

A lush green field with a path leading through it. The field is filled with tall grasses and numerous small yellow flowers, likely dandelions, scattered throughout. The path is a well-trodden, slightly darker green area that curves through the field. The overall scene is vibrant and natural.

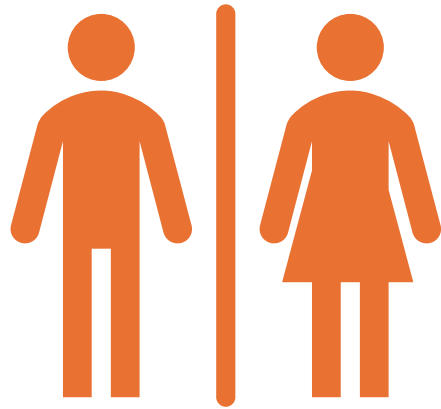
# ESCOC Presentation

Dr Jack Hughes

Dr Michael Lengieza



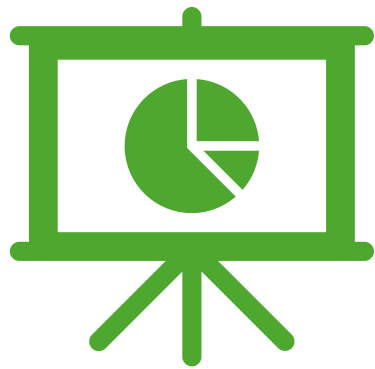
# What I am going to talk about



Sample



Report



Results



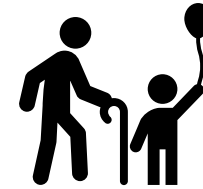
Questions



709 residents took part in the survey



64.7% female



Average age of 51.7 years



94.5% White



85.8% of the sample was collected by the Council

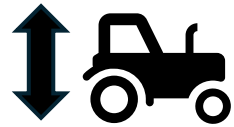


These numbers closely mirror the general population of the County

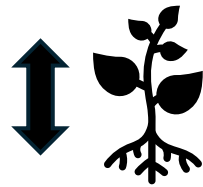


# Report

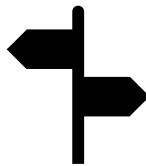
Did they want more or less mowing



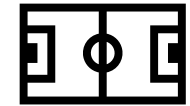
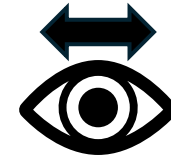
Did they want more or less wild spaces



Was mowing more important for certain land types



What were their perceptions of unmown vs mown green spaces



What were their concerns associated with greenspace management



Which perceptions and concerns made people want more or less mowing?

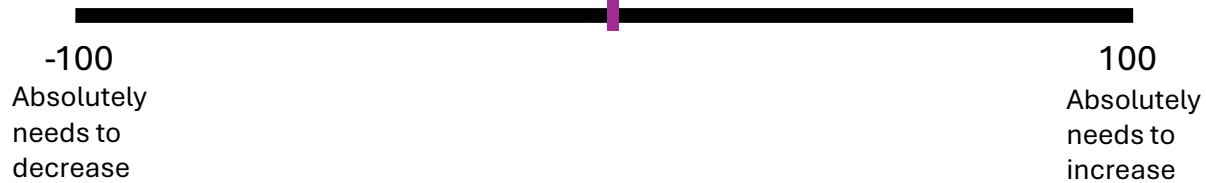
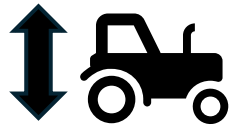




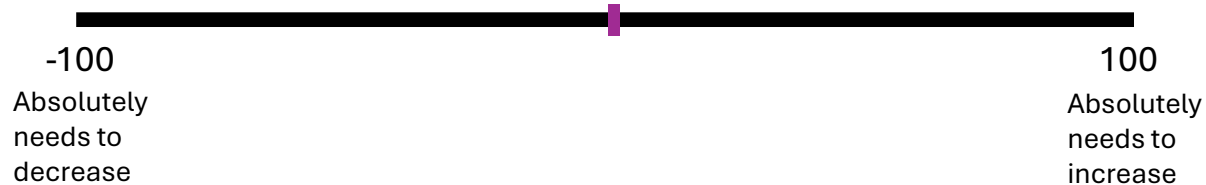
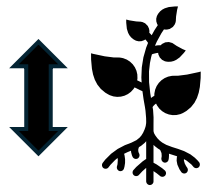
## Report

Did they want more or less mowing, and more or less wild spaces?

