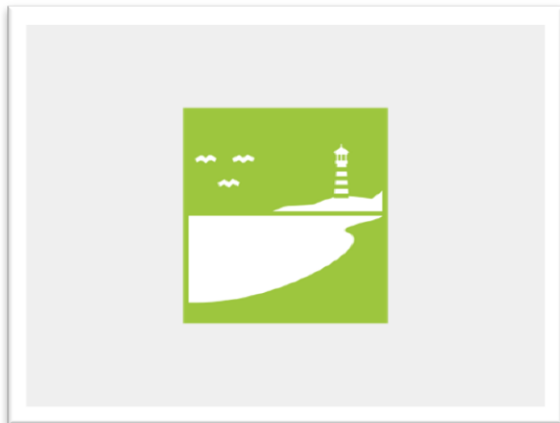


Scottish Natural Heritage

The Black and Minority Ethnic (BME) community and nature: key research findings



Published: June 2019

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INTRODUCTION

This report summarises some of the most recent research findings relating to how members of the Black and Minority Ethnic (BME) community in Scotland use, value and enjoy the natural environment. It includes data on participation in outdoor recreation and other types of engagement with nature.

The data sources used are the Scottish Nature Omnibus Survey (SNO) and Scotland's People and Nature Survey (SPANS) which are commissioned by SNH on a regular basis to provide insights into people's use of the natural environment. Each survey is based on interviews with a representative sample of the adult population (aged 16 and over) living in Scotland. More information on the SNO and SPANS is available on the [measuring participation](#) page of the SNH website.

Please note that for some survey questions, data for more than one year of fieldwork have been aggregated to provide a more robust sample of BME respondents.

HEADLINE RESEARCH FINDINGS

- Although most people in the BME community visit the outdoors for recreation, the proportion who visit at least once a week is lower than average.
- Most of the outdoor visits taken by members of the BME community are taken in urban areas with local parks the most popular type of destination.
- Family outings play an important role in the outdoor visits taken by members of the BME community.
- Awareness of the range of wildlife species that exist in Scotland and understanding of the issues around wildlife management is relatively low among the population as a whole and lower than average among members of the BME community. Only 16% of people in the BME community say they feel concerned about Scotland's wildlife.
- Less than half of people in the BME community anticipate biodiversity loss in Scotland over the next 50 years (slightly lower than the average for all adults) and relatively few describe themselves as very interested, very concerned or feel that the subject is personally relevant.
- Most people in the BME community say they've done something to help look after the natural environment in the last 12 months, typically by being a green consumer or a green traveller, although participation is slightly lower than the average for all adults. Significantly fewer have volunteered for the natural environment, signed a petition or taken part in a conservation campaign, or are members of an organisation which looks after nature or wildlife.

