

Wild at Heart

Be wild, whatever your age

Wild at Heart

An Evaluation Report for Sheffield and Rotherham Wildlife Trust 2022

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Executive Summary

In 2020, the Cadent Foundation funded the Sheffield and Rotherham Wildlife Trusts to deliver a nature-based initiative to adults in Sheffield who were struggling with mental health issues. The *Wild at Heart* initiative activities were developed to improve wellbeing through group activities designed to increase participants' time in and connection to nature. Three types of activity were offered during 2021-2022 including an online group session, a self-directed activity, and an in-person group exploration of city parks and natural places.

In summary, the data indicates that *Wild at Heart* has had a positive impact for the people who engaged with the project and took part in this evaluation. However only a small number of participants took part in the evaluation, so the results should be treated with a degree of caution.

The people who took part in the evaluation already had high levels of nature connectedness which meant that there was little room for levels of this to improve. This can be seen as a positive in that those taking part already felt connected to nature and as such, were in a good position to experience the positive benefits high levels of nature connection can bring.

A statistically significant increase was seen in Mental Well Being as demonstrated by the quantitative data and, although no significant increase in loneliness was observed, the qualitative data from both the people taking part and the staff observations indicated that some participants gained socially from the *Wild at Heart* sessions.

The qualitative data revealed that participants found the *Wild at Heart* sessions to be overwhelmingly positive revealing the following outcomes:

Greater optimism Looking towards the future Ability to explore natural spaces Noticing nature more Bonding with others Positive emotions

Overall, the *Wild at Heart* sessions appear to have had a positive impact on wellbeing for those who took part (based on the sample from the evaluation). The intervention gave participants an opportunity to explore parks and natural spaces in Sheffield, and to get to know other people resulting in a shared experience of engaging in enjoyable activities in outdoor settings. A strategic priority of the Wildlife Trusts is to support 1 in 4 people to participate in meaningful action for nature, which provides the framework for activities such as this project to be expanded across the UK and would make a strong contribution to addressing the increase in levels of mental ill-health seen during recent years (Baker, 2020). In supporting this priority for the future, the Wildlife Trust could continue to target activities in socioeconomically deprived communities, encouraging people to engage with local natural spaces that they might not previously have been aware of.

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1. Introduction to the evaluation context

Mental Health and Wellbeing

Increases seen in levels of mental ill-health in England during recent years (Baker, 2020) are of great concern. Positive mental health is not just the absence of mental ill-health, but the presence of wellbeing (Richardson, et al., 2021), with wellbeing being defined as the state of optimal human functioning (Pritchard et al., 2019). More recently, studies have shown that the Covid-19 pandemic has negatively impacted mental health (e.g., Cullen, Glati & Kelly, 2020) and wellbeing (e.g. De Pue et al., 2021). Other factors also influence wellbeing, e.g., higher levels of loneliness in older adults have been linked to reduced wellbeing (Golden et al., 2019). Similarly, for younger people who are not in education, employment or training, lower levels of wellbeing are also observed (Goldman-Mellor et al., 2016). During the pandemic, people were placed under a range of restrictions which limited social interactions and resulted in high levels of loneliness (Groarke et al., 2020), which in turn may have reduced mental health and wellbeing. Initiatives and interventions which support wellbeing and reduce loneliness are of interest to counter these worrying trends.

The Impact of Nature Connectedness

Improving our relationship with nature through connectedness to nature is one way in which wellbeing might be supported. Nature connectedness has clearly been linked to increased wellbeing (e.g., Capaldi Dopko and Zelenski, 2014; Pritchard et al., 2019), with further research demonstrating links between both nature contact and nature connectedness and health and wellbeing (Martin et al., 2020), thus supporting nature connectedness interventions as a potential way to enhance positive health outcomes.

The Intervention

Sheffield and Rotherham Wildlife Trusts received funding from the Cadent Foundation who wished to make lasting, positive differences in local communities (Cadent Foundation, 2020) and aimed to run intervention programmes to improve wellbeing through nature connectedness. This funding was used to develop the *Wild at Heart* programme of initiatives. The aims of the programme were to engage local people who were struggling with mental health issues and offer a range of activities designed to help them spend more time in nature and support them in becoming more connected to nature.

