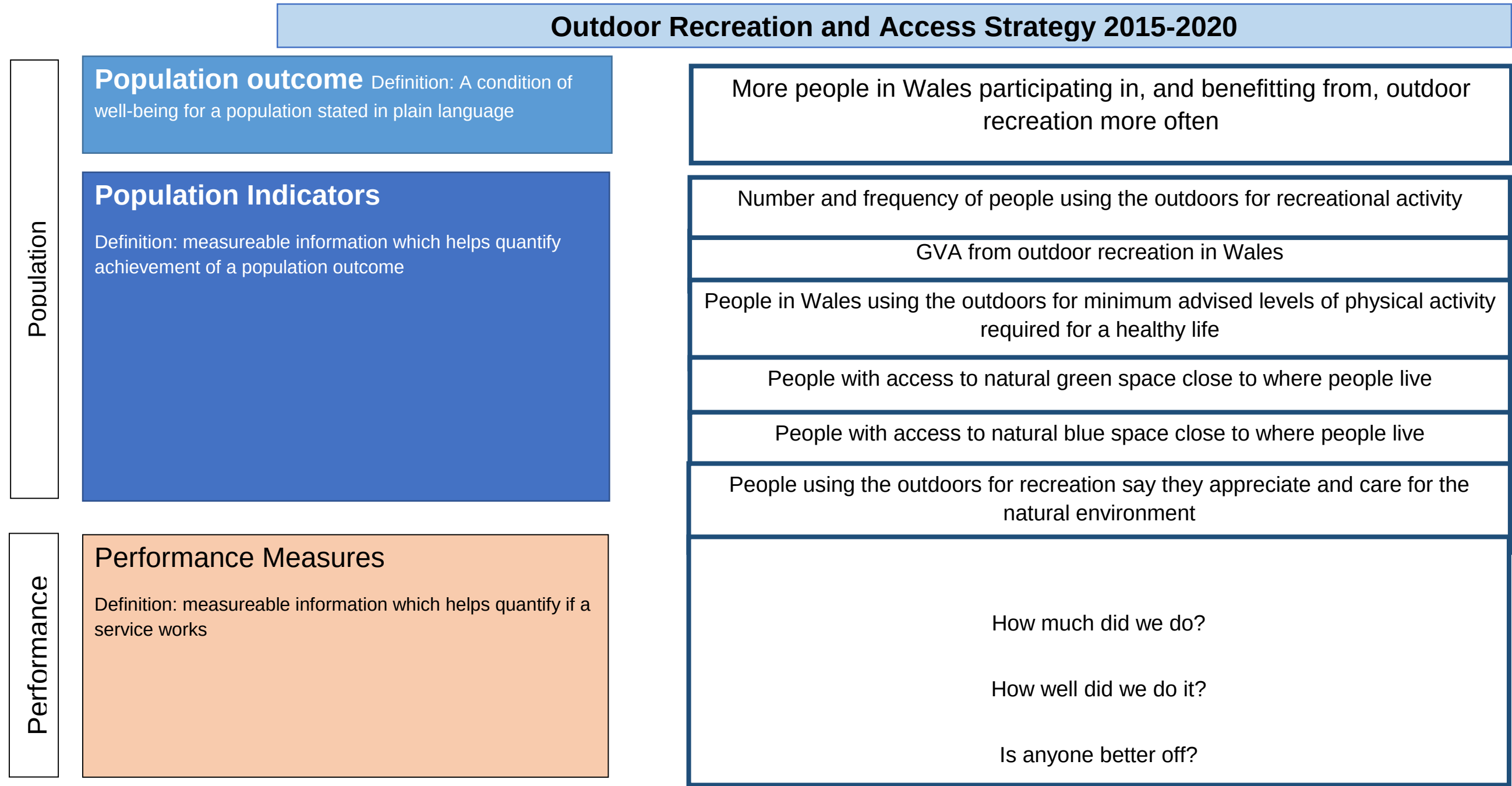


Outdoor Recreation and Access Strategy 2015 – 2020: Indicative Results Based Accounting Plan

What is Results Based Accounting?

Results based accounting is a disciplined way of embedding outcome based decision making into planning, delivery and accountability for partnerships and projects. It uses population outcomes and indicators alongside performance measures. In this case our population is Wales and our performance measures are based on our contribution to delivering the population outcome. The illustration below shows how this works for our Outdoor Recreation and Access Strategy:



Outdoor Recreation and Access Strategy: Results Based Accounting Plan

We have set out the strategic outcomes we wish to progress and associated activities we will undertake for all our recreation and access related work.

