

Community perceptions of new greenspace interventions: the case of Rhyl in North Wales

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Three key research objectives

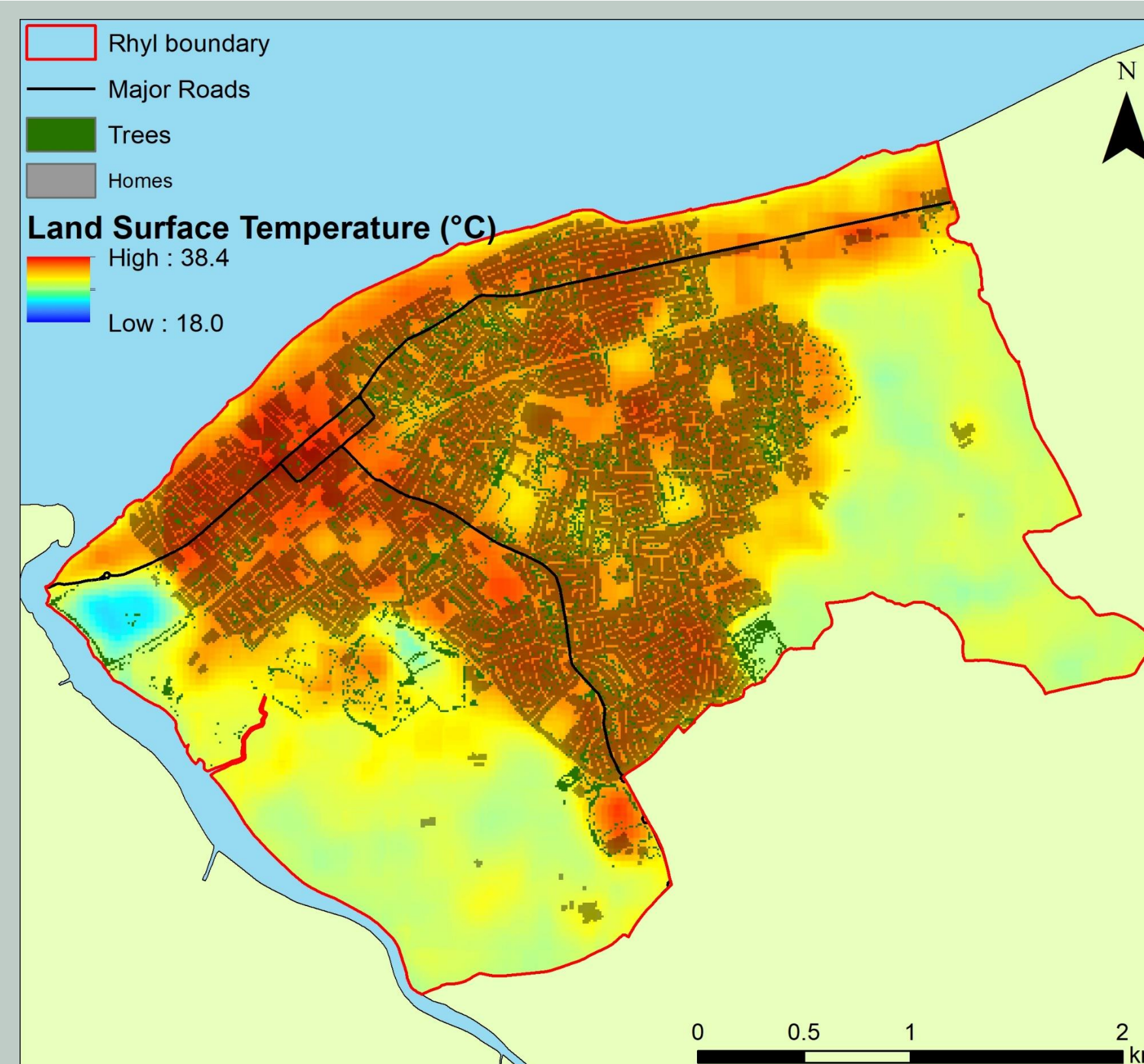
- 1 Model the benefits of existing and planned green infrastructure (GI) in Rhyl
- 2 Gather perspectives from across the UK on tree planting and establishing wildflower meadows
- 3 Assess Rhyl community's perceptions of these environmental changes compared to the UK sample

One hectare of trees can provide the following benefits (if planted in the right place):

Rhyl area = 1118 ha
Tree cover = 64.5ha (5.8%)