Impact of the Pandemic

Due to restrictions on social gatherings during the pandemic, plans for the delivery of *Wild at Heart* were amended to ensure guidance was adhered to which impacted on the original delivery schedule. Activities were delivered during 2021-2022. The first activity offered by Sheffield and Rotherham Wildlife Trusts involved online activities via Zoom where Wildlife Trust staff met with people engaged in the project to take part in seasonal cooking sessions. These sessions allowed participants to get to know one another and to become familiar with the Wildlife Trust staff. This was followed by the development of Activity Bags where participants were encouraged to contribute to the design of content and activities included in these bags. Wildlife Trust staff developed video guides to accompany the activity bags, showing participants how to use the resources. Participants also helped with the distribution of these activity bags which contained a guidebook to several self-directed activities designed to encourage engagement with nature (see appendix A).



Wildlife Trust staff also provided online group chats such as "Nature Natters" which enabled participants to get to know one another and gain confidence in advance of attending face-to-face sessions. Finally, in late June 2021 when some restrictions were lifted, participants were able to join the face-to-face sessions exploring various location in Sheffield which highlighted the accessibility of nature in the city. These sessions were focused on local green spaces which were less well used than some more popular locations. Participants were encouraged to have fun and get to know one another, with the ethos of the sessions focusing on using nature as an ice breaker to encourage social interaction and bonding.



2. The Evaluation Methodology

The Wildlife Trusts commissioned the University of Derby to evaluate the *Wild at Heart* intervention to evidence any benefit it might have on nature connectedness, wellbeing and loneliness.

Study Design

In order to find out if the *Wild at Heart* activities had an impact on levels of nature connectedness, wellbeing and loneliness, data was collected at the start and at the end of the three different activity sessions people engaged with. This allowed scores to be compared across the two time points to assess if there had been any changes in the measures taken. In addition, the people who took part in *Wild at Heart* also answered three open-ended questions where they could write about their feelings and thoughts about the project and any impact it had on them. Finally, the staff leading the *Wild at Heart* sessions also recorded their observations of any impact of the project on the people taking part. We then completed a themed analysis of the responses to these questions and the observations.

Questionnaires

So that we could assess the impact of the *Wild at Heart* project on the key measures of Nature Connectedness, Wellbeing and Loneliness the people taking part were asked to complete four questionnaires (See appendix).

Nature Connectedness

The Nature Connectedness Index, (Richardson et al., 2019) includes six questions that are suitable for use with both adults and children. Questions include things like "Being in nature makes me very happy" and responses are scored from 1 (Completely disagree) to 7 (Completely agree)

The Inclusion of Nature in Self scale (Schultz, 2001) measures how much an individual feels they are a part of nature through a series of seven sets of overlapping circles reflecting increasing degrees of inclusion of self in nature.

Mental Wellbeing

Mental Wellbeing was measured by the Edinburgh-Warwick Mental Wellbeing Scale (Tennant et al., 2007) and this short measure contains seven questions which are scored on a five-point scale ranging from 1 (None of the time) through to 5 (All of the time). An example of the questions from the scale is "I've been dealing with problems well".

Loneliness

The Three item UCLA Loneliness Measure was used to assess loneliness, questions are scored on a three-point scale, ranging from "Hardly ever or never", "Some of the time", "Often". An example question is "How often do you feel left out?"

Open Questions

When the questionnaire was completed for the second time, at the end of the *Wild at Heart* sessions, the following three open ended questions were asked:

- 1. Tell me about your life since you joined the group. Has anything changed?
- 2. How did you feel about yourself before you came to the group?
- 3. How do you feel now?

Comments and Observations

The staff members delivering the *Wild at Heart* sessions also provided written notes regarding any observations they made about each session and the people taking part. They also collected short written comments from participants.

Data collection

Information about the evaluation was given to the people taking part in the *Wild at Heart* sessions. If they were happy to take part, they completed a consent form to show they understood what they were being asked to do, how their data would be used and how they could stop taking part if they decided they would prefer not to continue with the evaluation. Once people were happy to take part, they completed a paper-based questionnaire at the start of the first session and completed another questionnaire at the end of the final session. Due to the transient nature of the sessions, some participants only completed the questionnaires at one time point as many participants attended sessions intermittently.

