ACTIVE FORESTS
The Challenge

<table>
<thead>
<tr>
<th>INACTIVE</th>
<th>FAIRLY ACTIVE</th>
<th>ACTIVE</th>
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<tbody>
<tr>
<td>LESS THAN 30 MINUTES A WEEK</td>
<td>30-149 MINUTES A WEEK</td>
<td>150+ MINUTES A WEEK</td>
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<td>25.2%</td>
<td>12.5%</td>
<td>62.3%</td>
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25.2% of people (11.3M) do less than 30 minutes a week

12.5% (5.6M) are fairly active but don't reach 150 minutes a week

62.3% (28.0M) do 150 minutes or more a week
Background to Active Forests

• Partnership between Sport England and Forestry Commission England
• Co-creation of Active Forest Programme from 2014/15 with an insight & customer led approach
• Initial 3 year pilot programme and now being mainstreamed
• 5 large forest sites during pilot

• 18 large forest sites in England
  • includes 4 urban sites from April 2019
What is Active Forests?

**Core Activities**
- Organised events
- Regular weekly led activities
- Self led activities

**Play on the day**

**Events & activities**
Delivery Methods

Self Led

Active Forest Coordinators

External Providers
New approaches and Activities

- Table tennis
- Park run
- Jingle Jog fun run (Xmas)
- Dog orienteering, canicross
- Mummy Yoga
- Gruffalo orienteering
- Buggy fit
- Forestry 100 running series
Evaluation

700,097 sporting visits during the three year pilot (246% increase in number of visits in the third year verses the first)

Most popular activities
- Cycling
- Running
- Orienteering
- Bat/Racket Sports
- Sports & Fitness
Significant increase in sporting activity; encouraged more people to be active once a week or more than once a week.

- 3% were new to sport (not done activity in the last six months).
- 14% were 14–25 year olds; families being together was important.
- 91% returned to woodland for activities within 3 months & 77% returned to do a different activity.
Benefits

Significantly more individuals reported

- physical wellbeing
- a sense of fun and enjoyment
- mental wellbeing
- a feeling of freedom (89-92% higher than any other benefits)
Key motivations
- To be physically active in nature
- Enjoyment
- To get fit
- Improve health

Important qualities
- Activity should be fun and enjoyable
- Good choice of paths
- Active Forest Coordinators and volunteers
Currently targeting 5 million sporting visits (focus on new customers to forest and activity)
Fun and Fitness in the Forest
Monitoring and evaluation of the three-year Active Forest pilot programme
Liz O'Brien and Jack Forster 2017

https://www.forestry.gov.uk/fr/BEEH-A3HMKM

https://www.sportengland.org/research/understanding-audiences/getting-active-outdoors/

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