



A unique, not for profit, community owned data & research business working with...





To achieve?

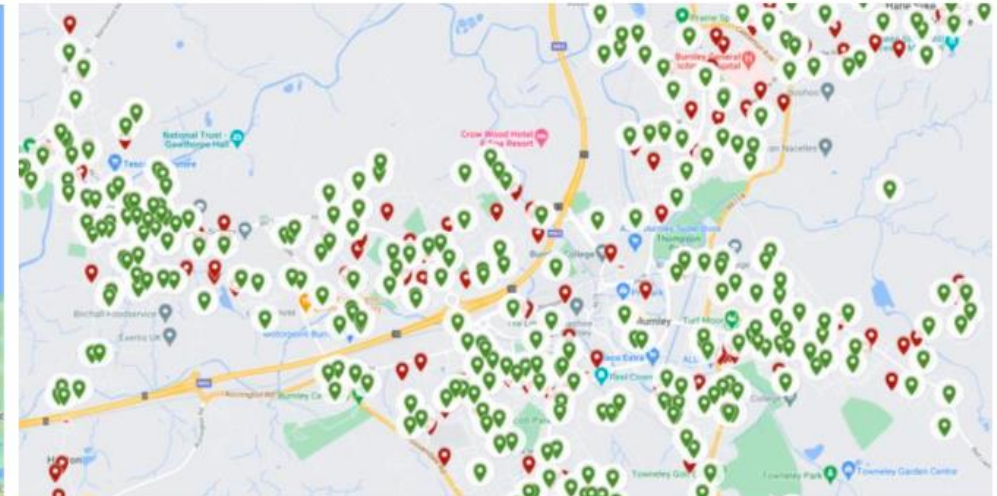
Engage with 400 Burnley and Padiham residents on what the outdoor spaces around here mean to them, which ones they use and feedback on ideas for getting more people outdoors

Oh yes! 400 in the bank plus an extra 423 joined in = 823 sets of opinions

Full Extent of data



Burnley & Padiham Area



Those who don't think the outdoors is important are twice as likely to not feel a sense of pride in Burnley & Padiham.



Anything else?

And to see how many of them would join the Burnley Community Data Co-op, a new way for a community to have a voice and carry on chatting with anyone that wants to play!

Well, 60% have = 496, which is brilliant!

In the process they have generated £1500 from this project which they voted to donate to 2 organisations:

- Outdoors 4 All Together
- Community Grocery

People who signed up to be a Coop member are more likely to spend time outdoors and noticing nature, and are more likely to be fairly active (30 or more minutes a week).

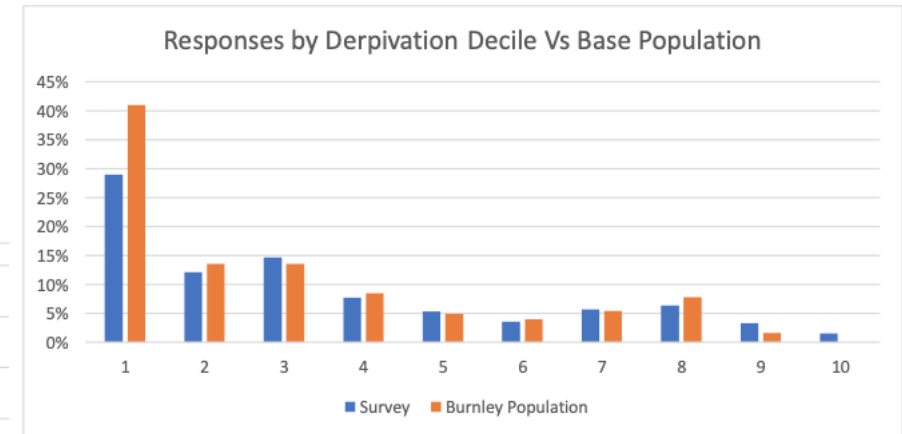
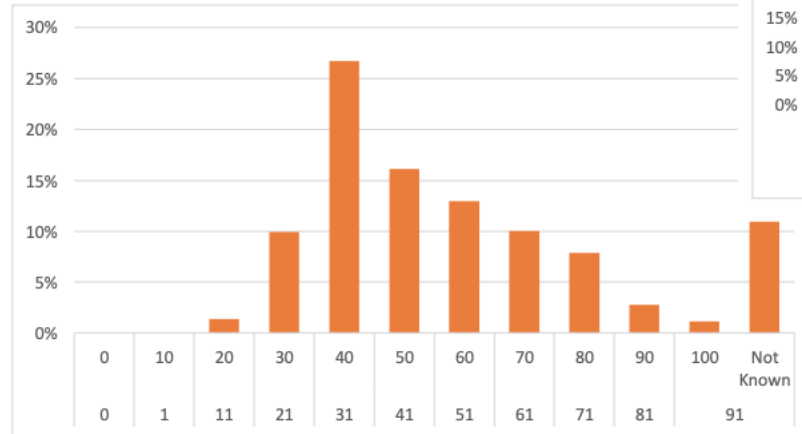


Is our finger on the pulse regards being representative?

