



# Local perceptions of greenspace benefits in Rhyl, North Wales.

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

- **Measure and model a suite of benefits** of planned green infrastructure (GI) interventions (wildflower meadows and tree planting) in Rhyl, a deprived area.
- **Understand residents' perspectives** on GI interventions and compare with people's perspectives across the UK.
- **Evaluate effects of providing information** about GI benefits on perceptions and engagement.
- **Synthesise findings** into policy-focused guidance and journal articles.

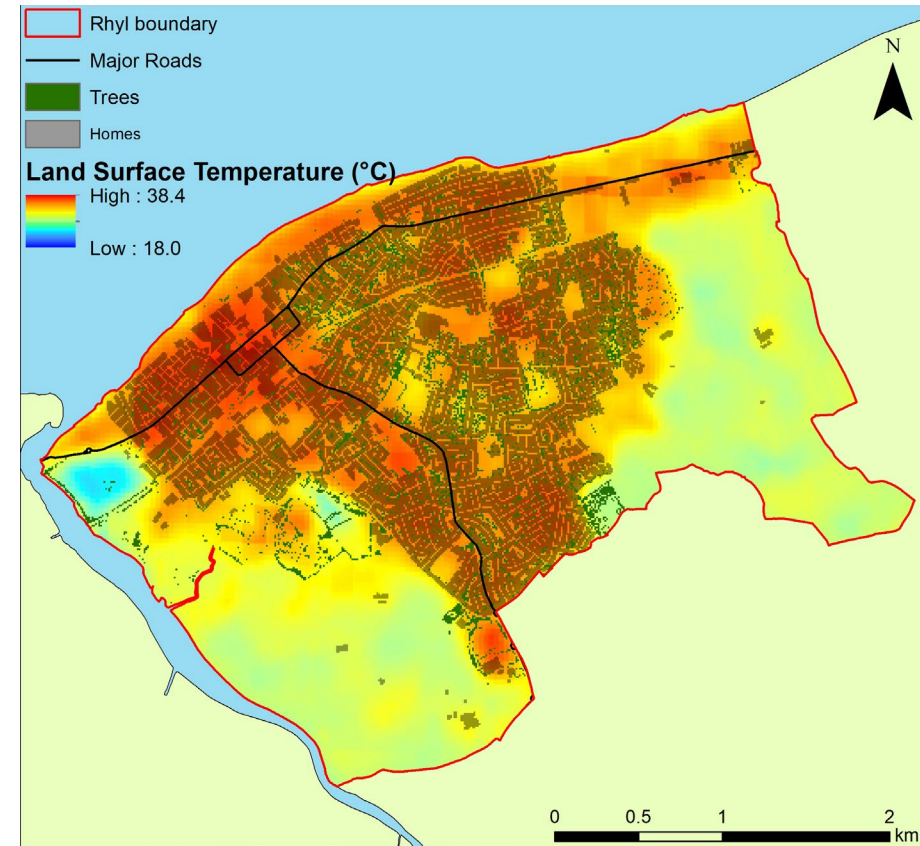
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# Modelling the benefits of existing and planned green infrastructure (GI) in Rhyl

Run five ecosystem service models developed for urban settings:

- Air pollution removal
- Noise mitigation
- Carbon storage
- Flood protection
- Urban cooling



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

We found that one hectare of trees can provide the following benefits (if planted in the right places):

<b>Noise</b>	£887 in benefit from reducing road noise (for typical urban trees), but up to £2,165 if planted in key locations near to roads
<b>Air pollution</b>	Removes 97 kg per year of air pollutants, with a value of £145 (based on data for Denbighshire)
<b>Carbon</b>	Holds 5.04 tonnes of Carbon, with value of £1,359

