



VALUING NATURE

**Understanding and quantifying the
health and wellbeing value of the
East Devon Pebblebed Heaths**

Exploring the potential of partnerships
involving private sector organisations



European Centre for
Environment & Human Health



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Background



- Increased understanding of the importance of green spaces to the health and wellbeing of the population
- Future **uncertainties in funding** for environmental / agri-environment schemes
- The need to demonstrate **public value** of natural assets (e.g. Defra 25 yr Environment Plan)
- Necessity for clarifying how **health and wellbeing value** can be incorporated (along with wildlife support) into public funding analyses
- Consideration of the potential **role of private sector organisations** as key stakeholders and of the need to explore partnership working amongst stakeholders.

Aims and methods: Understanding and quantifying the health and wellbeing value of the East Devon Pebblebed Heaths

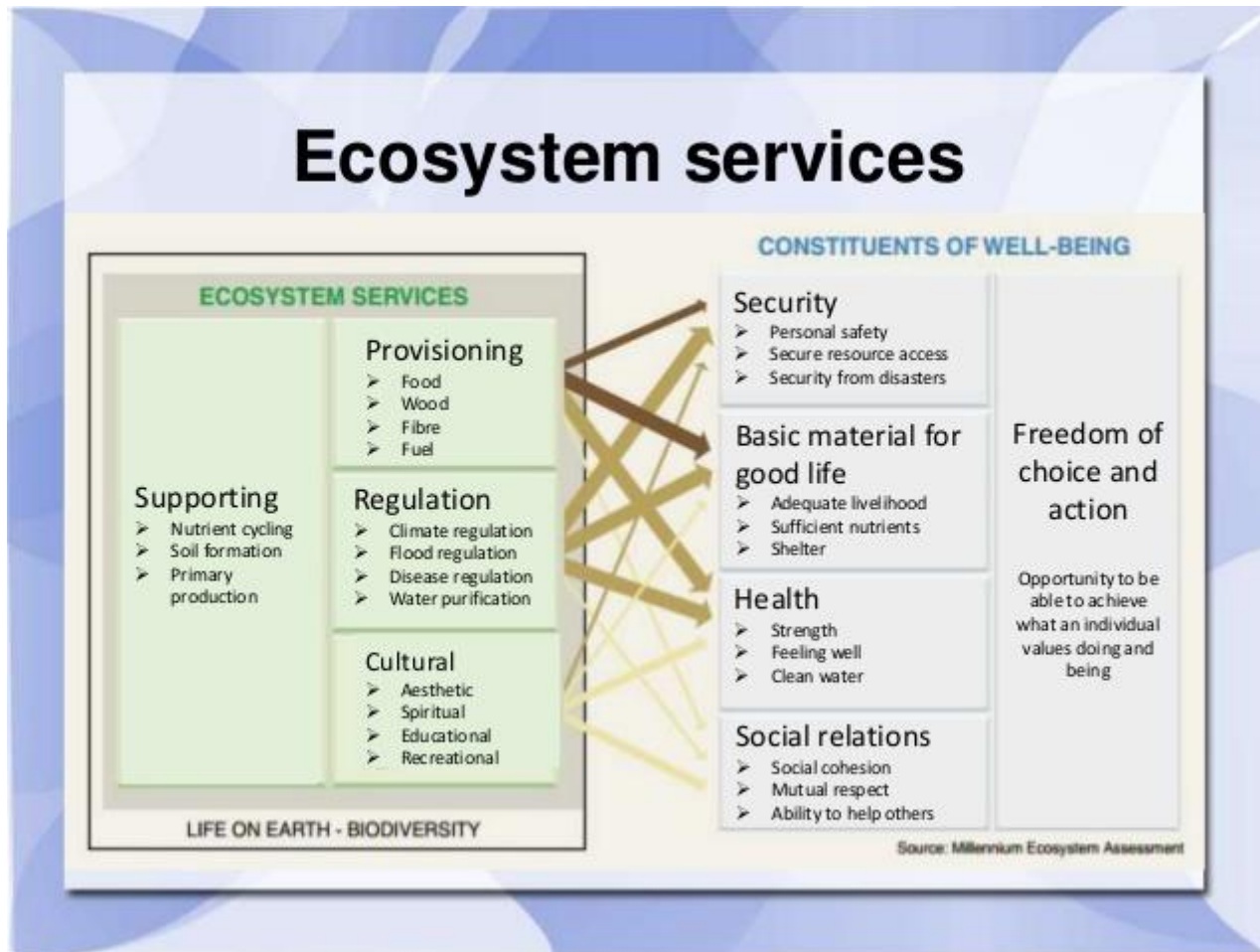
- Quantifying the quantifiable; & understanding the less tangible benefits (supervised by Dr Rebecca Lovell, ECEHH)
- Leisure and recreation (→ physical and mental health benefits)
- Cultural and regulatory ecosystem services relating to health and wellbeing
- Analysis of primary data from visitor surveys already collected by Footprint Ecology in 2014-5 (includes route and distance info)
- Secondary data (e.g. Natural England's MENE data, census, etc)
- Quantify using available tools such as travel cost; Quality Adjusted Life Years (QALYs); WHO HEAT tool; calibration of ORVal tool
- Interviews with key organisations and stakeholders – exploring health and wellbeing benefits and potential for partnership working



