Updated NIA M&E indicators: Social and Economic theme

Final for use by NIAs, update 28th March 2014

- S&E01_S: Attitudes of local community to the natural environment and environmental behaviours
- S&E02_S: Number of educational visits
- S&E03_S: Number and social mix of visitors to NIA sites
- S&E04_S: Number and social mix of people attending NIA activities and events
- S&E05_S: Level of outdoor recreation in the local community
- S&E06_S: Number of volunteer hours on NIA activities
- S&E07_E: Estimated value of visitor expenditure to the local economy
- S&E08_E: Number of people employed in NIA activities
- S&E09_E: Local Indicator of estimated value of ecosystem services in the NIA

Indicator: S&E01_S: Attitudes of local community to the natural environment and environmental behaviours

Indicator: S&E01_S	Attitudes of local community to the natural environment and environmental behaviours
Protocol version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Social impacts and well-being
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	This indicator seeks to help understand the extent to which the work of an NIA may influence the perception of the natural environment and environmental behaviour of people living in or near the NIA area. It measures change over time over the period of NIA delivery. This is an indirect / proxy indicator as it is not possible to attribute with certainty that changes in perceptions or behaviour are a result of NIA activities. **Note:** It is recommended that NIAs choosing this indicator and conducting a NIA local survey should also consider including questions relating to the following social and economic indicators: 'Level of outdoor recreation in the local community' and to the following partnership working indicators: 'Level of awareness of NIA in local community' and 'Attitudes of local community to NIA'.
Units	Percentage (%) of local people providing a range of standard answers to specific questions.
Relevance to Government indicators	UK Biodiversity Framework Indicator A1. Awareness, understanding and support for conservation.
Existing data for establishing baseline	
Relevant dataset(s)	Monitor of Engagement with the Natural Environment (MENE) survey data on responses to questions E2, E3, E4 and E5. See questionnaire script at: http://www.naturalengland.org.uk/Images/mene-question-script_tcm6-37024.pdf (pages 8-9) for details of specific questions. Note: this website will change to http://www.naturalengland.gov.uk/Images/mene-question-script_tcm6-37024.pdf before July 2014. Where resources and expertise allow it is suggested that NIAs can implement repeat local surveys, using the standard MENE questions, to develop their own data. See Data collection method / Relevant additional/new data.
Source(s) of data *(contact details or hyperlink)*	MENE survey data: • Results are published annually at:http://www.naturalengland.org.uk/ourwork/research/mene.aspx#results (Note: this website will change to http://www.naturalengland.gov.uk/ourwork/research/mene.aspx#results before July 2014)

	• Raw data is available for download from: http://publications.naturalengland.org.uk/publication/2248731?category=47018 • Natural England has agreed to provide analysis of the raw data for the 12 initial NIAs to 2015. This will be based on the NIA boundary plus a 10km buffer, this is to ensure a large enough sample size for statistical analysis • Instant Atlas is a data visualisation tool due to be launched in 2014 that will allow MENE question data to be viewed against various boundaries, including NIAs. Future NIAs will have an annual opportunity to submit their boundaries for addition Locally derived data: • From NIA implemented surveys.
Spatial coverage	**Geographical scope:** This indicator is intended to measure attitudes of people living in (or near) the NIA: the "local community". The "local community" is a very general term and there are no commonly agreed definition of what it means. It can mean communities of place or of interest, both of which might vary in scale: e.g. all the people who live in your NIA or all the people who live 5km from a specific NIA site or all birdwatchers who are members of the RSPB. In the context of the NIA indicators the term "local community" refers to a **geographical community** because we are interested in knowing about the reach of the NIA and its activities to ordinary members of the public. More information on defining the local community in the context of specific NIAs is provided in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list Once an NIA has decided on the appropriate definition of local community in their context, this should be used consistently: i.e. it is important to sample from the same geographical area for all surveys that refer to "local community" and that from one year to the next they sample is from the same geographical area otherwise comparisons can't be made. **Sample size:** For some individual NIAs the sample size (number of survey responses) in the MENE survey is sufficient to allow analysis at the NIA level, although this may not be true of the same NIAs every year. For more information contact: Rachel Penny, Senior Specialist, Health and Accessible Natural Environment, Natural England (Tel: 01245 284747; email: Rachel.Penny@naturalengland.org.uk). Further guidance for establishing and running local surveys, such as on sample size and framing is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28

	354471/list
Temporal coverage	The MENE survey is ongoing, with results published monthly and detailed results published annually. For local NIA surveys these should be implemented annually to provide data for annual monitoring.
Planned updates	Monthly and annual reports produced through MENE. Local NIA surveys: annually
Data collection method *(estimate, survey, monitoring)*	The MENE survey is carried out face-to-face as part of an in-home omnibus survey. Every year at least 45,000 interviews are undertaken and at least 800 respondents are interviewed every week. The Technical Report contains a copy of the full questionnaire in the appendix, as well as details of the survey methodology - including approaches to sampling, grossing and weighting, and estimates of margins of error, see: Appendix 3 of the Annual Report of the 2012-2013 MENE survey: http://publications.naturalengland.org.uk/publication/5331309618528256?category=47018 Where resources and expertise allow, NIAs can use the MENE standard questions (see http://www.naturalengland.org.uk/Images/mene-question-script_tcm6-37024.pdf (pages 8-9)) to develop their own survey. This will enable NIAs to develop data that is more representative than possible using MENE data. If an NIA chooses to develop their own survey this could also provide data for other indicators: Levels of outdoor recreation; Attitudes of local community to NIA; and Level of awareness of NIA in local community. Further guidance for establishing and running local surveys, such as on sample size and framing is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list
Accuracy of data	The MENE survey involves a quota sampling method to ensure that respondents are representative of the adult population (16 years and over) of England.
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Annual MENE data on responses to questions E2, E3, E4 and E5, where sample size for individual NIAs is statistically robust. If a NIA local survey is being used, these data should be updated annually based on repeat surveys. Repeat surveys must use the same questions and relative consistency in sample sizes to show change over time.

Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	Natural England – for MENE data If local questionnaire / survey is undertaken – responsibility will be the NIA partnership.
Data collection method	As above for MENE data, and local survey data.
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2012 – for MENE based approach For local survey based approach the baseline will be the first annual survey data.
Methods for calculating indicator values	MENE data: • Raw data to be cut to the NIA boundary using postcodes. • Natural England has agreed to provide analysis of the raw data for the 12 initial NIAs to 2015. This will be based on the NIA boundary plus a 10km buffer, this is to ensure a large enough sample size for statistical analysis. For the NIA local questionnaire / survey the tally of the responses to the questions.
Responsibility for calculating indicator values	Natural England – for MENE data. If local questionnaire / survey is undertaken – responsibility will be the NIA partnership.
Reporting	

Online reporting	The following data can be entered in relevant fields in the online reporting system:
	• Baseline summary breakdown of responses received to each of the questions
	• Annual summary breakdown of responses received to each of the questions
	• Caveats relating to:
	  ○ Sample size.
	  ○ Sampling issues.
	  ○ Sample 'frame' in relation to definition of local community for NIA.
	
	Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.

Interpreting	
Interpretation *(inc linkage to other indicators)*	There are close links with other indicators relating to social impacts and well-being, and partnership working: Levels of outdoor recreation; Attitudes of local community to NIA; and Level of awareness of NIA in local community. Care is needed in interpretation of the indicator, given the range of factors potentially influencing attitudes.

Indicator: S&E02_S: Number of educational visits

Indicator: S&E02_S	Number of educational visits
Protocol version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Social impacts and well-being
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	The educational benefits of the NIA, through its role in supporting educational visits. This indicator is a proxy measure of the educational benefit of NIA activities, based on the assumption that a greater number of visits will improve knowledge and awareness of the natural environment.
Units	Type of event, number of visits, age class and number of participants
Relevance to Government indicators	No indicator specifically covers educational visits
Existing data for establishing baseline	
Relevant dataset(s)	No existing datasets: the baseline is zero as the indicator measures visits as a result of the NIA, so there would be none prior to the NIA being established.
Source(s) of data *(contact details or hyperlink)*	None: as above
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method *(estimate, survey, monitoring)*	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Details of educational visits to sites owned or managed by members of the NIA partnership. An educational visit is defined as any organised visit to an NIA site or centre (e.g. visitor centre) which has an explicit educational objective. An example would be a school group visiting an NIA site to learn about local flora and fauna, although educational visits may be targeted at people from all age groups and backgrounds. If the NIA arranges visits to schools by NIA partner staff with an educational objective these can also be recorded. NIAs are advised to record visits against standardised categories of event, such as: community liaison, demonstration, school visits, visits to schools, volunteer training events (NIAs should add categories as required).

	Categorise visitors by age classes and also record event class and participant numbers. It is important to clarify the educational visits that are recorded within the reporting. This may include those events where NIA representatives visit schools or where participants (children / adults) attend events organised by the NIA partner members. Record within the caveats any limitations in the collection of data and specific inclusions and exclusions from the records. NIAs may also wish to use the following sources to help identify and prioritise educational visits and activities: • Natural Connections Demonstration Project maps which plot accessible green space, school and deprivation data sets. See: http://www.naturalengland.org.uk/ourwork/enjoying/linkingpeople/learning/naturalconnections/demonstrationmaps.aspx • Visit My Farm website / resources: http://www.visitmyfarm.org/about-us
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partnerships
Data collection method	NIA partnerships to keep records of the type and number of educational visits, number of participants and their breakdown by age class (e.g. children (under 16) and adults).
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2013 (unless existing annual records exist) The baseline is zero at the start of the project as the indicator measures visits as a result of the NIA, so there would be none prior to the NIA being established
Methods for calculating indicator values	Number and type of educational visits and number of participants to be calculated annually, broken down by age class (children (under 16) and adults). Educational visits should be summed by type. NIA partnerships are encouraged to develop a separate indicator if they wish to record educational activities more generally.
Responsibility for calculating indicator values	NIA partnerships
Reporting	
Online reporting	The following data can be entered annually in relevant fields in the online reporting system: • Total number of educational visits by type • Total number of participants • Breakdown of above by age class (children (under 16) and adults) • Caveats, such as those that may relate to: ○ Limitations of the data collection and specific inclusions and exclusions from the records. Note that **data entered as 'annual figure' in each**

	reporting year should be for that year only, and not cumulative. Cumulative figures will be calculated by summing individual year data.
Interpreting	
Interpretation *(inc linkage to other Indicators)*	There are links with other indicators relating to social impacts and well-being, especially the 'Number and social mix of visitors to NIA sites', as well as with indicators of cultural services. Interpretation should appreciate the inclusions and exclusions of the records (i.e. which events are included).