Run **five** ecosystem service models to calculate benefits from new GI

1

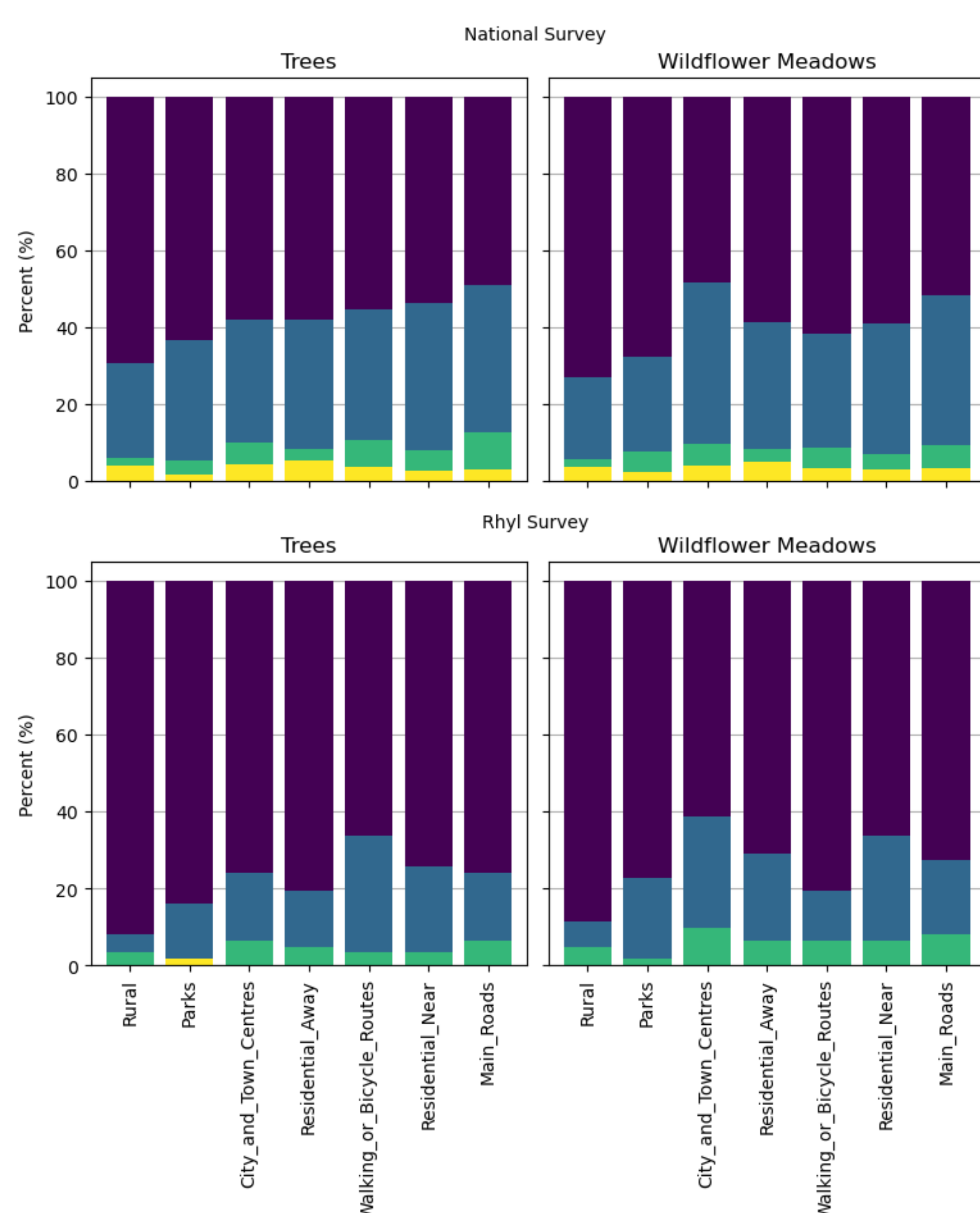


Land surface temperature (LST) from LandSat-8, for Rhyl, with residential buildings, trees, and major roads displayed for context.

2 Social data on the acceptability of new GI projects **N=1860** (national), **N=60** (Rhyl)



New tree planting in residential areas of Rhyl, delivered by Denbighshire County Council.



Key findings

- People are **ready for change**; it is a misconception that people are hesitant to adopt GI
- Responses demonstrate **place preferences** for trees and wildflower meadows
- **People in Rhyl** seem to **want more trees than national average**
- More analysis to **compare against subset of national survey** which has similar IMD demographic to Rhyl.

Do you live in Rhyl?
Share your thoughts about environmental changes

Bangor University are researching the benefits and disadvantages of planting new trees and establishing wildflower meadows in Rhyl



Promotional poster to recruit participants to take part online and in interview.

3 **28** individual interviews.
Random stratified sample of Rhyl residents

"It's just a no brainer, isn't it? Plant a tree and you get all those benefits. That's how I see it"

"Wildflower meadows mean more life, more animals, more insects, more creatures. It's more interesting. As a reflection, we can learn a lot about ourselves just by observing nature. There's the benefit on so many levels"

- **96%** of participants stated that trees and wildflower meadows **mattered to them**
- **82%** of participants stated that it was **important to spend time among trees**
- **68%** of participants stated that it was **important to spend time among wildflower meadows**
- **Biodiversity benefits** were important to **96%** of respondents
- **Health and wellbeing benefits** were important to **100%** of respondents
- **Carbon storage benefits** were important to **57%** of respondents.

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