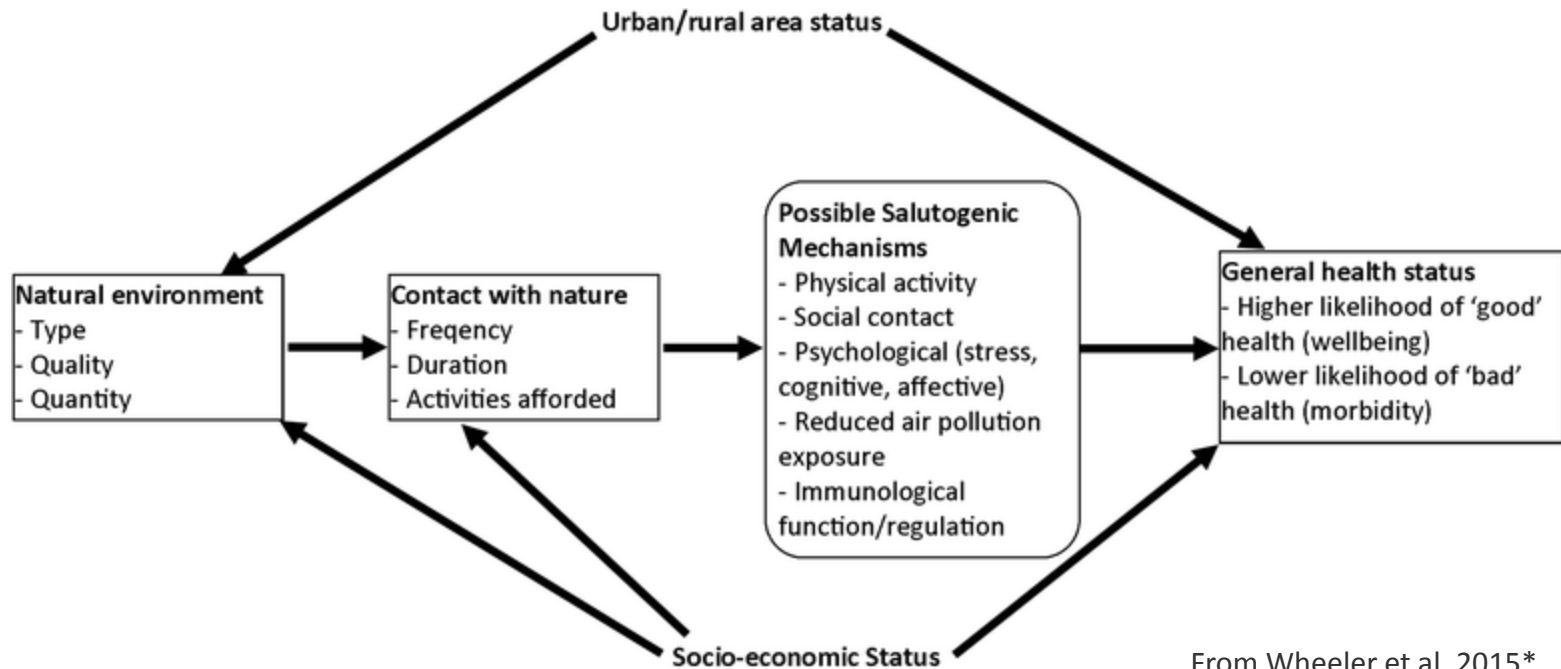
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Ecosystem services model: health and wellbeing