**Rhyl area = 1118 ha**

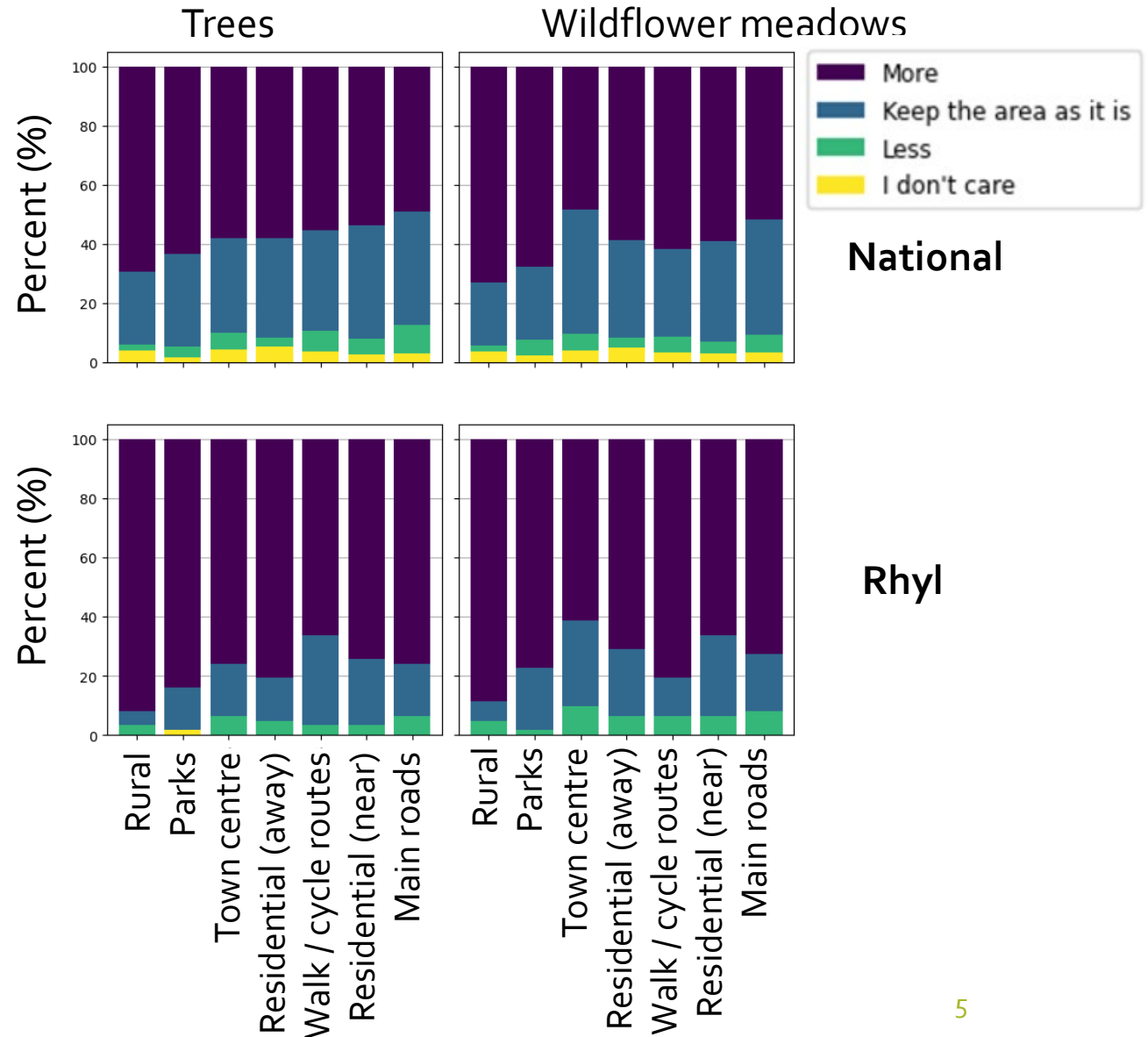
**Tree cover = 64.5ha (5.8%)**

# Gathering social data on the acceptability of new GI projects

Run online surveys to gather people's perceptions on GI.

Half (randomly selected) receiving information on GI co-benefits.

- N=1860 nationally-representative sample
- N=60 Rhyl sample



# We found through our social data (online surveys):

- People are **ready for change**; it is a misconception that people are hesitant to adopt GI.
- There was **overwhelmingly positive perception** of trees and wildflower meadows with over 70 % of respondents across both national and Rhyl survey stating they wanted more trees and wildflower meadows in their neighbourhoods.
- 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.

# Gathering social data on the acceptability of new GI projects

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

Byw yn Y Rhyl?

