

## Attenborough for All Listening project

**87%** say they feel happier as a result of visiting Attenborough Nature Reserve

**53%** say their visits have played a part in inspiring them to do something to help wildlife



**84%** say they relax and unwind very well or totally when they're at the reserve

**74%** feel more connected to nature as a result of visiting ANR

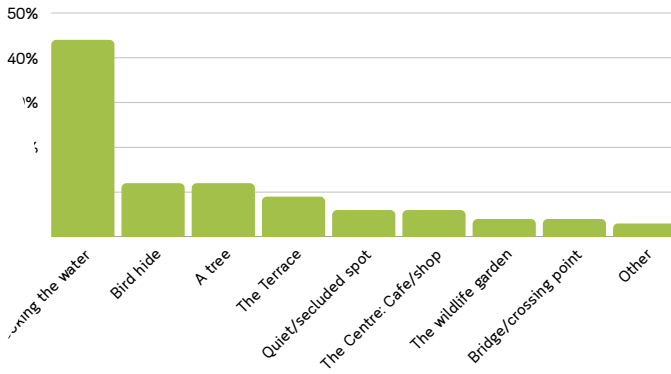


**69%** say they care more deeply about wildlife as a result of visiting ANR

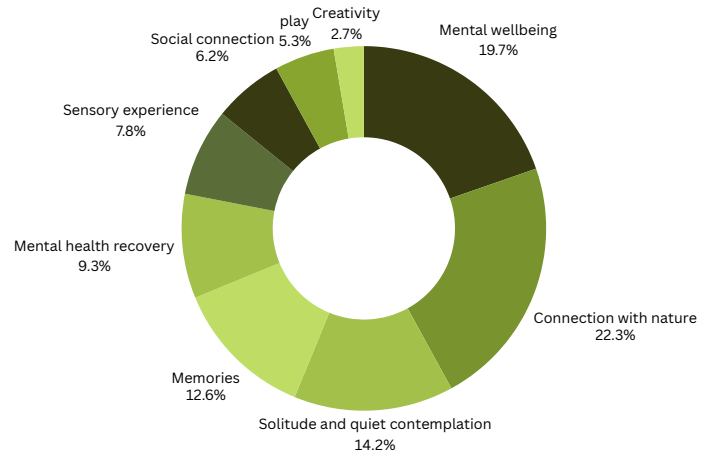
**97%** say they have learned about nature as a result of visiting ANR

*'a peaceful sanctuary away from the stresses of modern life.'*

# Visitors' favourite spots



## What their favourite spot means to them

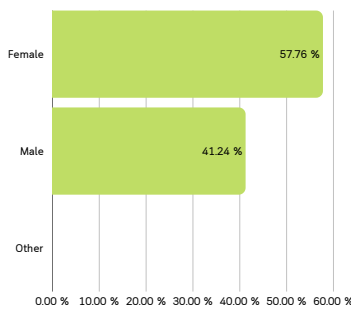


# Respondent demographics

## Gender

58% female

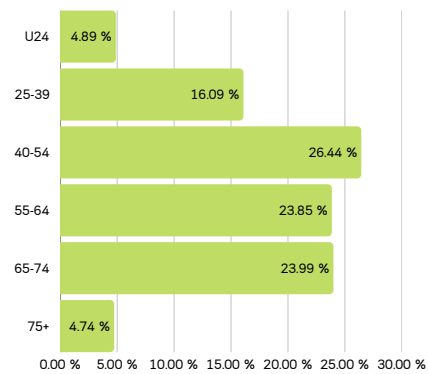
Vs 51% of the population of England and Wales



## Age profile

29% aged 65 or over

Vs a national estimate of 18.8%



## Health

1 in 4 live with a health condition 25.7%

In our survey, respondents revealed:

- 11% live with a mental health condition
- 9% live with a condition that affects their mobility
- 7% live with a condition that affects their breathing/stamina