Participant details

All the people who took part came to the project through Social Prescribing and were supported by a community organisation and had experienced mental ill-health. Some people came alone, and some brought support workers with them. The following organisations were involved in the project:

- Sheffield Mind
- Manor and Castle Development Trust
- Sheffield Manor and Castle Development Trust Men's Group
- Sheffield Manor and Castle Development Trust This Girl Can
- This Girl Can
- Zest
- New Beginnings
- B:Friend
- Rotherham Social Prescribing Advisors
- Voluntary Action Sheffield
- People Keeping Well Network
- BBC Radio Sheffield Interview with participants live on air during a session

In total 28 people completed the questionnaires at the start of the *Wild at Heart* project and 16 people completed the questionnaires at the second time point giving an overall sample of 34 people. Ten people completed the questionnaires at both time points. Looking at all the people who completed the questionnaires, they were aged between 27 - 78 years with an average age of 52.6 (sd=12.9) years. Table 1 shows information about the gender and ethnicity breakdown of the people who took part and provided this data.

Table1. Details about the people who took part in the evaluation

Gender	Number	%
Female	18	52.9%
Male	4	11.8%
Prefer to self-define	1	02.9%
Prefer not to say	11	32.4%
Ethnicity		
White	17	50.0%
Mixed/multiple	2	05.9%
Black	4	11.8%
Asian	1	3.2%
Other	0	0.0%
Prefer not to say	10	29.4%

3. Results

3.1 Quantitative data

It should be noted that the sample size for the quantitative analysis is very small, which limits the generalisability of the results. It is also important to note that the quantitative data is collected from people who engaged in the three different activities. Some people may have engaged in just one activity, whilst others might have engaged in more than one. This means that not everyone providing data might have had the opportunity to engage in the face-to-face sessions.

A Wilcoxon Signed Ranks analysis was used to examine any differences across the two time points.

Nature connectedness Levels of nature connectedness were very high when we measured them at time 1 meaning there was little room for them to increase due this ceiling effect. When measured again at time 2 they had only increased slightly. This means that the difference in nature connectedness was not statistically significant. Similarly, there was no significant difference for the inclusion of nature in self although the mean scores did show a slight reduction in this measure, the average score was well above the mid-point for both time points, meaning that overall people felt that they were connected to nature.

Mental Wellbeing

Mental wellbeing increased significantly from time 1 at the start of the sessions to time 2, indicating that the *Wild at Heart* sessions had helped to improve this.

Loneliness

The loneliness levels were not significantly different between the two time points, although scores had increased very slightly from time 1 to time 2.

Table 2 shows a summary of the means and standard deviations (sd) across the two time points, and the associated statistical information.

Variable	Mean (sd)	Mean (sd)	Z value	Significant
	Time 1	Time 2	(p value)	
Nature Connectedness	6.77 (4.73)	6.80 (0.13)	-1.069	No
			(0.285)	
Inclusion of Nature in Self	6.10 (1.10)	5.80 (1.23)	-0.736	No
			(0.461)	
Mental Wellbeing	20.90 (9.95)	23.70 (5.58)	-2.201	Yes
			(0.028)	
Loneliness	5.70 (2.06)	5.80 (2.25)	-0.447	No
			(0.655)	

Table 2: Means (sd), Z values and significance for variables across the time points

3.2 Qualitative Data

Open Questions

Nine participants provided written responses to the open questions. A themed analysis was used to identify the key factors that people identified when answering the three open questions.

Tell me about your life since you joined the group. Has anything changed?

Joining the *Wild at Heart* group appears to have benefited the participants' wellbeing through improving feelings of low mood, grief and depression and providing opportunities for social interaction with old and new friends. The interesting group activities and "welcoming" leader were noted by many participants. Two participants noted they were struggling with grief, covid anxiety and depression following the loss of a parent. Several mentioned the group enhanced their motivation to go out of their homes. One participant suggested their low mood was improved through feeling "motivated" to take up nature-based activities, something which they stated, "helped me very much". The benefit this individual gained from their activities with *Wild at Heart* motivated them to create their own garden, which suggests the intervention had a lasting influence for them in their everyday life. Another participant reported that they "learned new skills about crafts and nature" and "improved confidence, less depression and feel much happier".

