



OPERAs



Ecosystem Science for Policy & Practice



The social value of the Pentland Hills Activities and first results

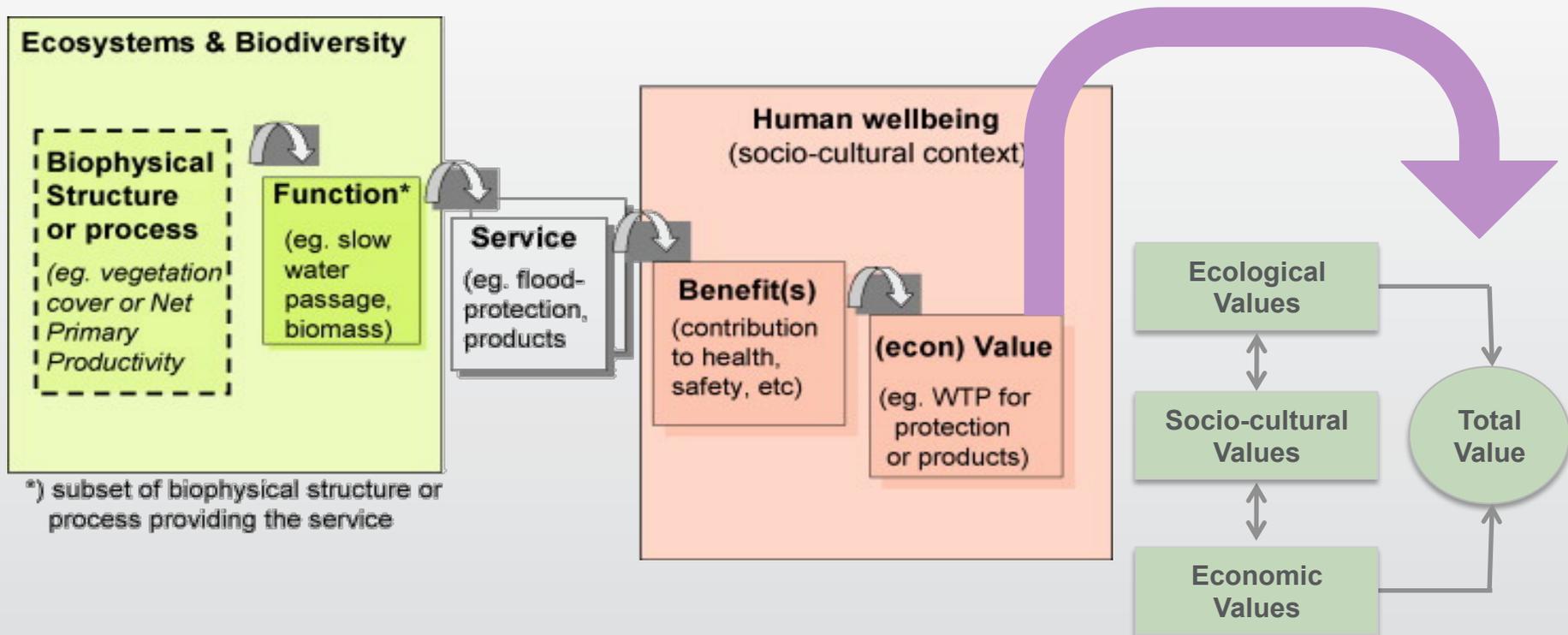
2 December 2014

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Social values of ecosystem services

Our focus



Framework for linking ecosystems to human wellbeing

(Haines-Young and Potschin, 2010, De Groot et al., 2010)

The social values of the Pentland Hills

Getting in touch and setting up the study

First scoping in Edinburgh, Dec 2013



Presentation of study design at PHRP Consultative Forum, Feb 2014



Social values of ecosystem services

Our questions

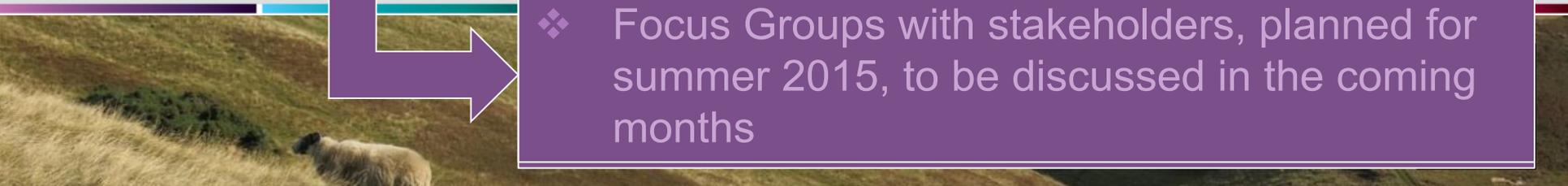
What ecosystem services do people care for in the Pentland Hills?

