statutory partners' delivery, commissioning and tendering frameworks preventing transfer of investment savings from identified budgets (GPs, CCGs and Grounds Maintenance) to support desired UWP outcomes.

### **Priority Issues for the Community**

Consultations undertaken with the community in 2015 identified 4 key priority areas:

1. To improve the appearance of less desirable parks.
2. To maintain each of the local parks.

3. To increase the activity offer of each of the parks, with a focus on children and family activities.
4. To provide more activity opportunities to improve health and wellbeing through keeping active, both physically and mentally.

## **Business Case**

The UWP Business Case aims to achieve greater environmental, health, social and economic wellbeing outcomes through collaborative asset investment (open spaces, people, communities and natural capital), that in turn will provide cashable savings with longer term efficiency gains and a high level of impact relative to performance derived from existing isolated budget configurations. It is also to develop a partnership providing multi service offers through the community stewardship (Friend of Parks Groups) with service providers.

## **Cost Benefit Analysis**

UWP project is estimated to result in a Social Return on Investment of £1.55. Every Benefit Cost Ratio (BCR >1 indicates that an investment is worthwhile. We should not forget that many of the benefits could not be calculated in monetary terms which means they are not accounted for in this table.

## **Conclusion**

The UWP proposal through the Our Place process has captured the imagination of local people, as they are able to help shape and take ownership of their open spaces. Likewise, statutory policy and service partners have started to realise that by pulling together, through an asset development approach, what local people and communities can deliver in bringing about the much desired health outcomes in deprived neighbourhood settings. After all, what is being proposed is already working as demonstrated by co-design of space and activities by the Witton Lakes and Brookvale Friends Groups.

Testimony to the UWP approach has been its adoption as a lab by the Public Health and Birmingham's Green Commission to test-bed practical innovation in bringing about behaviour change leading to a greener and healthier lifestyle change.

The UWP CBA has also demonstrated this initiative to be a worthwhile venture through the development of an Impact Framework, using limited datasets, to provide a cost benefit ratio (return of investment) of 1.55. This was viewed as being grossly underestimated as a number of the indicators were still in development for which a monetary value could not be assigned. The ratio is expected to increase rapidly once baseline and progression data becomes available through the implementation of the UWP.

The existing Our Place UWP Steering Group will now continue to oversee the implementation of the Operational Plan backed up and endorsed by Birmingham City Council, Public Health and the Green Commission.

## 1.0 Context, Vision and Background

### Context:

*“Park Services nationally originated as a public health response to a national health crisis. Over the years National Health Services have by and large gone away from prescribing and using parks for their well-being outcomes. All these years later Parks, and our parks, can still deliver across all the “Five Ways” of achieving well-being. And as we find ourselves with a modern national well-being crisis of obesity and financial constraints, there is significant mileage in re-inventing the original purpose of parks for deprived communities”.*

**John Porter – Area Parks Manager Erdington, Birmingham City Council**

### Vision:

***“Creating Living Parks  
that are well used and managed for wellbeing”***

### Urban Wellbeing Park Challenge and Ambition:

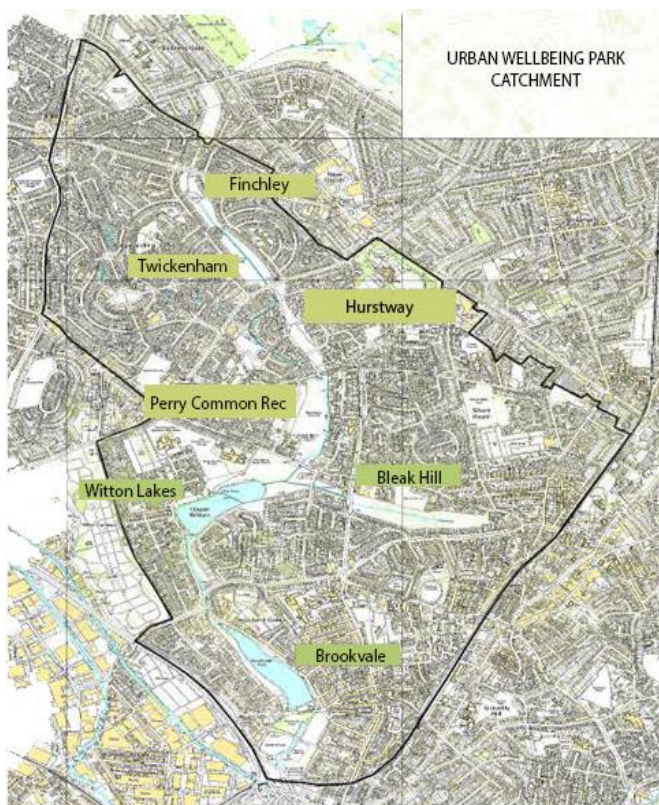
We (the partners) aim to rejuvenate, develop and maximise the multiple environmental and wellbeing outcomes for local people and communities that can be derived through the creation and community stewardship of an Urban Wellbeing Park (UWP).

The first of its kind in the country, like a country park, the UWP in its first phase will join up the parks and green open space linked to, and adjacent to, the North Birmingham Cycle Route (1 - Brookvale Park, 2 - Witton Lakes Park, 3 - Perry Common Recreation Ground, The Ring, Enderby Park, 4 - The Hurst Way, 5 - Bleak Hill, 6- Finchley and 7 - Twickenham) as it stretches across the Kingstanding and Stockland Green Wards of Birmingham.

Combined population figure for the two wards = 50,572 (Source 2011 Census)

Kingstanding – 25,700

Stockland Green – 24,872



The UWP catchment area is characterised by multiple social deprivation, suffering disproportionately from poor health and economic resilience. 83% of the neighbourhood falls within the top 9% of the index of multiple deprivation, with 37% falling within the top 3% most severely deprived areas. Kingstanding in particular has embedded long intergenerational disadvantages, making it the least resilient ward in Birmingham. This results in poor lifestyle choices leading to life expectancy in the area being 7 years less than if you live in suburbs of Sutton Coldfield less than 2 miles away.

The area exhibits a very high demand access for 'green' public services, but low supply, hence a low transformation rate of public service offers being created through the available local green assets.

The core aim of the UWP is to deliver health by stealth, encouraging greater use of the local parks through general improvements such as grounds maintenance and increasing the activity offer.

The development of the UWP seeks to provide better co-ordination, transformation, cost effectiveness, synergy, community stewardship and collaborative working to develop multiple service offers for existing and new users of the local parks and green open spaces.

The collaboration with the statutory providers (City Council, Public Health, GPs, and Clinical Commissioning Groups) aims to lever in and consolidate resources, monitor and influence ground maintenance contracts in response to resident's needs.

Sitting central to the creation of this plan is the added value presented by Witton Lodge Community Association's (WLCA) transformation of an old Park Keepers Lodge in Witton Lakes into the Witton Lakes Eco Hub for North Birmingham, acquired through an Community Asset Transfer.

The collaborative development of this plan offers the opportunity to create a new vision and contemporary purpose (namely, maximising the configuration of resources for the body and mind) in galvanising collective effort and energy through community activity; environmental engagement and stewardship, and opportunities to access sustainable living through growing food, tackling fuel poverty, water and energy efficiency through renewable energy, recycling and upcycling on the land and in the home.

The development of an innovative UWP will provide a de facto 'Environmental Sustainability Plan for the Kingstanding and Stockland Green Wards', which will link into and act as a local pilot for the Greater Birmingham Green Commission action plan and support the stated City public health outcomes.

Our ultimate ambition at the end of this 5 year UWP Operational Plan is to collectively develop the potential for the creation of a community led local trust for the running of our open spaces.

## **Background:**

Since 2008 Witton Lodge Community Association (WLCA) and a range of community focused stakeholders, inclusive of Friends Groups (Witton Lakes, Brookvale and Perry Common) have noted that with the drastic reduction in public spend on local parks and the green environment there has been a marked decline in the management of these spaces and an increasing loss of existing and potential multi benefit that can and should be derived from these valued and treasured local assets.

To put this into context, the devolved budget of the Erdington District has since 2011 faced a severe financial cut of 28% and a further 40% of cuts have been identified in real terms to the controllable budget 2014-16. This is now compounded by a further requirement for the City to find a further £100.1 million in 2015/16.

The City Council and the District is rapidly reaching a point where it only has funds available to meet its basic statutory obligations and other desirable services, which deliver positive outcomes; however, services which the City Council does not have a legal obligation to meet, are being rationalised or ceased entirely.

A new approach and operating model is now called for to safeguard, and potentially enhance the management and service offer from our parks and open spaces. This will require greater reliance and ownership from friends groups and statutory providers to work collaboratively to ensure the advance in green space enhancements over the last 5 years (Perry Common Natural World Project - environmental improvements through residents engagement – Natural England / Big Lottery- £345K / £1.5 million total community led environment bids) and impact of local Nature Improvement Area is not lost.

The two core components in realising the UWP vision through our plans, is to create tranquillity and escapism on the door step. The gains for disadvantaged people could be immense, and the enhancement of the corridors of landscape through intervention could really improve water quality and ecological potential. This plan will conceive a new sort of park which revisits the original thinking of parks being there to benefit local people through their entire lives, and not just episodically. Our vision is to create universal access to activity and nature through the improvement of the 7 parks.

This plan aims to facilitate the inclusion of the working classes in lifestyle environmentalism, rather than superficially through well-crafted strategies and policy intent. Kingstanding and Stockland Green could be the place to make this happen, and that could be of national significance.



## **Approach:**

Our project will engage with and support Friends Groups as community assets who have the skills, local knowledge and ability to lead the co-design of a menu of services that are relevant to meeting the needs, wants and desires of the deprived communities in which the UWP is located. They will be supported to review, reshape and transform existing services as commissioners of their own services by developing their own solutions as to what works for them. *(See UWP Logic Model Appendix 2)*

## **Programme Objectives:**

The realisation of the UWP holistic vision will be achieved by seeking the fulfilment of the following objectives, which align to the Five Ways of Wellbeing:

***Community Governance (Connect):*** Offer a sustainable model for developing (and sustaining existing) green open space assets, by local friends groups, to meet the present and future needs of the community.

***Social Health (Keep Learning & Be Active):*** Promote behaviour changes that encourage active lifestyles and positive environmental behaviours for increased health and wellbeing (*social prescription*), reduce social exclusion and increased community cohesion through greater community led activities.

***Environmental (Take Notice):*** Improve the habitat, bio-diversity and visual appearance of the UWP to enhance the diverse experiences that can be enjoyed from it by shaping land management and grounds maintenance programmes.

***Economic (Give):*** Develop and test the social return on investment and cost benefit of the UWP against desired policy outcomes; especially impact on tackling poverty in deprived communities through growing food, learning skill and enterprise development.

## **Intended impacts:**

The resultant impact of the UWP being sought is:

- To build a holistic evidenced UWP 'Parks Without Boundaries' model based on the Five Ways to Wellbeing that can be replicated and performance managed through an UWP Impact Framework that draws on the Green Commission and Public Health Indicators to assess environmental and wellbeing outcomes.
- That our local parks are well used and used well, well managed and managed for wellbeing.
- Increased opportunities to experience physical and mental wellbeing, and lifestyle changes.
- Public health and CCG Lifestyle Commissioning resources flowing into the UWP

- Increased (25 - 35%) facilitation of social prescription versus medicated interventions.
- 2 local GP practices engaged in social prescription from zero base.
- Medium and long term savings (30 – 45%) that can be reinvested in habitat improvements, community led activities and Friends groups.
- Develop a nurturing relationship between people and nature leading to accessible quality outdoor environments for leisure, food growing and tranquillity.
- Creating safe spaces for community and social inclusion.
- A shared sense of community ownership, identity and belonging.

### **Intended outcomes:**

The envisaged outcomes from the development of the UWP are:

- A new national pilot methodology for assessing health, wellbeing and wider community benefit from enhanced urban green space.
- Real community ownership of the parks and green spaces shaped, owned and managed by local people.
- Local community has access to nature, and quality environments on their doorsteps and are proactive in its sustainability.
- Increase in positive environmental and lifestyle behaviours with greater numbers of residents participating in a variety of outdoor wellbeing activities.
- Reduction in social isolation, with greater social cohesion as residents from all backgrounds work, learn, play, volunteer and socialise together.
- Food growing opportunities for local people to grow their own.
- Increase in life expectancy to city average.
- Development of a unique and innovative outdoor activity hub creating opportunities for active living and education.
- Green Flag status with well-developed stakeholder ownership and involvement.
- Residents supported to become more energy conscious, efficient and reduce household energy and food bills.
- Increased community knowledge and action on the environmental sustainability impacts on their lives and neighbourhoods.
- That the community feel safer in their local parks.

## **Beneficiaries:**

Key areas directly benefiting from the UWP include:

**Existing and New Friends Groups:** There are currently 3 Friends of Groups (FOGs) with an average of 15 committed members, each group is situated close to a local primary school. This will increase to 7 FOGs over five years, supported through the existing groups with the aim of each averaging 50 – 75 active participants. The Birmingham Open Spaces Forum will work with us to develop a quality standard for FOGs and a stepped governance model to gradually increase FOGs direct management of their open space assets.

**Activating Adjacent Neighbourhoods:** ‘Pop Up Park’ (Active Parks), Allotment’s (Glendale Grounds Maintenance) and Kitchens (Food Net) consultation events will be undertaken to identify activity volunteers for existing and new FOGs and encourage ideas of what their parks could be through ‘Dream Your Park’ activities. We aim to develop a range of services to be delivered in parks and open spaces through co-production and managed by delivery partners and recipient residents (the local community) through a simple governance framework, at the heart of which is existing and new Friends groups.

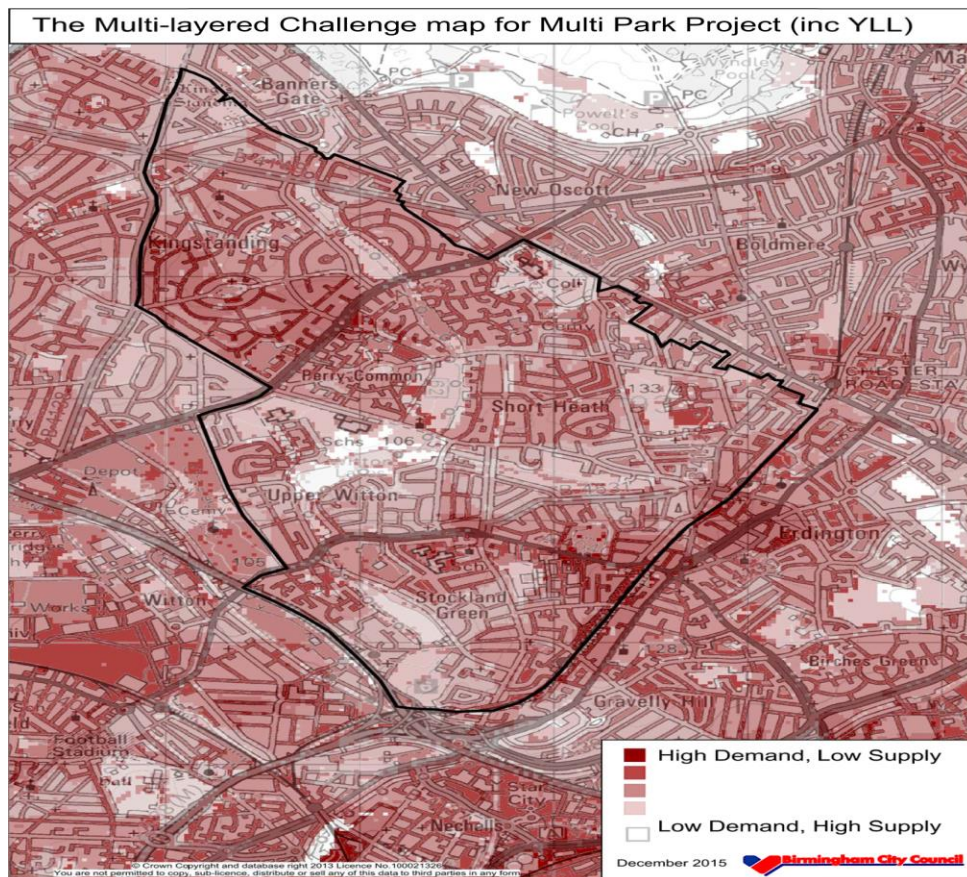
The adjacent neighbourhoods to our open spaces all comprise groups ‘deemed to be hard to reach’. The reality is that these residents are not hard to reach, one just has to reach out to them, start a dialogue and develop strong relationships built on honesty and trust. The project has a fundamental community development approach which is and will positively engage local people to determine and deliver services they themselves need from their local parks.

