



North York Moors
National Park

Health and Wellbeing (Engagement) Strategy

Contents

- 1
- Introduction..... 3
- Policy context..... 4
- Evidence..... 5
 - Why green and blue space matters..... 5
 - Young People..... 5
 - Implications for public health policy..... 6
 - Five ways to wellbeing..... 6
 - Pathways to nature connectedness 7
- Barriers to engagement 7
- Our strategic approach..... 8
 - Theme 1: Inspire and communicate 8
 - Theme 2: Co-create 8
 - Theme 3: Connect 8
 - Theme 4: Partner and collaborate..... 9
 - Theme 5: Evaluate, lift and learn 9
- Prioritising our engagement..... 11
 - Geographies 11
 - People..... 12
 - Green Social Prescribing 12
- Appendix 1 13
 - National Park’s England Health and Well-being 3x3 action plan 13
- Appendix 2 16
- Appendix 3..... 17
- Appendix 4..... 19
- References 20

Introduction

The COVID pandemic brought about a seismic shift in people's attitudes to nature. Successive lockdowns inspired more people and new audiences to enjoy the countryside and the great outdoors, kindling new interest in National Parks as destinations. The challenge now is to sustain and develop this interest, and work with all visitors so that the National Park's special qualities continue to be enjoyed, valued and respected.

A new five-year National Park Management Plan was adopted in May 2022 setting out a vision and six key outcomes, three of these are prioritised in the Authority's Strategy and Business Plan 2022 – 27, one of which is Outcome 4, which has 6 associated objectives:

Outcome 4 - A place that lifts the nation's health and wellbeing.

It is recognised that improving access to and engagement with the special qualities of the National Park has the potential to greatly impact the nation's health and wellbeing whilst also supporting the health and wellbeing of our natural world through improving peoples' nature connectedness.

Objective 12 - Create specific, targeted opportunities to improve mental and physical health and wellbeing by connecting people with nature.

Objective 13 - Increase awareness of, and access to, the National Park among underserved communities, particularly those in the surrounding area.

Objective 14 - Inspire the next generation to enjoy, learn about and care for the National Park, and support young people's direct involvement in decision-making about its future.

Objective 15 - Ensure that all members of the public can enjoy the National Park using easy-to-use, well-marked rights of way and open access land.

Objective 16 - Promote the North York Moors National Park as the premier recreational/family cycling destination in the north of England.

Objective 17 - Work with businesses to establish regenerative tourism as a guiding principle and encourage visitors to make a positive contribution to the National Park.

The aim of this strategy is to prioritise our engagement work with specific reference to helping deliver objectives 12 – 14 (though they all contribute to improving health and wellbeing). We are seeking to encourage, support and develop a better appreciation of how the National Park can be used as a place for relaxation, rejuvenation and outdoor activity where physical and mental wellbeing can be supported, nurtured and measurably improved. We want to build on the work which we are already doing with health bodies, social prescribers and local networks and evaluate this to better understand its impact make improvements.

Policy context

Health and wellbeing is prioritised across a number of Government departments and national organisations. There is recognition and a commitment to supporting healthy communities and support for individuals to become more active.

Defra's 25-year Environment Plan [1] has a key aim of ensuring that there is high quality, accessible, natural spaces close to where people live and work and that people from all backgrounds should be encouraged to spend time in them to improve their health and wellbeing. It specifically mentions achieving this through green social prescribing. Similarly, the Environmental Improvement Plan 2023 [2], a first revision of the 25-year Plan, includes measurement of health and wellbeing benefits as one of 7 indicators. It also includes; Nature for Wellbeing – connecting with nature as a way of improving physical and mental health as one of four key delivery actions.

At COP 15, the UK government agreed to the [Kunming-Montreal Global Biodiversity Framework \(GBP\)](#). A global target for 2030 is the effective conservation and management of biodiversity and ecosystem functioning and services, informally referred to as the '30 by 30' deal. A key goal is that nature's contributions to people are valued, maintained and enhanced.

Underpinning Public Health England's¹ four-year strategy is the prevention of poor health and for people to live longer in good health [3]. Its improving access to greenspace report [4] recommends that local government policy should consider local green² (and blue) space to be critical assets for maintaining and supporting health and wellbeing in local communities.

