

# Interview Guide

Background questions

**Project and interview objectives:**

**Overview of organisation (remit, mission):**

**Overview of respondent area and responsibilities:**

# Outdoor recreation

## Definition of outdoor recreation in the context of their organisation's remit:

## Issues affecting the development of outdoor recreation

- Looking back over the last ten years, what have been the biggest (social, technological, economic, environmental, political and organisational) changes (positive and negative) affecting outdoor recreation in England?
  - Impact: Why are they significant (why does it matter)? What evidence leads you to believe they are significant?
  - How specific are they to [*organisation*]?
  - *Capture affect of issues in the context of demand, supply and planning for outdoor recreation?*
  - *Planning: what needs to be (or has been) done to counter/support these negative/positive changes?*
  - *Areas of conflict? What trends/changes are working against each other/ reinforcing each other?*
- Looking forward over the next ten years, what are likely to be the biggest (social, technological, economic, environmental, political and organisational) changes (positive and negative) affecting outdoor recreation in England?

- Impact: Why are they significant (why does it matter)? What evidence leads you to believe they are significant?
  - How specific are they to [*organisation*]?
  - *Capture affect of issues in the context of demand, supply and planning for outdoor recreation?*
  - *Planning: what needs to be (or has been) done to counter/support these negative/positive changes?*
  - *Areas of conflict? What trends/changes are working against each other/ reinforcing each other?*
- Looking forward over the next fifteen to twenty years, are there any other (social, technological, economic, environmental, political and organisational) changes (positive and negative) that may affect outdoor recreation in England?
    - Impact: Why are they significant (why does it matter)? What evidence leads you to believe they are significant?
    - How specific are they to [*organisation*]?
    - *Capture affect of issues in the context of demand, supply and planning for outdoor recreation?*
    - *Planning: what needs to be (or has been) done to counter/support these negative/positive changes?*
    - *Areas of conflict? What trends/changes are working against each other/ reinforcing each other?*

*Table for recording responses about issues*

|               | Looking back over the last 10 years | Looking forward over the next 10 years | Looking forward over next 15-20 years |
|---------------|-------------------------------------|--|---------------------------------------|
| Social        |                                     |  |                                       |
| Technical     |                                     |  |                                       |
| Economic      |                                     |  |                                       |
| Environmental |                                     |  |                                       |
| Political     |                                     |  |                                       |

## Health and outdoor recreation

- What impact will the increasing importance of health and well-being have on outdoor recreation? (And vice versa: Impact of outdoor recreation on well-being and health?)
- What impact has increased importance of health and well-being on the political/social agenda had on [*organisation's*] activities/purpose?
  - Is this seen as an opportunity/threat?
  - If opportunity, how has [*organisation*] made use of opportunity?
  - If has not, why not?
- What further impact will increased importance of health and well-being on the political/social agenda have on [*organisation's*] activities/purpose?
- *Capture affect of increasing importance of health and well-being on demand/supply for outdoor recreation?*
- *Planning: what needs to be (or has been) done to counter/support the negative/positive impact of increased importance of health and well-being?*

## Taking action

- What current initiatives/policies does [*organisation*] have in place that will impact outdoor recreation going forward?
  - Objective of policy, extent of success, side effects, major risks facing the initiative
- In terms of 'Natural England' adapting to future change:
  - What threats do you see to outdoor recreation?
  - What opportunities do you see?
  - What strengths?

- o What weaknesses?

|           |               |
|-----------|---------------|
| Threats   | Opportunities |
| Strengths | Weaknesses    |

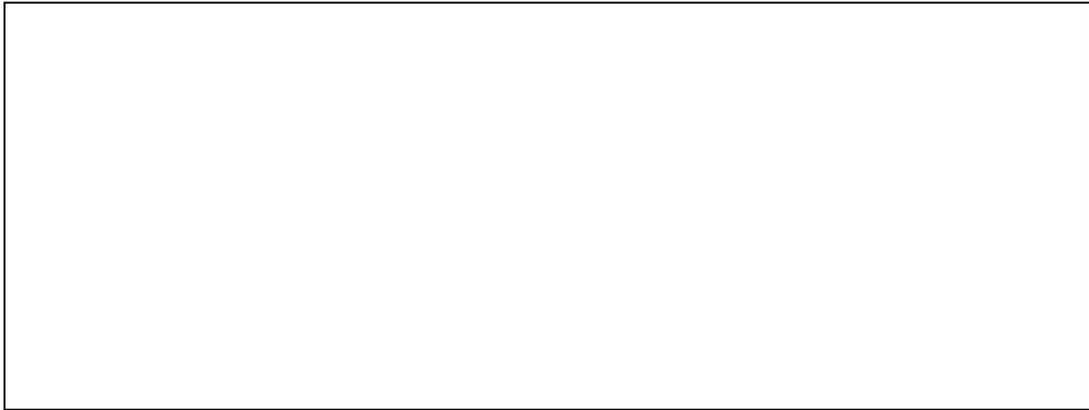
### The future

- Imagining that it is 2015 and that 'Natural England' has been extremely successful in the area of outdoor recreation – define this success, what does this look like for outdoor recreation?
- Imagine that it is 2015 and the new organisation 'Natural England' has been extremely effective in the area of outdoor recreation and has an excellent reputation with the public and within government. What changes would have brought that about?
- Imagine that it is 2015 and the new organisation 'Natural England' has has a poor reputation with the public and within government when it comes to outdoor recreation. What might have happened to make that the case?

|           |
|-----------|
| Gone well |
|-----------|

|            |
|------------|
| Gone badly |
|------------|

- If you had access to a fortune teller, known for the accuracy of her sayings and could ask three questions about the development of Natural England and outdoor recreation what questions would you ask about the state of outdoor recreation in 2015?



**Any other comments**