A parks activity calendar, which can be programmed collectively between the linked parks, will be produced. These will be disseminated through UWP Social media networks (What’s App, Facebook and Twitter for the UWP, with specific channels for each of the respective parks and open spaces. The local newspapers editorial desks will also be signed up to the respective social media networks to pull down stories and keep the wider public informed of activities in their parks.

**Policy Synergy and Impact:** The project will develop an Impact Assessment Tool, which for the first time pulls together the collective impact of the Five Ways to Wellbeing through increased use of local parks and open spaces. This will be developed out of the UWP Cost Benefit Analysis and Impact Framework. In so doing, the project area provides a living lab to assess a range of public health, CCG, Wellbeing Service (Active Parks / Living Parks), Green and Environmental Improvement Indicators. Birmingham Public Health, Wellbeing Services and the City’s Green Commission are keen to support the development of the UWP and measure its holistic outcomes in these related policy areas.

The following geographical information system (GIS) multi-layered baseline Challenge Map has been developed for the UWP catchment. What this map depicts is the Years Life Lost (YLL) data for the city (2011/2013) and a combined map showing how the local populations’ demand for services offered for free from nature (Ecosystem Services) are being met through the supply being offered in Erdington in 2015. There are six combined nature based

services mapped here, peoples access to recreation, education, how the local spaces affect the local climate, how the spaces mitigate the flood risk, aesthetics and mobility and biodiversity. The most recent world literature points to these very close ties between human health and wellbeing and access to high quality natural environments. These mapping techniques can be used to measure ongoing impact following UWP interventions to improve the local environment and improve people’s access to it. What would be expected is that the colour tone on the maps would change from less dark red (which indicates current areas of shortfall) and an increase in the brighter pink shades; this would demonstrate an uplift in the environment and show that changes are positively impacting on health and wellbeing.



Both existing and new emerging GIS data sets derived through smart phone technologies apps, being developed through the City’s Wellbeing Service, will be configured to the UWP boundaries to measure ongoing impact.

A core part of UWP data set will be provided by the ‘BetterPoints’ platform and UWP campaign. BetterPoints are a financially backed digital currency that people can earn by taking part in a range of healthy activities, it could be walking in a park, cycling to work, volunteering to maintain a green space and so on. People track their activity using the smartphone app and can redeem rewards or donate BetterPoints to charity via the app. The approach is based on established behaviour change methodology and is highly flexible so that rewards can be changed to encourage people to participate in increasing levels of activity over time.

The BetterPoints content management system and reporting dashboard will allow UWP Rewards to be set and tracked, and potentially linked with other activity based apps being developed by the Wellbeing Service.

## **Challenges:**

The key challenges identified in delivering the UWP are:

- Getting the community on board – Existing Friends groups will lead a range of open days and community consultation, supported through a social media campaign, to influence and shape desired activities and community ownership sought.
- The UWP starting point has no established indicators detailing the benefits park use has on people’s lives to rely upon to provide baseline statistics to commence from. The adoption of the UWP as a local lab for testing out the Green Commissions recommendations, combined with the UWP Cost Benefit Analysis will provide the required focus to deliver a parks health outcomes performance framework to test the ongoing UWP offer.
- Restrictive statutory partners’ delivery, commissioning and tendering frameworks preventing transfer of investment savings from identified budgets (GPs, CCGs and Grounds Maintenance) to support desired UWP outcomes. The project’s Cost Benefit Analysis and Performance Outcome Framework aims to provide an evidenced business case for the reallocation of investment savings from health and grounds maintenance budget to direct UWP delivery activities.

## **2.0 Demographic Challenge Ahead**

It is widely accepted that the lower down the social gradient that people and communities are, the greater the health inequalities that we will see, this is also inextricably linked to health inequity. The objectives for reducing health inequalities are extremely well documented, with the 2010 Marmot Review on Health Inequalities succinctly providing six objectives that we need to routinely work towards if we are to reduce health inequalities, increase life expectancy and population health and wellbeing. Those objectives are:

- A. Give every child the best start in life**
- B. Enable all children, young people and adults to maximise their capabilities and have control over their lives**
- C. Create fair employment and good work for all**
- D. Ensure healthy standard of living for all**
- E. Create and develop healthy and sustainable places and communities**
- F. Strengthen the role and impact of ill-health prevention.**

With reference to the above the health and wellbeing headlines and challenge for Kingstanding and Stockland Green Wards (UWP) is clear (See Appendix 3 for UWP Health and Wellbeing Challenge), in that:

- 76.2% of Erdington’s population fall within the most deprived 20% of areas in England
- During 2011/13 Erdington districts under 75 death rate was 49.9% higher than the rate for England (Birmingham was 23% higher than England)
- Infant mortality is one area of concern: where the district rate was 8.9 per 1,000 live births (2011/13), this compares to an England rate of 4.0 and a Birmingham rate of 7.4.
- 33.2% of Erdington’s children were living in poverty during 2012. This was compared to a Birmingham average of 29.9% and 19.2% for England.

Life expectancy is considerably lower than the Birmingham and the England average, with Kingstanding Ward having the lowest of the four Erdington wards.

The biggest cause of Years-Of-Life-Lost (YLL - those people dying prematurely before the age of 75) was coronary heart disease, closely followed by alcoholic liver disease and lung cancer, with pneumonia being the fourth biggest contributor of YLL. Chronic Obstructive Pulmonary Decease and Infant mortality is also a concern for the UWP catchment.

Erdington District has the highest prevalence of smoking in Birmingham, with one of the lowest quit rates. Death rates from accidental falls (aged 65+) is the highest in Birmingham. Deaths from alcohol related liver disease are the second highest in Birmingham. Excess weight (children) is higher than the Birmingham and the England average. Admission rates for mental health is above the Birmingham average, and death rates for mental health are higher than the Birmingham and the England average.

### **UWP Catalyst for Health:**

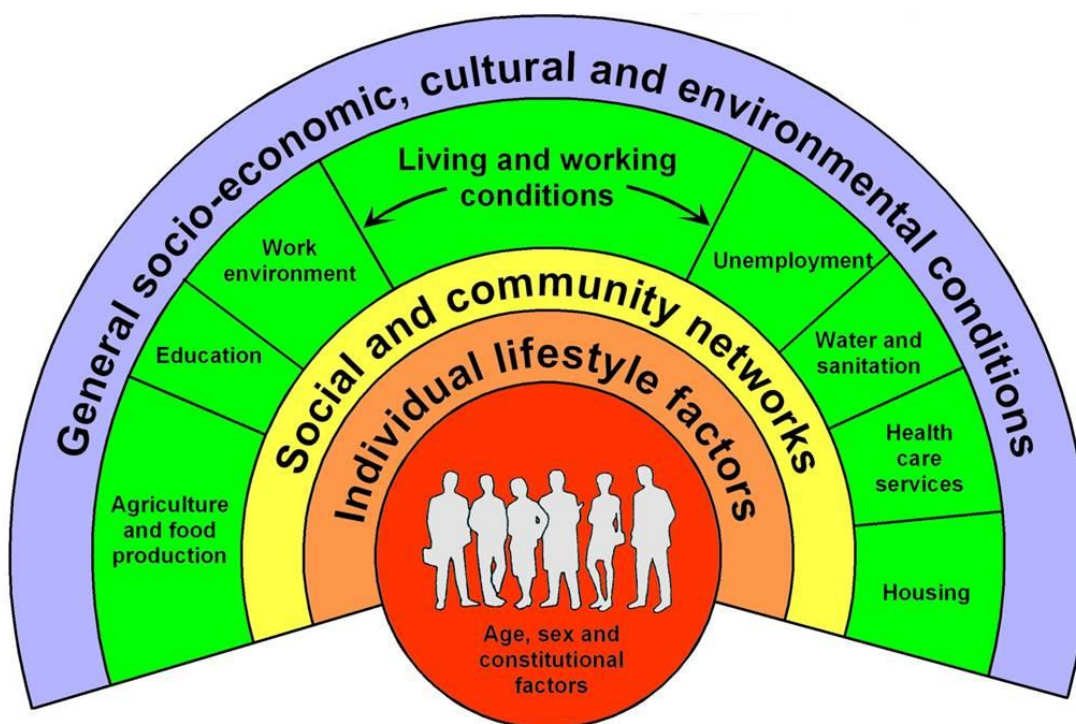
The overarching aims and objectives of the development of the UWP offer unique opportunities for implementing the health inequalities objectives above, whilst at the same time building a much needed community asset that will increase social inclusion and promote positive mental wellbeing. Our proposal fits very well with the national drivers for the Five Ways to Wellbeing, (a set of evidence based actions created by NEF that promote wellbeing) as outlined below.



From a health and wellbeing perspective, possibly the most exciting and encouraging aspects of the UWP proposal are the opportunities for tackling the wider and social determinants of health. Erdington District and especially the wards which cover the area around UWP catchment have many health challenges which are driven by the wider and social determinants, including; unemployment, housing, environment, education and access to information, advice and guidance that could help people to better help themselves. Most importantly, it is worth noting that *'Giving Every Child the Best Start in Life'* cannot be achieved without a diverse set of opportunities available to people and communities, the UWP development opportunity provides a much needed asset to deliver these opportunities, services and interventions from.

The stark fact is that the gap between life expectancy for Erdington District and England is widening, alarmingly. Amongst the wards where the gaps are widening the most are Kingstanding and Stockland Green. The development of the UWP is located between these two wards and will provide a much needed resource to communities in crisis.

The wider and social determinants of health are perfectly illustrated below with the Dahlgren and Whitehead model – from here it is clear to see the opportunities that UWP development can provide.



Source: Dahlgren and Whitehead, 1991

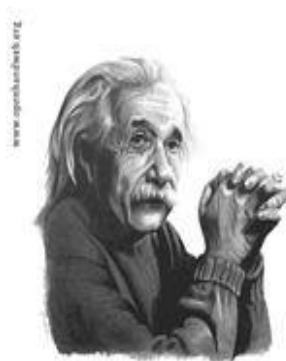
In the context of potential health impact, the tie-in with reference to health and the UWP is a simple one, yet has the potential for exciting, quantifiable short-term and long-term results. This potential is three-fold:

- The opportunity to be a catalyst for change in the context of health promotion, service delivery and innovation, inclusive of pioneering social prescription in Birmingham.
- The opportunity for engagement with all priority groups as a key service provider
- The opportunity to provide a site to host expert service provision (Smoking Cessation, Older Adult Health and Wellbeing, Reducing Alcohol Consumption, Excess Weight and Mental Health) and deliver against the wider and social determinants of health.

**The key wellbeing outcome goals for the UWP are:**

- A decrease in smoking prevalence and increase in smoking quit rates, year on year, over a five-year period (in the first instance)
- An increase in physical activity and mental wellbeing amongst service users of UWP
- Older adults engaged in services that can increase social contact, reduce isolation and loneliness, reduce their risk of a slip, trip or fall (establish and increase)
- Reduce take up of alcohol and substance misuse treatment services (establish and increase)
- Primary schools engaged in physical activity opportunities – both learning and practical
- Targeted delivery of services to single parents (establish and increase)
- Access to employment and skills opportunities created in the UWP.

It is clear that more intervention and a shift towards prevention are needed in the locality of Kingstanding and Stockland Green, as well as the wider Erdington District. The innovative approach of an UWP for this area could be just the approach that is needed. This is an opportunity to combine issues at the forefront of public health prevention and intervention, including environment, green-space, physical activity, social inclusion and information, advice and guidance, and the Five Ways to Wellbeing. We need to be doing things differently, as current approaches aren't working.



**"Insanity:  
doing the same thing  
over and over again  
and expecting  
different results."  
Albert Einstein**

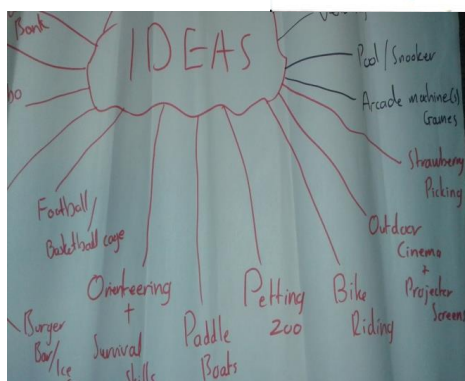
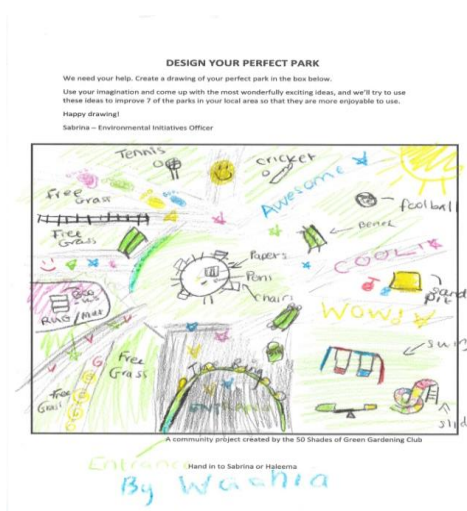


### 3.0 Community Involvement Priorities

Consultation exercises were carried out between September 2015 and February 2016, allowing us to capture the local communities' views and ideas. Their feedback would then be used to influence and shape the UWP project.

A variety of consultation methods were carried out during this period and included:

- Mind mapping sessions with young people during the summer.
- A community survey, distributed at a large community event in the summer and posted to 2000 local homes in December.
- A 'Dream Your Park' activity in January and February, engaging Year 6 school groups and local children attending family activity sessions.



