



# Participatory Video to explore experiences of greenspace

– beyond the usual suspects



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Photo: Tracy Lambert

# Creating Natural Connections

- Goal – increase engagement of its 18,000 residents with their greenspace
- Improve health and well-being of its residents
- >50% of Cumbernauld is greenspace

Nature reserves, country parks, woodlands



# Our Research

Can more creative and participatory methods be used to reach disenfranchised or often excluded groups?

How can the new knowledge that comes out of these methods be used to make the management of greenspaces more just?

Are there other benefits to using these creative, participatory approaches?



# Participatory Video Pilot

Assessing experiences - beyond the usual suspects

- Members of Neighbourhood Networks
  - Wild Ways Well
- Young people (15yr olds)

# What is Participatory Video ?

- A group of people take part (participate) in making a video together
- A process and set of techniques which helps groups or communities to shape and make their own film
- Gives a 'voice' to hard to reach people, **to communicate their needs and ideas to decision-makers and their communities**



# 'Straight out of Cumby'





# Their Voices

For young people (no prior engagement programmes)	Neighbourhood Networks (Wild Ways Well programme)
Violent	Where we make new friends, help each other and have fun
Are dangerous	Accomplish new skills and challenges
Are boring	Take huge pride in helping the environment
Aren't for us	Grow in self-esteem and confidence
Don't use them	Makes us feel good about ourselves
Full of litter and rubbish	Relax and de-stress



# Power of Participatory Video

- Improves confidence and self esteem
- Builds skills and enables participation in decision making
- Builds efficacy
- Improves capabilities to be able to benefit from greenspace
- Ability to shape values and behaviours





# *transformative* The power of participatory video

## Changing views and behaviours

*"I never really understood nature... until we did that [the PV project], I never went out. .... I never went out just to walk about and see how beautiful nature is, how you can connect with different things, and how calm it could be. ... It helped me see the world in a different way. ... [It] actually helped my stress, because then I would just like relax and just sit outside or lie on the grass and think about nothing except from the beautiful blue sky"*

## Building empathy and stewardship

*"I knew that people litter, but I didn't know we littered that much! We litter so much ...*

*We saw the deer, and that kind of, what if there was glass? That deer could have got really hurt. And dogs, also the dog-walkers, there are so many [bits of] glass on the floor, and that dog is walking through, so that would really hurt them. The owner might not know, but the dog will feel it, and we are not doing anything to change, we're just continuing to do what we do. And even, the greenspace are nice places, but it can become a dangerous place for others, like animals, and for human beings as well.*

*So I think we should look after it better."*

# Breakout group discussions

- How can we ensure multiple experiences of greenspace are factored into planning and management?
  - What engagement/decision making methods are best suited?
  - How to ensure views and issues of marginalised groups are factored in?
  - What needs to improve?