Rhannwch eich barn ar  
newidiadau amgylcheddol

Mae Prifysgol Bangor yn ymchwilio'r buddion ac  
anfanteision o blannu coed newydd a sefydlu  
dolydd blodau gwyllt yn Y Rhyl

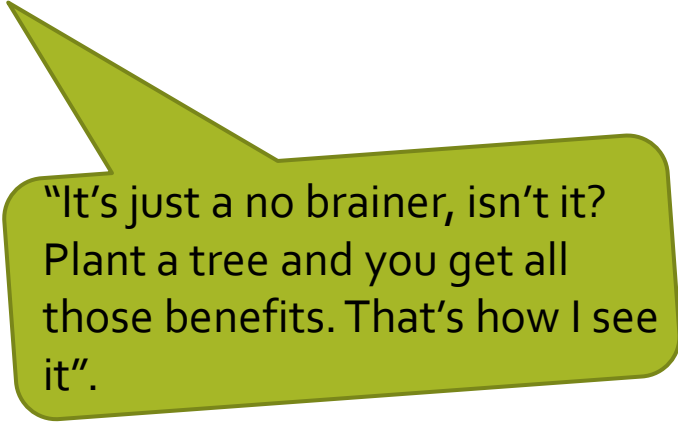


Atebwch ein  
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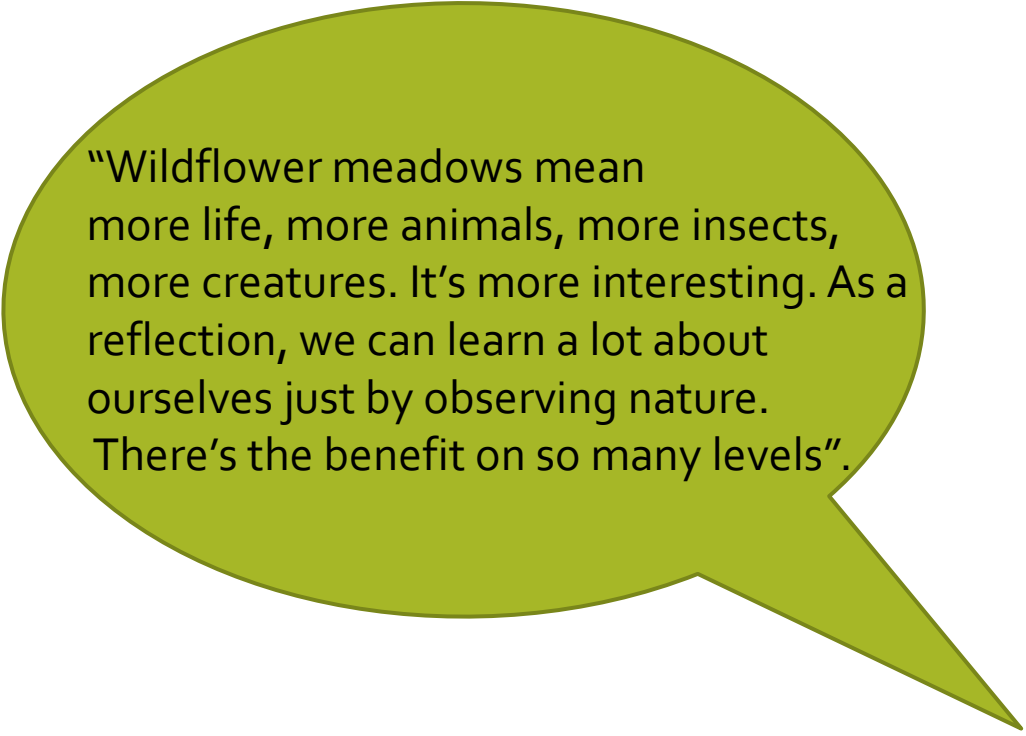
# We found through our social data (interviews):

- Rhyl residents **overwhelmingly supportive of GI schemes of this kind**. Those that were against planting more trees or establishing wildflower meadows were a very small minority.
- **100% of participants** said that trees improve the visual attractiveness of the area.
- **96% of participants** said that trees and wildflower meadows mattered to them.
- Biodiversity benefits were important to **96% of participants**.
- Health and well-being benefits were important to **100% of participants**.
- **89% of participants** were interested in taking part in tree or wildflower meadows activities or to **maintain them as safe and clean public places**.





"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".

## Next steps:

- Share our project report with Denbighshire County Council and our findings with Rhyl residents who took part.
- Produce journal articles.



# Thank you, any questions?

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