The aim of this strategy is that Wales has:

More people participating in and benefitting from outdoor recreation more often

We wish to do this to achieve the following benefits:

- Increase people’s appreciation of and care for the environment
- Improve social equity and cohesion of people and communities
- Increase the economic benefits of recreation to Wales
- Improve people’s health and wellbeing

We intend to deliver the main outcome and associated benefits under the following activity headings:

1. Access opportunities are provided and improved that best meet people’s needs for recreational enjoyment of the outdoors
2. Promotional information and engagement about recreational access opportunities are widely available in appropriate formats
3. Recreational users have an increased understanding of how to act responsibly in the natural environment
4. Effective planning for the sustainable recreational use and management of natural resources is embedded in our work
5. Effective mechanisms for the delivery of the benefits of outdoor recreational are developed and embedded in our work

[Note that the activity headings above are used to group the actions within the Strategic Action Plan

This indicative ‘Results Based Accounting (RBA)’ plan sets out how NRW intends to assess progress with delivery of our strategy outcome, in particular the benefits at the Wales (population) level from outdoor recreation. (NB: where possible we have incorporated relevant measures that are already part of NRW’s Corporate Plan reporting processes). This RBA Plan sets out how we will measure the work NRW delivers (the performance measures) that contributes to the desired Wales outcome of more people participating in, and benefitting from, outdoor recreation more often.

We will apply the same RBA approach to monitoring and evaluating the implementation of the strategy Action Plan.

What’s the Wales picture in relation to the recreation and access strategy’s main outcome i.e. more people participating in and benefitting from outdoor recreational more often?

In order to measure this effectively we have split our Wales level outcome so that we can measure the increase in and frequency of people participating in outdoor recreation, and the change in benefits delivered.

Table 1: What is the Wales picture in relation to the more people participating in outdoor recreation more often?		
Population Outcome	More people participating in outdoor recreation more often	
Population Indicator	Numbers and frequency of people using the outdoors for recreation in Wales	
Baseline and target	[Data to be developed from Wales Outdoor Recreation Survey]	
Data source:	Source: Wales Outdoor Recreation Survey (up to 2015) and successor survey, such as Wales Household Survey thereafter (subject to geographical referencing of responses about where people go for outdoor recreation)	Source: Wales Outdoor Recreation Survey (up to 2015) and successor survey, such as Wales Household Survey thereafter (subject to geographical referencing of responses about where people go for outdoor recreation)

Performance measure: How is NRW doing and what goals do we have in relation to more people participating in outdoor recreation more often?

Table 2: How are we doing and what goals do we have in relation to more people participating in outdoor recreation more often?		
Population Outcome	More people participating in outdoor recreation more often	
Performance Measure	Numbers and frequency of participation at own managed sites	
Baseline and target	[Data to be developed from Wales Outdoor Recreation Survey?]	
Data source:	Source: Wales Outdoor Recreation Survey (up to 2015) and successor survey, such as Wales Household Survey thereafter (subject to geographical referencing of responses about where people go for outdoor recreation)	Source: Wales Outdoor Recreation Survey (up to 2015) and successor survey, such as Wales Household Survey thereafter (subject to geographical referencing of responses about where people go for outdoor recreation)

Table 3: What is the Wales picture in relation to the <u>benefits</u> of increased participation in outdoor recreation?							
Population Outcomes	Increase the economic benefits to Wales from outdoor recreation		Improve people’s health and well-being from participating in outdoor recreation		Improve social equity and community cohesion arising from participation in recreational access		Increase people’s appreciation of and care for the natural environment
Interim population outcomes	Increased GVA from outdoor recreation in Wales		Improved health and wellbeing for people using the outdoors for physical activity		Improved recreational access to natural green space and blue space within Wales [Blue and green space]		More people using the outdoors for recreation care for the natural environment
Population Indicator	GVA from outdoor recreation in Wales		People in Wales using the outdoors for minimum advised levels of physical activity required for a healthy life [as per Corporate Plan reporting measure]		% of people with access to natural green space close to where people live [as per Corporate Plan reporting measure] [% of people with access to public ‘blue space’ close to where people live to be developed]		Number and % of people using the outdoors for recreation say they care for the natural environment
Baseline and target	[Data to be developed]		<div><div><div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></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Performance measure: How is NRW doing and what goals do we have in relation to the **benefits** of more people participating in outdoor recreation more often?