Prevention is also a cornerstone of the NHS Long Term Plan [5]. It makes a commitment to people having more control over their own health and more community-based care. It pledges that by 2023/24 900,000 people will have been referred to social prescribing schemes. In 2016, a report for the NHS estimated that £34 billion is spent each year on mental health and the cost to the economy was estimated at £105 billion per year – roughly the annual cost of the entire NHS. [6] Fifty percent of long-term mental health problems are established by the age of 14, seventy-five percent by the age of 24 [7].

The Government is committed to helping people improve their health and wellbeing by using green spaces to encourage them to be close to nature, with a particular focus on disadvantaged areas. The move by health bodies to roll out green social prescribing is directly supportive of this commitment.

Additional policy context relating to Sport England, the Arts Council England, the National Academy for Social Prescribing and International, National and regional policies can be found in **Appendix 1**

¹ Now the Office of Health Improvement and Disparities.

² Green space refers to publicly accessible areas with natural vegetation such as grass, plants and trees. Blue space refers to outdoor environments - either natural or manmade - that predominately feature water accessible by people.

Evidence

Why green and blue space matters

In the period between 2009 and 2020 there was a 58% increase in the number of people who gained health benefits from outdoor exercise [8]. In 2020 the annual value of health benefits from outdoor exercise in the UK was estimated to be £8.4 billion [8].

Furthermore, indirect, or direct exposure to nature i.e. having a view of nature as well as spending time outdoors in nature are linked to physical, mental and social wellbeing [8]. Studies show that individuals who spent at least 120 minutes a week in nature had consistently higher levels of both health and wellbeing than those reporting no exposure [9]. The monetary value of those benefits was estimated at £6.2 billion in 2020 [8]. Nature-based interventions are also effective in improving depressive moods and reducing anxiety [10].

Results from Natural England's People and Nature survey [11] reveal that the majority of respondents agreed that spending time outdoors is beneficial for their physical and mental health;

- 94% of adults who had visited a green and natural space within the previous 14 days agreed that spending time outdoors was good for their physical health
- 92% said it was good for their mental health
- 86% of people said that protecting the environment was important to them
- When asked about the main issues facing the UK, the environment/climate change was the third most selected issue.

Social return on investment research undertaken for the National Park for both its adult [12] and young people [13] volunteering schemes identified that taking part in them was beneficial for both their physical and mental wellbeing. In terms of young people, the impact was felt beyond the actual participants and to their wider families as well.

Young People

As outlined in the Environmental Improvement Plan [2]

'Access to green space for children is associated with improved mental wellbeing, overall health, improved behaviour, cognitive development and is even associated with higher standardised test scores.' (p259)

Responses to the Children's People and Nature survey [14] show that 47% of children and young people felt a high connection to nature and 26% moderately connected, whilst 87% agreed that being in nature made them happy. 83% agreed that looking after the environment was important to them and that they wanted to do more to look after the environment. Only 6% felt that they could influence leaders.

Children and young people are visiting a greater variety and range of places with 14% visiting fields/farmland/countryside, dropping to 9% visiting hills/mountains/moorland. 72% of visits take place in children's and young people's own back gardens, 64% in parks, playing fields or playground and 46% in grassy areas in nearby streets.

Natural England's recent briefing note [15] summarising the evidence of the links between the natural environment and a range of outcomes shows that children living in the most deprived areas of the UK are less likely to spend time outside frequently compared to those living in more affluent areas. Likewise, they visited the countryside and coast fewer times than those in the more affluent areas. Children from minority ethnic backgrounds also spend less time outdoors than white British children. Systematic reviews indicate that there is strong evidence for links between nature exposure and increased levels of physical activity, lower levels of obesity and improvements to mental health and cognitive performance in children. [16]

Implications for public health policy

Natural England recommends that there should be a recognition of the importance of access to nature and that this should be built into public health policy. They specifically mention schools being supported to provide learning opportunities in natural outdoor spaces for all children, the barriers which parents face in accessing nature with their children should be investigated, and they should be supported to gain confidence in accessing outdoor spaces with their children. Nature may help 'buffer' the negative health impacts of excessive screen time and such nature exposure may be a useful public health resource for youth psychological wellbeing [15].

Five ways to wellbeing

Research undertaken by the New Economics Foundation [17] and widely championed across the health and wellbeing sector identifies five ways to a well-being approach.

Connect: with the people around you. With family, friends, colleagues, and neighbours. At home, work, school or in your local community. Building connections will support and enrich you every day.

Be active: go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Discover a physical activity that suits your level of mobility and fitness.