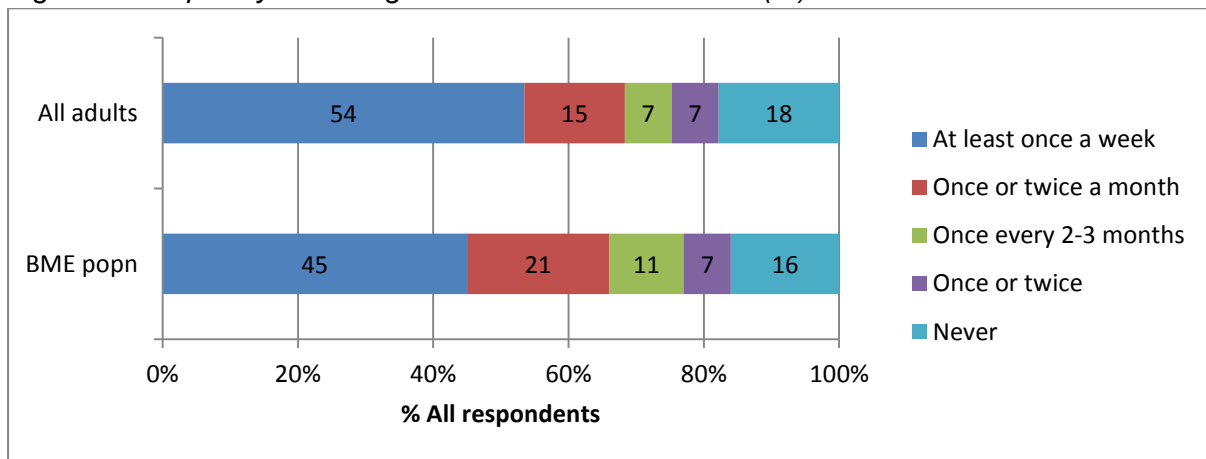
DETAILED RESEARCH FINDINGS

1. Participation in outdoor recreation

1.1 Frequency of participation in outdoor recreation

Most members of the BME community visit the outdoors for recreation (84%) and 45% do so on a regular weekly basis. As shown in Figure 1, below, the level of **weekly** participation in outdoor recreation among members of the BME community is lower than the average for all adults.

Figure 1: Frequency of visiting the outdoors for recreation (%)

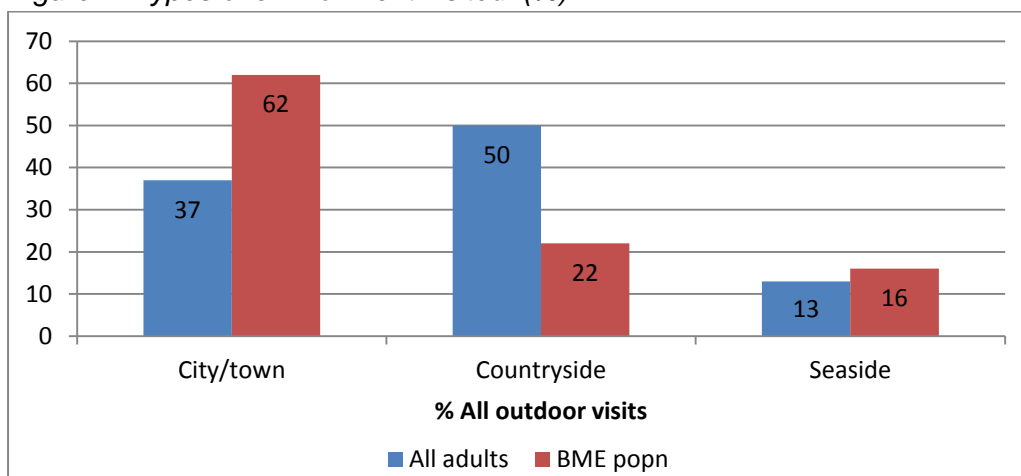


Source: SPANS 2013/14 and 2017/18 combined
Base: All adults = 24,592; BME respondents = 694

1.2 Where do people go on their outdoor visits?

Most of the outdoor visits taken by members of the BME community are taken in towns and cities (62%) with fewer visits taken in the countryside (22%) or in coastal locations (16%). Compared to the population as a whole, members of the BME community are more likely to visit the outdoors in an urban environment and less likely to visit the countryside.