Table 4: How are we doing and what goals do we have in relation to the benefits of increased participation in outdoor recreation?

[Note: the data will be presented as graphs to show the ‘Baseline and target’ data for each outcome]

Population indicator	Increase the economic benefits to Wales from outdoor recreation		Improve people’s health and well-being from participating in outdoor recreation	Improve social equity and community cohesion arising from participation in recreational access		Increase people’s appreciation of and care for the natural environment
Interim outcome	Increased GVA from NRW supported recreational access partnership programmes	Increased GVA from recreational use of NRW managed land	Improved health and wellbeing for people using the NRW recreational access for physical activity	Improved publicly available access to NRW’s managed recreational opportunities [Blue and green space]	Improved publicly available access to NRW supported recreational opportunities [Blue and green space]	More recreational visitors to NRW managed land care for the natural environment
Performance Measure	Combined GVA of key R&A programmes [including Wales Great Trails/promoted routes; National Trails and Welsh Coast Path	GVA of R&A provision on specified NRW managed sites	People in Wales visiting specified NRW recreational access opportunities for minimum advised levels of physical activity required for a healthy life	Accessibility of specified NRW managed public green and blue space close to where people live	Accessibility of specified NRW supported public green and blue space close to where people live	Number and % of people visiting NRW land say they care for the natural environment
Baseline and target	[Data to be developed]	[Data to be developed]	[Data to be developed]	[Data to be developed]	[Data to be developed]	Data to be developed
Data source:	Source: regular (say 3 or 5 yearly) economic evaluations of ongoing NRW programmes used as proxy measures for economic contribution of NRW’s work; plus specific programmes evaluation of GVA	Source: regular economic evaluations of ongoing R&A programmes on NRW managed land used as indicative measures for contribution of NRW’s work; to GVA in Wales	Source: WORS/Household survey - subject to geographical referencing in the survey being able to identify recreation visits to NRW managed land	Source: [Measure to be developed: Recorded [amalgam of] public access to green space; blue space - from NRW managed green space based on Spatial planning data]	Source: [Measure to be developed: Recorded [amalgam of] public access to green space and blue space supported through specific programmes (e.g. NTs, WCP, promoted routes, grants programme	Source: E.g. Attitudes to the environment survey or Wales Household Survey from 2015 then regularly [3 to 5 yearly]

The story behind the curve

There is a huge potential to use our environment and natural resources to improve people's health and local surroundings, support local communities and jobs, and to provide opportunities for recreation. NRW wishes to increase participation in, and frequency of, outdoor recreational activity across Wales because we recognise that this provides direct and indirect benefits for people, for the environment and for the economy.

Physical and mental health and wellbeing

Increased activity can improve both physical and mental health and wellbeing, while experiencing the natural environment can also be beneficial. Encouraging more people to get more active using the outdoors has the potential to have positive effects on people's health and wellbeing.

- Healthy life expectancy varies hugely across Wales (57.1 years in Blaenau Gwent to 68.2 years in Monmouthshire)
- The majority of people living in Wales take part in outdoor recreation occasionally but there is a high level of demand to do so more often
- The activities people take part in are becoming more diverse
- People are travelling shorter distances and the use of cars, even for these short journeys, is increasing
- About 30% of visitors to Wales take part in an outdoor activity during their trip

It is essential that the opportunities that we provide, or help others to provide, are as inclusive as possible, considering people: at different life-stages, of different ages, of different races or faiths, with disabilities, or with any of the other protected characteristics identified in the Equality Act, 2010. We want to provide opportunities for a wide range of people and communities to gain the benefits of being active in the outdoors. However, because there are inequalities in access provision and levels and ranges of participation and subsequent benefits secured, NRW wishes to target resources to areas and groups where the most benefit will be achieved.

Encouraging people to help themselves improve their health is key. Interventions designed specifically for those identified as at risk or suffering from health inequalities will be embedded in our work.

Increase people's care for the environment

Outdoor recreation provides key opportunities for people to enjoy, understand and care for their environment. Getting more people to enjoy outdoors will help to get more people to care for the environment. In doing so we wish them to recreate responsibly, recognising the needs of other recreational users and land managers and preserving the natural resources on which their activity relies for future generations.