Take notice: be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep learning: try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Give: do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Pathways to nature connectedness

The five ways to wellbeing do not specifically mention spending time in nature however there is a large body of scientific evidence which demonstrates the benefits of nature connection to wellbeing.

The University of Derby has been leading research into people's connectedness to nature for several years. Their research indicates that nature connectedness is a measurable psychological construct that moves beyond contact with nature to an individual's sense of their relationship with nature. People who report feeling more connected to nature tend to have a more positive outlook on life, increased vitality, life satisfaction, feelings that life is worthwhile and of personal growth compared to those who feel less connected. They also demonstrate positive behaviours towards the environment [18].

Adults who experience nature as children are likely to be motivated to protect the environment, as Dr William Bird notes in his work for the RSPB, "the critical age of influence appears to be before 12 years. Before this age, contact with nature in all its forms, but in particular wild nature, appears to strongly influence a positive behaviour towards the environment" [19]. Details regarding the five pathways to nature connection can be found in **Appendix 2**.

Barriers to engagement

There are many barriers, often intersectional, which people face in using the outdoors and National Parks specifically are underserving some groups of people. We need to find ways to reduce these barriers through working in partnership with individuals, groups, organisations and charities. The Community Green Health Guide [20] suggests that there are four categories of barriers.

Behavioural barriers relate to each individual's culture, beliefs, perceptions and personalities which can affect confidence. These are not static and may change over time. They will often be influenced by external factors. Learning about the National Park and being able to access it may require a behavioural shift towards what rural areas have to offer.

Physical barriers relate to the location, topography, and infrastructure within green and blue spaces. The impact of such barriers will differ dependent on each user group. The North York Moors has accessibility issues for those people without access to a car, we have few and expensive public transport links. Weather is a universal barrier impacting certain groups or individuals more than others.

Administrative barriers are concerned with the processes which need to be in place to safeguard individuals being referred to a green health activity.

Financial barriers are concerned with both the costs of delivering green health opportunities and the costs for participants in terms of transport, childcare or equipment.

Our strategic approach

To deliver Outcome 4 ‘lifting the nation’s health and wellbeing’, our **vision** is for the National Park to be recognised by healthcare professionals as being instrumental in providing high quality and accessible opportunities for people to connect with nature, receiving the associated health benefits.

We have identified five themes to enable us to work across the North York Moors National Park and the surrounding urban areas. These themes are underpinned by the cornerstone of the NHS’s long-term plan which is to prevent ill health and reduce the burden and cost to the NHS and the UK taxpayer. By working through the five ways to wellbeing (p6), individuals will be empowered to take an active role in their own ill health prevention and health improvement journey.

Theme 1: Inspire and communicate

We will promote the inspiring special qualities of the North York Moors National Park as catalysts for rejuvenating people’s health and wellbeing and promote ourselves as an accessible place to connect with nature. This is a broad-based approach for inspiring people to engage with us for active recreation and nature connection. We will communicate our offer in a variety of ways to the nation and the regions, utilising partnerships, organisations and individuals.

Theme 2: Co-create

We will work with underserved audiences and those experiencing health inequalities to understand how to reduce barriers to experiencing the National Park. This is a targeted approach using health data and insight from partners to identify priority groups and communities to work with. We will listen and learn from those with lived experiences to drive down barriers to participation. We will collaborate in developing new programmes of engagement whilst also taking the best from our existing programmes to widen our reach.

Theme 3: Connect

We will connect people through nature, the arts, culture and heritage using diverse places and spaces. Implementing the NYMNP Art & Culture Strategy will be one means to achieve this (see Appendix 1). We recognise that we need to do more to engage people with the National Park which means actively reaching out beyond our boundary to our nearest urban areas of population. Proving steppingstones of engagement will be important to do this. The special qualities of the National Park have served as an important inspiration for creative cultural responses for many years and we view using the arts and culture as an important element for this strategy.

Volunteering achieves all of the five ways to wellbeing. It is important that we continue to provide diverse opportunities to as wide a range of people as possible, our volunteering strategy sets our aspirations and methods for doing this.

The earlier children and young people engage with nature, the more likely they will develop a lasting relationship with it, fostering pro-environmental behaviours. It is also important that the values and opinions of young people are heard, respected, and acted upon.