Images: Top - Design Your Perfect Park activity | Bottom – Mind mapping

The objective of the community survey consultation was to find out:

- Which park(s) were most frequently used
- Who uses the local park(s) and how often
- What the local community currently use the parks for
- What the local community think of their local park(s)
- What activities they would like to participate in at their local park(s)



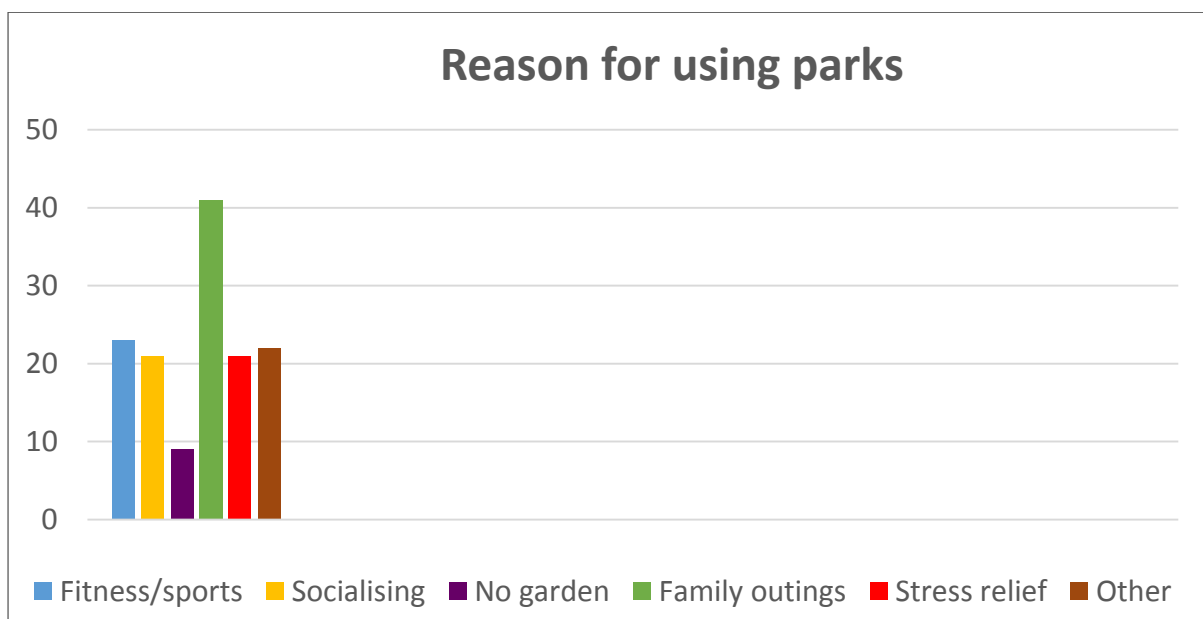
**'Dream Your Park' activity**

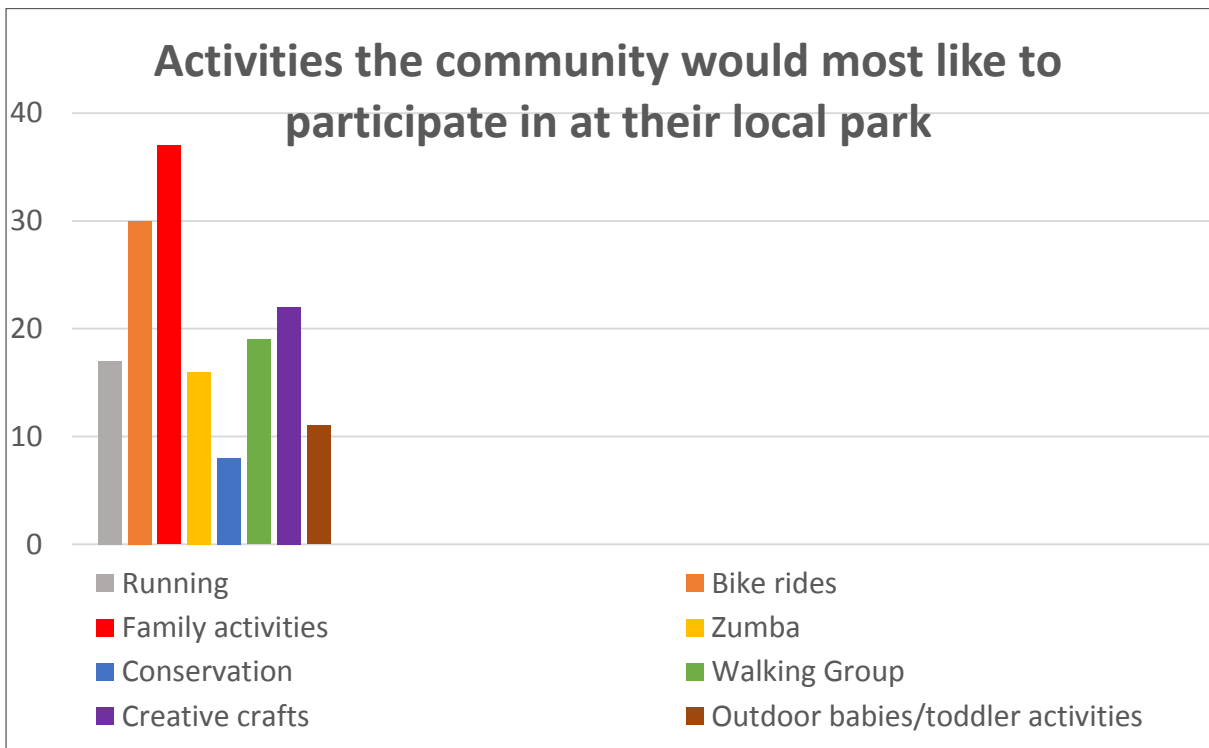
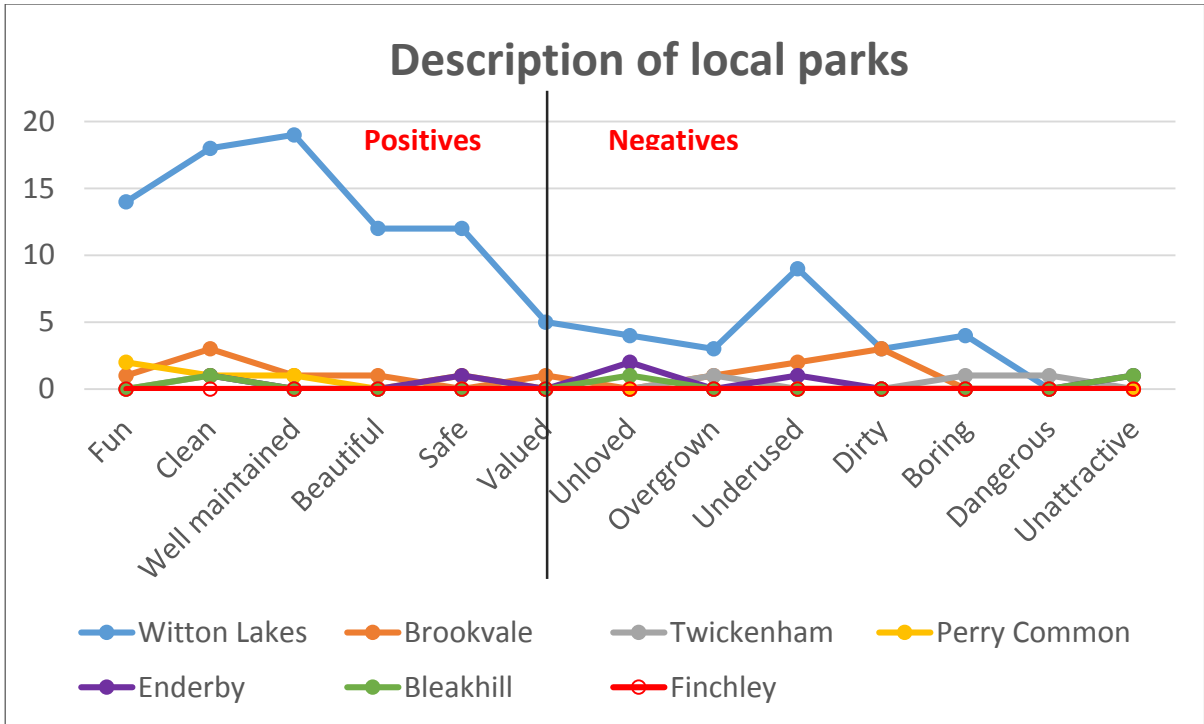
To support the development and finalisation of the UWP project plan, regular bimonthly stakeholder meetings have been held since July 2015.

In addition, a launch event for the UWP will take place on 20<sup>th</sup> April 2016 to engage, test commitment, increase the number of stakeholders and generate further community interest. The event will also be used to promote the project and develop a clear work plan.

### **Community Survey Consultation Findings**

The following graphs show some of the results gathered from the community surveys.





**Survey findings revealed that:**

- Witton Lakes, Twickenham and Brookvale Park where the most frequently used of the 7 parks.
- Park use by females was 80% compared with men at 20%.

- Local people aged 35 -50 were the most frequent users of the parks, with local people aged 26 – 34 being the second highest users of the park and 18 -25 year olds coming in third highest.
- The most frequently used parks were accessed at least one or more times a week.
- The top 4 reasons for using the park(s) were for: Family outings, Fitness/Sport, Other with Stress relief and Socialising sharing 4<sup>th</sup> place.
- Witton Lakes and Brookvale Park received the most positive responses from participants, while 4 out of the 7 parks received mostly negative responses. These parks included: Brookvale, Twickenham, Enderby and Bleakhill. Perry Common received no negative comments and Finchley Park was not used by any of the participants.
- The top 4 activities that the local community wanted to participate most in were: Family activities, bike rides, creative crafts and walking groups.

“Repairs to swings, younger kids play equipment”      “Kids play area/ exercise equipment”  
 “More free activities for children and teenagers to do (clubs).”      “Play area”  
 “More children activities,...”      “children’s climbing frames”

**Comments from surveys: Most frequently requested needs from the community**

### Survey results summarised:

In summary, the community consultation sessions have identified that females aged between 35-50 currently use the parks more than any other group. Overall most of the local community feel dissatisfied about the state of their local parks, with most stating that they could be better maintained and better used. Comments fed back through additional comments also highlight that there is a lack of things for children to do in most of the parks.

Activities for the family were the most requested provision, with most people stating that they use the parks for family outings.

Finally, a number of people are using a relatively small number of parks for physical activity and stress relief, showing that there is scope to increase the use of some of the lesser used parks for this purpose also.

The ‘Dream Your Park’ and mind mapping activities will help us to take on board what children and young people would like to see in their local parks and will be used as a basis for selecting activities for each of the park spaces and also when introducing new play equipment.

We realise the limitations of our survey and understand that there will be reasons why a fully accurate profile of our local resident’s views could not be sought, however, on the basis of the information we have managed to gather, findings such as low park use by males, will be investigated further, so that this group does not become underrepresented.

The information obtained from all consultation events and sessions will be used to inform how we move forward with this project over the next 2 years. Further consultation and engagement will take place over the course of our 5 year plan to assess whether improvements have been made and to ensure that the UWP project meets the needs of the local community.

## **Priority Issues for the Community**

The consultations undertaken with the community identified 4 key priority areas:

- **To improve the appearance of less desirable parks.**
- **To maintain each of the local parks.**
- **To increase the activity offer at each of the parks, with a focus on children and family activities.**
- **To provide more activity opportunities to improve health and wellbeing through keeping active both physically and mentally.**

## **Social Media Campaign:**

We propose to use social media to increase community involvement further, with a particular focus on engaging a younger audience in the project. Twitter and What's App will be just some of the methods used to engage local people by encouraging them to take ownership of their local park(s) by becoming more aware of the positive and negative aspects of the space. This ability to document 'real time' events as they happen, (such as a newly hatched ducklings, a really clean park or fly tipping), then upload it to a site that can be viewed by other people who care about their local environment, will hopefully enable local people to see that their thoughts and opinions matter, that they too can inspire and make a difference and be part of the overall change they want to see.

## **4.0 Business Case, Cost Benefit Analysis and Impact Framework**

### **Business Case**

UWP Business Case proposition, simply stated, is to achieve greater environmental, health, social and economic wellbeing outcomes through a collaborative asset investment (open spaces, people, communities and natural capital) and develop a partnership providing multi service offers through the community stewardship (Friend of Parks Groups) with service providers.

With the reduced City Council spend on open spaces and parks there is a danger that they become unattractive places that the public will avoid. The UWP initiative brings an ethos of community service to maintain and improve parks, but divert more effective use and efficiencies from existing budgets and service commissioning to more innovative land management, less grass mowing and more sowing wild flowers. The co-ordinated activities and services, and promotion of these, also aims to provide enhanced opportunities for the more effective use of partner's delivery budgets. The UWP aims to provide cashable savings with longer term efficiency gains and a high level of impact relative to performance derived from existing isolated budget configurations.

### **Cost Benefit Analysis (CBA)**

The impact of the UWP collaborative asset investment model, as opposed to the silo disjointed 'business as usual' status quo, was tested through the commissioning of a tailored UWP CBA by the "Consultancy for Environmental Economics and Policy" (CEEP)

To assess the overall positive impact on society of the UWP project, CEEP developed a social CBA taking impacts on the environment and people's wellbeing and health into account. This methodical approach is innovative, as such public wellbeing effects are usually not assessed as part of CBAs. As such, the UWP CBA provides a reference framework and baseline for conducting other environmental CBAs, given that these to date have been limited. (See Appendix 4 for full UWP CBA, Impact Framework and Value Tables).

**In testing the worthiness of UWP, the CBA set out to respond to the following four objectives:**

1. To establish a social CBA for the baseline (2015) and a Business as Usual (BAU) scenario (without the UWP project).
2. To assess the impact of the UWP project on social, environmental, and economic assets and related benefits and costs during the formal project phase (2016-2020) and beyond (2021-2040).
3. To establish a social CBA for an 'UWP Intervention' scenario (within the UWP project).

4. To establish a social CBA for the benefits and costs directly related to the UWP project, to assess the desirability of the project in economic terms, supplemented by non-economic evidence as not all benefits can be quantified (extended CBA).

**Impact Framework:**

The Impact Framework on which the UWP CBA was derived used most relevant benefits associated with the UWP project. Here, 'relevance' means the expected magnitude of the impact of the UWP project on benefits and costs. This resulted in the Impact Framework Benefits where it was possible to calculate the monetary value are marked with a '(£)'. However, especially in social CBA it is important that other benefits which cannot be quantified in monetary terms are still assessed (extended CBA). The resultant variables making up the UWP CBA Impact Framework included biodiversity (£ - possible to calculate monetary value), Education, Food Production, Recreation (£), Health Benefits (£), Productivity (£) and Volunteering.

**Cost Assessment:**

The assessed costs for this CBA include different elements. The annual Ground Maintenance and administrative costs for the UWP were provided by Birmingham City Council and were about £170,000 in 2015. These costs are expected to remain constant over time (in real terms) – with or without the UWP project.

Costs (funding) to run UWP Friends Groups were estimated to be about £3,000 per year for each of the 3 groups in 2015 resulting in total running costs of £9,000. For the Business As Usual (BAU) scenario it is assumed that these costs will not change over time. However, with the UWP project intervention it is planned to increase the funding base of each Friends Group to £10,000 by 2020 for 7 groups resulting in a total of £70,000 each year. It is also planned to run more community events in the UWP. In 2015 there were 3 community events in the UWP and the target is to increase this to 7 events per year by 2020. The average costs per community event were estimated to be £5,000.