What do they appreciate most?

Where are the hotspots of appreciation?

How do they value them?

- ❖ Visitor survey, summer 2014, and interviews with stakeholders
- ❖ Online survey, autumn 2014
- ❖ Focus Groups with stakeholders, planned for summer 2015, to be discussed in the coming months



The social values of the Pentland Hills

Visitor Survey

- June and July 2014: On-site face-to-face interviews with visitors of the Pentland Hills (n=466)
- Tablet-based interviews on car parks
- 14 survey days with 13 volunteers from Univ. Edinburgh and associates: **MANY THANKS!**



The social values of the Pentland Hills

Survey Questionnaire

Food and biomass provision	They provide agricultural products, food, wool
Carbon storage	They support climate regulation as a carbon sink
Mediation of pollutants	They clean and renew air, water and soils
Education	They enable to learn about the environment
Physical exercise	They provide a natural environment that can be used for biking, hiking, walking
Experiencing nature	They enable to experience nature
Habitat/ biodiversity	They provide habitat for a variety of wild plants and animals
Natural and cultural history	They hold places and things of natural and human history (e.g. landscape, farming traditions)
Inspiration	They provide inspiration and convey a sense of place

Ecosystem services in the Pentland Hills

- **Information about visitor**

Origin, frequency of visit, activities in PH, age, ...

- **Preferred spots**

„Within this map, please identify up to 3 places that you personally benefit from. (...)“

- **Rating**

„Please rate the following benefits provided by the Pentland Hills regarding their importance (personal/shared) on a scale from not important at all to very important. (1-5). ...“

- **Weighting /allocation of points**

„Imagine you could allocate 100 points to ensure that the Pentland Hills keep their existing benefits. You may assign the 100 points any way you like but your allocation may not exceed 100 points. ...“

- **Preferences under trade-offs**

„Ideally, which combination of benefits will be provided by the PHRP in the next 10-15 years?“

The social values of the Pentland Hills

Preferences under trade-offs

Question 19 of 24

Ideally, which combination of benefits will be provided by the Pentland Hills Regional Park in the next 10-15 years?

Please note that certain combinations are limited as some land uses interact and you may not be able to adjust all sliders to the desired level. Please prioritize your preferences.

Please indicate the role that inspiration plays in your vision of the Park over the next 10-15 years by selecting (0 – “not at all important” to 5 – “extremely important”). Your choice will not be reflected in the picture of the landscape.