Theme 4: Partner and collaborate

We can't deliver this strategy by ourselves, and it is important that we nurture existing partnerships and generate new ones, particularly within health inequality hotspots surrounding the National Park. We will map existing networks and link with social prescribers to champion our opportunities but to also understand local needs. We will identify new delivery mechanisms and partnerships.

Theme 5: Evaluate, lift and learn

To understand our impact, we will develop a suite of evaluation techniques. We will learn what to evaluate and how this will inform and shape our continued engagement for 'lifting the nation's wellbeing'. Qualitative techniques are important to learn the change and impact for participants. A series of case studies will be developed to chart this impact and change. Evaluation will be tailored to each method of engagement ranging from one off questionnaires to longitudinal studies. Outdoor learning impact will assess connection to nature for young people as well as what has been learnt. Continuing to evaluate some aspects of our work using SROI will be considered.

A 'theory of change' model to provide a pathway to the desired impact will be developed as part of the action planning process. This can be modified over time to optimise the impact based on results and feedback.

The table below considers these themes in detail. Information regarding our current work within these themes is available in **Appendix 3** together with suggestions for opportunities for future work.

Inspire and communicate	Co-create	Connect	Partner and collaborate	Evaluate, lift and learn
<p>Promote the North York Moors National Park as a place for improving health and wellbeing.</p> <p>Provide a suite of interpretive resources for individuals, organisations and partners.</p> <p>Target resources to improve access to green and blue spaces to reduce barriers to engagement.</p> <p>Work across departments to maximise health and wellbeing benefits through a variety of engagement opportunities.</p> <p>Develop networking relationships and opportunities locally, regionally and nationally.</p>	<p>Work with underserved audiences and those experiencing health inequalities to reduce barriers to engagement.</p> <p>Identify priority groups and communities. Listen and learn from lived experiences. Drive the lessening of barriers.</p> <p>Build on existing programmes and be creative and collaborative in developing new ones.</p> <p>Empower a lasting legacy in individuals and groups.</p> <p>Work to support and improve physical accessibility and active travel.</p> <p>Be bold and confident to try new things.</p>	<p>Connect people through nature, culture and heritage using diverse places and spaces.</p> <p>Move beyond our boundaries to reach out to our urban areas. Provide stepping-stones to engagement.</p> <p>Use culture and creative practitioners to inspire imaginative responses to our special qualities.</p> <p>Champion a diverse range of volunteering opportunities.</p> <p>Provide learning and engagement opportunities for young people through the five pathways to nature connection.</p> <p>Champion the voice of young people.</p>	<p>Identify partnership working within health inequality hotspots surrounding the National Park.</p> <p>Map existing networks.</p> <p>Identify new delivery mechanisms and partnerships.</p> <p>Champion National Park opportunities with partners.</p> <p>Promote opportunities to both green/social prescribers and health practitioners seeking to improve clients' health and wellbeing.</p> <p>Understand local needs through utilising health data.</p>	<p>Develop a suite of evaluation techniques to understand the value of our impact, learn where to improve and how to assess our 'lifting the nation's wellbeing'.</p> <p>Produce a set of case studies for underserved audiences and those experiencing health inequalities. Chart people's journeys. Focus on qualitative methods.</p> <p>Evaluate outdoor learning impact through the five pathways to nature connection.</p>

Prioritising our engagement

Whilst our strategic approach enables us to have as wide a reach as possible, our direction of travel should be focussed on tackling **health inequality**. Inequalities are avoidable, unfair and systemic and, according to some measures, are widening. Between 2019 and 2020 the life expectancy gap between the least and most deprived areas in England grew from 9.3 to 10.3 years for males and 7.7 to 8.3 for females [21]. A child in year 6 from the most deprived part of the county is twice as likely to be obese as their counterparts from the most well off [21]. Those living in the most deprived areas spend over one quarter of their lives in poor health compared with less than a sixth for those in the least deprived areas [21].

Due consideration needs to be given to those people currently underserved and underrepresented within the National Park for whom there are barriers in accessing the health and wellbeing opportunities it offers. Natural England's People and Nature survey shows that those consistently missing out are;

- People living in areas of high deprivation.
- Those on low incomes or unemployed.
- Minority ethnic communities.
- People with long term health problems or disability.
- Children and young people.

People will not fall within just one of these categories as they are often intersectional.

Geographies

Many health and wellbeing indicators, including life expectancy, are closely related to area level deprivation and socioeconomic status.