How do you feel about current mowing practices within the county?



How do you feel about the current wildness of existing greenspace within the county?



We then flipped mowing to be in the same direction as wilding (so desire to decrease mowing and increase wilding were at the same end of the scale)



## Report

Did they want it more on certain land types

How important do you think it is to mow each of these types of green space?

Rating from 1 (not at all important) to 5 (very important)

Listed 10 types of land



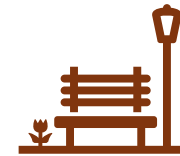
Sports Pitches



Cemeteries



Footpaths



Parks



Roadsides



Motorway  
borders



Council  
Grounds



Open Green  
Space



Roundabouts



Unused  
Fields



## Report

What were their perceptions of unmown vs mown green spaces

“Please indicate how much you agree with the following statements comparing mown green spaces to managed wild spaces”

1 = Strongly disagree, 5 = Strongly agree

For example:



“Mown green spaces are better for the environment”



“Mown green spaces discourage anti-social behaviour”



“Mown green spaces are more expensive to maintain”



“Mown green spaces are neater”



## Report

What were their concerns associated with mown and unmown greenspaces

“How important are the following concerns?”

Rating: 1 = Strongly disagree, 5 = Strongly agree

For example:



“Climate Change”



“Safety of the Space”



“Cost of Management”



“Neatness of Space”





Do people support more ecologically conscious land management?





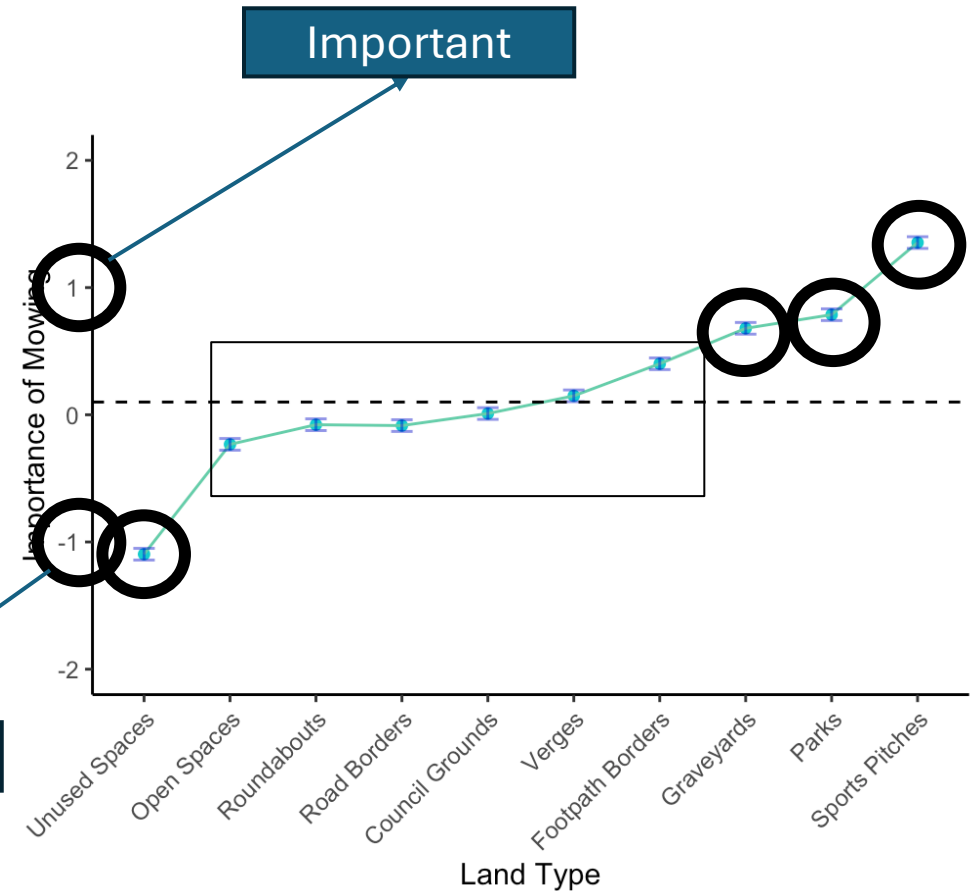
Are there areas that must be mown?