Social equity

Tackling poverty is a key priority. Although poverty is often thought of in an urban context, rural poverty is also an important issue. Equitable access to the countryside, water and urban green space close to where people live is increasingly important, providing health, economic and social benefits for communities and businesses. Outdoor recreation needs to continue to provide a range of inclusive opportunities to meet a wide range of needs within communities. We need to provide a balance between free local doorstep provision associated with frequent, participation and places used for a day out, which are associated with longer duration visits (and affordable payment on occasion). Within these parameters our focus will be on those communities which are most deprived.

Socio-economic deprivation

Those elements of the population that live in socio-economically deprived areas are a focus for us because healthy lifespans in these areas are shorter (circa 8 years) than the rest of the Wales population. Understanding motivations, preferences and barriers to activity is important and our interventions should take account of this. Encouraging enterprise activity in these areas is also important – both stimulating downstream economic benefit to local communities through the recreation opportunities we provide and facilitating new enterprise development.

Economic contribution of recreational access

Outdoor recreation already contributes significantly to the economy of Wales, particularly in rural areas, and this contribution needs to be sustained and increased to support WG's aim to increase the value of tourism's contribution to the Welsh economy e.g. Cardiff Business School estimated in 2011 that walking in Wales contributed £550m GVA to the Welsh economy. To achieve this there needs to be provision of suitable access opportunities that underpin recreational activities. In turn co-ordinated management of those opportunities. People then need to be engaged to enable them to enjoy recreation in the outdoors in ways that suit them, whether through provision of information, commercial and non-commercial activity providers, engagement programmes. We also need mechanisms for ensuring effective communications, management & good practice.

What Works

- Contact with nature leading to increased care for the environment and more responsible behaviour
- Provision of access and recreational opportunities that best meet people's needs (the right thing in the right place)
- Iconic, well promoted and marketed products and opportunities (e.g. Wales Coast Path; National Trails, our visitor centre sites and National Nature Reserves)
- Outdoor recreation programmes where 'enjoyment, confidence and ability' are encouraged (e.g. Actif Woods approach)
- Working with and through others to develop and promote responsible enjoyment of the outdoors
- Helping young people develop healthy, active, habits
- Information and promotion tailored to meet the needs of the audience, particularly targeted in relation to our priority markets
- Partnership and integrated working, including delivery with and through others
- Involving communities in our recreational access work (e.g. as with the Woodlands and You/Mynediad approach), targeting our most deprived communities
- Enabling sustained growth and employment from outdoor recreation, particularly focusing on our most economically deprived areas.
- Supporting the training of local leaders and others working with communities to use outdoor access opportunities in their work (e.g. the Come Outside approach)
- Strategic planning of recreational access supported by targeted resources (e.g. support for Local Authorities' Rights of Way Improvement Plans)

Data development

Use of Wales Outdoor Recreation Survey to 2015 then ensuring equivalent data can be obtained from the Wales Household Survey to measure outdoor recreation participation in Wales (including health, economic and care for the environment. This will need to be geographically related information to inform site specific data)	Questions in WORS / Wales Household Survey about care for the environment & responsible recreation
Monitoring visits to NRW's key recreational sites and programmes [including NRW managed land, the WCP, National Trails and promoted routes with associated data to allow it to be related to economic, health and care for the environment measures	Assessment of recreational access provision in relation to main activities and accessibility in relation to where people live
Regular evaluation of GVA from outdoor recreation within WORS/ then the Wales Household Survey and from key NRW programmes to identify economic benefits of NRW's R&A work	Defining of / identification of key R&A sites on NRW managed land (e.g. in relation to production of NRW's R&A Plans and local community involvement in R&A in their area

In year performance measures [to be identified and developed]	Programme based performance measures contributing to the interim outcomes e.g. Sites/facilities/income from and on own managed land; Wales Coast Path; Web promoted recreational access information [NRW sites + 'other' sites]; National Trails, 'Promoted routes' , Own land recreation marketing measures; Wild Fishing Wales measures, etc
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Issues	<ul style="list-style-type: none"> • Establishing meaningful and realistic measures and indicators - monitoring burden on programmes needs to be proportionate • Wales Outdoor Recreation Survey data equates with any new data from Wales Household Survey to give comparability of key baseline data – assuming WORS is subsumed within the Wales Household Survey • Frequency of data collection (e.g. not feasible to collect economic data annually) • Evidence we realistically access impact indicators notably those for Wales level • Changes related to attitudes and behaviour are more difficult to influence and assess • Reliance on proxy measures to assess progress particularly NRW specific measures of performance
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