Indicator: S&E03_S: Number and social mix of visitors to NIA sites

Indicator: S&E03_S	Number and social mix of visitors to NIA sites
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Social impacts and well-being
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	The level of, and trends in, number of visitors to NIA sites, differentiated by gender, age, disability, employment status, socio-economic group and ethnic group. This indicator seeks to help understand the extent to which the NIA is enabling people from different backgrounds to experience and benefit from the natural environment. The indicator is a proxy based on the assumption that an increase in the number of visits to NIA sites will provide benefits to visitors, for example: improving their health and wellbeing, inspiring them and enhancing their experience of the natural environment. "Visitors to NIA sites" refers to people who have chosen to experience an aspect of the NIA and have come to a specific site to do so. They may have come for a specific activity but the reason for surveying them is to see who is visiting the site for whatever reason. **Note:** It is recommended that NIAs choosing this indicator and conducting a NIA local survey of visitors should also consider including questions relating to the following social and economic indicator: 'Estimated value of visitor expenditure to local economy'.
Units	Number of visits, percentage breakdown of visits by: gender; age; disability; employment status; socio-economic group; and ethnic group.
Relevance to Government indicators	England Biodiversity 2020 Indicator 13. Public enjoyment of the natural environment
Existing data for establishing baseline	
Relevant dataset(s)	None Records on existing visitor numbers or surveys may provide baseline data on visits to some NIA sites.
Source(s) of data *(contact details or hyperlink)*	NIA partners with sites
Spatial coverage	Depends on the sites that are owned / managed by the NIA partners
Temporal coverage	Depends on whether there are existing records of the use of sites
Planned updates	Subject to individual surveys

Data collection method *(estimate, survey, monitoring)*	Varied
Accuracy of data	Varied
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Data on numbers of visits to NIA sites and representation of visitors by gender, age, disability employment status, socio-economic group and ethnic group. NIA sites are those that are owned or managed by members of the NIA partnership.
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partnerships
Methods for data collection	1. To calculate or estimate the total number of visits, consider collection of data by NIA site managers using a variety of methods, such as automatic counters, car park records, visitor centre records and counts or estimates. Further guidance on conducting visitor surveys and estimating visitor numbers is available from: • Forest Research – Estimating visitors and visit numbers to woodlands: http://www.forestry.gov.uk/fr/INFD-8CZJBE • Visit Scotland – Visitor Survey Toolkit: http://www.visitscotland.org/business_support/advice_materials/toolkits/visitor_survey_toolkit.aspx 2. To understand the social mix of visitors it will be necessary to complete visitor surveys. NIAs should conduct visitor surveys to include questions on frequency of visits, gender, age group, disability, employment status, socio-economic group*, and ethnic group. This survey could be combined with that required for the indicator of 'Estimated value of visitor expenditure to the local economy'. For consistency for gender, age, employment status, disability and ethnic group NIAs should use the standard questions included in the MENE survey. These are questions 1, 2a, 2b, 5 and 13 in Appendix 2 of the MENE Technical Report (2012-13 survey): For the question on disability go to Appendix 1 question 22. http://publications.naturalengland.org.uk/publication/6177445019385856?category=47018 * Socio-economic group is based on the classification included in the MENE survey. This is derived by asking about occupation of the chief income earner in the household of the person being interviewed. This occupation can then be classified as A, B, C1, C2, D or E according to the scale and descriptions included in the MENE survey, see Appendix 3 of the Annual Report of the 2012-2013 MENE survey: http://publications.naturalengland.org.uk/publication/5331309618528256?category=47018 Local Authorities will also have standard classifications (and questionnaire examples) which NIAs may wish to use in their area. If this approach is preferred NIAs should contact the relevant Local Authority direct.

	It will not be possible to survey everybody visiting NIA sites. As a result a 'sample' survey will be required, where a sample of the total number of visitors are surveyed and from this sample extrapolations made to relate the sample to the total. It is important that the same survey is used each year to enable comparison of data collected and to measure change over time. Further guidance for establishing and running local surveys, such as on sample size and framing is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2014 (unless existing data is held by NIA partnerships). Baseline should be taken as zero if these are new sites, although if sites defined as 'NIA sites' existed prior to NIA initiative and indicator is defined as *'change in number of visitors'* then the baseline could be non-zero.
Methods for calculating indicator values	1. Collation of the number of visits to all NIA sites annually 2. Percentage breakdown of visits by i) gender, ii) age-group, iii) disability, iv) employment status, v) socio-economic group, and vi) ethnic group.
Responsibility for calculating indicator values	NIA partnerships
Reporting	

Online reporting	The following data can be entered in relevant fields in the online reporting system:
	• Baseline number of visits to all NIA sites
	• Baseline percentage breakdown of visits by gender, age, disability, employment status, socio-economic group and ethnic group
	• Annual number of visits to all NIA sites
	• Annual percentage breakdown of visits by gender, age, disability, employment status, socio-economic group and ethnic group
	• Caveats relating to:
	  ○ Sample size
	  ○ Any potential deficiencies in data collection.
	
	Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.

Interpreting	
Interpretation *(inc linkage to other indicators)*	There are close links with other indicators relating to visitors, e.g. 'Estimated value of visitor expenditure to local economy'. Care is needed in interpretation of these indicators, as changes may not necessarily be due to NIA activities.

	Note: potential recording of part of these within the educational visits indicator, where the educational visits are to NIA sites.

Indicator: S&E04_S: Number and social mix of people attending NIA activities and events

Indicator: S&E04_S	Number and social mix of people attending NIA activities and events
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Social impacts and well-being
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	This indicator seeks to measure the level of engagement of the local community and its constituent social groups with the NIA in NIA events. It is a proxy indicator which assumes that an increase in the number of people from different backgrounds attending NIA activities and events indicates an increase in engagement with the NIA and the natural environment. By recording social groups the indicator seeks to demonstrate changes in the diversity of participating groups, helping to indicate the extent to which NIAs are encouraging wider participation and trigger NIA Partnerships to consider changing the format, timing, and promotion etc. of events if the social mix of attendees does not reflect that of the local population in general, or the local population that do visit the natural environment. For the purposes of this indicator, 'NIA activities and events' are defined thus: NIA activities and events are those organised by one or more NIA partners which are specifically seeking to meet one or more NIA objectives and have been made possible by NIA funding and / or the existence of an NIA partnership. 'Activities' involve participants actively contributing to or taking part in delivering an outcome, for example tree planting or conducting a survey, including as volunteers. 'Events' involve participants attending to learn, enjoy or view/experience an aspect of the NIA, this could include awareness raising, guided walks, wildlife discovery events, music performances or other cultural events, launches of specific initiatives etc. NIA activities and events should *not* include things that are happening inside the NIA area but that do not meet specific NIA objectives and have not been made possible by the existence of the NIA partnership or associated funding (i.e. they would have happened anyway).
Units	Number of participants in NIA activities and events. Percentage breakdown of participants by: gender; age; disability; employment status; socio-economic group; and ethnic group.
Relevance to Government indicators	None