Sheep farming

 0 1 2 3 4 5

Native forest

 0 1 2 3 4 5

Birds

 0 1 2 3 4 5

Wind turbines

 0 1 2 3 4 5

Carbon sequestration

 0 1 2 3 4 5

Recreation

 0 1 2 3 4 5

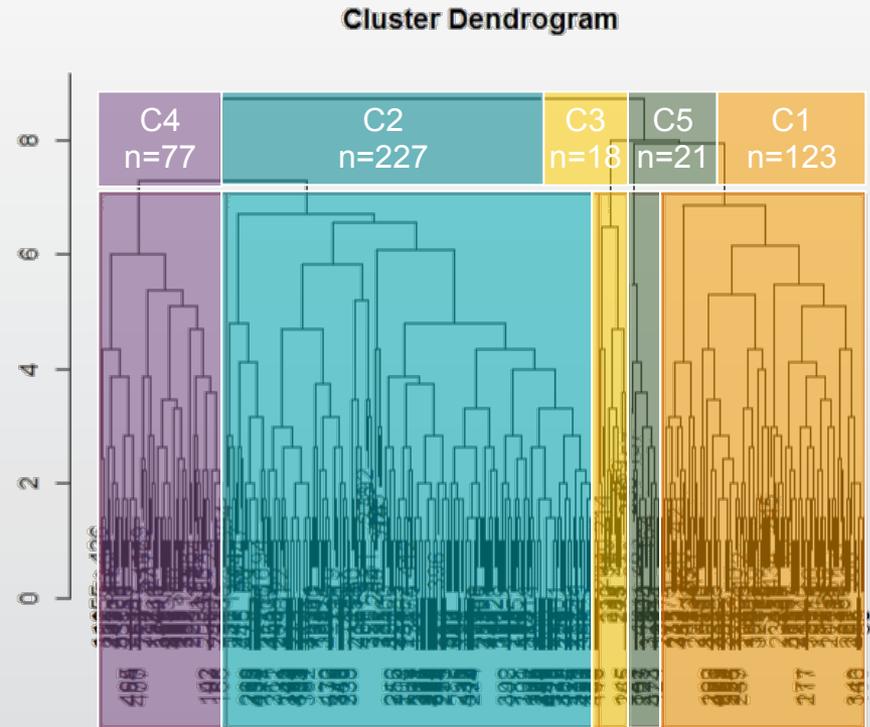
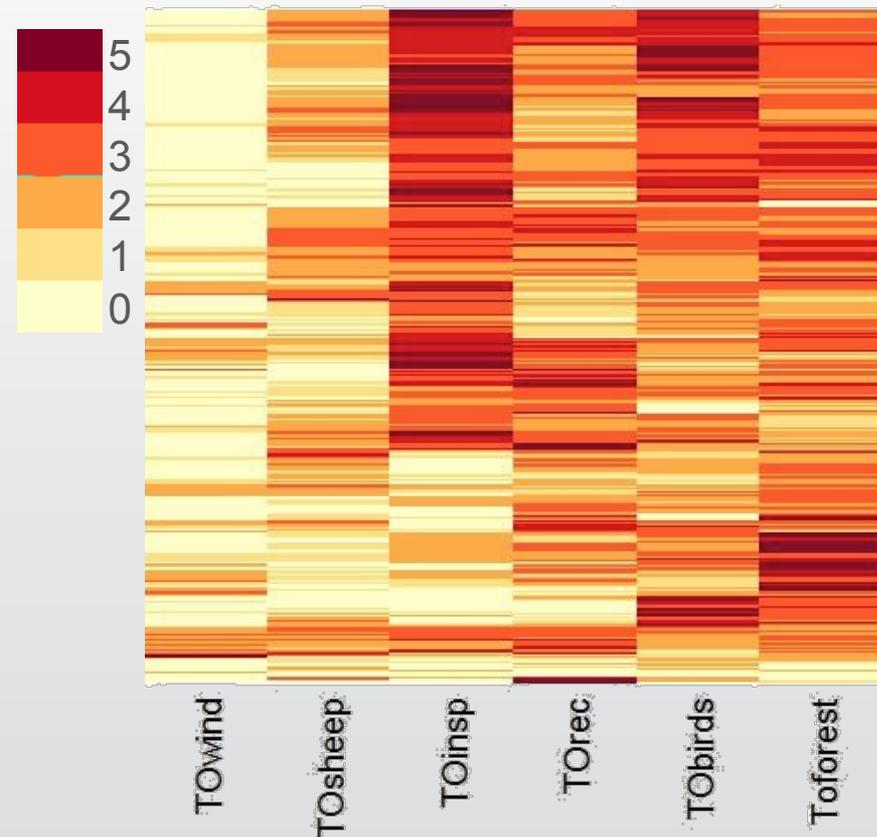
Inspiration

 0 1 2 3 4 5

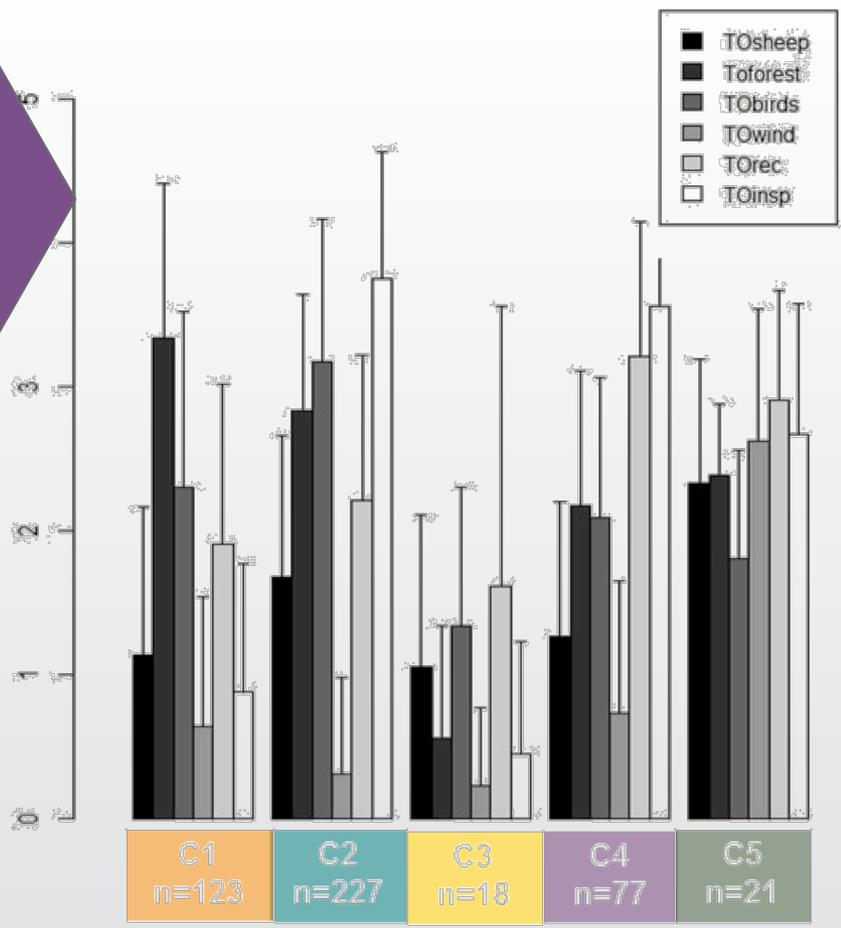
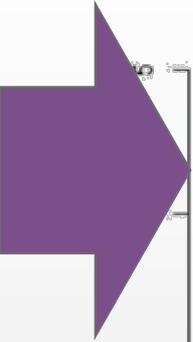
Next Question