There are also costs directly incurred by the UWP project. It is planned to create a position for an UWP Project Coordinator for 5 years which would cost about £125,000 in total. There will also be a UWP Steering Group which will meet 6 times a year between 2016 and 2020. The costs are estimated to be £12,500 in total. Furthermore, it is planned to create an Eco Hub which requires capital investment of £401,000 between 2016 and 2017.

The Net Present Value (NPV 2016-2040) of all costs related to the UWP were estimated to be £4.0 million under the BAU scenario and are expected to increase by £2.0 million to £6.0 million with UWP project intervention.

The UWP **CBA Results** can be reviewed in the table below.

	Central Estimate		
	Net Present Value (NPV) 2016-2040; 2015 prices		
	Business as Usual (BAU) Scenario (without UWP Project)	UWP Intervention Scenario (with UWP Project)	UWP Project (change from BAU to Intervention Scenario)
<b>Benefits</b>			
Biodiversity	£290,567	£320,766	£30,199
Recreation	£14,169,458	£15,132,585	£963,128
Health	£28,582,704	£30,516,845	£1,934,142
Productivity	£3,609,022	£3,854,334	£245,313
<b>Total Benefits</b>	<b>£46,651,750</b>	<b>£49,824,531</b>	<b>£3,172,781</b>
<b>Costs</b>			
Ground Maint. & Admin	£3,509,923	£3,509,923	£0
Friends Groups	£186,477	£1,331,939	£1,145,462
Community Events	£310,794	£686,356	£375,561
UWP Coordinator	£0	£119,566	£119,566
UWP Steering Group	£0	£11,923	£11,923
Eco Hub	£0	£392,155	£392,155
<b>Total Costs</b>	<b>£4,007,194</b>	<b>£6,051,861</b>	<b>£2,044,668</b>
<b>Net-Benefit</b>	<b>£42,644,557</b>	<b>£43,772,670</b>	<b>£1,128,114</b>
<b>Benefit-Cost Ratio (BCR)</b>	<b>11.64</b>	<b>8.23</b>	<b>1.55</b>

Source: *Author calculations* (See Appendix 4-i for lower and higher estimates)

With a look at the BAU and intervention scenario, one can see the UWP will provide a significant net-benefit to society regardless of the UWP project. However, if we look at the last column we can see that the UWP project is estimated to add an additional net benefit of £1.13 million to community between 2016 and 2040. The Benefit-Cost Ratio (BCR) of the UWP project is 1.55 which means that every £1 spend on the **UWP project is estimated to result in a Social Return on Investment of £1.55**. Every BCR >1 indicates that an investment is worthwhile. We should not forget that many of the benefits could not be calculated in monetary terms which means they are not accounted for in this table.

These figures should be interpreted as baseline value, as many benefits of the UWP project such as education, food, volunteers and many health benefits could not be quantified at this stage and therefore do not show up in the calculation below. This is because indicators were still in development or scientific evidence to date does not allow calculating benefits in



monetary terms. The real net-benefit of the UWP project may therefore be by magnitudes higher than what the figures above show.

It is recommended that the UWP CBA is updated periodically, at least every 2 years, with the aim to add data and indicators as they become available as the project progresses, especially around the targeted health benefits.

## 5.0 Implementation Plan

The UWP is an evolving joint venture which seeks to transform impoverished open spaces into vibrant places, providing activities and opportunities to live a greener lifestyle. Our core aim is to provide better health and wellbeing outcomes by bringing our parks to life through galvanising the energy of communities and people living adjacent to these valuable unimagined assets.

We will do this by developing, expanding and replicating existing good practice, flexible partnership working and community ownership secured by the Friends of Witton Lakes, Brookvale and Perry Common across the UWP catchment over the next 5 years. We aim to connect up each of the parks by creating complimentary specialisms and provide a whole life time wellbeing narrative through multiple activity offers by a range of existing and new community providers.

The Implementation Plan's integrated strands are based on UWP programme objectives and aligned to the Five Ways to Wellbeing. The essential starting point and principles adopted across these strands to progress UWP delivery include: (See Appendix 5 for full Implementation Plan).

### **Community Engagement and Governance (*Connect*):**

- Empowering communities to achieve ownership and develop a unique identity and excellence for their open spaces will be the driving force for the UWP.
- Existing Friends groups will help nurture and support the development of new Friends groups or expand existing ones to provide coverage across the UWP. This will be done through open days and outreach to homes around open space boundaries.
- Birmingham Open Spaces Forum would support existing Friends group to consolidate their existing activities, whilst developing their capacity through the creation of a Friend's Groups Standard. This will then be used as guidance for new groups.
- Friends groups will be supported to develop an annual programme of activities promoted and enhanced through the UWP social media platform and coverage in the local media. Each park would be supported to develop its own social media profile through Facebook and Twitter.
- The governance of the project will evolve alongside the development of the UWP through the consolidation of the existing partners forming the UWP Steering Group

to deliver the Operational Plan. Though the Steering Group will be initially supported by WLCA, this will be reviewed annually.

- Exploration of potential local Trust arrangements will commence exploration in Year 3 once the UWP operational delivery has been established and new Friends groups become active.

### **Health (*Keep Learning*):**

- By its very nature the UWP will offer health by stealth for both physical and mental wellbeing through the expansion and promotion of existing and new activities be they organised or spontaneous.
- In Year 1, two GP practices will be encouraged through Cross City CCG and Public Health to develop Social Prescription Pathways into UWP activities.
- There is already an abundance of wellbeing services being commissioned for smoking cessation, alcohol and substance misuse, mental wellbeing and improving physical health. The providers of these will need to be engaged and where appropriate, for them to be delivering such interventions in the UWP and The Eco Hub in Witton Lakes.
- Activity and health baselines will be established at the end of year 1 to feed into a health outcomes dashboard and the UWP Health Challenge Heat Map.

### **Activities (*Be Active*):**

- Each of the parks and open spaces will be supported to develop complimentary activity specialisms and an annual activity offer catering for children, families, older people and activities for men.
- The Wellbeing Services through Active Parks will develop an annual offer starting with the most popular parks in Year 1 and expanding this into less used open spaces alongside the development of their Friends groups.
- Friends groups and the Wellbeing Service will support local groups to establish activities such as free play.
- In Year 1, adopt 'BetterPoints' activity rewards incentives for the UWP.
- By Year 3, the Witton Lakes Eco Hub will provide an Activity Centre for learning, development, outdoor pursuits and fun.
- By Year 4, there will be annual festival days in all 7 key sites comprising the UWP annual games.

### **Environmental (*Take Notice*):**

- To use available Grounds Maintenance (GM) with service providers to refine provision, so that it adds interest and value for visitors, users and wildlife.
- Retain and add to existing site budgets by securing external resources or support in kind and to continue to innovate and improve habitat through wildflower projects, tree planting, reed beds and community orchards.
- In Year 1, support the Urban Buzz Project to further facilitate habitat developments and incorporate upkeep into a rolling GM programme.

- To reinvest any GM savings derived from innovation into habitat enhancement and activities programmes.
- In Year 2, re-landscaping of Perry Common Recreation Ground through the final regeneration phase will bring a raft of new habitats and features of interest for people and wildlife in the park area.
- The creation and management of existing and new habitat will provide opportunities for skills development of local people, inclusive of volunteers acquiring accredited qualifications, work experience and potential training and apprenticeship schemes with the GM contractor within the UWP setting.
- In year 4, the existing GM contract will be up for renewal on a City wide basis. The UWP governance arrangements will need to influence the shape of this contract, as it impacts on the park areas. Other potential options will be explored, such as seeking funds through the devolvement of the GM budget to pursue delivering a local contract through a GM Skills Academy model.

### **Economic (Give):**

- In Year 1, pivotal to developing the UWP will be securing resources to develop Witton Lakes Eco Hub via the Reaching Communities Building Fund and securing a Development and Co-ordination post for the UWP.
- By Year 2, the existing 3 Friends groups will be supported to secure £10K development grants through the Awards for All programme and new groups will be supported to do the same in years 3 and 4.
- In Year 2, the Eco Hub will develop a volunteering scheme to create volunteering opportunities and in Year 3 an Enterprise Prospectus will be developed across the UWP remit.
- The UWP CBA will be renewed every two years to include data to populate existing and new indicators in the UWP Impact Framework. The CBA will continue to evolve and provide a 'value for money' and 'return on investment' benchmark in pursuance of emerging funding opportunities.

In response to community and stakeholder consultation undertaken, the following has been prioritised from the above strands to provide focus for the short to long term phases of our implementation plan:

### **Short term actions: Year 1:**

- Increase the activity offer at the more developed popular parks, then extend these to at least 2 of the lesser used parks in both years 2 and 3.
- Begin making habitat and appearance improvements along the UWP corridors through wild flower planting and Urban Buzz.
- Develop social media and a doorstep outreach programme through existing Friends groups to lesser used parks.
- Engage local GPs and health providers to develop UWP Social Prescription Programme.

### **Medium term actions: Year 2-3:**

- Make further improvements to the appearance of the less desirable parks through the introduction of play equipment at some sites and planting schemes.
- Develop children's, young people's, families, older peoples and 50+ male's activity offer across all UWP sites, to increase the use of parks by males through offering activities that they have selected/suggested on the survey.
- Witton Lakes Eco Hub build completed and operational with Outdoor Activity Centre.
- Friends of groups provide coverage across UWP and operating to quality standard.
- Community groups start to explore enterprise opportunities and provide activities such as a Play Network across the parks.
- Glendale to explore Grounds Maintenances Skills Academy.

### **Long term actions: Year 4-5:**

- Establishing a local Trust explored.
- Devolved local Grounds Maintenance Contract pursued and contract in place.
- Neighborhoods in Bloom across the Park catchments established.
- Annual UWP Park festival across all sites.
- Health Heat Challenge Map starting to illustrate positive health outcomes.

## **6.0 Conclusion**

The UWP proposal through the Our Place process has captured the imagination of local people, as they will be helping to shape and take ownership of their open spaces. Likewise, statutory policy and service partners have started to realise that by pulling together, through an asset development approach, what local people and communities can deliver in bringing about the much desired health outcomes in deprived neighbourhood settings. After all, what is being proposed is already working, as demonstrated by co-design of space and activities by the Witton Lakes and Brookvale Friends Groups.

Testimony to the UWP approach has been its adoption as a lab by the Public Health and Birmingham's Green Commission to test-bed practical innovation in bringing about behaviour change leading to a greener and healthier lifestyle change.

The UWP CBA has also demonstrated this initiative to be a worthwhile venture through the development of an Impact Framework, using limited datasets, to provide a cost benefit ratio (return of investment) of 1.55. This was viewed as being grossly underestimated, as a number of the indicators were still in development for which a monetary value could not be assigned. The ratio is expected to increase rapidly once baseline and progression data becomes available through the implementation of the UWP.

The existing Our Place UWP Steering Group will now continue to oversee the implementation of the Operational Plan backed up and endorsed by the Birmingham City Council, Public Health and the Green Commission.

## **Initial Urban Wellbeing Park – Our Place Steering Group**

- Birmingham City Council – Green Commission, Director of Public Health, Sustainability Officer and Park Manager
- Public Health
- Witton Lodge Community Association (WLCA)
- Friends Of Witton Lakes (FOWL)
- Glendale
- Wyrley Birch Allotments
- Our Place/Locality
- Department for Communities and Local Government (DCLG)
- Consultancy for Environmental Economics & Policy (CEEP)
- Birmingham Wellbeing Service - Active Parks
- Birmingham Open Spaces Forum
- Urban Buzz
- Wildlife Trust
- Friends of Perry Common
- Friends of Brookvale Park

## **Potential Implementation Partners**

- Nature Improvement Area
- Lovells
- Birmingham University
- Birmingham Municipal Housing Trust
- The Autistic Gardener
- Wilson Stuart Special School
- Kingstanding Regeneration Trust
- Environment Agency
- Urban Devotion Birmingham
- North Birmingham Bikes
- Forest Schools
- Dovedale Medical Centre
- College Road Medical Centre
- Freax Adventures
- Interserve
- Waterside Care Agency

## Project: URBAN WELLBEING PARK (UWP)

### Conditions

**Local context:** The two Wards the UWP straddles is characterised by multiple social deprivation, suffering disproportionately from poor health and economic resilience. 83% neighbourhoods falling within the top 9% of the index of multiple deprivations and 37% falling within the top 3% most severely deprived. This results in poor lifestyle choices leading to life expectancy in the area being 7 years less than if you live in suburbs of Sutton Coldfield less than 2 miles away. Both wards exhibit a very high demand access to 'green' public services, but low supply. Hence, low transformation rate of public services offers being created through the available local green assets.

**Policy context:** The Birmingham Green Commission (2013/14) sets out clear objectives on an industrial scale – to promote green lifestyles and behaviours, and encourage green infrastructure. The Birmingham Health and Wellbeing Strategy outlines clear need for change in targeting and encouraging lifestyle changes within vulnerable groups, highlighting the need for local community initiatives to deliver the change. There is a strong evidence that access to open spaces and physical activity leads to reductions in preventable long term chronic illnesses and improves all round wellbeing.

**What needs to be in place for change to occur?** - Targeted partnership to build the capacity of local communities through practical, deliverable policy, owned, developed by and delivered at community level. The UWP will create a practical synergy (natural capital) by using a community asset (people and places) approach between a service offer; environmental land management; stewardship and governance of these linked valuable assets through existing and new Friends Groups collaborating across the patch; with the statutory providers to lever in and consolidate resource to develop a multiple service offer which responds to local needs.

### Programme objectives

**Holistic Vision:** To develop and maximise the environmental and wellbeing outcomes for local people that can be derived through the creation and community stewardship of this project in keeping with the Five Ways to Wellbeing.

**Community Governance (Connect):** Offer a sustainable model for developing (and sustaining existing) green open space assets, by local Friends groups, to meet the present and future needs of the community.

**Social Health (Keep Learning & be Active):** Promote behaviour changes that encourage active lifestyles and positive environmental behaviours for increased health and wellbeing, reduce social exclusion and increased community cohesion.

**Environmental (Take Notice):** Improve the habitat, bio-diversity and visual appearance of the UWP to enhance the diverse experiences that can be enjoyed from it.

**Economic (Give):** Develop and test the social return on investment and cost benefit of the UWP against desired policy outcomes; especially impact on tackling poverty in deprived communities through growing food, learning skill and enterprise development.

#### Rationale

- To rejuvenate a once deprived asset, so it becomes purposeful.
- Evidence the relationship between health/wellbeing and environmental activities.
- Proactively engage with existing and new community groups (hard to reach and vulnerable), and disconnected parts of the community via their parks.
- Growing food can be an excellent route into the community, helps engagement across the generations and cultural backgrounds.
- Identify partnership synergies and strengths between community led activities and policy intentions to bring more resources into the area.
- It has been evidenced that as people change one behaviour they often become more likely to change others - so healthy activities could lead to greater care about diet.

#### Inputs

Environmental Hub (at heart of UWP): Capital Value £36K, Capital Investment £577K over 3 years/ Social Value £101K

WLCA Year 1 revenue contributions £49K (staff). Maintenance contract - £210K

Natural England Innovations Fund Projects - £18.5K.

