

OUR GREEN SPACES

MOST POPULAR REASONS FOR USING PARKS

- To walk the dog (57.6%)
- For peace and quiet and to relax (54.1%)
- To experience nature and wildlife (48.6%)

LEAST POPULAR REASONS FOR USING PARKS

- Volunteering (3.3%)
- To play sports and/or games (9%)
- Other e.g. photography (2.9%)

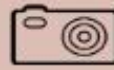
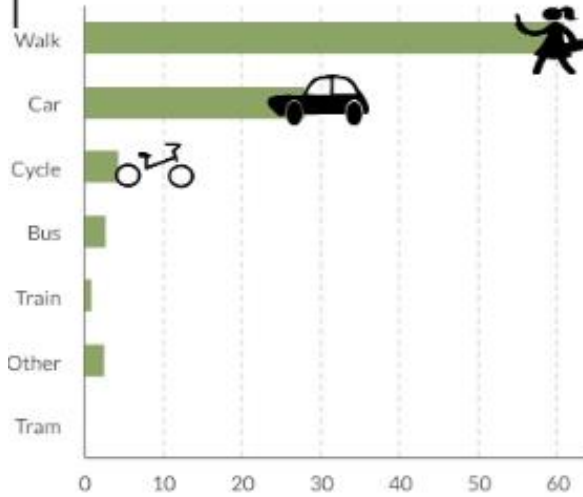


72%
OF RESPONDENTS
visit the green
space closest to
home



DOING THINGS IN GREEN SPACES

TRAVELLING TO GREEN SPACES



10.1%
always take
photos of nature



25.5%
always listen to
birdsong



22.6%
always take time
to notice
butterflies/bees

45.9%

NOT aware of volunteering opportunities

Around a **third** were interested in being able to 'dip in and out' of scheduled volunteering opportunities

Lack of time most common reason for not being able to volunteer

82.5%
satisfied
with green
space
accessibility

FOOD by Your Brand

64.3%
rate green
spaces as
very
valuable

FOOD by Your Brand

59.9%
visit green
spaces at
least once a
week

FOOD by Your Brand

**NATURALLY
BIRMINGHAM:
FUTURE PARKS
ACCELERATOR**

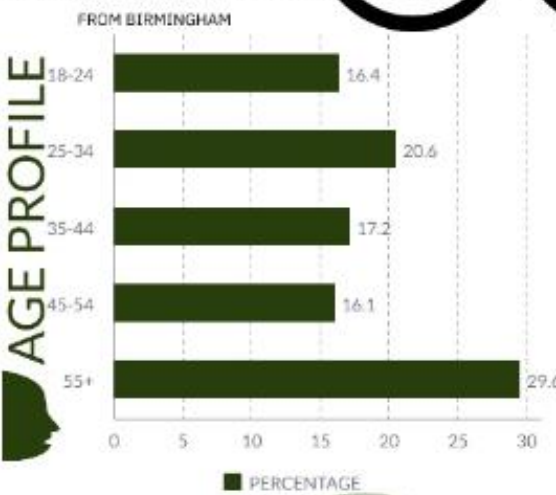
OUR GREEN SPACES

611
RESPONDENTS

74.7%
WHITE
BRITISH

18.6%
BAME

MORE MEN VISITED
GREEN SPACES PRIOR
TO LOCKDOWN



LESS
SIGNIFICANT
GENDER
DIFFERENCE
AFTER
LOCKDOWN



FEMALES
REPORT
FEELING LESS
SAFE IN GREEN
SPACES,
COMPARED TO
MEN

HOWEVER, FEMALES
MORE LIKELY TO
VALUE GREEN
SPACES AS SPACES
FOR LEARNING AND
VOLUNTEERING,
COMPARED TO MEN



RESPONDENTS OF ALL ETHNICITIES
VALUED GREEN SPACES AS INCREASING THE
VALUE OF NEARBY HOUSE PRICES & A
PLACE FOR COMMUNITY EVENTS AND
ACTIVITIES



NATURALLY
BIRMINGHAM:
FUTURE PARKS
ACCELERATOR

OUR
ENGAGEMENT

97 CAMPAIGN
PROMOTED ON
DIGITAL DISPLAYS
ACROSS THE CITY

28.9K
TWEETS,
IMPRESSIONS &
97 NEW FOLLOWERS

10
COMMUNITY
CONVERSATIONS

WITH
117
PARTICIPANTS

157 RESPONSES TO
ONLINE SURVEY



CONSULTATION WITH
FRIENDS GROUP,
BIRMINGHAM
ASPIRING YOUTH
COUNCIL, CHILDREN
IN CARE COUNCIL AND
MORE...

**NATURALLY
BIRMINGHAM:
FUTURE PARKS
ACCELERATOR**

OUR
ENGAGEMENT

JOBS & SKILLS



HOUSING



HEALTH & WELLBEING



CHILDREN



WITH **THREE IN FOUR** WANTING TO KNOW MORE



**NATURALLY
BIRMINGHAM:
FUTURE PARKS
ACCELERATOR**