Existing data for establishing baseline	
Relevant dataset(s)	None
Source(s) of data *(contact details or hyperlink)*	None
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method *(estimate, survey, monitoring)*	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Data on attendance and involvement in each NIA event or activity by gender, age, disability, employment status, socio-economic group and ethnic group The number of events that this number of attendees/ participants relates to should also be recorded and reported within the caveats/narrative section of the online reporting tool.
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partners organising NIA activities and events should all record the numbers and categories of participants. This may be coordinated and collated by a single NIA member.
Methods for data collection	1. The total number of participants at each event should be recorded 2. Each participant should be surveyed to record: gender, age group, disability, employment status, socio-economic group*, and ethnic group. For consistency for gender, age, employment status, disability and ethnic group NIAs should use the standard questions included in the MENE survey. These are questions 1, 2a, 2b, 5 and 13 in Appendix 2 of the MENE Technical Report (2012-13 survey): For the question on disability go to Appendix 1 question 22. http://publications.naturalengland.org.uk/publication/6177445019385856?category=47018 * Socio-economic group is based on the classification included in the MENE survey. This is derived by asking about occupation of the chief income earner in the household of the person being interviewed. This occupation can then be classified as A, B, C1, C2, D or E according to the scale and descriptions included in the MENE survey, see Appendix 3 of the Annual Report of the 2012-2013 MENE survey: http://publications.naturalengland.org.uk/publication/5331309618528256?category=47018 Local Authorities will also have standard classifications (and questionnaire examples) which NIAs may wish to use in their area. If this approach is preferred NIAs should contact the relevant Local Authority direct.

	If NIA partnerships also wish to report on the number of people involved in online NIA activities and events, they are encouraged to maintain a separate record. **Note**: this aims to record *all* event/activity attendees and or participants. Thus this is *not* a sampled approach (as in other visitor surveys); all NIA partners should collate relevant source data from NIA specific events and activities. Further guidance for establishing and running local surveys is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	Baseline will be zero – prior to the establishment of the NIA. For initial NIAs this can be set in Year 1, April 2012.
Methods for calculating indicator values	1. Collation of the number of people participating in NIA events and activities annually. The annual number of events should also be recorded. 2. Percentage breakdown of participants by i) gender, ii) age group, iii) disability, iv) employment status, v) socio-economic group, and vi) ethnic group.
Responsibility for calculating indicator values	NIA partnership
Reporting	
Online reporting	The following data can be entered annually in relevant fields in the online reporting system: • Baseline total number of participants (a separate account of online participation can also be recorded) • Baseline percentage breakdown of participants by gender, age, disability, employment status, socio-economic group and ethnic group • Annual total number of participants (a separate account of online participation can also be recorded) • Annual percentage breakdown of participants by gender, age, disability, employment status, socio-economic group and ethnic group • Caveats, such as those that may relate to deficiencies in recording and estimation. Record the number of events that the annual figures relate to so that average numbers can be represented. Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.
Interpreting	
Interpretation *(inc linkage to other indicators)*	There are links with other indicators relating to social impacts and well-being, especially the 'Number and social mix of visitors to NIA sites'. Depending on the way that the '*Number of educational visits'* are recorded this indicator may overlap. Record within the caveats the limitations or exclusions in recording.

Indicator: S&E05_S: Level of outdoor recreation in the local community

Indicator: S&E05_S	Level of outdoor recreation in the local community
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Social impacts and well-being
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	This indicator seeks to measure the contribution that the NIA makes to the recreational use of the natural environment, by measuring overall levels of outdoor recreation in the local community, This is a proxy or indirect indicator as it is not possible to attribute with certainty changes in levels of outdoor recreation to NIA activities. The indicator does not explicitly try to link to the activities of the NIA influencing the level of outdoor recreation. The principle is that there is indirect uptake of outdoor recreation due to increased awareness, attitude and/or opportunity. **Note:** It is recommended that NIAs choosing this indicator and conducting a local survey should also consider including questions relating to the following social and economic indicators: 'Attitudes to the natural environment and environmental behaviours' and to the following partnership working indicators: 'Level of awareness of NIA in local community' and 'Attitudes of local community to NIA'.
Units	Numbers of visits
Relevance to Government indicators	England Biodiversity 2020 Indicator 13. Public enjoyment of the natural environment
Existing data for establishing baseline	
Relevant dataset(s)	Monitor of Engagement with the Natural Environment (MENE) survey (2012) data on responses to question 17, supplemented by responses to questions 1, 2, 3, 4, 5, 12 and 18 to aid interpretation. See questionnaire script at: http://www.naturalengland.org.uk/Images/mene-question-script_tcm6-37024.pdf Note: this website will change to http://www.naturalengland.gov.uk/Images/mene-question-script_tcm6-37024.pdf before July 2014. Where resources and expertise allow it is suggested that NIAs can implement additional repeat NIA local surveys, using the standard MENE questions (to allow direct comparison), to develop their own data. See Data collection method / Relevant additional/new data.