Successful 'Urban Buzz Wildlife Pollination Project for City - £10K (approx for Edlington area) 2015/16.

Health and Wellbeing EU-Fund Environmental Restoration: Cross National 10 City European Labs Programme; 'EODPOLUS' - Euro-50K (2016/17).

Friends Groups (FoGs) Volunteering Value £47K p.a. per FoG x 7 = £329K.

#### Activities

- Audit and baseline existing ground maintenance, public service offer and community activity via volunteering, Friends of Groups (FoG's), etc.
- Develop existing (3) and new (4) FoG's providing ownership, governance and volunteering chances.
- Pop Up Parks (Parks Live), Kitchens and Allotments will facilitate residents' engagements to shape activity, events, maintenance and habitat improvement programmes.
- Fork to Pot / Taste & Try opportunities for food growing and cooking on a budget.
- Social Prescription activities offer.
- Environmental Hub support services for local community i.e. saving money, saving energy

#### Outputs

- Co-ordinated / enhanced existing / new activities (volunteering, Parks Lives and enhanced habitats).
- Usage and habitat transformation of the entire corridor of parks.
- Create growing learning spaces.
- Established GP and self-referral pathways for social prescription offer.
- Ongoing activities (pop events – Parks, Kitchens & Allotments) create resident's ownership of their open spaces.
- Develop governance and performance framework with Friends of Groups.

### Intended impacts

- Build a holistic evidenced UWP 'Parks Without Boundaries' model based on the five ways of Wellbeing that can be replicated.
- That our local parks be well used and used well, well managed and managed for wellbeing
- Increased opportunities to experience physical and mental wellbeing, and lifestyle changes.
- Public health and CCG Lifestyle Commissioning resources flowing into the UHWP
- Increased (25- 35%) facilitation of social prescription verses medicated interventions.
- 2 local GP practices engaged in social prescription from zero base.
- Medium and long term savings (30 – 45%) that can be reinvested in habitat improvements, community led activities and Friends groups.
- Develop a nurturing relationship between people and nature leading to accessible quality outdoor environments for leisure, food growing and tranquility.
- Creating safe spaces for community and social inclusion.
- A shared sense of community ownership, identity and belonging.

### Intended outcomes

- A new national pilot methodology for assessing health, well-being and wider community benefit from enhanced urban green space use.
- Real community ownership of the parks and green spaces shaped, owned and managed by local people.
- Local community has access to nature, and quality environments on their doorstep and are proactive in its management and sustainability.
- Increase in positive environmental and lifestyle behaviours with greater number of residents participating in a variety of outdoor wellbeing activities.
- Reduction in social isolation with greater social cohesion as residents from all backgrounds work, learn, play, volunteer and socialise together.
- Opportunities for locals to grow their own food.
- Increase in life expectancy to city average.
- Development of a unique and innovative outdoor activity hub creating opportunities for active living and education.
- Green Flag status parks and open spaces that are financially viable with well-developed stakeholder ownership and involvement.
- Residents supported to become more energy conscious, efficient and reduce household energy and food bills.
- Increased community knowledge and action on promoting environmental sustainability, which in turn impacts positively on their lives and neighbourhoods.
- That the community feel safer in our local parks.

## UWP Health and Wellbeing Profile

### Kingstanding Ward:

In 2013 the population of the Kingstanding ward was 25,481 people; this represents 2.3% of Birmingham's population. 86.7% of the ward's population are estimated to be under 65 (Birmingham 87%, England 82%)

92% of Kingstanding's population fall within the most deprived 20% of areas in England

Life expectancy for Kingstanding ward males was 74.1 years (Birmingham 77.6, England 79.4) and females were 5.9 higher at 80 years (Birmingham 82.2, England 83.1).

During 2011/13 Kingstanding ward under 75s death rate was 67.5% higher than the rate for England (Birmingham was 23% higher than England).

Infant mortality is one area of concern: where the ward rate was 5.1 per 1,000 live births (2011/13), this compares to an England rate of 4.0 2011/13 and a Birmingham rate of 7.4

The 2011 census showed that 20.5% of the Wards population is made up of BME groups (42.1% Birmingham, 15% England)

### Kingstanding Ward 2014 Spine

#### Key:

- Significantly better than England average
- Not significantly different from England average
- Significantly worse than England average
- No significance can be calculated
- Significantly lower than the England average\*
- Significantly higher than the England average\*



Indicator	Kingstanding Number	Kingstanding Stat	B'ham Avg	Eng Avg	Ward Range
1 % of Children in "Poverty" 2012	2035	38.9	29.9	19.2	<span style="color: red;">●</span>
2 Adults with learning dis. in stable accommodation 2013/14	42	52.9	51.2	73.5	<span style="color: red;">●</span>
3 Violent Crime Admissions 2010-14	101	130.2	78.1	57.6	<span style="color: red;">●</span>
4 Low Birth Weight 2013	33	7.9	10.0	2.9	<span style="color: red;">●</span>
5 Excess weight 4-5 year olds 2013/14	101	25.6	23.2	22.5	<span style="color: orange;">●</span>
5 Excess weight 10-11 year olds 2013/14	120	36.0	38.8	33.5	<span style="color: orange;">●</span>
6 Injuries due to falls 65+ Persons 2013/14	126	3942.8	2931.1	2011.0	<span style="color: red;">●</span>
7 Infant Mortality 2011-13	n/a	5.1	7.4	4.0	<span style="color: orange;">●</span>
8 Mortality from all causes U75 2011-13	303	167.5	123.2	100.0	<span style="color: red;">●</span>
8 CVD Deaths U75 2011-13	75	189.5	129.5	100.0	<span style="color: red;">●</span>
8 Cancer deaths preventable U75 2011-13	65	153.3	116.8	100.0	<span style="color: red;">●</span>
8 Respiratory disease deaths preventable U75 2011-13	n/a	232.0	132.8	100.0	<span style="color: red;">●</span>
8 Communicable disease deaths 2011-13	44	132.2	111.8	100.0	<span style="color: orange;">●</span>
8 Diseases of the liver deaths preventable (U75) 2011-13	n/a	122.3	126.1	100.0	<span style="color: orange;">●</span>
9 Hip fractures 65+ admissions 2013/14	99	1186.8	617.8	568.1	<span style="color: red;">●</span>
9 Alcohol related admissions 2013/14 (narrow)	175	801.9	711.5	829.4	<span style="color: orange;">●</span>
10 Diabetes Prevalence 2013/14 (QOF)	*304	5.0	8.1	6.2	<span style="color: blue;">●</span>
10 Mental Health Prevalence 2013/14 (QOF)	366	1.2	1.1	0.9	<span style="color: lightblue;">●</span>
10 Dementia Prevalence 2013/14 (QOF)	122	0.4	0.5	0.6	<span style="color: blue;">●</span>
10 Depression Prevalence 2013/14 (QOF)	*378	5.4	6.0	6.5	<span style="color: blue;">●</span>



## Stockland Green Ward:

In 2013 the population of Stockland Green ward was 25,137 people; this represents 2.3% of Birmingham's population. 87.9% of the ward's population are estimated to be under 65 (Birmingham 87%, England 82%).

86.4% of Stockland Green's population fall within the most deprived 20% of areas in England.

Life expectancy for Stockland Green ward males was 77.5 years (Birmingham 77.6, England 79.4) and females were 4.1 higher at 81.5 years (Birmingham 82.2, England 83.1).

During 2011/13 Stockland Green ward under 75s death rate 26.1% higher than the rate for England (Birmingham was 23% higher than England).

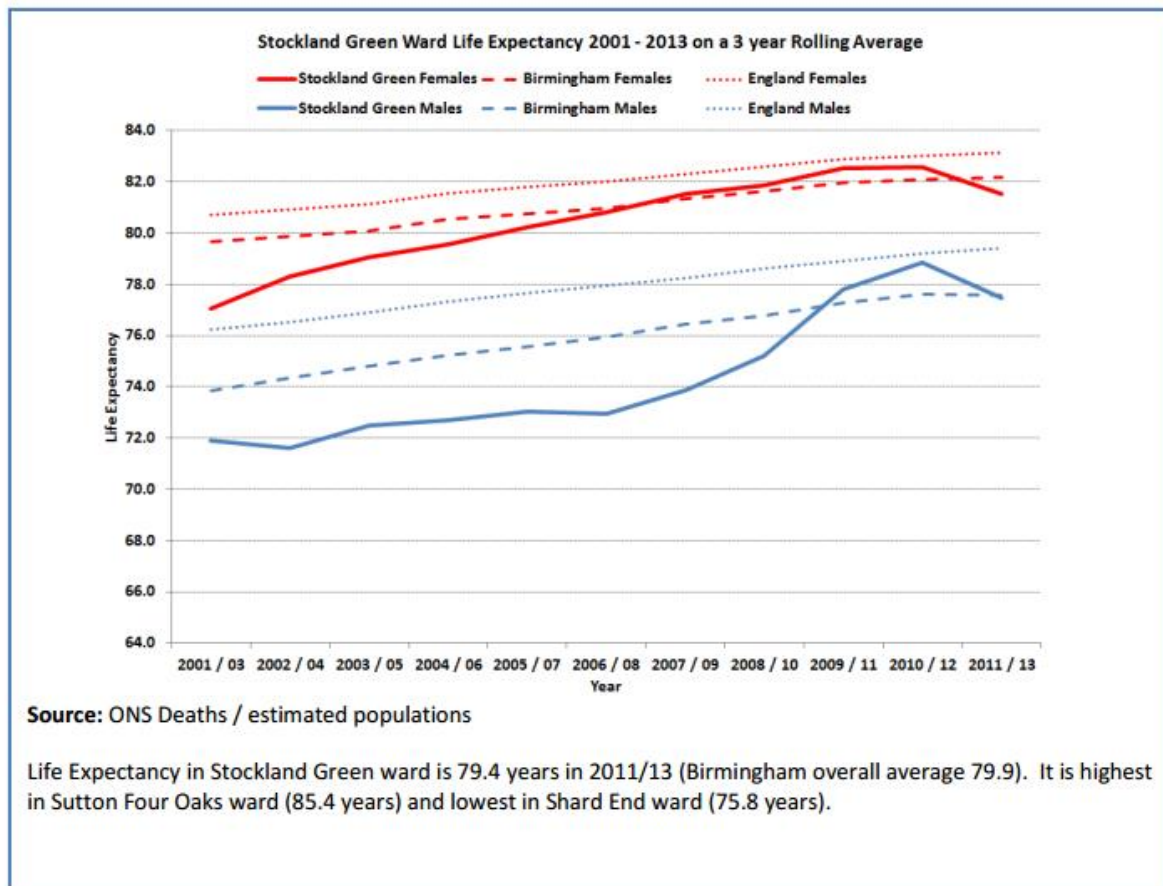
Infant mortality is one area of concern: where the ward rate was 4.4 per 1,000 live births (2011/13), this compares to an England rate of 4.0 2011/13 and a Birmingham rate of 7.4.

The 2011 census showed that 40.1% of the Wards population is made up of BME groups (42.1 Birmingham, 15% England).

## STOCKLAND GREEN WARD

AUGUST 2015

### LIFE EXPECTANCY



# Stockland Green Ward 2014 Spine

**Key:**

- Significantly better than England average
- Not significantly different from England average
- Significantly worse than England average
- No significance can be calculated
- Significantly lower than the England average\*
- Significantly higher than the England average\*



Indicator	Stockland Green Number	Stockland Green Stat	B'harn Avg	Eng Avg	Ward Range
1 % of Children in "Poverty" 2012	1510	27.9	29.9	19.2	
2 Adults with learning dis. in stable accommodation 2013/14	71	70.9	51.2	73.5	
3 Violent Crime Admissions 2010-14	100	122.6	78.1	57.6	
4 Low Birth Weight 2013	39	9.3	10.0	2.9	
5 Excess weight 4-5 year olds 2013/14	64	20.6	23.2	22.5	
5 Excess weight 10-11 year olds 2013/14	92	36.5	38.8	33.5	
6 Injuries due to falls 65+ Persons 2013/14	90	2906.1	2931.1	2011.0	
7 Infant Mortality 2011-13	n/a	4.4	7.4	4.0	
8 Mortality from all causes U75 2011-13	210	126.1	123.2	100.0	
8 CVD Deaths U75 2011-13	46	127.9	129.5	100.0	
8 Cancer deaths preventable U75 2011-13	45	117.0	116.8	100.0	
8 Respiratory disease deaths preventable U75 2011-13	n/a	170.9	132.8	100.0	
8 Communicable disease deaths 2011-13	44	133.8	111.8	100.0	
8 Diseases of the liver deaths preventable (U75) 2011-13	n/a	169.2	126.1	100.0	
9 Hip fractures 65+ admissions 2013/14	52	488.8	617.8	568.1	
9 Alcohol related admissions 2013/14 (narrow)	179	823.5	711.5	829.4	
10 Diabetes Prevalence 2013/14 (QOF)	1373	6.1	8.1	6.2	
10 Mental Health Prevalence 2013/14 (QOF)	181	0.7	1.1	0.9	
10 Dementia Prevalence 2013/14 (QOF)	171	0.6	0.5	0.6	
10 Depression Prevalence 2013/14 (QOF)	997	4.5	6.0	6.5	

## Headline Health Challenges:

With reference to Kingstanding and Stockland Green Wards, there are common themes with reference to certain health indicators:

There are **4345** children in poverty between these wards; child poverty runs at **27.9%** for Stockland Green Ward, and **38.9%** for Kingstanding ward, the England average is 19.2%.

Admission rates to hospital as a result of violent crime are **65% higher** than the national average for Stockland Green, and **72.6% higher** than the national average in Kingstanding.

Low birth weight runs at 2.9% as a national average, in Stockland Green the percentage runs at **9.3%**, and **7.9%** for Kingstanding.

Injuries due to falls in both wards are a concern, and are significantly worse than the England average. For the period 2014-15 there was **216 injuries due to falls** in Stockland Green and Kingstanding combined, this is for people aged 65+.

There were **513 deaths** under the average life expectancy age of 75yrs for the period 2011-13 across both wards. This is an area of great concern for the wards as the gap is widening between the life expectancy for England and the two wards, and has been for some time. These deaths are predominantly from lifestyle and behaviour related conditions that are considered preventable.

Cardiovascular disease deaths and preventable cancer deaths under the age of 75yrs are significantly worse for Kingstanding ward than the England and the Birmingham average. This is an area of great concern.

In Kingstanding Ward, deaths from preventable respiratory disease (under 75yrs of age) are some of the most concerning in the city. Reported deaths for the period 2011-2013 run at **132% above the England average**. Stockland Green ward are **70.9% higher than the England average**.

In Kingstanding ward, hip fractures (aged 65+) are some of the highest in the city. For the period 2013/14 99 hip fractures were reported.

Mental health prevalence - people accessing secondary mental health services is significantly worse than the England average too, with 366 people accessing mental health services in 2013-2014. All of the above indicators can be predominantly linked to the wider and social determinants of health, as indicated in the Dahlgren and Whitehead model.