Additionally, the social interaction of the group supported wellbeing, with another participant stating that "people talk to me" which they reported was something that "rarely happens" for them. By highlighting this, the participant expressed a sense of loneliness experienced in their life outside *Wild at Heart*, as well as gratitude for the new community to socialise with. Through this interaction with others, this participant reportedly grew in confidence and was able to "talk to people in the whole group". They emphasised the word "whole" suggesting a progression from being more reserved to being able to interact with a range of people. Another participant stated, *"It was also an opportunity to get to know each other, and the bright August sunshine and soft breeze made walking and talking enjoyable."* This quote highlights the benefits from a combination of socialisation and being in nature with an increased attention to the sensory elements of the outside world.





How did you feel about yourself before you came to the group?

From the participant responses, it was clear that the impact of the COVID-19 pandemic left them feeling "isolated" from others and "depressed about the future". Lockdowns meant they were unable to "mix with people in real life". In this state of isolation one individual felt "bogged down by media gloom", suggesting that without others to interact with, the negativity portrayed by the media becomes depressing. The feelings of uncertainty, loneliness, and negative mood were apparent in their responses, suggesting that prior to joining the group they had fewer people to converse with. In contrast, participating in the *Wild at Heart* sessions, and having people to "share thoughts with outside of the family" was described positively. This is explored more in the following section.

How do you feel now?

A sense of optimism was experienced among the participants from taking part in *Wild at Heart*, with individuals reporting feeling "optimistic, energetic and clear about the future". Meeting "like-minded people" appeared to have facilitated the optimism the participants reported following the programme, with the opportunity to share interests with individuals of similar backgrounds nurturing a sense of happiness, enthusiasm and energy. From this experience, one individual reported feeling "... so much better nowI feel like I am healing spiritually", which suggests a feeling of wellbeing and enhanced connection to self.

Summary of the open questions

Overall, the responses to the open questions demonstrate the positive impact that Wild at Heart has had for several participants. They reported increased feelings of optimism, particularly for the future, with improved mood and opportunities for social interaction with other people on the programme being highlighted as positive experiences.

Casual Comments and Observations recorded by the Wild at Heart leader.

The group leader recorded comments and observations after each session. These provide an overview of where the *Wild at Heart* sessions took place and captured their thoughts about how participants had engaged with the sessions and what they had noticed. Two key themes were developed from this data 1) **Fascination** and 2) **Community**.

Fascination. This theme highlights the way in which the leader saw the participants noticing aspects of nature such as specific plants, animals, seasonal changes and evidence of growth. Pseudonyms are used for participants' names. The leader reported the participants' detailed approach to understanding what they had discovered, for example:

"Jane found an owl pellet which Mike dissected and discovered small feathers and bones from the prey it had eaten....."

The leader also observed instances where group members noticed specific plant, animal and insect species and shared this with other group members, enhancing their knowledge together:

"Marie pointed out an Elderberry bush, heavy with ripening fruit,...... David was next to spot a pair of Speckled Wood butterflies dancing around each other in their courtship flight...... our newest member found an empty wood-pigeon's egg in the grass, a sure sign that wildlife has a home in Concord Park".

These observations provide evidence the that the *Wild at Heart* sessions offered the participants an opportunity to discover nature in the local parks and natural spaces. Exploring these areas as part of a group allowed for an element of learning as well as social interaction with the other group members.



Community. This theme draws together the importance of the shared experiences the leader felt the participants had in nature and the bonding experiences that they saw arose from this. For example, one activity involved creating a well dressing and participants were divided into two groups. The leader observed:

"Both men and women in the group took part enthusiastically, applying coloured leaves, berries and petals to the wet clay. This proved a real bonding experience for Wild at Heart members, with everyone contributing and sharing laughter. When finished, the welldressings were bright and cheery, both groups admiring each other's work."



The supportive nature of the group is evident in a number of observations made by the group leader, for example:

"As we were bringing the session to a close, the participants who had never been to these parks before said how they would like to come back now they knew how easy it was to get here. The group had got along very well and people who knew the area gave lifts to others out of town and one gentleman helped a new lady to get to Heely City Farm where she was meeting a friend......it is really great to see people's confidence building in the Exploring Sheffield sessions and see that natural community helpfulness is growing.

This provides evidence that the *Wild at Heart* sessions provided participants with the opportunity to engage with other people socially whilst taking part in outdoor activities. The observations of the group leader indicate that those taking part gained great social benefits from the sessions, which supports the feedback provided in the open questions from the participants themselves.

Overall, the qualitative data supports the positive impact of the intervention with participants reporting an enhanced sense of confidence, optimism, and social connection.