Source(s) of data *(contact details or hyperlink)*	MENE survey data: • Results are published annually at: http://www.naturalengland.org.uk/ourwork/research/mene.aspx#results (Note: this website will change to http://www.naturalengland.gov.uk/ourwork/research/mene.aspx#results before July 2014) • Natural England has agreed to provide analysis of the raw data for the 12 initial NIAs to 2015. This will be based on the NIA boundary plus a 10km buffer, this is to ensure a large enough sample size for statistical analysis • Instant Atlas is a data visualisation tool due to be launched in 2014 that will allow MENE question data to be viewed against various boundaries, including NIAs. Future NIAs will have an annual opportunity to submit their boundaries for addition Locally derived data: • From NIA implemented surveys.
Spatial coverage	**Geographical scope:** This indicator seeks to measure changes in levels of outdoor recreation of people living in (or near) the NIA: the local community. The "local community" is a very general term and there are no commonly agreed definition of what it means. It can mean communities of place or of interest, both of which might vary in scale: e.g. all the people who live in your NIA or all the people who live 5km from a specific NIA site or all birdwatchers who are members of the RSPB. In the context the NIA indicators the term "local community" refers to a **geographical community** because we are interested in knowing about the reach of the NIA and its activities to ordinary members of the public. More information on defining the local community in the context of specific NIAs is provided in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list Once an NIA has decided on the appropriate definition of local community in their context, this should be used consistently: i.e. it is important to sample from the same geographical area for all surveys that refer to "local community" and that from one year to the next they sample is from the same geographical area otherwise comparisons can't be made. **Sample size:** Sample size for some individual NIAs is sufficient to allow analysis of MENE data at the NIA level, although this may not be true of the same NIAs every year. For more information contact: Rachel Penny, Senior Specialist, Health and Accessible Natural Environment, Natural England (Tel: 01245 284747; email: Rachel.Penny@naturalengland.org.uk). For those NIAs where MENE sample size is inadequate, it may be worth contacting local authorities' tourism or leisure/environment/planning officers to check if they collect relevant information and to adapt this indicator accordingly.

	Further guidance for establishing and running local surveys, such as on sample size and framing is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list
Temporal coverage	The MENE survey is ongoing (from 2009 onwards), with results published monthly and detailed results published annually. For local NIA surveys these should be implemented annually to provide data for annual monitoring.
Planned updates	Monthly and annual reports produced through MENE. Local NIA surveys: annually
Data collection method *(estimate, survey, monitoring)*	The MENE survey is carried out face-to-face as part of an in-home omnibus survey. Every year at least 45,000 interviews are undertaken and at least 800 respondents are interviewed every week. The Technical Report contains a copy of the full questionnaire in the appendix, as well as details of the survey methodology -including approaches to sampling, grossing and weighting, and estimates of margins of error, see: Appendix 3 of the Annual Report of the 2012-2013 MENE survey: http://publications.naturalengland.org.uk/publication/5331309618528256?category=47018 Where resources and expertise allow, NIAs can use the MENE standard question/s to develop their own NIA local survey (see question 17): http://www.naturalengland.org.uk/Images/mene-question-script_tcm6-37024.pdf). This will enable NIAs to develop data that is more representative than possible using MENE data. If an NIA chooses to develop their own survey this could also provide data for other indicators: Attitudes of local community to the natural environment and environmental behaviours; Estimated value of visitor expenditure to the local economy; Attitudes of local community to NIA; and Level of awareness of NIA in local community. Further guidance for establishing and running local surveys, such as on sample size and framing is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list
Accuracy of data	The MENE survey involves a quota sampling method to ensure that respondents are representative of the adult population (16 years and over) of England.

Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Annual MENE data on responses to relevant questions, where sample size for individual NIAs is statistically robust (see above). If a NIA local survey is being used, these data should be updated annually based on repeat surveys. Repeat surveys must use the same questions and relative consistency in sample sizes to show change over time.
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	Natural England If local questionnaire survey is undertaken – responsibility will be the NIA partnership.
Methods for data collection	As above for MENE data, and local survey data.
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2012 – for MENE data. For local survey based approach the baseline will be the first annual survey data.
Methods for calculating indicator values	MENE data: Raw data to be cut to the NIA boundary using postcodes. Natural England has agreed to provide analysis of the raw data for the 12 initial NIAs to 2015. This will be based on the NIA boundary plus a 10km buffer, this is to ensure a large enough sample size for statistical analysis For the local NIA questionnaire / survey the tally of the responses to the questions.
Responsibility for calculating indicator values	Natural England – for MENE data approach. If local questionnaire survey is undertaken – responsibility will be the NIA partnership.
Reporting	

Online reporting	The following data can be entered in relevant fields in the online reporting system:
	• Baseline summary breakdown of responses received to each of the questions
	• Annual summary breakdown of responses received to each of the questions
	• Caveats relating to:
	  ○ Sample size.
	  ○ Sampling issues.
	  ○ Sample 'frame' in relation to definition of local community for NIA.
	
	Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.

Interpreting	
Interpretation *(inc. linkage to other indicators)*	The indicator should be interpreted with care, as visits will be affected by a range of different factors, and many may not be related activities.

	There are close links with other indicators relating to social impacts and well-being, and partnership working: Attitudes of local community to the natural environment and environmental behaviours; Attitudes of local community to NIA; and Level of awareness of NIA in local community.