When considering target geographies within and surrounding the National Park, Scarborough, Middlesbrough and Redcar and Cleveland are the local authorities with the highest areas of health deprivation when compared with Hambleton and Ryedale (n.b. the District Councils in North Yorkshire ceased to exist from 1 April 2023 and future reference will be to North Yorkshire Council). Health deprivation 'hotspots' are neighbourhoods ranked within the 0-20% most deprived neighbourhoods in England. Health deprivation is measured in terms of morbidity, disability and premature mortality; 30% of Scarborough wards, 48% of Redcar and Cleveland wards and 66% of Middlesbrough wards fall within this 0-20% zone. Details regarding health data for these areas can be found in **Appendix 4**.

Public Health England recommends that prioritising “improving access to greenspace and creating greener communities especially in areas of deprivation or where there is poor or unequal access”, as an important part of the wider plan to reduce health inequalities locally. Greener neighbourhoods benefit everyone, but disadvantaged groups gain the most health benefit and socioeconomic-related inequalities in health are lower in areas with greater access to greenspace. [4]

People

Targeted health and wellbeing engagement opportunities and projects should, in the first instance, prioritise people from the following groups;

Minority ethnic groups were disproportionately impacted by the Covid-19 pandemic. Whilst unpicking the causes of ethnic health inequalities is difficult, ethnic minority groups are disproportionately affected by socio-economic deprivation.

Children and young people should continue to be a priority area of work for the outdoor learning team. Provision of educational visits is the most equitable way of ensuring children have access to the National Park. However, a change in focus on nature connection rather than curriculum objectives is recommended.

Adults are the gatekeepers to children’s engagement with nature. Our existing work through the family explorer volunteer programme and young rangers fits the young person’s health agenda well. It is important to ensure that this remains equitable.

National Park officers and volunteers are not health and wellbeing specialists and as such much of our work can only link to people with **low level mental and physical health problems** rather than with long term health problems and disability. However, targeted engagement and volunteering, with support from professionals, has already been undertaken with MIND, Camphill Village Trust and Changing Lives for example and there is scope to expand this area of work.

The NHS recognises the evidence suggesting that members of the **LGBT+ community** have disproportionately worse health outcomes and experiences of health care. Our recent engagement with the LGBTQI+ community indicates that further engagement opportunities with this community would be welcomed.

Green Social Prescribing

As the benefits of social prescribing and green social prescribing become more recognised throughout the health care community, this is a key area for us to focus our resources. The NHS long term plan commits to significantly expanding the number of social prescribing link workers in primary care. At the time of writing £5.77 million of investment is being spent on a cross government project aimed at preventing and tackling mental ill health through green social prescribing. This is a key area of development for the National Park and we need to be bold and ambitious as to how we redirect resources and secure funding to develop a suite of green social prescribing engagement offers.

Appendix 1

National Park's England Health and Well-being 3x3 action plan

Prevent	Restore	Excel
Protected landscapes are recognised by the health sector as places to develop personal resilience and nurture good health and wellbeing.	Significant social prescribing activity taking place in and around protected landscapes.	National Parks are recognised as delivering and inspiring excellence in natural health solutions
Prevent 1- Advocacy Communicating our unique national offer to health professionals and third sector partners; develop an advocacy strategy	Restore 1- Connect to link workers in and around National Parks to ensure our offer is visible and taken up	Excel 1- Initiate a new national partnership between the NHS and National Parks England and refresh the existing accord with PHE.
Prevent 2- Signposting activities and opportunities available in National Parks Developing and presenting an online resource of the opportunities available to users	Restore 2 - Work with our partners to develop new and build on existing socially prescribed opportunities	Excel 2 - Develop the regional partnership structure to enable Protected Landscape / PHE clusters to share best practice and develop joint programmes.
Prevent 3- Supporting skills and driving standards and continuous learning- Developing a programme for staff in NPAs and with key partners e.g. PHE / Local Authority / Clinical Commissioning Groups (CCGs)	Restore 3- Evaluate our contribution to social prescribing and scale up by making the case to the new National Academy for Social Prescribing for resources to realise potential.	Excel 3- Develop partnerships between National Parks and academic institutions to foster research and innovation; seek a common approach to return on investment based on work from North York Moors NPA

The **Arts Council England Creative Health and Wellbeing plan** [22] describes that the connection between creativity and culture and health and wellbeing has a long history, it plays an essential role for everyone, whatever their background and wherever they live. Its strategy, Let's Create, explains how it will use data around health inequalities to inform its plans and direct resources. Health outcome data reveals some of the deepest inequalities in society, highlighting those places and people with the least power and choice in their lives.