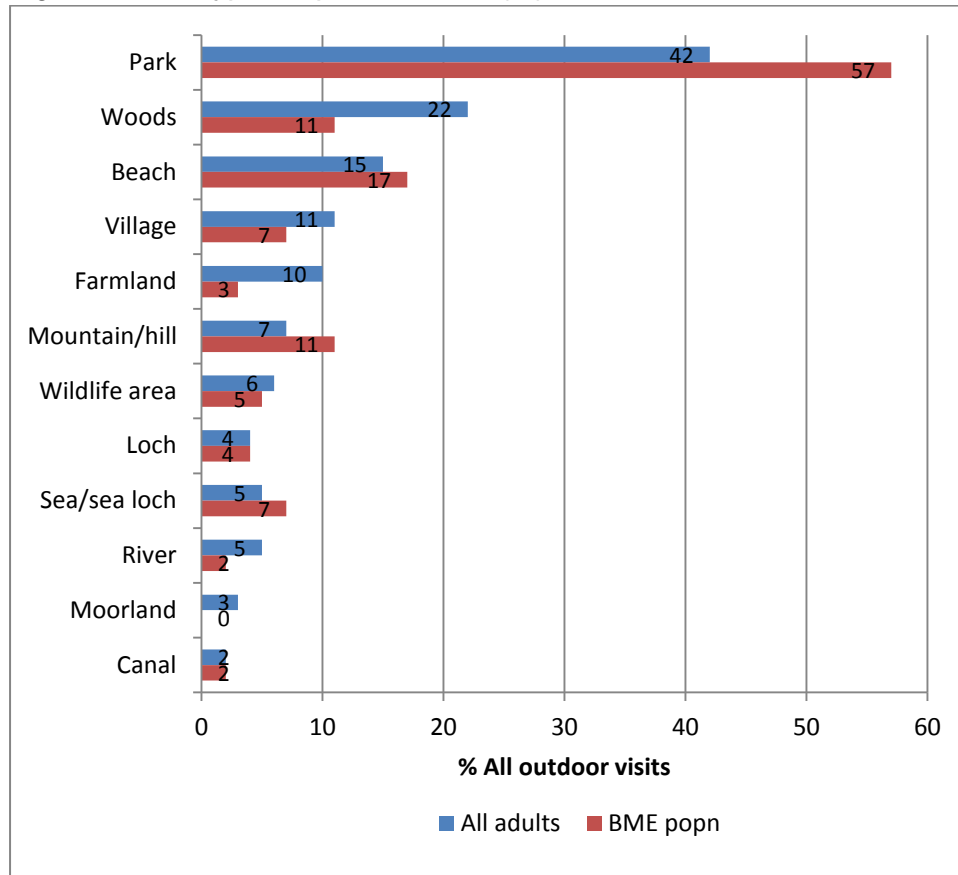
Figure 2: Types of environment visited (%)



Source: SPANS 2013/14 and 2017/18 combined
Base: All adults = 7,544; BME respondents = 194

Local parks and other open spaces are the most popular outdoor places visited by members of the BME community, accounting for more than half of all outdoor visits (57%). Beaches are the next most popular type of place visited (17% of visits). Compared to the population as a whole, members of the BME community are more likely to visit parks and other open spaces and less likely to visit woods or farmland.

Figure 3: Main types of places visited (%)