Indicator: S&E06_S: Number of volunteer hours on NIA activities

Indicator: S&E06_S	Number of volunteer hours on NIA activities
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Social impacts and well-being
Sub-theme category	Core
Indicator category	Core
Indicates *(what is the indicator intended to indicate)*	The number of hours spent by volunteers on NIA activities, as a measure of their contribution and of the engagement of the NIA partnership with the local community. This is a direct indicator of the number of hours spent volunteering, and the nature of volunteering in the NIA. However it is also a proxy indicator of the contribution volunteers make to the NIA and their engagement in the natural environment (and the health and wellbeing benefits from this engagement), based on the assumption that an increase in the number of hours volunteered represents increased engagement and benefit. Volunteering is defined as: "any freely undertaken activity that involves spending time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, a close relative" (Big Lottery Fund). NIA activities are those organised by one or more NIA partners which are specifically seeking to meet one or more NIA objectives and have been made possible by NIA funding and / or the existence of an NIA partnership. 'Activities' involve participants actively contributing to or taking part in delivering an outcome, for example tree planting or conducting a survey. NIA activities should *not* include things that are happening inside the NIA area but that do not meet specific NIA objectives and have not been made possible by the existence of the NIA partnership or associated funding (i.e. they would have happened anyway).
Units	Number of volunteers, skill levels, hours (on NIA activities)
Relevance to Government indicators	England Biodiversity 2020 Indicator 14a. Conservation volunteering. (The amount of volunteer time spent undertaking conservation activities for twelve organisations across the environmental sector in England)
Existing data for establishing baseline	
Relevant dataset(s)	None
Source(s) of data *(contact details or hyperlink)*	None

Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method *(estimate, survey, monitoring)*	N/A
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	The numbers and skills levels of volunteers, and hours spent on NIA activities.
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partnerships
Methods for data collection	Data should *only* refer to activities supported by the NIA project, rather than the wider activities of partner organisations: i.e. aligned to the specific objectives of the NIA (for the initial 12 NIAs these are as stated in Table 2 of the NIA contract). The number of volunteers and hours contributed should be recorded in each of the following categories: • General, unskilled labour (e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support) • Specialist, skilled, trained labour (e.g. operations for which certificated training is a requirement, such as operating dangerous equipment, driving off-road vehicles, using chemicals) • Specialist services, (e.g. supervising, training labour teams, surveys, counts, trapping, ringing, diving, printing, designing, photography) • Professional services (e.g. consultants, lawyers, planners, engineers, accountants, auditors). **Note**: the skill level of volunteers should be recorded by the task undertaken rather than the qualification of the individual undertaking the activity. E.g. the time given by a lawyer who is volunteering to dig a ditch would be recorded as "general unskilled labour".
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2013
Methods for calculating indicator values	Number of volunteers and volunteer hours by skill levels to be summarised annually. Where it is known that there is under-reporting this should be recorded within the caveats. Where NIAs wish to calculate days of volunteering (e.g. for 12 initial NIAs' quarterly progress reporting) from the hours recorded under this indicator, NIAs should standardise the calculation based on a 7 hour working day and use Full Time Equivalent (FTE) at 230 days / annum.
Responsibility for calculating indicator values	NIA partnerships

Reporting	
Online reporting	The following data can be entered annually in relevant fields in the online reporting system: • Total number of volunteers (by skills level) • Total number of volunteer hours (by skills level) • Caveats, such as those that may relate to: ○ Deficiencies in recording Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.
Interpreting	
Interpretation *(inc linkage to other indicators)*	There are close links with other indicators relating to social impacts and well-being, especially those that relate to public engagement in NIA activities. **Note:** the number of volunteer hours recorded for this indicator will contribute to estimates of the "Financial value of help-in-kind", which is a core indicator under the Partnership working theme.

Indicator: S&E07_E: Estimated value of visitor expenditure to the local economy

Indicator: S&E07_E	Estimated value of visitor expenditure to the local economy
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Economic values and impacts
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	The money spent locally by visitors to NIA sites, which is an important indicator of the contribution of NIAs to the local economy. This indicator is a direct measure of expenditure, but is based on an estimate of total expenditure calculated by surveying an appropriately sized sample of visitors on their spending and multiplying an average of this expenditure by the total number of visitors. "Visitors to NIA sites" refers to people who have chosen to experience an aspect of the NIA and have come to a specific site to do so. They may have come for a specific activity but the reason for surveying them is to see who is visiting the site for whatever reason. **Note:** It is recommended that NIAs choosing this indicator and conducting a local survey of visitors should also consider including questions relating to the following social and economic indicator: 'Number and social mix of visitor to NIA sites'.
Units	Value in £
Relevance to Government indicators	Not included in government indicators, but included in Monitor of Engagement with Natural Environment (MENE)
Existing data for establishing baseline	
Relevant dataset(s)	Some NIA sites may have been subject to dedicated visitor surveys and it may be possible to use these to establish a baseline.
Source(s) of data *(contact details or hyperlink)*	Depending on existence of local surveys.
Spatial coverage	Depending on existence of local surveys.
Temporal coverage	Depending on existence of local surveys.
Planned updates	Depending on existence of local surveys.
Data collection method *(estimate, survey, monitoring)*	Depending on existence of local surveys.
Accuracy of data	Depending on existence of local surveys.

Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Number of visitors to NIA sites and the expenditure by visitors to NIA sites
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partnerships
Methods for data collection	To estimate the value expenditure by visitors to NIA sites it will be necessary to complete visitor surveys. NIAs should conduct visitor surveys to include questions on expenditure during a specific visit to an NIA site. This survey could be combined with that required for the indicator of 'Number and social mix of visitors to NIA sites'. In order to ensure expenditure is estimated consistently NIAs should use the standard questions included in the MENE survey. These are questions 15 and 16 in the MENE questionnaire: see page 6 of http://www.naturalengland.org.uk/Images/mene-question-script_tcm6-37024.pdf (Note: this website will change to http://www.naturalengland.gov.uk/Images/mene-question-script_tcm6-37024.pdf before July 2014) If a survey of expenditure is being conducted on its own, this should also include questions relating to where visitors have come from and the extent to which the natural environment was a motivating factor for visiting the NIA site. Further guidance on conducting visitor surveys and estimating visitor numbers is available from: • Forest Research – Estimating visitors and visits numbers to woodlands: http://www.forestry.gov.uk/fr/INFD-8CZJBE • Visit Scotland – Visitor Survey Toolkit: http://www.visitscotland.org/business_support/advice_materials/toolkits/visitor_survey_toolkit.aspx It will not be possible to survey everybody visiting NIA sites. As a result a 'sample' survey will be required, where a sample of the total number of visitors are surveyed and from this sample extrapolations made to relate the sample to the total. In general terms the larger the sample size the more reliable the data can be considered and the higher the level of confidence can be in the survey results over time. It is important that the same survey is used each year to enable comparison of data collected and to measure change over time. Further guidance for establishing and running local surveys, such as on sample size and framing is included in the **Undertaking NIA local surveys – FAQs** note available on HUDDLE: https://defra.huddle.net/workspace/16609188/files/#/folder/28354471/list
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	April 2014 except where existing surveys exist, in which case

	it may be possible to estimate a baseline level of expenditure.
Methods for calculating indicator values	Methodology can follow that used by RSPB to estimate contribution of its reserves to local economies: http://www.rspb.org.uk/Images/reserves_localeconomies_tcm9290937.pdf Essentially this requires calculation of: • Expenditure by each visitor to NIA sites from outside the local area • Proportion of each visitor's expenditure that can be attributed to NIA site visits based on the extent to which the natural environment was a motivating factor for visits to the local area • Average attributable expenditure per visitor to the site from outside the local area • Total additional visitor expenditure in the local economy attributable to the natural environment, estimated by multiplying the number of visitors to the site from outside the local area by the average attributable expenditure per visitor.
Responsibility for calculating indicator values	NIA partnerships
Reporting	

Online reporting	The following data can be entered in relevant fields in the online reporting system:
	• Baseline and annual figures for additional visitor expenditure in the local economy attributable to the natural environment
	• Caveats relating to:
	  ○ Estimates of visitor expenditure (e.g. sampling, estimation of expenditure and attribution)
	  ○ Estimates of visitor numbers (e.g. accuracy of estimation or counting methods).
	
	Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.

Interpreting	
Interpretation *(inc linkage to other indicators)*	The indicator closely relates to and builds on that for 'Number and social mix of visitors to NIA sites'. The indicator links with others, such as those dealing with employment and the value of ecosystem services, to provide evidence of the economic impacts and values of the NIA.

Indicator S&E08_E: Number of people employed in NIA activities

Indicator S&E08_E	Number of people employed in NIA activities
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Economic values and impacts
Sub-theme category	Core
Indicator category	Optional
Indicates *(what is the indicator intended to indicate)*	The contribution of the NIA to the local economy This indicator is a direct calculation of the number of people employed by the NIA. This seeks to demonstrate one aspect of the value the NIA adds to the local economy, by providing employment in the local area. It is a measure of the number of people employed on NIA activities. NIA activities are those activities within or organised by one or more NIA partners which are specifically seeking to meet one or more NIA objectives and have been made possible by NIA funding and / or the existence of an NIA partnership. NIA activities should *not* include things that are happening inside the NIA area but that do not meet specific NIA objectives and have not been made possible by the existence of the NIA partnership or associated funding (i.e. they would have happened anyway). Within the scope set out above, people employed should include NIA staff, contractors, sub-contractors and consultants that are employed by the NIA (with NIA grant funding) to help run the NIA and/or deliver NIA activities. The time given by volunteers or people providing in-kind contributions should not considered under employment in NIA activities.
Units	Number of full-time equivalent jobs / or number of days worked
Relevance to Government indicators	None, although the wider economic benefits of NIA partnerships is relevant to national economic objectives.
Existing data for establishing baseline	
Relevant dataset(s)	None
Source(s) of data *(contact details or hyperlink)*	None
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method *(estimate, survey, monitoring)*	N/A
Accuracy of data	N/A

Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Time spent by people employed (including contractors, sub-contractors and consultants) by NIA partners on delivery of NIA activities.
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partnership
Methods for data collection	Recording of time spent by all those employed (including contractors, sub-contractors and consultants) by NIA partners on delivery of activities supported by the NIA project, aligned to the specific objectives of the NIA (for the initial 12 NIAs these are as stated in Table 2 of the NIA contract) rather than to the wider activities of partner organisations. NIAs should standardise the calculation of Full Time Equivalent (FTE) at 230 days / annum, or record the actual number of days worked.
Calculating and presenting indicator	
Baseline date for initial 12 NIAs	The baseline will be zero at the start of the NIA programme April 2012.
Methods for calculating indicator values	Estimation of the number of FTE jobs in each of the following categories: • General, unskilled labour (e.g. supervised scrub clearance, ditch-digging, planting, basic administrative support) • Specialist, skilled, trained labour (e.g. operations for which certificated training is a requirement, such as operating dangerous equipment, driving off-road vehicles, using chemicals). • Specialist services, (e.g. supervising, training labour teams, surveys, counts, trapping, ringing, diving, printing, designing, photography) • Professional services (e.g. consultants, lawyers, planners, engineers, accountants, auditors). **Note**: the categorisation of FTE jobs should be recorded by the task undertaken rather than the qualification of the individual undertaking the activity. E.g. a lawyer who is completing work to dig a ditch would be recorded as “general unskilled labour”.
Responsibility for calculating indicator values	NIA partnership
Reporting	
Online reporting	The following data can be entered annually in relevant fields in the online reporting system: • Baseline number of FTE jobs by category • Caveats relating to any potential deficiencies in recording. Note that **data entered as ‘annual figure’ in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.