Not really

Only sports pitches, parks, and graveyards were deemed “important” to mow

Only unused spaces were deemed “unimportant” to mow

Most spaces received ambivalent responses



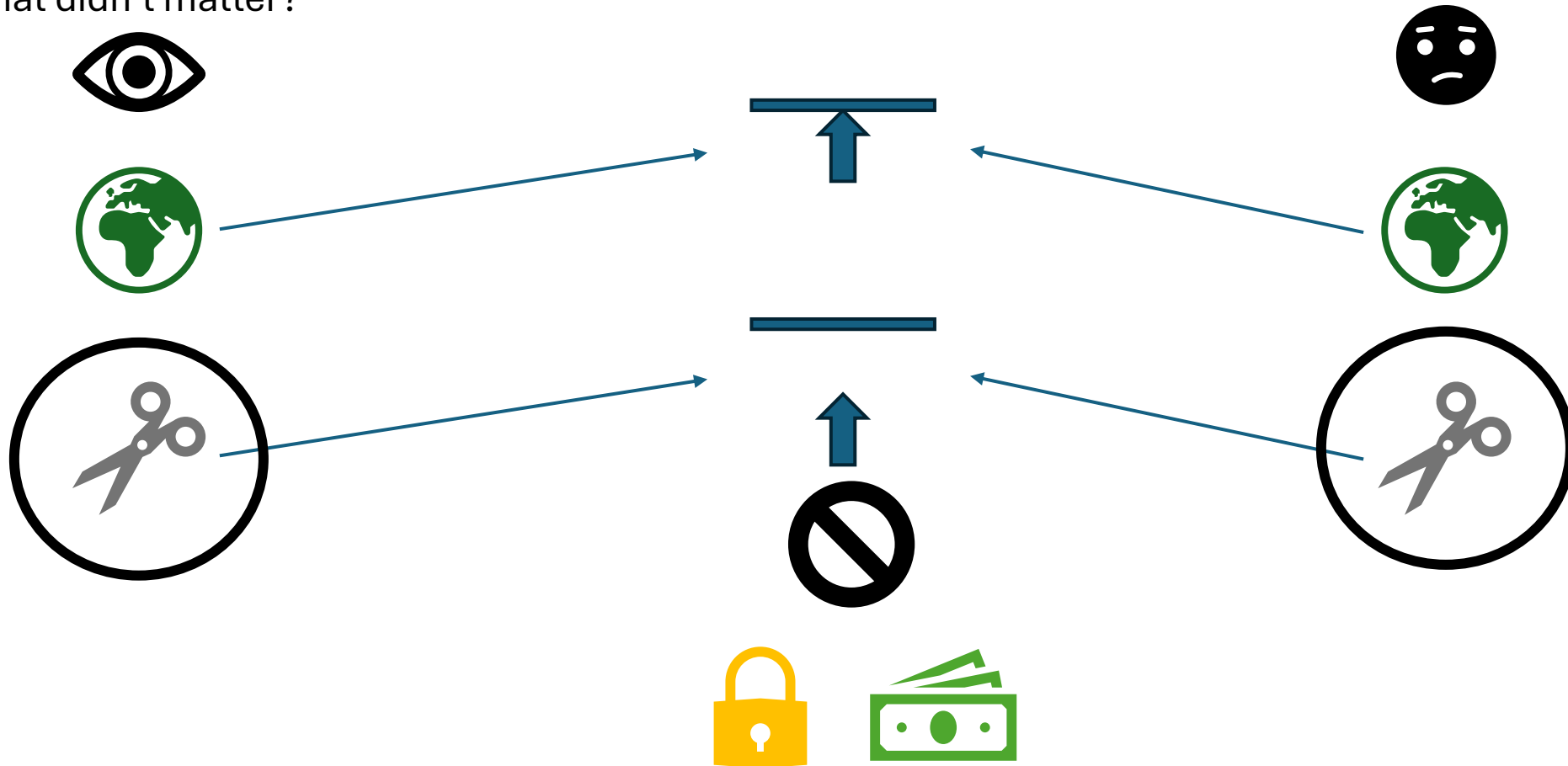


Results

What do people think about mown and unmown spaces?

What are people concerned about with mown and unmown spaces?

What didn't matter?



# Key Takeaways

- People ARE supportive of more ecologically conscious land management practices. **They want less mowing and a lot more wild space.**
- The two most important predictors of support were **perceptions and concerns about environmental impact and neatness.**
- Changing perceptions around neatness or reducing neatness concerns is probably a more fruitful avenue for change.
- Unless it's a sports pitch, park, or graveyard there is no desire to mow
- Cost and safety were unimportant to people



# Thank You



Durham  
University





Questions