## Green space access

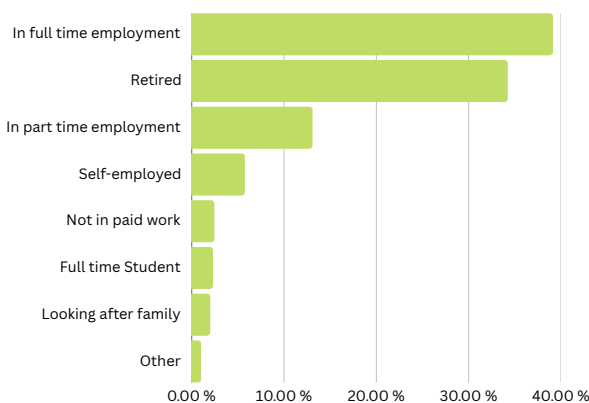
94% have a private garden at home

94%

Vs 76% of people said they had access to a private garden in the *People and Nature survey for England*.

## Employment status

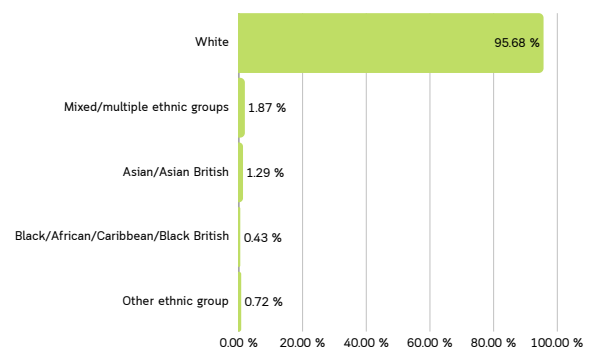
34% are retired



## Ethnicity

96% describe themselves as white

This aligns with the BME population in Nottinghamshire at 4% (compared to 15% nationally.)



# Purpose of visits



## Nature Enthusiast

Visits are primarily driven by a love for nature and wildlife. People come to birdwatch, spot species, or enjoy the natural environment. They want to learn. More likely to appreciate quiet and solitude.



## Dog Walker

The reserve is a lovely place to walk their dog. They value the accessibility and the dog-friendly cafe. This is often part of their daily routine, and some may have chosen to live near the reserve specifically for this reason.



## Wellness Seeker

Prioritising relaxation and mental well-being. The reserve as a place to unwind, and de-stress, Interested in practicing self-care in nature. They appreciate the peaceful environment and may come alone or with a partner.



## Active Visitor

These visitors focus on physical activity, using the reserve for walking, running, or cycling. For example, they may use the reserve as part of their active travel routine to get to work. They may be part of a local running or cycling group. They enjoy the flat, wide paths for exercise.



## Social Connector

The reserve is a place to meet up with friends, family, or like-minded people. They may come with children or grandchildren, enjoying connecting with younger generations through nature. They may also be looking to connect with others who share an interest in nature.

## Collective hopes



Here are the big 5 visitors would like to see an ongoing investment in:

1. Preserving the nature reserve
2. Expanding the nature reserve and creating wildlife corridors
3. Prioritising conservation efforts
4. Education and inspiration
5. Accessibility and Inclusivity

## Key paradoxes

Here are the tensions that surfaced (framed as paradoxes to navigate)

- 1 Access vs Protection
- 2 Dog management
- 3 Income vs perceptions
- 4 Cycling vs tranquility
- 5 Casual vs dedicated visitor interests
- 6 Families vs tranquillity
- 7 Guidance vs Freedom

## Top visitor suggestions



### Maintenance

Better path surfacing in specific areas, clearing overgrown vegetation



### Cycling-related

Etiquette, speed concerns. Bike lock facilities



### Dog management

More waste bins, signage and warden presence



### Signage & trails

Clearer directional signs, information boards, and distance markers.