- We do have a female bias 80:20 – blokes not as present where we were and “not bothered” or “haven’t got my glasses”!
- And 67% of people we chatted to were in a park...26% from social media

*“Being outdoor makes me happy. No matter rain or shine as you can dress against it. My husband loves the outdoors as much if not more than me. And we hope it's rubbing off on our children”
(Shame he won't talk!)*

*People from top 20% most deprived are more likely to spend time in garden and outdoors but feel they have less access to wild spaces , least likely to have visited Pendle Hill for example.
(Transport/connectivity barriers?)*



*People who never go in the garden (perhaps don't have one) are more likely to say they have easy access to a park or playground, rivers, lakes or canals.
(Does that mean they have better info' on where to go?)*

COMMUNITY DATA COOPERATIVE BURNLEY

What do you think about the “great outdoors” around Burnley?

We'd like you to tell us whether Burnley and Padiham have great outdoor places that people just don't use? Whether there are spaces we should celebrate and make more of. Or maybe secret places not everyone knows about...?

Once we know what you think, Together an Active Future, along with South West Burnley Together and Burnley Leisure & Culture will make a plan that encourages everyone to make more use of the great outdoors.

There are 10 short questions and one big request of you! It will take no more than 5 minutes to give us your thoughts.

And the big request...

JOIN THE BURNLEY COMMUNITY DATA CO-OP AND MAKE SURE WE SPEND £1500 ON A COMMUNITY PROJECT YOU WANT TO SUPPORT

The Co-op is a not-for-profit research organisation and is conducting this research for South West Burnley Together. Like the famous Co-op retailer, it is owned by its members (i.e. the residents of Burnley, that's you!) and shares all its profits back into community projects as chosen by the members. The proof in the pudding is that for this project the Co-op will be asking members who live in and around Burnley (hopefully you) to vote on where £1500 should be spent in Burnley or Padiham on an outdoor community project.



How did we do it?

- F2F recruitment (67% of our responses). Targeted 9 family park events in August Thompson Park, Towneley Park, Padiham Memorial Park & Scott Park
- Social media links with partners (15% of responses)
- Co-op Facebook ads (11% of responses)
- Co-op website (4%)
- BLC Printed materials with QR code (2%)
- Team of 2 UCLAN postgrads, 2 old men from Co-op and 2 of our kids data inputting
- We also “thought on our feet”, targeting venues and activities around us – Cafés in Padiham Memorial Park and Thompson Park, Padiham Fire Station, Towneley Hall entrance (guy was trustee of BYT!), nipped over to Queens Park etc.

F2F respondents overall less likely to have visited the places listed in survey for feedback than digital ones

Digital folk most like idea of Walk n Talk, whereas F2F Get Togethers (sentiment not a million miles apart!)





Weather, no traffic and signposting
key barriers for 60+ to be more
active

What insights did the inactive share?

- Less active more likely to be male (Content pointer?)
- Less active less proud of Burnley outdoor spaces and rate the outdoors less important (Branding issue?)
- Less active less likely to go farther afield to experience outdoors i.e. woods/forest/fields/farmland/countryside, and paid for areas all rated low on accessibility. Street, parks and courts given as easiest to access (Things to do, content targeting challenge?)
- Less active like the outdoors ideas Beat the Street and Queens Jubilee the best - Park Life, Street Play, Grow your Own and Pick Up the Past runners up (Another content pointer?)
- Top 5 "help" ideas given by less active to spend more time enjoying the outdoors:
 - Finding way to boost confidence
 - Opportunity to meet others
 - Prescribed outdoor activities for my health & wellbeing
 - Town Centre Attractions
 - Disability access

(All quite personal/emotional barriers apart from Town Centre Attractions....tone, targeting and content implications?)

- More "active" at the other "emotional" end of barriers - weather, family, signposting, entertaining for young people & something new



"Freedom, space and privacy"

"A must for a young family on a budget"

"First time I've been its fantastic (Thompson Park). Outdoors plays a massive part. Fresh air and it's what our parents taught us and the same for the grandchildren."

And some reasons people gave for liking the outdoors

"I feel free when I'm outside and it fills me with energy and positivity"

"I love the fresh air, it clears my head and generally makes me feel much better about the day ahead."

"I spend every week supporting a group of adults with learning disabilities and autism to explore our wonderful countryside and canal systems. I also have a lovely dog, Evie, who I take out every morning and every evening. The outdoors plays a huge part in my life."

(Dogs/Dog walkers a key outdoors group - how might we link people who don't go out/aren't active but like dogs with dog walkers?)

"Space is where we can let off steam."

(Stress a word often mentioned with being outdoors given as a counter.)

"I would love to go out more but I'm single and don't have anyone to go with."





"I have a 3 and 1 year old who would live outdoors."

"Getting out of the house is important for my mental health and my son's development."

And some more...

"As a family we spend lots of time outdoors and practice mindfulness.

Nature brings peace and supports good health." (Mindfulness, soul, relaxation, calm, and grounded some keywords probably attributable to particular profiles, which if identified could be used for targeting content and comms better.)

"Being around nature is essential for my mental health and overall well-being" (Mental health and well-being used a lot by people we have spoken to but there is a bias of course - female, kids etc)

"Enjoy fresh air outdoor time with children and grandchildren like to walk and enjoy local parks and amenities" (Intergenerational activities a good idea - saw plenty of grandparents, parents and kid groupings with variations on the theme)

"Fresh air and child not at home on a tablet!" (Fresh air a common reference - could look at some air quality work on housing estates/flats/in town vs in middle of parks vs on the hills to offer motivational reasons to get out and about?)

"It's important for good mental health to get outside and appreciate the beautiful countryside we have. Not only that just going out and smiling at people, or saying hello can you lift you".



£1500 DISTRUBUTED INTO COMMUNITY PROJECTS DECEMEMBER

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