# Birmingham Urban Wellbeing Park

## Cost-Benefit Analysis

February 2016

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## I. Summary

The aim of this Urban Wellbeing Park (UWP) Cost Benefit Analysis (CBA) was to assess the worthiness of the UWP project. This is a social CBA also taking impacts on the environment and people's wellbeing and health into account. This methodical approach is innovative as such public wellbeing effects are usually not assessed as part of CBAs. Costs and benefits were assessed for the time period 2016 to 2040 including the formal UWP project duration (2016-2020) as well as a post-project phase of 20 years as the aim of the UWP project is to generate sustainable benefits. Based on the best (central) estimate the assessment shows that the UWP project results in a net-benefit (Social Return on Investment) of more than £1.1 million between 2016 and 2040 and is therefore worthwhile. The Benefit-Cost Ratio (BCR) is 1.55 which means that every £1 spend on the UWP project is estimated to result in a social return on investment of £1.55.

Table I.1 UWP CBA Summary

<b>Central Estimate</b>	
Net Present Value (NPV) 2016-2040; 2015 prices	
	<b>UWP Project</b>
Total Benefits	£3,172,781
Total Costs	£2,044,668
<b>Net-Benefit</b>	<b>£1,128,114</b>
<b>Benefit-Cost Ratio (BCR)</b>	<b>1.55</b>

Source: *Author calculations*

These figures should be interpreted as baseline value as many benefits of the UWP project such as education, food, volunteers and many health benefits could not be quantified at this stage and therefore do not show up in the calculation above. This is because indicators were still in development or scientific evidence to date does not allow calculating benefits in monetary terms. The real net-benefit of the UWP project may therefore be by magnitudes higher than what the figures above show.

## II. Acknowledgements

The author would like to thank the Urban Wellbeing Park project Steering Group for their support with evidence and project information as well as Locality and New Economy for their support for this project and Cost Benefit Analysis.

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# 1. Introduction & Methods

## 1.1 *Project Brief*

The intention of the Urban Wellbeing Park (UWP) project is to join up the parks and green open space across the Kingstanding and Stockland Green Wards to the North-East of Birmingham City Centre. The UWP catchment area is characterised by multiple social deprivation, suffering disproportionately from poor health and economic resilience. The area exhibits a very high demand access for 'green' public services, but low supply, hence a low transformation rate of public service offers being created through the available local green assets.

The core aim of the UWP project is to deliver health by stealth, encouraging greater use of the local parks through general improvements such as grounds maintenance and increasing the activity offer. The development of the UWP seeks to provide better co-ordination, transformation, cost effectiveness, synergy, community stewardship and collaborative working to develop multiple service offers for existing and new users of their local parks and green open spaces.

The development of an innovative UWP aims to provide an 'Environmental Sustainability Plan for the Kingstanding and Stockland Green Wards', which shall link into and act as a local pilot for the Greater Birmingham Green Commission action plan and support the stated City public health outcomes.

## 1.2 *Cost Benefit Analysis Aims & Objectives*

The main aim of the UWP Cost-Benefit Analysis (CBA) was to assess if the UWP project has an overall positive impact on society. The objectives were:

- (1) To establish a social CBA for the baseline (2015) and a Business as Usual (BAU) scenario (without the UWP project),
- (2) To assess the impact of the UWP project on social, environmental, and economic assets and related benefits and costs during the formal project phase (2016-2020) and beyond (2021-2040),
- (3) To establish a social CBA for an 'UWP Intervention' scenario (with the UWP project), and
- (4) To establish a social CBA for the benefits and costs directly related to the UWP project to assess the desirability of the project in economic terms, supplemented by non-economic evidence as not all benefits can be quantified (extended CBA).

### **1.3 Methods & Caveats**

Assessing the social benefits provided by Green Infrastructure or Natural Capital, such as parks, is challenging, because for most benefits, market prices do not exist. Benefits often occur as positive external effects, meaning that people can benefit from environmental services such as recreational opportunities without having to pay for them (e.g. by paying an entrance fee to a park). This means that environmental/social CBAs often rely on proxy values such as asking people what they would be willing to pay if there was an entrance fee. Here, such evidence was analysed and related values were transferred to the study area applying the so called benefit transfer approach.<sup>1</sup>

For the purpose of this investigation the Urban Wellbeing Park was defined as all parks and green open space (including allotments) across the Kingstanding and Stockland Green Wards of Birmingham. To assess the social benefits of the UWP the ecosystem services framework was used.<sup>2</sup> Ecosystem services are *“the benefits people obtain from ecosystems”*<sup>3</sup> such as recreational opportunities or health benefits. The ecosystem services being assessed were selected based on the services that were likely to be most affected by the UWP project.

The CBA was based on an impact framework which has been developed together with the UWP steering group. The aim of the impact framework was to establish a set of quantifiable indicators (such as visitor and volunteer counts). For each indicator the baseline value was established or estimated and a project goal was defined. This CBA is based on these indicators.

It should be stressed that a range of indicators were still due to be developed or in development at the time of the completion of this CBA. If additional resources become available it is intended to update the impact framework and CBA in the future to assess additional benefits such as further health benefits related to smoking and alcohol misuse reduction (see also Health Section). Furthermore an updated CBA could assess to what extent targets were met or exceeded and which impact that has on the CBA results. A feasible time for an update would be at the end of year 1 and/or by the end of the formal UWP project duration in 2020.

A limitation that applies to basically all CBAs is that it is an assessment of the future and the future is generally uncertain. Together with the project steering group feasible assumptions have been established on how the project will change the UWP and which impact that will have for example on the local community. Further caveats include (1) uncertainties regarding the accuracy of primary valuation studies, (2) the transferability of values from one place (the original assessment) to another (the UWP), and (3) how average values at the Birmingham scale can be down-scaled to the

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<sup>1</sup> See Hölzinger et al. 2013 for more information about methods.

<sup>2</sup> UK NEA 2011.

<sup>3</sup> Millennium Ecosystem Assessment 2005.



ward level. To account for such uncertainties a sensitivity analysis has been undertaken in line with best practice recommendations.<sup>4</sup> All methods and assumptions are transparently outlined in the relevant sections of this investigation.

## 2. Benefits

Below you can see the most relevant benefits associated with the UWP project. Here, ‘relevance’ means the expected magnitude of the impact of the UWP project on benefits and costs. Benefits where it was possible to calculate the monetary value are marked with a ‘(£)’. However, especially in social CBA it is important that other benefits which cannot be quantified in monetary terms are still assessed (extended CBA). Otherwise important benefits may be overseen which can lead to biased outcomes and poor decision-making.<sup>5</sup> It should be stressed that for some quantified benefits such as health benefits only certain elements could be quantified in monetary terms at this stage meaning that these calculated values underestimate the total benefit because they do not cover the whole range of the benefit.

### 2.1 Biodiversity (£)

The assessment of biodiversity benefits was based on a UK stated preferences study from 2011 which is based on people’s preferences for the existence of a high biological diversity in different habitat types.<sup>6</sup> Based on this study average per-ha values were calculated for different habitat types in Birmingham as a whole as part of a former investigation.<sup>7</sup> The Table below shows these values as ‘central estimate’. To account for uncertainties a range of  $\pm 60\%$  for the lower and upper estimate of the sensitivity analysis was applied.

**Table 2.1 Biodiversity Benefits by Habitat Type**

Habitat Type	Annual per-ha value (2015 prices)		
	Central Estimate	Lower Estimate	Upper Estimate
Woodland	<b>£407</b>	£163	£652
Amenity Grassland	<b>£177</b>	£71	£284
Unimproved Grassland	<b>£499</b>	£200	£798
Floodplain Grazing Marsh	<b>£540</b>	£216	£864
Fen	<b>£342</b>	£137	£548

Source: *Birmingham Natural Capital Balance Sheet*

<sup>4</sup> Sunderland and Hölzinger 2013.

<sup>5</sup> Ibid.

<sup>6</sup> Christie et al. 2011.

<sup>7</sup> Birmingham Natural Capital Balance Sheet (unpublished at the time of this assessment).

The type and extend of habitats in the UWP have been derived from Geographic Information System (GIS) data provided by Birmingham City Council. Based on this data the following habitats were identified in the assessment area:

**Table 2.2 Habitat Types in the UWP**

Habitat Type	Area in ha		Change in ha	Change in %
	Before UWP	After UWP		
Woodland	3.99	3.99	0.00	0%
Amenity Grassland	59.68	54.68	-5.00	-8%
Unimproved Grassland	0.75	5.75	5.00	667%
Floodplain Grazing Marsh	2.54	2.54	0.00	0%
Fen	0.19	0.19	0.00	0%
<b>Total</b>	<b>67.15</b>	<b>67.15</b>		

Source: *Author calculations*

The ‘before UWP’ column shows the status quo (2015) whilst the ‘after UWP’ column shows the habitats in 2020 which includes habitat changes due to the UWP project. As one can see the only planned change is to convert 5 ha of amenity grassland into unimproved grassland. Based on this data the benefits were calculated for:

- The Business as Usual (BAU) scenario (without UWP project intervention assuming that no habitat changes take place), and
- The estimated benefits with UWP project intervention (the creation of 5 ha of unimproved grassland).

For both scenarios the following benefits were calculated:

- The value in 2020, and
- The capitalised value over the period 2016-2040.

To calculate the capitalised value a discount rate of 1.5 % was applied for the central estimate. Because determining the ‘right’ discount rate is difficult it is recommended to apply different discount rates as part of the sensitivity analysis.<sup>8</sup> Therefore a higher discount rate of 3.5% was applied for the lower estimate (because a higher discount rate results in lower values) and a lower discount rate of 0.0 % was applied for the higher estimate, respectively.

When benefits change due to the UWP project (here due to the creation of unimproved grassland) then the assumption underlies that changes occur gradually over the formal UWP project duration (2016-2020). In this example that means that of the intended 5 ha of unimproved grassland creation

<sup>8</sup> See also Sunderland and Hölzinger 2013; Hölzinger, Horst, and Sadler 2014.

1 ha is created in 2016, another 1 ha in 2017 and so on. This assumption applies for all costs and benefits in the CBA if not stated otherwise. Another assumption is that there is no time-delay for the created habitat for performing ecosystem services. Some new created habitats such as woodland need a long time until they perform their full ecosystem services potential but for fast growing habitats such as grassland this assumption seems reasonable. Applying the values and methods as outlined above the following values were calculated for biodiversity benefits:

**Table 2.3 Biodiversity Benefits**

	Estimate	Scenario	Total annual value in 2020 (2015 prices)	Annual value change in 2020 (2015 prices)	Net Present Value 2016-2040 (2015 prices)	NPV change (2015 prices)
<b>Biodiversity</b>	<b>Central</b>	<b>BAU</b>	<b>£13,018</b>		<b>£290,567</b>	
		<b>UWP</b>	<b>£14,511</b>	<b>£1,493</b>	<b>£320,766</b>	<b>£30,199</b>
	Low	BAU	£4,723		£92,453	
		UWP	£5,265	£542	£101,854	£9,401
	High	BAU	£22,438		£560,951	
		UWP	£25,011	£2,573	£620,134	£59,182

Source: *Author calculations*

One can see that due to the habitat changes the annual biodiversity value (central estimate) is expected to change from £13,018 to £14,511 resulting in a net benefit of £1,493 per annum. The Net Present Value (NPV) of biodiversity benefits (central estimate) performed between 2016 and 2040 is estimated to rise from £290,567 to £320,766 meaning that the UWP project is expected to have a positive biodiversity valued of £30,199.

## **2.2 Education**

The UWP project aims to substantially increase the number of children and disadvantaged people engaged in outdoor educational activities. An example is the creation of an Eco Hub which shall also offer a room for school classes. Evidence suggests that contact with nature is very important for childhood development and also leads to higher earnings later.<sup>9</sup> Therefore the UWP project will offer a significant benefit to education even if this effect cannot be quantified in monetary terms because of a lack of relevant valuation evidence.

<sup>9</sup> Mourato et al. 2010; Church et al. 2011.

## **2.3 Food**

One aim of the UWP project is to encourage local residents to make much better use of the available allotments in the UWP. In 2015 only 7.25 ha out of 38.54 ha of allotment plots were used by local residents. The UWP project aims to encourage local residents to use all available plots by 2020 which would mean an increase of almost 500%. This has not just a direct food benefit (especially for those living in food poverty) but there is also a social value attached as allotments can serve as space for community cohesion. Growing food has also positive health effects. Therefore the UWP has a positive effect on food production but this effect could not be valued in monetary terms as part of this CBA.

## **2.4 Recreation (£)**

The calculation of recreational benefits was based on visitor counts to the UWP. Because no visitor statistics were available directly for the UWP the baseline for 2015 has been estimated using data derived from Natural England's Monitoring the Engagement with the Natural Environment (MENE) survey.<sup>10</sup> Results from MENE surveys between 2009/10 and 2013/14 show an average annual visitor count to parks and accessible woodland of 27.7 million in the whole of Birmingham.<sup>11</sup> To estimate the visitor count to the UWP the average annual visitor count to parks and accessible woodland in Birmingham was divided by the total area of parks and accessible woodland in Birmingham (4,321 ha) and then multiplied by the area of parks and accessible woodland within the UWP (88 ha). This calculation results in an estimated average annual visitor count to the UWP of 565,000 which serves as baseline for this calculation.

Because this figure is based on statistics for Birmingham as a whole and there will be variation in the number of visitors across Birmingham's greenspaces a  $\pm 50\%$  range has been applied for the upper and lower estimates of the sensitivity analysis with a range from 283,000 to 848,000 visits.

The recreational value per visit used in this CBA is based on a stated preferences study from 2003.<sup>12</sup> A  $\pm 20\%$  range has been applied for the upper and lower estimates of the sensitivity analysis to account for uncertainties regarding the original study and potential benefit transfer errors (in addition to the visitor count adjustments).

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<sup>10</sup> <https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results>

<sup>11</sup> Please note that this count has been corrected for children visits which is not directly included in the MENE results. For more information see Birmingham's Natural Capital Balance Sheet.

<sup>12</sup> Scarpa 2003.

**Table 2.4 Recreational Benefits per Visit**

Habitat Type	Annual value per visit (2015 prices)		
	Central Estimate	Low Estimate	High Estimate
Woodland & Parks	<b>£1.21</b>	£0.97	£1.45

Source: *Author calculations based on Scarpa 2003.*

As many of the UWP project activities are aimed to encourage more people being more active in parks and using the UWP more frequently it has been assumed that the visitor counts to the UWP will increase by 5-10% between 2015 and 2020 (central estimate 7.5%) as a direct result of the UWP project. For the Business as Usual (BAU) scenario constant visitor counts over time were assumed. The recreational value has been estimated by multiplying the visitor count by the value per visit:

**Table 2.5 Recreation Benefits**

	Estimate	Scenario	Total annual value in 2020 (2015 prices)	Annual value change in 2020 (2015 prices)	Net Present Value 2016-2040 (2015 prices)	NPV change (2015 prices)
<b>Recreation</b>	<b>Central</b>	<b>BAU</b>	<b>£634,807</b>		<b>£14,169,458</b>	
		<b>UWP</b>	<b>£682,417</b>	<b>£47,610</b>	<b>£15,132,585</b>	<b>£963,128</b>
	Low	BAU	£115,160		£2,254,233	
		UWP	£120,918	£5,758	£2,354,169	£99,936
	High	BAU	£1,641,281		£41,032,018	
		UWP	£1,805,409	£164,128	£44,806,963	£3,774,946

Source: *Author calculations*

## **2.5 Health Benefits (£)**

To estimate the health benefit of activities in the UWP the Health Economic Assessment Tool (HEAT) developed by the World Health Organisation (WHO) has been used. The tool was designed to assess the value of reduced mortality from walking and cycling and is based on several health and economic studies informed by an expert panel.<sup>13</sup>

To be able to apply the HEAT a range of indicators needed to be established and assumptions to be made. The first step was to estimate the number of cycling/walking trips to the UWP. Whilst the visitor count for recreation also includes children the count used for the HEAT analysis is only based on adults as the tool is designed to assess health effects for adults only. Starting with the estimated total number of trips undertaken by adults to the UWP of 439,000 (baseline, see Recreation Section above for calculation; 29% reduction to exclude children) the proportion of cycling and walking trips was estimating using a detailed analysis of the MENE survey. The MENE data allowed extracting the number of visits for a specific purpose; to a specific destination. All visits to woodland and parks

<sup>13</sup> WHO 2014.