The North York Moors **National Park's Strategy for arts and culture** is focused on how arts and culture will support the delivery of outcome 4 of our management plan, as mentioned above. It has five priorities centred around the following:

- Utilise open spaces, landscape, art and creativity to benefit health and wellbeing.
- Enable the creative sector to be thriving, creating jobs and opportunities.
- Ensure everyone has the opportunity to be creative.
- Make the North York Moors a destination for cultural tourism.
- Create public platforms to highlight environmental challenges and empower people to make a difference.

The Head of Outdoor Learning and Engagement also sits on the steering group for the North Yorkshire Cultural Education Partnership. This is a newly formed partnership which has two clear strategic purposes:

1. Realising the potential of all North Yorkshire's children and young people through arts, culture and creativity.
2. Supporting the mental health and wellbeing of all North Yorkshire's children and young people through arts, culture and creativity.

Sport England's, Uniting the Movement [23], is a ten year vision to transform lives and communities through sport and physical activity. It describes how the opportunities to get involved in sport and activity depend too much on gender, bank balance, background and postcode therefore restricting who actually reaps the rewards of being active. It identifies five big issues one of which is connecting with health and wellbeing. They recognise that by working alongside other organisations, sport and physical activity has huge potential to improve existing work and explore new areas to strengthen health and wellbeing for people across the age spectrum.

In 2017 Sport England launched its test and learn Local Delivery Pilots, the premise of which is a whole systems approach to engage with the inactive to get them more active. One of the 12 selected locations is the South Tees and the pilot is called 'You've Got This'. The North York Moors National Park has been an ambassador of this pilot since its outset having delivered a schools and young people's programme with partners during the Covid-19 pandemic between July 2020 and June 2022.

The **National Academy for Social Prescribing** works to create partnerships, across the arts, health, sports, leisure, and the natural environment to promote health and wellbeing at a national and local level. Humber and North Yorkshire Health Care Partnership are currently one of seven Green Social Prescribing Test and Learn sites across England. They are working with communities which were hardest hit by Covid-19 to develop a stronger evidence base for supporting this approach. The North York Moors National Park were a partner in a test green social prescribing festival funded through them in summer 2022.

Key themes of the **North York Moors National Park's Volunteer Strategy** include promoting; volunteering for everyone and working with partner organisations who have the specialist skills and knowledge for working with volunteers who have mental impairments and physical disabilities, alternative volunteering, which includes setting up and supporting community groups, micro volunteering and self-led volunteering.

North Yorkshire Health and Wellbeing Board Strategy has five key themes to organise its work which focuses on; connected communities, start well, live well, age well, dying well.

The South Tees Joint Health and Wellbeing Board comprises Redcar and Cleveland Borough Council and Middlesbrough Borough Council. Prior to forming Middlesbrough's strategy (2013-2023) had four key aims; tackle the social causes of poor health, ensure children and young people have the best health and wellbeing, reducing preventable illness and early deaths, ensure high quality, sustainable and joined up health, social care and wellbeing services.

Europarcs Healthy Parks Healthy People is a Europe-wide programme developed by the EUROPARC Federation to support parks and protected areas at the national, regional and local level to deliver better outcomes for the health of people and nature.

Appendix 2

Pathways to nature connectedness developed by the University of Derby [18]

- Contact - tuning in to nature through the senses e.g. listening to bird song, watching the sunset.
- Beauty – taking time to appreciate and notice nature’s beauty.
- Meaning - nature bringing meaning to our lives. Using natural symbolism to represent an idea, thinking about the meaning and sign of nature e.g. the first swallow of summer.
- Emotion - feeling alive through the emotions and feelings nature brings. Finding happiness and wonder.
- Compassion - caring and taking action for nature. Leads to moral and ethical concern.