Session leader notes revealed a greater sense of community in the group, and participants' fascination from noticing nature in the in-person group sessions.

4. Conclusions and next steps

In summary, the data indicates that *Wild at Heart* has had a positive impact for the people who engaged with the project and took part in this evaluation.

Participant numbers who took part in the evaluation were very low and, although session leaders promoted the importance of the evaluation, some people were reluctant to take part. In light of this small sample, the results should be treated with a degree of caution.

The quantitative data indicates that those who took part in the evaluation already had high levels of nature connectedness. This meant that there was little room for levels of nature connectedness to improve as people who joined the project already had a keen interest in nature. This can be seen as a positive in that those taking part already felt connected to nature and as such, are in a good position to experience the positive benefits high levels of nature connection can bring. The participants were primarily from socioeconomically deprived areas of Sheffield and for the future, the Wildlife Trust could continue to target activities in these communities to engage more people with local natural spaces, that they might not be aware of.

It was very pleasing to see a significant increase in Mental Well Being as demonstrated by the quantitative data and, although no significant increase in loneliness was observed, the qualitative data from both the people taking part and the staff observations indicate that some participants gained socially from the *Wild at Heart* sessions.





The qualitative data also revealed that participants who responded found the *Wild at Heart* sessions to be positive, with people feeling greater optimism, and looking towards the future. The session leader's comments highlighted the way participants explored the natural spaces, and for some it appeared that these spaces would be seen as a new resource for them to return to. The leaders' notes also revealed examples of a detailed sense of noticing nature in some participants. The sense of bonding amongst group members that occurred was also highlighted, with positive emotions being seen in some participants' comments.

Although the intervention data sample was small, and conclusions may not be generalisable, impact of the programme has been positive and, for some participants, deeply meaningful.

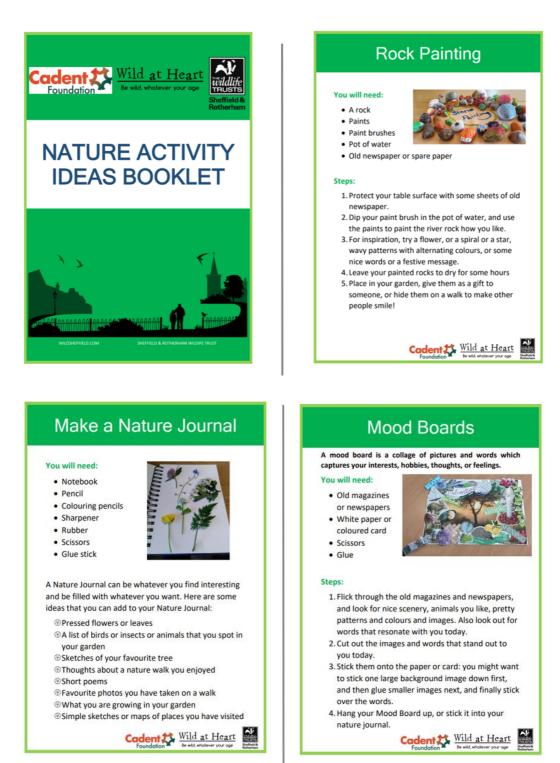
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6. Appendices

Appendix A: Wild at Heart activity booklet

The activity booklet contained cards outlining 19 different activities. Here are some examples.



How to watch Garden Birds

You will need:

 Garden Bird Spotter sheet Bird food/ Fruity Bird feeder (Optional)



Steps

- 1. Find either a good view from a window to your garden or a street tree, or a bench in a park.
- 2. Sit comfortably and focus on the trees and bushes or the sky.
- 3. Can you notice any movement, as a bird flits from branch to branch?
- 4. Listen out for bird song, where is it coming from?
- 5. When you spot a bird, watch it for a while. What do you think it is doing? How does it interact with other birds?
- 6. Notice the colours and size of the bird use your spotter sheet to see if you can tell what kind of bird it is.
- 7. You may want to scatter a small amount of bird seed in the park, or put up a bird feeder, which can help attract birds for you to watch.