### Parking

More parking spaces, yellow lines on Barton Lane, tiered charges



### Education & volunteer presence

More on-site volunteers sharing wildlife knowledge



### Seating/Benches

More rest spots







### Hides

Accessibility and maintenance



# Engaging a new audience

Here are some pilot events we designed to include people that didn't regularly visit and to include a younger audience

NOV 2		<b>Finding the joy in everyday nature through journaling</b> Attenborough Nature Reserve Saturday, November 2, 2024 at 1:00 PM GMT Private	17 / 20
NOV 2		<b>Connecting with everyday nature through words</b> Attenborough Nature Reserve Saturday, November 2, 2024 at 10:00 AM GMT	6 / 20
NOV 1		<b>Family activity: Finding rainbows in everyday nature</b> Attenborough Nature Reserve Friday, November 1, 2024 at 2:00 PM GMT Private	24 / 24
NOV 1		<b>Capturing moments in nature ... on your phone</b> Attenborough Nature Reserve Friday, November 1, 2024 at 11:00 AM GMT Private	13 / 20

## Attendee profile

- 30% aged under 40
- 60% under 55
- 43% of attendees visited the reserve only once every 2-3 months or less



## Attendee feedback

The relaxed and friendly approach appealed to people.

78% rated their experience as 5/5 the rest rated it as 4/5



It's spurred me on to write more poems. To visit and spend time in nature more regularly



*We thought it was great!*

*The activities were something we could easily do (didn't require any special equipment or anything) and yet it was still stuff I would never have thought of doing independently. It was a lovely relaxing atmosphere, friendly and it was nice spending time with Peter without outside distractions.*

*It is so easy to get distracted by washing, TV etc at home and most places are loud and busy over the school holidays!*



I'll be honest, I didn't think this was for me at first, those slowing down exercises. But, actually, it worked. Its all been brilliant. I've really enjoyed it.



A wonderful experience.



I'll take more time to appreciate my surrounding now. I'll also share tips with friends.



*'I will try to do a little journalling now, as I really enjoyed the experience and was surprised by how my writing turned from nature to deeper thoughts about life and philosophy so quickly - it was a bit like I was given a key to unlock a different part of my mind'*



*I found myself noticing more of nature's detail when I was out walking the next day. Thank you for an enjoyable session,'*



# Suggestions for ANR

## vision

To be a catalyst for local, nature-connected urban communities where:

- wildlife thrives
- people find restoration
- local action creates a living network of urban natural sanctuaries for wildlife and human wellbeing.

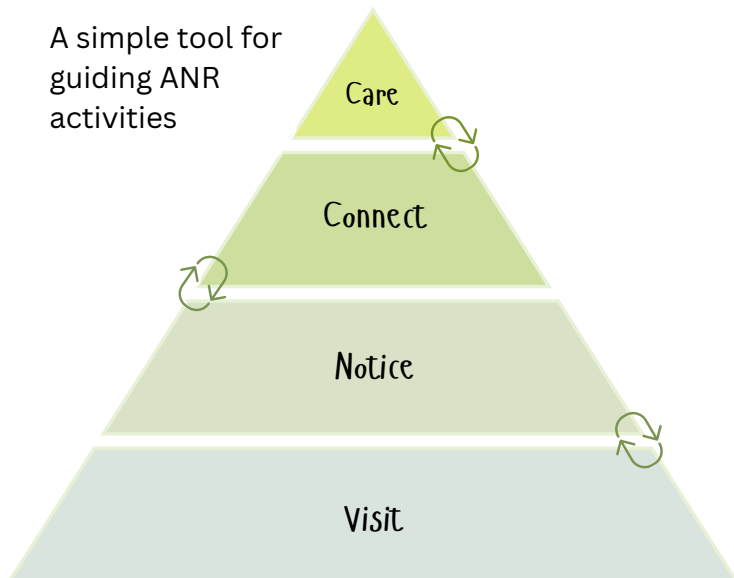


## Mission

To nurture a flourishing urban sanctuary where wildlife thrives and people restore their well-being through profound connections with nature, inspiring a network of community-led action for healthier, wildlife-rich neighbourhoods.

## 'Growing with nature'

A simple tool for guiding ANR activities



For more learnings and recommendations, please have a chat with us.

# THANK YOU!

From Nottinghamshire Wildlife Trust to everyone who shared their views. We were thrilled by the number of people who came forward to help.



We heard from over 800 people, including visitors, volunteers, and community leaders from the local area.



This review has been made possible by a project grant from the National Lottery Heritage Fund.



Our independent partner, [Enlightful](#), designed and conducted the research and authored the reports.

 **Enlightful**