Appendix 3

Current mechanisms of working in these areas

Inspire and communicate	Co-create	Connect	Partner and collaborate	Evaluate, learn and lift
<p>New website with designated health and wellbeing area.</p> <p>Promotion of 1,408 miles Public Rights of Way (PROW).</p> <p>Promoted routes on website/outdooractive (walking and cycling)</p> <p>Miles without stiles</p> <p>Social media platforms: Facebook, Twitter, Instagram, LinkedIn, YouTube</p> <p>Print: walk booklets, out and about guide, Moors Messenger</p> <p>E-newsletters – segmented to different audiences</p>	<p>Mosaic project – minoritised ethnic communities</p> <p>Breath of Fresh Air (BoFA) walks – diversification</p> <p>Virtual walks</p> <p>New walking groups e.g. LGBTQ+</p> <p>NLHF Young Rangers and Explorers – legacy funding from BMW</p> <p>Ryevitalise</p> <p>Birds on the Edge project</p>	<p>Educational visits</p> <p>Explorer Volunteers</p> <p>Youth Engagement, Youth +, Youth Voice</p> <p>Inspired by... gallery and Arts and Culture Strategy</p> <p>Events</p> <p>Happy Postcards Project</p> <p>Volunteering</p> <p>School transport fund</p> <p>Community transport fund</p> <p>Alternative volunteering</p> <p>Virtual walks/BoFA walks</p> <p>Micro-volunteering</p>	<p>Green social prescribers and social prescribers</p> <p>You've Got This – Sport England Local Delivery Pilot (Redcar and Cleveland and Middlesbrough)</p> <p>NYC – Healthy Weight, Healthy Lives Strategy</p> <p>Partner/community volunteer groups</p> <p>National Park Trust</p> <p>NPE 3x3 strategy</p>	<p>Volunteer questionnaire</p> <p>Educational visits questionnaire</p> <p>SROI evaluation for Young Rangers and Explorer Club</p> <p>Feedback forms for participants on Green Skills programmes</p> <p>Events feedback forms</p> <p>Verbal feedback</p>

Opportunities for working in this area

Inspire and communicate	Co-create	Connect	Partner and collaborate	Evaluate, learn and lift
Use social media particularly to communicate with young people that is appropriate for them	With our targeted audiences	Outreach: stepping stone engagement interventions and GSP Green social prescribing hubs at National Park Centres and new HQ grounds. Arts Council England bid Black writer in residence project	RSPB: Social prescribing Community volunteering (funding bid)	In-depth evaluation through funded projects SRoI Longitudinal studies

Appendix 4

Figures 1, 2 and 3 below show the health deprivation and disability information for the National Park and surrounds. This index uses data which measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The darker the blue colour, the higher the deprivation. Health deprivation 'hotspots' are neighbourhoods (wards) ranked among the most deprived 20% of neighbourhoods in England. The domain measures morbidity, disability and premature mortality.

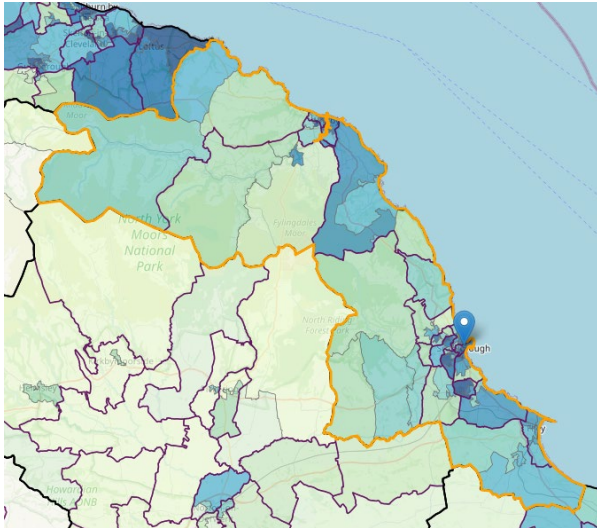


Figure 1. Scarborough

The borough of Scarborough has nearly 30% of its wards (21 out of 71) falling within the highest areas of deprivation within the country. These are focused within the towns of Scarborough (including Eastfield on the periphery) and Whitby. The authority ranks 72nd out of 317 authorities.

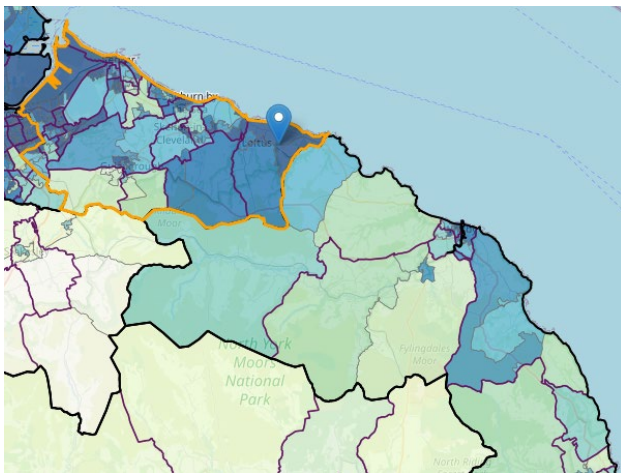


Figure 2 Redcar and Cleveland

Redcar and Cleveland has nearly 48% of its wards (42 out of 88) falling within the highest areas of health deprivation within the country. The authority ranks 62nd out of 317 authorities.

