



HenleyCentreHeadlightVision

## **Appendix J: Comparison of impact mapping across papers 2 to 6**

A report for Natural England's  
outdoor recreation strategy



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### Comparison of impact napping across papers 2 to 6

It will be noted that across papers 2 to 6, some drivers appear in a different according to the focus of the paper. Below is a summary of where these discrepancies lie and an explanation of why they have come about.

Drivers	The Papers					Comments
	D (2)	H (3)	S (4)	P (5)	I (6)	
Convenience culture	U	-	-	CS	-	<p>Convenience culture influences and is influenced by a number of other prioritised drivers for demand and is therefore an uncertain driver in this context. For example, it could either encourage more people to participate if recreating outdoors if viewed as a convenient means of relaxing or getting exercise. The driver could equally reduce participation if convenience culture develops in a different way so that the gym or facilities in the workplace or at home are viewed as the most convenient means of gaining exercise and relaxation.</p> <p>For planning on the other hand, convenience culture is a dominant driver that functions as a context setter. This means that there is little doubt as to its influence on the future. Whether people perceive the gym or recreating outdoors as more compatible with convenience culture, it will be an important societal trend to take into account in planning and spatial frameworks.</p>

<p><b>Changing lifestyles of children and young people</b></p>	U	E	-	CS	E	<p>This driver is uncertain for demand as, depending on the other drivers that influence it, it could continue to follow the current trend (towards a more sedentary, indoors, urban-focused lifestyle) or change towards a more environmentally aware and health conscious mind-set.</p> <p>However, for the planning paper it is a dominant driver; it is not influenced by many other planning drivers yet is seen to influence factors such as the fragmentation of leisure. It therefore acts as a dominant but fairly certain driver to the future of planning for outdoor recreation.</p> <p>For both the health and impact papers, the changing lifestyles of children and young people driver emerges as an effect. This means this driver will be significantly influenced by dominant drivers relating to the development of the health agenda and the future role of outdoor recreation.</p>
<p><b>Priorities in public spending</b></p>	U	E	CS	CS	-	<p>The effect this driver has on demand for outdoor recreation is uncertain; if greater political will is behind health, wellbeing, environmental concerns and other related areas, the future demand for outdoor recreation will be significantly different to one where other political agenda take centre stage.</p> <p>For planning and supply, the priorities in public spending driver is a context setter – regardless of where the priorities lie, it will have a significant influence on both the planning of and supply of places for outdoor recreation.</p> <p>For the health paper, this driver is an effect as it is dependent on a number of the other health drivers. It is therefore a product of how drivers, such as public health indicators and cost, play out in the future.</p>
<p><b>Increasing income</b></p>	-	I	CS	-	U	<p>This driver was found to be insignificant in the health paper as its only link was</p>

<b>disparities</b>						<p>to the social inclusion driver, which emerged as the more influential factor.</p> <p>In supply, the increasing income disparities driver was a context setter as it was seen to influence a number of the central drivers, including entitlement and social inclusion, whilst not being influenced itself by many drivers.</p> <p>Finally it is uncertain in the context of the impact of outdoor recreation as it has links to a number of other drivers, depending on factors such as increasing affluence and unequal regional growth. Its future direction and its effect on the impact of outdoor recreation is therefore uncertain.</p>
<b>Growing influence of lobby groups</b>	-	-	CS	-	I	<p>For supply, the lobby groups driver influences a number of the other key supply drivers such as increasing access and growing tensions over transport infrastructure. It is therefore a dominant driver that is important but fairly certain.</p> <p>The driver is insignificant for the impact of outdoor recreation as it does not have sufficient influence nor is it influenced by other key drivers in the overall system.</p>
<b>Diversification</b>	-	-	U	E	-	<p>In supply, the future of diversification, particularly the limitations facing diversification due to the current planning and incentive frameworks, make it an important driver as well as a dependent one, influenced as it is by a number of the political and land use drivers in the set. It therefore emerges as an uncertain driver.</p> <p>Whilst this driver plays a role in the future supply of outdoor recreation, it does not emerge as a factor of great influence for planning; rather, it is seen to be an output, influenced by a number of other driver in the prioritised set for planning.</p>

<b>Urbanisation of culture</b>	CS	-	-	-	U	<p>This driver is a context setter for the demand paper as it influences a number of other drivers (such as the changing lifestyles of children and young people) and, whichever direction the trend takes, it is fairly certain to have big impact on demand for outdoor recreation.</p> <p>For the impact paper, however, the trend is seen to be not only dominant (as in the demand paper) but also dependent on a number of other factors in the impact driver set. It therefore has an uncertain influence on the future impact outdoor recreation.</p>
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U	Uncertain
CS	Context-Setter
E	Effect
I	Insignificant