Codent X Wild at Heart

Go on an Observation Walk

You will need

- Countryside Code sheet
- A camera or phone (optional)

Steps:



- 1. Head outside 2. As you walk, take time to notice what is natural in
- your local area and think about what it means to you. 3. Find a tree and watch it for a while.
- 4. Can you see a living creature? A bird, an insect? If you can, watch it as it goes about its business.
- 5. Look up at the clouds. Say one word about how they make you feel.
- 6. Count how many different shades of green you can see.
- 7. Breathe in the air. What does it smell like?
- 8. Listen out for bird song. Look closely, can you spot them?
- 9. Take a photo of something beautiful.

10. Pick up something to take home: a leaf, a feather, a nice stone.

Codent X Wild at Heart

Fruity Bird Feeders

You will need

- Oranges or apples
- Lard
- Mixed bird seed Garden twine
- Saucepan

 Knife Chopping board

• Spoon

Steps

Scissors

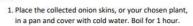
- 1. Cut the apple or orange in half.
- 2. Use a knife and a spoon to scoop out the insides of the fruit to make a fruit 'cup'.
- 3. Make 4 holes in the fruit halves by poking through the scissors or a pencil.
- 4. Pass a length of string through each of the four holes, knot them to the fruit, and tie the four lengths of twine together at the top: you now have a hanging fruit basket.
- 5. Melt the lard in a pan and mix in the bird seed and the scooped out fruit from step 2.
- 6. Spoon this mixture into the fruit cups.
- 7. Allow the lard to set, then hang up for the birds to eat.



Using Natural Dyes

You will need:

- Calico fabric • 5-6 Onion skins (or Beetroot / Coffee / Grass / Flowers)
- Saucepan
- Colander/Sieve
- Bowl
- Plastic spoon Needles (Optional)
- Embroidery thread (Optional)
- Steps



- 2. Strain the liquid into a bowl. Discard the onion skins. 3. Return the coloured liquid to the pan. Place the calico flat into the dye liquid. Top up with cold water if needed to cover the calico.
- 4. Leave to dye the fabric overnight
- 5. You should end up with orange-dyed fabric for the onion, pink for beetroot, brown for coffee, and green for grass!
- 6. You can add embroidery as extra decoration using





Appendix B

Copy of the questionnaire (excluding information given to participants at the start of the project and consent questions)









This evaluation seeks to understand any effect taking part in the Wildlife Trust project has on your wellbeing and relationship with nature (as covered in the information sheet you just read). Thank you for agreeing to take part.

Please tell us about yourself

Age How old are you? _____

Gender Male Female

Prefer to self-define

Prefer not to say

What is your ethnicity? White Mixed or Multiple Ethnic Group Black, African, Caribbean or Black British Asian or Asian British Other ethnic group

What is the name of the Wildlife Trust programme you have taken part in?

Nature Connectedness

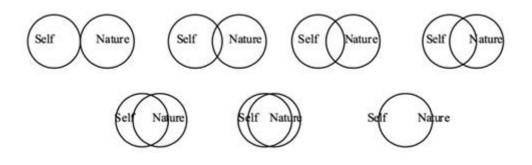
The following questions are about you and nature. By nature we mean all types of natural environment and all the plants and animals living in them. Nature can be close to where you live in towns, the countryside or wilderness areas further away.

Please tell us how much you agree or disagree with each of the following statements, by putting a tick in the relevant box.

	Completely disagree						Completely agree
1. I always find beauty in nature	1	2	3	4	5	6	7
2. I always treat nature with respect	1	2	3	4	5	6	7
3. Being in nature makes me very happy	1	2	3	4	5	6	7
Spending time in nature is very important to me	1	2	3	4	5	6	7
5. I find being in nature really amazing	1	2	3	4	5	6	7
6. I feel part of nature	1	2	3	4	5	6	7

Inclusion of Nature in Self

Please select the picture below which best describes your relationship with the natural environment. How interconnected are you with nature right now?



Wellbeing

Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last 2 weeks.

	None of the time	Rarely	Some of the time	Often	All of the time
I've been feeling optimistic about the future					
l've been feeling useful					
l've been feeling relaxed					
I've been dealing with problems well					
I've been thinking clearly					
I've been feeling close to other people					
I've been able to make up my own mind about things					

Loneliness

	Hardly ever or	Some of the time	Often
	never		
How often do you feel that you lack companionship?			
How often do you feel left out?			
How often do you feel isolated from others?			

Open questions

Tell me about your life since you joined the group Has anything changed?

How did you feel about yourself before you came to the group?

How do you feel now?

Thank you for taking the time to complete these questions.