(MENE Question 5) with a break-down by activity (MENE Question 4) were assessed for the period 2012/13 to 2014/15. The MENE survey reveals visitor counts for 'off-road cycling or mountain biking', 'road cycling', 'walking without a dog' and 'walking with a dog'. The former two have been aggregated to estimate the number of cycle trips to woodland and parks whilst the latter two were aggregated to estimate the proportion of walking trips, respectively. Because sample sizes at Birmingham level were rather small the analysis was based on an assessment of West Midlands County statistics assuming that similar proportions also apply for Birmingham and the UWP. The analysis showed that 2.5% of visits to woodland and parks were for the purpose of cycling (1.3% road and 1.2% off-road) whilst 82% of visits were undertaken for the purpose of walking (48.1% with and 34.1% without a dog).

The necessary minimum intensity of cycling to have a measurable positive health effect is usually reached even at low cycling speed the studies on which the HEAT is based on were based on walking of at least moderate speed (about 3 miles per hour).<sup>14</sup> However, it is unrealistic to assume that all walkers in the UWP reach this intensity level. For the purpose of this investigation the assumption was made that two-third of walkers (54.8% of all trips) walk at a speed of at least 3 miles per hour whilst one-third will not reach this intensity level. That does not mean that lower intensity walking has no positive health effect but that this effect could not be assessed using the HEAT.

Based on these calculations and assumptions the total number of cycling trips to the UWP has been estimated to be about 11,000 whilst the estimated number of walking trips was estimated to be 240,000 (both baseline 2015). Without the UWP project the assumption underlies that these trip counts will not change over time. For the UWP project intervention scenario the assumption underlies that the number of visitors gradually increases by 7.5% by 2020 (as for recreation).

The HEAT also needs information about how many individuals undertake this amount of cycling/walking trips. Because the MENE survey gives very limited information about the number of people this has been estimated making use of Sports England's Active People Survey 9 (2014/15). The survey provides statistics at the national level about how many recreational cycling/walking trips each individual undertakes per week/year. Because the survey results are presented in categories (e.g. 'at least 3 trips per week' or 'at least 1 trip per month') the average cycle/walking trips per person per year have been approximated from the available data. It was estimated that the average recreational walker walks 145 times a year whilst the average cyclist cycles 77 times a year. Based on this it was estimated that the 240,000 walking trips were undertaken by 1656 individuals whilst 11,000 cycle trips were undertaken by 142 individuals (both baseline).

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<sup>14</sup> Ibid.

The HEAT also requires the average duration per trip which has again be derived from the Active People Survey at the national level. The average duration of a recreational cycle trip in 2014/15 was 82 minutes whilst the average recreational walking trip was 62 minutes, respectively. The assumption underlies that these averages also apply for the population using the UWP and does not change over time.

Using the data and assumptions above the HEAT was applied for both, cycling and walking, and has calculated that the annual health benefit (reduced mortality only) of this level of walking is £2.62m and the annual benefit of this level of cycling is £0.14m (baseline). However, it can be questioned if all cycling/walking is a direct result of the existence of the UWP. It could for example be that in case the UWP would not exist, at least a proportion of potential UWP cyclists/walkers would still have similar activity levels because they may cycle/walk in other parks, on the street or exercise in a gym. On the other hand research suggests that the existence of green spaces attracts and increases physical activity.<sup>15</sup> For the purpose of this assessment the assumption underlies that 50% of cycling/walking (and related health benefit) is a direct result of the existence of the UWP which would not occur otherwise in a different setting. We also assume that 50% of the additional cycling/walking trips as a direct result of the UWP project is 'new' meaning that people getting (more) active rather than just changing the setting where they exercise (doing walks in the park rather than on the street but no net-change to walking duration or intensity).

Applying the assumptions as outlined above the overall health benefit of the UWP has been calculated as shown in Table 2.8. For the upper and lower estimate of the sensitivity analysis potential variations in visitor counts ( $\pm 50\%$ ) as well as a  $\pm 30$  range to account for uncertainties and caveats of the original valuation studies and the assumptions above were applied. As for recreation we assume that the number of cyclists/walkers increases by 7.5% (central estimate) by 2020.

**Table 2.6 Health Benefits**

	Estimate	Scenario	Total annual value in 2020 (2015 prices)	Annual value change in 2020 (2015 prices)	Net Present Value 2016-2040 (2015 prices)	NPV change (2015 prices)
<b>Health</b>	<b>Central</b>	<b>BAU</b>	<b>£1,280,535</b>		<b>£28,582,704</b>	
		<b>UWP</b>	<b>£1,376,146</b>	<b>£95,611</b>	<b>£30,516,845</b>	<b>£1,934,142</b>
	Low	BAU	£406,526		£7,957,687	
		UWP	£436,879	£30,353	£8,484,500	£526,813
	High	BAU	£2,690,025		£67,250,625	
		UWP	£2,890,875	£200,850	£71,870,175	£4,619,550

Source: *Author calculations*

<sup>15</sup> See e.g. Coombes, Jones, and Hillsdon 2010.

Another assumption is that health benefits do not overlap with recreational benefits. It may be possible that when people were asked for their Willingness to Pay (WTP) to assess woodland, for example, that they included the ascertained health benefits into this calculation. This could result in double-counting of benefits when adding recreational and health benefits up. However, such considerations would probably more relate to morbidity (which is not assessed by HEAT anyway) rather than mortality risks. Furthermore other health benefits such as from lower intensity walking or other activities were not assessed here which means that it can be assumed that this is still a conservative health benefit estimate.

In addition to activity-related health benefits it is also planned to introduce/increase further measures to improve public health as part of the UWP project. Erdington District (within which the UWP is located) has selected health priorities including smoking cessation, older adult health and wellbeing, reducing alcohol consumption and mental health. Erdington District has the highest prevalence of smoking in Birmingham, with one of the lowest quit rates. Deaths from alcohol related liver disease are the second highest in Birmingham. Admission rates for mental health are above the Birmingham average, and death rates for mental health are higher than the Birmingham and the England average. To tackle these issues it is planned to offer new/increase advice, guidance and other services as part of the UWP project for example to (1) decrease smoking prevalence, (2) increase smoking quit rates, (3) increase mental wellbeing, (4) better treat people with alcohol and substance misuse, and to (5) better engage people with services that are outlined in the employment and skills plan for Erdington district.

Many of these services will be provided in the new Eco Hub and directly in the open spaces (e.g. as part of events). There is a clear commitment from Birmingham Public Health and other partners to these activities. It is planned to define measurable and quantifiable goals and targets during year 1 of the project. Therefore figures were not available at the time when this CBA was completed which means that the associated benefits could not be calculated in monetary terms. It is likely that the quantification of these benefits would significantly increase the health benefits of the UWP project – another reason why the findings of this CBA should be interpreted as baseline of the real value.

## **2.6 Productivity (£)**

The activity-related health benefits of the UWP outlined above also have the positive ‘side-effect’ of increased productivity because people being physically active also have fewer days of sickness absence from work. To work out the value of this effect the total estimated number of walkers (cyclists) walking (cycling) at least once per week (BAU: 1,340; Intervention: 1,440) is the basis. In line with health benefits the assumption underlies that 50% of this walking (cycling) is a direct effect of the existence of the UWP and would not occur without it. This figure (BAU: 670; Intervention:



720) was then used to estimate the proportion of adults in working age (83.1%; based on 2011 census data at Birmingham level).<sup>16</sup> The employment rate of the working age population in Birmingham (57.5%; based on 2011 census) was then used to estimate the number of working people who have increased activity levels due to the Urban Wellbeing Park (BAU: 320; Intervention: 344).

The benefit was quantified by multiplying the average daily wage in Birmingham of £104 (based on 2011 census; 2015 prices) by the average annual days of absence caused by physical inactivity of 5.23. This number of days is also used in the Physical Activity Return on Investment Tool developed by the National Institute for Health and Care Excellence (NICE) for similar assessments.<sup>17</sup> The annual average productivity benefit per person per year of £544 was then multiplied by the number of people who benefit and capitalised over time.

**Table 2.7 Productivity Benefits**

	Estimate	Scenario	Total annual value in 2020 (2015 prices)	Annual value change in 2020 (2015 prices)	Net Present Value 2016-2040 (2015 prices)	NPV change (2015 prices)
<b>Productivity</b>	<b>Central</b>	<b>BAU</b>	<b>£161,688</b>		<b>£3,609,022</b>	
		<b>UWP</b>	<b>£173,815</b>	<b>£12,127</b>	<b>£3,854,334</b>	<b>£245,313</b>
	Low	BAU	£82,129		£1,607,656	
		UWP	£88,288	£6,160	£1,714,563	£106,908
	High	BAU	£271,727		£6,793,170	
		UWP	£292,106	£20,380	£7,261,899	£468,729

Source: *Author calculations*

## **2.7 Volunteers**

One main aim of the UWP project is to significantly increase the number volunteers engaged in Friends Groups for the UWP. In 2015 there were 3 Friends Groups with approximately 45 active members in total. By the end of 2020 the goal is to increase this to 7 Friends Groups with almost 450 active members altogether. Unfortunately the social benefit of these volunteering activities could not be assessed in monetary terms. However, it is feasible to assume that volunteering provides a net-benefit to society – not just due to the improvements volunteers offer to the UWP (litter picking, events etc.) but also to the volunteers themselves (in an anthropocentric world people would not volunteer if they would not benefit from volunteering). Therefore we can assume that the UWP has a positive social effect by engaging more volunteers. A summary of all UWP benefits is provided in Section 4.

<sup>16</sup> Mallender et al. 2013 was used to extract that data.

<sup>17</sup> Ibid.

### **3. Costs**

The assessed costs for this CBA include different elements. The annual Ground Maintenance and administrative costs for the UWP were provided by Birmingham City Council and were about £170,000 in 2015. These costs are expected to remain constant over time (in real terms) – with and without the UWP project.

Costs (funding) to run UWP Friends Groups were estimated to be about £3,000 per year for each of the 3 groups in 2015 resulting in total running costs of £9,000. For the BAU scenario it is assumed that these costs will not change over time. However, with the UWP project intervention it is planned to increase the funding base of each Friends Group to £10,000 by 2020 for 7 groups resulting in a total of £70,000 each year. It is also planned to run more community events in the UWP. In 2015 there were 3 community events in the UWP and the target is to increase this to 7 events per year by 2020. The average costs per community event were estimated to be £5,000.

There are also costs directly incurred by to the UWP project. It is planned to create a position for an UWP project coordinator for 5 years which would cost about £125,000 in total. There is also an UWP steering group which intends to meet 6 times a year between 2016 and 2020. The costs were estimated to be £12,500 in total. Furthermore it is planned to create an Eco Hub which requires capital investment of £401,000 between 2016 and 2017.

The Net Present Value (NPV 2016-2040) of all costs related to the UWP were estimated to be £4.0 million under the BAU scenario and are expected to increase by £2.0 million to £6.0 million with UWP project intervention. For the sensitivity analysis only alternative discount rates were applied whilst nominal costs remain the same as for the central estimate. A more detailed break-down of costs is provided in the Chapter 4 below.

### **4. Cost-Benefit Analysis: Results**

The results of the UWP CBA can be reviewed in Table 4.1 below. The ‘Business as Usual Scenario’ column estimates the CBA for a future without UWP project whilst the ‘UWP Intervention Scenario’ column estimates the CBA for a future with UWP project. The last ‘UWP Project’ column shows costs and benefits directly related to the UWP project.

Table 4.1 Results: Central Estimate

	<b>Central Estimate</b> Net Present Value (NPV) 2016-2040; 2015 prices		
	<b>Business as Usual (BAU) Scenario</b> (without UWP Project)	<b>UWP Intervention Scenario</b> (with UWP Project)	<b>UWP Project</b> (change from BAU to Intervention Scenario)
<b>Benefits</b>			
Biodiversity	£290,567	£320,766	£30,199
Recreation	£14,169,458	£15,132,585	£963,128
Health	£28,582,704	£30,516,845	£1,934,142
Productivity	£3,609,022	£3,854,334	£245,313
<b>Total Benefits</b>	<b>£46,651,750</b>	<b>£49,824,531</b>	<b>£3,172,781</b>
<b>Costs</b>			
Ground Maint. & Admin	£3,509,923	£3,509,923	£0
Friends Groups	£186,477	£1,331,939	£1,145,462
Community Events	£310,794	£686,356	£375,561
UWP Coordinator	£0	£119,566	£119,566
UWP Steering Group	£0	£11,923	£11,923
Eco Hub	£0	£392,155	£392,155
<b>Total Costs</b>	<b>£4,007,194</b>	<b>£6,051,861</b>	<b>£2,044,668</b>
<b>Net-Benefit</b>	<b>£42,644,557</b>	<b>£43,772,670</b>	<b>£1,128,114</b>
<b>Benefit-Cost Ratio (BCR)</b>	<b>11.64</b>	<b>8.23</b>	<b>1.55</b>

Source: *Author calculations*

With a look at the BAU and intervention scenario one can see the UWP will provide a significant net-benefit to society regardless of the UWP project. However, if we look at the last column we can see that the UWP project is estimated to add an additional net benefit of £1.13 million to society between 2016 and 2040. The Benefit-Cost Ratio (BCR) of the UWP project is 1.55 which means that every £1 spend on the UWP project is estimated to result in a social return on investment of £1.55. Every BCR >1 indicates that an investment is worthwhile. And we should not forget that many of the benefits could not be calculated in monetary terms which means they are not accounted for in this table. The UWP project is also estimated to have positive effects on:

- Education (see Section 2.2)
- Food production (see Section 2.4)
- Additional health benefits (see Section 2.5)
- Volunteers (see Section 2.8)

This means that the monetary CBA above is significantly underestimating the real net-benefit of the UWP project. This should also be recognised when interpreting the lower and upper estimates of the sensitivity analysis. If additional funding becomes available then it is planned to update the UWP CBA to quantify more of the associated benefits to get closer to the real value of the project.