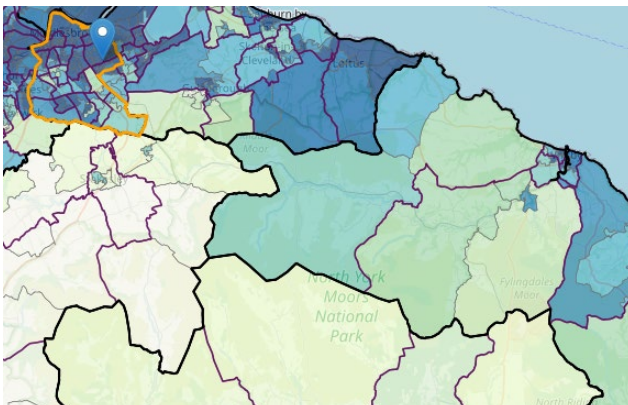


Figure 3 Middlesbrough

Middlesbrough has 66% wards of its wards (57 out of 86) falling within the highest areas of health deprivation within the country. The authority ranks 16th out of 317 authorities.

References

- [1] HM Government, "A Green Future: Our 25 Year Plan to Improve the Environment," 2018.
- [2] H M Government, "Environmental Improvement Plan: First revision of the 25 Year Environment Plan," Department for Environment, Food and Rural Affairs, 2023.
- [3] "PHE Strategy 2020 - 2025," Public Health England, 2019.
- [4] Public Health England, "Improving access to greenspace. A new review for 2020," 2019.
- [5] "The NHS Long Term Plan," NHS England, 2019.
- [6] The Mental Health Taskforce, "The five year forward view for mental health," 2016.
- [7] Natural England, "Links between natural environments and mental health. Natural England Evidence Information Note EIN065," October 2022.
- [8] "Health benefits from recreation, natural capital, UK:2022," ONS, May 2022.
- [9] M. P. White, I. Alcock, J. Grellier and et al, "Spending at least 120 minutes a week in nature is associated with good health and wellbeing," *Journal for Scientific reports* 9, 7730, 2019.
- [10] Maund, Irvine and Reeves, "Wetlands for Wellbeing: Piloting a Nature-based Health Intervention for the Management of Anxiety and Depression," *International Journal of Environmental Research and Public Health*, Nov 2019.
- [11] "Natural England, People and Nature Survey for England monthly indicators for April 2021 - March 2022".
- [12] P. Linsley and R. McNurray, "North York Moors National Park Authority: Measuring Health and Well-being Impact," York Management School, York, 2018.
- [13] T. Goodspeed, "The Social Value of Explorer Club and Young Rangers Pilots," morethanoutputs, 2019.
- [14] "Natural England, Children's Nature and People Survey for England: 2022 Update".
- [15] Natural England, "How the natural environment can support children and young people. Natural England Evidence Information Note EIN067," October 2022.
- [16] "How the natural environment can support children and young people.," Natural England Evidence Information Note EIN067, October 2022.
- [17] M. C. Aked, "5 Ways to Wellbeing," The New Economics Foundation, 2008.

- [18] P. M. Richardson, "www.derby.ac.uk," 18 May 2017. [Online]. Available: <https://www.derby.ac.uk/blog/5-ways-closer-nature/>. [Accessed 13 April 2023].
- [19] D. W. Bird, "Natural Thinking. A report by Dr. William Bird for the Royal Society for the Protection of Birds, p.55".
- [20] NatureScot, Community Green Health Guide. Think Health Think Nature, Highland Green Health Partnership, June 2021.
- [21] The King's Fund, "www.kingsfund.org.uk," 2021. [Online]. Available: https://www.kingsfund.org.uk/projects/positions/health-inequalities#footnotei_9kla2on. [Accessed 13th April 2023].
- [22] Arts Council England, "Creative Health and Wellbeing," 2022.
- [23] Sport England, "Uniting the Movement," 2021.