Model of mechanisms for health benefits arising from natural environments

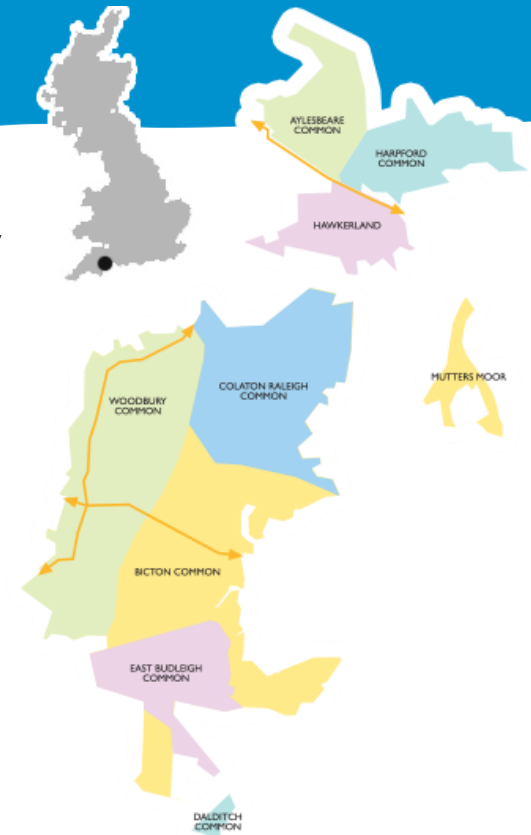


Conceptual model outlining **hypothesised pathways** between different types and quality of natural environments and health.

Area socio-economic and urban/rural status are considered both as potential confounders and effect modifiers (figure adapted from Hartig et al. (2014)).

Context and setting: East Devon Pebblebed Heaths

- Commons predominantly owned by Clinton Devon Estates (host organisation), managed by the Pebblebed Heaths Conservation Trust
- European protected area status SAC, SPA and SSSI (lowland heathland & species protection)
- > 500,000 visitors every year; ~ 1,000 hectares
- Some areas leased / managed by other organisations e.g. RSPB, Devon Wildlife Trust
- → increased necessity and potential for partnership working



Background to placement holder



- Social scientist with an intellectual and applied track record in the environment-social science-wellbeing research nexus
- Currently employed at the Politics Department, Exeter University
- Experience of research on wellbeing in a developing country context - PhD (ESRC-funded) research using a livelihoods framework in a developing country context (coastal communities in South Africa)
- Involved in the data collection and analysis of visitor surveys for the East Devon Pebblebed Heaths (with Footprint Ecology) in 2014-15
- Interviewed award holders on the Higher Level Stewardship grant scheme for CRPR, University of Exeter.

Partnership working with Clinton Devon Estates



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Benefits for Clinton Devon Estates (CDE):

- Supports CDE's aim to better understand the social, cultural and natural capital value of its land holdings, including their 'hidden' value.
- To help ensure that their business remains relevant to and benefits society – and so that they can clearly demonstrate its public value.
- Potential for identifying and engaging with new stakeholders and for developing new pathways for partnership working amongst relevant organisations

Benefits to the placement holder:

- CDE's contribution includes access to a wealth of knowledge about the site and stakeholder organisations; staff time for meetings; provision of a temporary workspace; and access to relevant data, networks and contacts.

How will this placement contribute to Valuing Nature research and practice?

- Facilitating knowledge exchange amongst stakeholders;
- Clarifying pathways to valuing and developing health and wellbeing outcomes, including exploring the potential of partnership working to increase benefits;
- Dissemination of key findings set in the context of a survey of the relevant literature;
- Building on literature exploring the health and wellbeing value of different types of environment (rather than generic 'greenspace'*); and
- Clarifying how national level valuations relate to value assessments at a local level (includes the ORVal tool <http://leep.exeter.ac.uk/orval/>).

* E.g. Wheeler et al. (2015).

Outputs and outcomes

Engagement and dissemination activities:

- **Workshop** for range of stakeholders, participating individuals & organisations
- **Final report** (available online); working towards an academic publication
- **Blog**
- **Video excerpt(s)**
- All shared locally, with participating organisations and with Valuing Nature community.



Thank you for your attention.