**Table 4.2 Results: Lower Estimate**

	<b>Lower Estimate</b> Net Present Value (NPV) 2016-2040; 2015 prices		
	<b>Business as Usual (BAU) Scenario</b> (without UWP Project)	<b>UWP Intervention Scenario</b> (with UWP Project)	<b>UWP Project</b> (change from BAU to Intervention Scenario)
<b>Benefits</b>			
Biodiversity	£92,453	£101,854	£9,401
Recreation	£2,254,233	£2,354,169	£99,936
Health	£7,957,687	£8,484,500	£526,813
Productivity	£1,607,656	£1,714,563	£106,908
Total Benefits	£11,912,029	£12,655,086	£743,057
<b>Costs</b>			
Ground Maint. & Admin	£2,791,985	£2,791,985	£0
Friends Groups	£148,334	£1,039,751	£891,417
Community Events	£247,223	£539,491	£292,268
UWP Coordinator	£0	£112,876	£112,876
UWP Steering Group	£0	£11,256	£11,256
Eco Hub	£0	£380,889	£380,889
Total Costs	£3,187,541	£4,876,247	£1,688,706
<b>Net-Benefit</b>	<b>£8,724,487</b>	<b>£7,778,839</b>	<b>-£945,649</b>
<b>Benefit-Cost Ratio (BCR)</b>	<b>3.74</b>	<b>2.60</b>	<b>0.44</b>

Source: *Author calculations*

Table 4.3 Results: Upper Estimate

	<b>Upper Estimate</b> Net Present Value (NPV) 2016-2040; 2015 prices		
	<b>Business as Usual (BAU) Scenario</b> (without UWP Project)	<b>UWP Intervention Scenario</b> (with UWP Project)	<b>UWP Project</b> (change from BAU to Intervention Scenario)
<b>Benefits</b>			
Biodiversity	£560,951	£620,134	£59,182
Recreation	£41,032,018	£44,806,963	£3,774,946
Health	£67,250,625	£71,870,175	£4,619,550
Productivity	£6,793,170	£7,261,899	£468,729
<b>Total Benefits</b>	<b>£108,843,594</b>	<b>£117,297,272</b>	<b>£8,453,678</b>
<b>Costs</b>			
Ground Maint. & Admin	£4,235,025	£4,235,025	£0
Friends Groups	£225,000	£1,628,000	£1,403,000
Community Events	£375,000	£835,000	£460,000
UWP Coordinator	£0	£125,000	£125,000
UWP Steering Group	£0	£12,465	£12,465
Eco Hub	£0	£401,000	£401,000
<b>Total Costs</b>	<b>£4,835,025</b>	<b>£7,236,490</b>	<b>£2,401,465</b>
<b>Net-Benefit</b>	<b>£104,008,569</b>	<b>£110,060,782</b>	<b>£6,052,213</b>
<b>Benefit-Cost Ratio (BCR)</b>	<b>22.51</b>	<b>16.21</b>	<b>3.52</b>

Source: Author calculations

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Theme	Impact Category		Indicator		Metric	Sub-Group (if applicable)	2015	2020	Change 2015-2020	
							Actual	Target	Target	Target %
Economic	A2	Education	A2.1	Number of people engaged in UWP outdoor education activities	Count	a Total	149			
						b Forest schools	149			
						c Ranger services				
						d Park keepers				
						e Witton Lakes duckling watch				
						f Anything else?				
	A2.2	Total hours spent on UWP outdoor education activities	hours	a Total	2282					
				b Forest schools	2282					
				c Ranger services						
				d Park keepers						
				e Witton Lakes duckling watch						
				f Anything else?						
A4	Food	A4.1	Area Managed for Food Production	Ha	a Total	7.25	38.54	+31	+432%	
					b Allotments	6.5	38.54	+32	+493%	
					c Horticulture	0.75				
		A4.2	People engaged in food growing/ foraging activities	Count	a Total	721	0			
					b Allotments	685				
					c Horticulture					
e Other	36									
Social	B1	Recreation	B1.1	Visitor Counts	Count	a Total	565,179	607,567	+42388	+7%
						c Event Attendees	3,639			
						e Red Hot Chilli Steppers	184			
	B5	Aesthetic Appreciation	B5.1	Sites/area with Green Flag Status	Nr & ha	a Number of sites	0	7	+7	
b Area in ha						0	52	+52		
Environmental	C1	Biodiversity	C1.1	Area of Habitat/Land-Use Change	Type & Ha	a Created habitat: Unimproved Grassland	0.75	5.75	+5	+667%
						Replaced habitat: Improved Grassland				

# Birmingham Urban Wellbeing Park Impact Framework

Appendix 4 ii

Version 1.0 February 2016

Theme	Impact Category		Indicator		Metric	Sub-Group (if applicable)	2015	2020	Change 2015-2020	
							Actual	Target	Target	Target %
Economic	A1	Volunteers	A1.1	Number of Volunteers Engaged	Count	a Total	59	438	+379	+642%
						b Friends Groups	45	438	+393	+873%
						c Group Leaders (Friends of Witton Lakes, Perry Common, Brookevale & Wyrley Birch Allotments)	4			
						d Kingstanding Beacon 'Pimple' volunteer day	18			
						e Ducking Watch	10			
			A1.2	Volunteer Hours	Hours	a Total	3486			
						b General unskilled labour: e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support.	3388			
						c Specialist skilled trained labour: e.g. operations for which certified training is required such as operating dangerous equipment.	0			
						d Specialist services: e.g. supervising, training labour teams, surveys, counts, printing, designing, photography.	97.5			
						e Professional services: e.g. consultants, lawyers, planners, engineers, accountants, auditors.	0			
			A1.3	Value of Volunteer Hours	£	a Total	£24,222			
						b General unskilled labour (£6.25/hr)	£21,175			
						c Specialist skilled trained labour (£18.75/hr)	£0			
						d Specialist services (£31.25/hr)	£3,047			
						e Professional services (£50.00/hr)	£0			



## Theme: Connect

## COMMUNITY GOVERNANCE

### Short Term - Year 1:

- Develop and agree UWP Steering Group terms of reference and structure for delivery of Operational Plan – meet 6 weekly
- Plan and deliver UWP launch (20<sup>th</sup> April 2016) ensuring key stakeholders and funders engaged
- Develop and recruit UWP Co-ordinator post and secure resources to deliver role
- Support design of Witton Lakes Eco Hub and funding process
- Work with 3 existing Friends of Groups (FOGs) to support them plan their parks, inclusive of individual park visitor and surrounding homes surveys
- Develop and promote annual activities programme in 3 established parks – Brookvale, Witton Lakes and Perry Common.
- Develop UWP Social Media platform and training with existing FOG to help promote their parks
- Agree arrangements for introduction of 'BetterPoints' system / app into UWP
- Establish data collection arrangements for ongoing CBA and performance dashboard

### Medium Term – Year 2-3:

- Explore development of 2 FOGs in underused parks supported by existing FOGs, inclusive of conducting door knocking campaign of homes on the perimeter of the parks.
- FOG adopt operational standard
- Establishment of Eco Hub
- UWP Steering Group meeting x 6 annually and host annual meetings of UWP
- Explore Local Trust arrangements

### Long Term – Year 4-5:

- Host FOG activities in a further 2 underused parks
- Confirm Local Trust or continued governance arrangements with all UWP FOG

## Delivery

The governance of the project will evolve alongside the development of the UWP through the consolidation of the existing partners forming the UWP Steering Group to deliver the Operational Plan. Though the Steering Group will be initially supported by WLCA, this will be reviewed annually. Exploration of potential local Trust arrangements will commence exploration in Year 3 once the UWP operational delivery has been established and new Friends groups become active. Birmingham Open Spaces Forum will support establishment of new FOG alongside existing FOGs

## Resources

- Governance arrangements over period £12.5K
- UWP Co-ordinator—£25k p/a
- Support FOGs to apply for Awards for All grants—£10k p/a x 7 = £70k p/a from Year 3
- Apply to Reaching Communities Building Fund to establish Eco Hub—£401k

## Theme: Keep Learning

## HEALTH

### Short Term - Year 1:

- Recruit 2 GP practices through Cross City CCG and Public Health to develop Social Prescription pathways into UWP activities.
- Develop referral pathways for social prescription by health providers, Universal Prevention Services, Better Care Wellbeing Co-ordinator and Kingstanding Wellbeing Hub and Children's Centres.
- Liaise with public health lifestyle commissioned services to develop programmes that can be configured for delivery in the UWP and Eco Hub.
- Develop bespoke evaluation tool to assess social prescription referrals to UWP programmes.
- Establish activity and health baselines to feed into a health outcomes dashboard and the UWP health challenge heat map.

### Medium Term – Year 2-3:

- Recruit further 3 GP Practices to UWP Social Prescription scheme.
- Implement social prescription participant's assessment, report findings and adjust programmes accordingly.
- Public health lifestyle commissioned providers delivering 'health by stealth' from UWP and Eco Hub.
- Commission UWP Social Prescription Research Evaluation Report.

There is already an abundance of wellbeing services being commissioned for smoking cessation, alcohol and substance misuse, mental wellbeing and improving physical health. The providers of these will need to be engaged and where appropriate for them to be delivering such interventions in the UWP and The Eco Hub in Witton Lakes.

### Long Term – Year 4-5:

- Recruit further 4 GP Practices to UWP Social Prescription scheme
- Host dissemination conference on findings of UWP Social Prescriptions
- Incorporate finding of UWP health interventions into public health lifestyle and CCG commissioning frameworks

## Delivery

Public health will provide the UWP lead for developing baselines, evaluation tools and directing their commissioned lifestyle service providers (smoking cessation, alcohol and substance misuse, mental wellbeing and improving physical health) to engage and modify delivery to take place within the UWP and the Eco Hub. WLCA will develop the UWP Social Prescription scheme with Partners, especially the City Council's Wellbeing Service, and liaise with engaged GPs and the Local Commissioning Network.

## Resources

There is already an abundant resource committed through commissioned public health lifestyle services, Universal Preventions Services, Better Care and the City's Wellbeing Services. The collective resource deployment of these existing commitments needs focus and brokerage through a local social prescription mechanism. This will be initially developed through WLCA with an ongoing delivery cost of circa £40K.

## Theme: Be Active

## ACTIVITIES

### Short Term - Year 1:

- Active Parks and Eco Hub taster sessions as part of UWP launch event.
- Wellbeing Service develop annual activities (Active Parks) programme with FOG at established sites (Brookvale, Witton Lakes and Perry Common), inclusive of developing activities that can be delivered by local groups.
- 3 established sites host annual festival - 'Pop Up' kitchen, allotments and sports activities (e.g. Spring in Spring – Perry Common, Wyrley Festival of Fun – Witton Lakes, supported by and promoting volunteering.
- Witton Lakes Eco Hub launches annual activities (nature walks, gardening, cycling etc.) schools programme and hosts 4 open days.
- 3 primary schools develop parks activity programmes
- FOGS explore activities, hobbies and groups that can run between parks. e.g. play network / photography group to drive UWP social media platform content.
- Launch 'BetterPoints' rewards incentives campaign with a range of challenge activities across UWP.

### Medium Term – Year 2-3:

- Witton Lakes Eco Hub fully operation providing activity hub for learning, development, outdoor pursuits and fun
- Wellbeing service develops annual activities programmes with 4 new sites with FOG.
- 4 new sites introduce annual festivals.
- Additional primary schools adopt parks activity programmes.
- 3 Neighbourhoods in Bloom adjacent to UWP parks developed.

### Long Term – Year 4-5:

- Annual festival days across all sites and annual UWP games.
- Local groups running host of activities across UWP.
- 4 additional Neighbourhoods in Bloom adjacent to UWP parks developed.

## Delivery

Delivery will be supported by a combination of FOGs, the Wellbeing Services, 'Active Street' primary schools, existing and new providers and community groups. The Witton Lakes Eco Hub will also act as a catalyst for providing and developing activities and events with local communities.

## Resources

Annual activity value from Wellbeing Service - £8K annually  
Annual park festivals per site £5K x 7 sites - £35k annually  
Witton Lakes Eco Hub core delivery £50K and Valuing Worth activity value £100K pa

## Theme: Take Notice

## ENVIRONMENTAL

### Short Term - Year 1:

- FOGs in established sites consulted on annual Grounds Maintenance (GM) programme, planting and sowing of new wild flower meadows / strips and role of park volunteers.
- Urban Buzz Project to further facilitate habitat developments and incorporate upkeep into rolling GM programme.
- Exploration of GM Skills academy in Brookvale to support UWP GM requirement, inclusive of volunteers acquiring accredited qualifications, work experience and potential training and apprenticeship scheme.

### Medium Term – Year 2-3:

- Redevelopment of Perry Common Recreation Ground through the final regeneration phase will bring a raft of new habitats and features of interest for people and wildlife in the park area.
- Launch UWP Incredible Edibles food growing and allotment campaign
- 4 FOGs on new UWP sites engaged in shaping GM and habitat development activities and introduction of park volunteers.
- Preparations for new GM contract with ask for local devolved option.

### Long Term – Year 4-5:

- Shape of new GM contract determined.
- FOGs supporting environmental enhancements and upkeep across UWP

## Delivery

The Parks Service and Glendale, alongside FOGs with specialist environmental groups, such as the Wild Life Trust and Urban Buzz will be the core delivery agents of the UWP environmental strand. The renewal of the GM contract in year 4 (2019) provides an opportunity both to shape the contract and provide innovative local land management and habitat enhancement, inclusive of incorporating delivery through the proposed GM Skills Academy in Brookvale Park.

## Resources

The annual Ground Maintenance and administrative costs for the UWP is £170,000 (2015). This is expected to remain constant until the GM is renewed in Year 4. FOGs support in kind, local and regional funds will be applied for and continue to be utilised by continuing to innovate and improve habitat across the UWP.

## Theme: Give

## ECONOMIC

### Short Term - Year 1:

- Securing development resources Witton Lakes Eco Hub via the Reaching Communities Building.
- Securing a Development and Co-ordination post for the UWP.
- Develop Park Plans through “planning for real” exercise for existing FOG to determine volunteer and resource requirements.
- Develop volunteer campaign for FOGs to support the activities of their Park Plan.
- Establish with FOGs Corporate Social Responsibility (CSR) programme attracting range of volunteers to support UWP activities.

### Medium Term – Year 2-3:

- Existing 3 Friends groups supported to secure £10K development grants through the Awards for All programme.
- New FOGs undertake “planning for real” exercise to develop their Park Plans and apply for Awards for All.
- Eco Hub to develop a volunteering opportunities scheme.
- Eco Hub to develop an enterprise prospectus across the UWP remit.
- UWP Cost Benefit Analysis enhanced and repeated.

### Long Term – Year 4-5:

- UWP Cost Benefit Analysis enhanced and repeated.
- Preparation and delivery of next UWP 5 year Business Plan.

## Delivery

Developing support, resources and ongoing delivery plans for the UWP will be the collective responsibility of the UW Steering Group. Witton Lodge Community Association is leading on the delivery of the Eco Hub.

## Resources

- Governance arrangements over period £12.5K
- UWP Co-ordinator—£25k p/a
- Support FOGs to apply for Awards for All Grant—£10k x 7 = £70K p/a from Year 3
- Apply to Reaching Communities Building Fund to establish Eco Hub—£401k