HenleyCentreHeadlightVision

Appendix H: Glossary

A report for Natural England's
outdoor recreation strategy

Competitive set

A group of related products or services that compete with each other in the same market space.

Drivers:

Primary driver

A major force and influence that will shape the future, e.g. globalisation, demographic change, technology change.

Sub-driver

Any other driver that is not a primary driver: a secondary or tertiary driver.

Secondary driver

A significant societal tend that emerges as a result of primary drivers, e.g. convenience culture, consumption culture, retuned to nature.

Tertiary drivers

An outcome that emerges from either primary or secondary drivers e.g. change in land use.

Focus Groups

Small groups selected from a broader population and interviewed through facilitator-led discussions, for opinions and emotional responses about a particular subject. Focus groups are a common market research tool. Results are qualitative and are not statistically significant. For a full description of the focus groups undertaken for this report, see Paper 1, Background and introduction to research.

Government 'Game Plan'

A strategy for delivering the Government's sport and physical activity objectives, including a major increase in participation in sport and physical activity and a sustainable improvement in success at international competition. The full strategy can be viewed here: http://www.strategy.gov.uk/downloads/work_areas/sport/sport.pdf

Impact matrix

A tool for assessing how drivers relate to one another. It tests in a structured fashion which drivers most influence and which are most influenced by others. This enables a judgement to be made of how each driver influences the overall outcome of the particular system which is being analysed.

Mapping process

An analytical process in which connections between individual drivers are identified and 'mapped'. Arrows are drawn between drivers indicating both what each individual driver influences and what other drivers it is influenced by.

Photograph of 'mapping process' in session
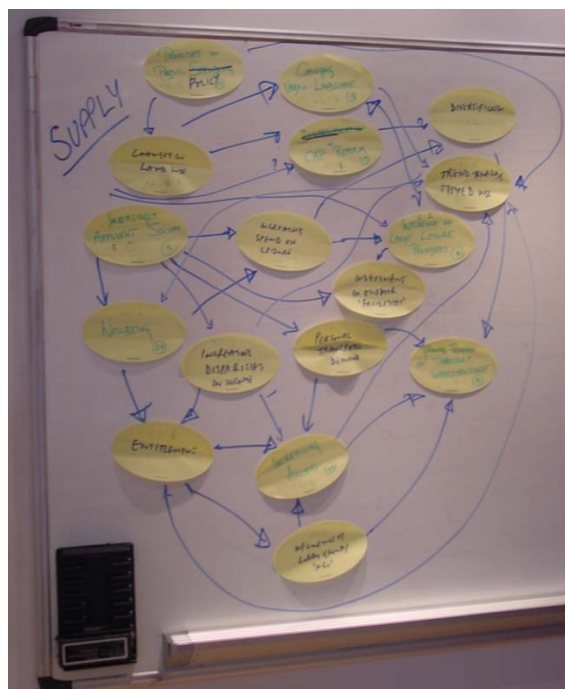
It is typically used as a means of identifying the most uncertain drivers from any given list; those influencing and being influenced by the greatest number of other drivers are considered the most uncertain.

Retuned to nature

A driver which picks up on consumers' increasing inclination to respond to the idea of restoring their own and society's balance with nature. The driver

manifests itself in consumers' desire to spend more time experiencing nature and seeking out relaxation through contact with the natural world. Related trends which stem from this driver are the 'slow food movement', the appreciation of a more Mediterranean way of life and an increasing focus on both organic and seasonal food.

'Social Grades'

A

Approximately 3% of the total population. These are professional people, very senior managers in business or commerce or top level civil servants. Also retired people, previously grade A, and their widows/ers.

B

Approximately 14% of the total population. Middle management executives in large organisations, with appropriate qualifications. Principal officers in local government and civil service. Top management or owners of small business concerns, educational and service establishments.

C1

Approximately 26% of the total population. Junior management, owners of small establishments, and all others in non manual positions. Jobs in this group have very varied responsibilities and educational requirements. Retired people, previously C1, and their widows/ers.

C2

Approximately 25% of the total population. All skilled manual workers, and those manual workers with responsibility for other people. Retired people, previously C2 grade, with pensions from their job. Widows/ers, if receiving pensions from their late husband's/wife's job.

D

Approximately 19% of the total population. All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers. Retired people, previously grade D, with pensions from their job. Widows, if receiving a pensions from their late husband's job.

E

Approximately 13% of the total population. All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months (otherwise classify on previous occupation). Casual workers and those without a regular

income. Only households without a chief wage earner will be coded in this group.

Sustainable communities

Places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

(As defined by the Office of the Deputy Prime Minister)

Trends assessment workshop

An event at which experts and stakeholders in a given subject area assess a list of drivers for future change in that subject area. As part of the process, attendees prioritise drivers in the list in order to identify the most important influences on the future. For a full description of the trends assessment workshop used for this report, see Paper 1, Background and introduction to research.