Interpreting	
Interpretation *(inc linkage to other indicators)*	There are close links with other indicators relating to economic values and impacts, and social impacts and well-being. Care is needed in recording and interpretation, distinguishing between employment among the NIA partners and employment specifically contributing to delivery of NIA activities.

Indicator: S&E09_E: Local indicator of estimated value of ecosystem services in the NIA

Indicator: S&E09_E	Local Indicator of estimated value of ecosystem services in the NIA
Version date	25th February 2014
Theme	Social and economic impacts and contributions to well-being
Sub-theme	Economic values and impacts
Sub-theme category	Core
Indicator category	Local
Indicates *(what is the indicator intended to indicate)*	The value of ecosystem services in the NIA
Units	£ (pounds)
Relevance to Government indicators	No indicator covers the value of ecosystem services. However, this is addressed in the UK National Ecosystem Assessment (http://uknea.unep-wcmc.org/).
Existing data for establishing baseline	
Relevant dataset(s)	Any baseline datasets relating to indicators that NIA partnerships select of ecosystem services and 'Estimated value of visitor expenditure to local economy' Land cover data and benefit transfer values. This would include bespoke land cover data developed by the NIA, LCM2007 or local land cover data (e.g. IHS / Phase 1 habitat survey).
Source(s) of data *(contact details or hyperlink)*	See Relevant additional/new data below
Spatial coverage	N/A
Temporal coverage	N/A
Planned updates	N/A
Data collection method *(estimate, survey, monitoring)*	See Relevant additional/new data below
Accuracy of data	N/A
Additional/new data for establishing baseline and monitoring change	
Relevant additional/new data	Data required by indicators of ecosystem services that NIA partnerships select and 'Estimated value of visitor expenditure to local economy'. Requires studies by NIAs and their partners of the delivery of ecosystem services and the value of these services. This can build on other indicators measuring ecosystem services delivery and combine these with economic values, either collected locally or transferred from other studies. Critically, this will require a full GIS-based land cover and/or land use map and appropriate classification, and potentially a functional land cover map from which to develop the extent of the units contributing to particular services and service levels. This may need to go beyond the basic approach of typical

	services associated with a land use (matrix) to a more functional relationship between service delivery and specific areas. Benefit transfer data can be derived from literature, past studies etc. (TEEB) and extensive guidance on sources for value transfer is available at https://www.gov.uk/ecosystems-services. There are a number of online services for valuing services based on land cover classes (e.g. The SERVES (Simple and Effective Resource for Valuing Ecosystem Services) component of the Ecosystem Valuation Toolkit – see: http://www.esvaluation.org/reporting.php) NIA partnerships should define the services that will be included within their evaluation; it may not be feasible to include all services and some may be less relevant to the specific NIA area functions.
Responsibility for data collection *(e.g. NIA partnerships or potentially to be taken on by NE or EA)*	NIA partnerships
Methods for data collection	Dependent on approach adopted: see Relevant additional/new data above
Calculating and presenting indicator	
Baseline date for 12 initial NIAs	The baseline will depend on the data of the land cover mapping from which the extent of service is sourced rather than the date of calculation.
Methods for calculating indicator values	Data on ecosystem services can be combined with relevant economic values to assess value of service delivery. This may include transferable values from other studies, locally-specific data, and new data collected through original valuation studies, where resources are available. This will require significant expertise, for example through partnership with a local university. NIA partnerships who select this indicator may benefit from developing/commissioning suitable methodologies collectively. Economic values of ecosystem services can be estimated by multiplying relevant units by economic value per unit. These units will vary by service (e.g. tonnes of carbon x shadow price per tonne; area of habitat x value per hectare). A number of geospatial tools are available to support these types of calculation, e.g. • INVEST (http://www.naturalcapitalproject.org/InVEST.html) • ARIES (http://www.ariesonline.org/about/ariesteam.html) • EcoServ-GIS (http://www.durhamwt.co.uk/what-we-do/current-projects/ecoserv-project/) Such tools combine the geospatial characterization of services with transfer valuation. However, any GIS tool can be used to develop the spatial extents of service provision, although these tools may make the process easier. Benefit transfer function tools relate habitats to service unit values that can be summed across the area. Changes to land use /cover will need to be updated within the baseline data to provide analysis of change in service values.

Responsibility for calculating indicator values	NIA partnership and partners (e.g. universities)
Reporting	

Online reporting	The following data can be entered in relevant fields in the online reporting system:
	• Baseline and annual figures for the estimated value of individual ecosystem services in the NIA
	• Caveats relating to:
	  ○ Indicators of ecosystem services and 'Estimated value of visitor expenditure to local economy' selected by the NIA partnership
	  ○ Data and model uncertainty in assigning economic values.
	
	Caveats and narrative should be used to record limitations and approaches adopted in calculating the units (e.g. area) and unit price used to generate value figures. It may be appropriate for the NIA to develop a protocol for their specific method and sources so that other NIAs can share learning.
	
	Note that **data entered as 'annual figure' in each reporting year should be for that year only**, and not cumulative. Cumulative figures will be calculated by summing individual year data.

Interpreting	
Interpretation *(inc linkage to other indicators)*	The value of this indicator will be its contribution to development of knowledge about the value of ecosystem services delivered in the NIA and the contribution of the NIA to the value of these services. It is unlikely to provide highly standardised data or be regularly updated. The indicator links with and builds upon the indicators under the 'Ecosystem Services' theme as well as the indicator of 'Estimated value of visitor expenditure to local economy'. The indicator relates strongly to all the indicators based on the Biodiversity (land cover, habitat change and condition status and enhancement) and to the levels of access etc.