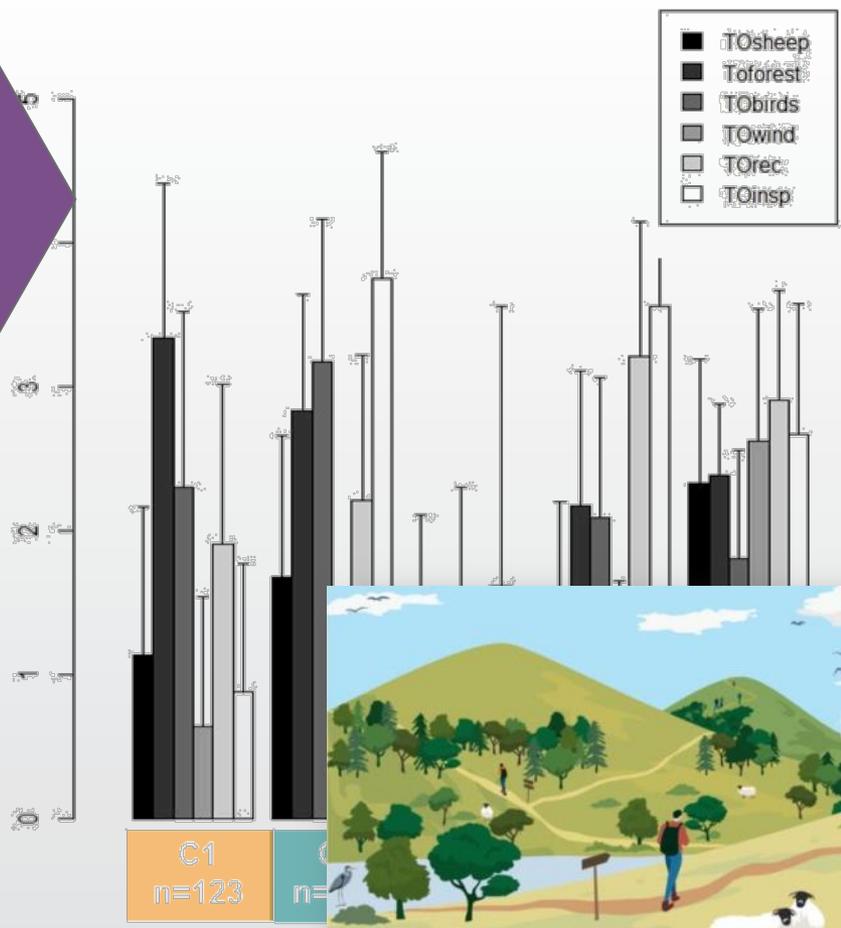
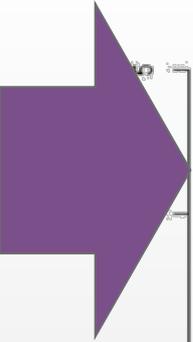
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First results: Preferences under trade-offs



- Mostly medium scores, wind- and sheepfarming low appreciation
- Five clusters of characteristic future visions
- C4 and C2 make up for 2/3 of respondents





The social values of the Pentland Hills

Next steps

- Analysing the surveyed data
- Analysing interviews with stakeholders & park management
- Getting touch again with decision-makers, park management, stakeholders and PHRP Consultative Forum:
 - How would you consider the social value of the PH? What are the main interest groups?
 - What does these interests imply for park management? Maybe even for an extension of the park?
 - Potentially additional monetary study building on existing data
- Connecting with colleagues working in other areas, e.g. East Lothian
- Still searching for students who are interested in Master Thesis in the field, e.g. on access to green space in Edinburgh and Cumbernauld



Thank you for your attention!

Any question?



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