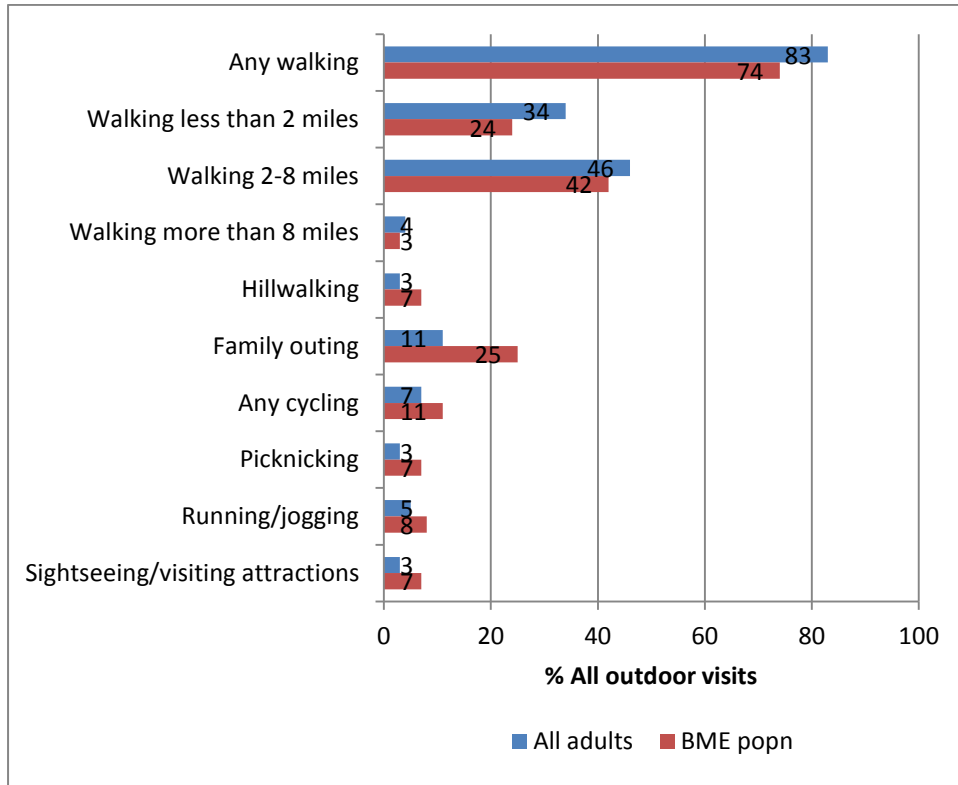


Source: SPANS 2013/14 and 2017/18 combined
 Base: All adults = 7,544; BME respondents = 194

1.3 What do people do on outdoor visits?

Around three quarters of the outdoor visits taken by members of the BME community involve a walk (74%), slightly lower than the average for all visits (83%). Family outings (25% of visits) are next most popular. Compared to the population as a whole, members of the BME community are significantly more likely to visit the outdoors on a family outing.

Figure 4: Main activities on outdoor visits (%)



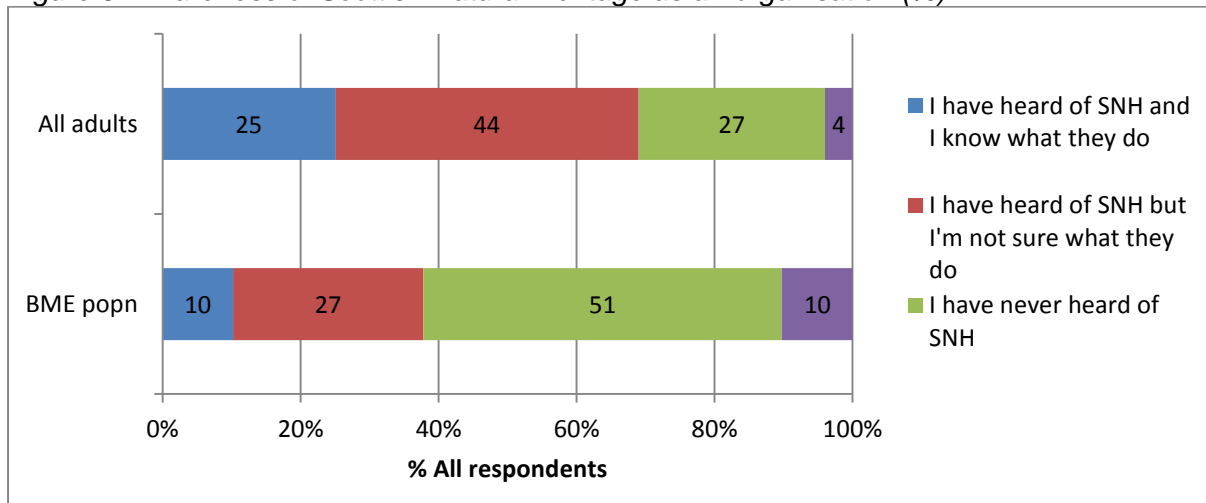
Source: SPANS 2013/14 and 2017/18 combined
 Base: All adults = 7,544; BME respondents = 194

2. Awareness of Scottish Natural Heritage as an organisation

2.1 Awareness of SNH

Awareness of Scottish Natural Heritage as an organisation is lower than average among members of the BME community: 37% (compared to 69% of all adults) say they've heard of SNH but only 10% (compared to 25% of all adults) claim to understand what SNH actually does.

Figure 5: Awareness of Scottish Natural Heritage as an organisation (%)

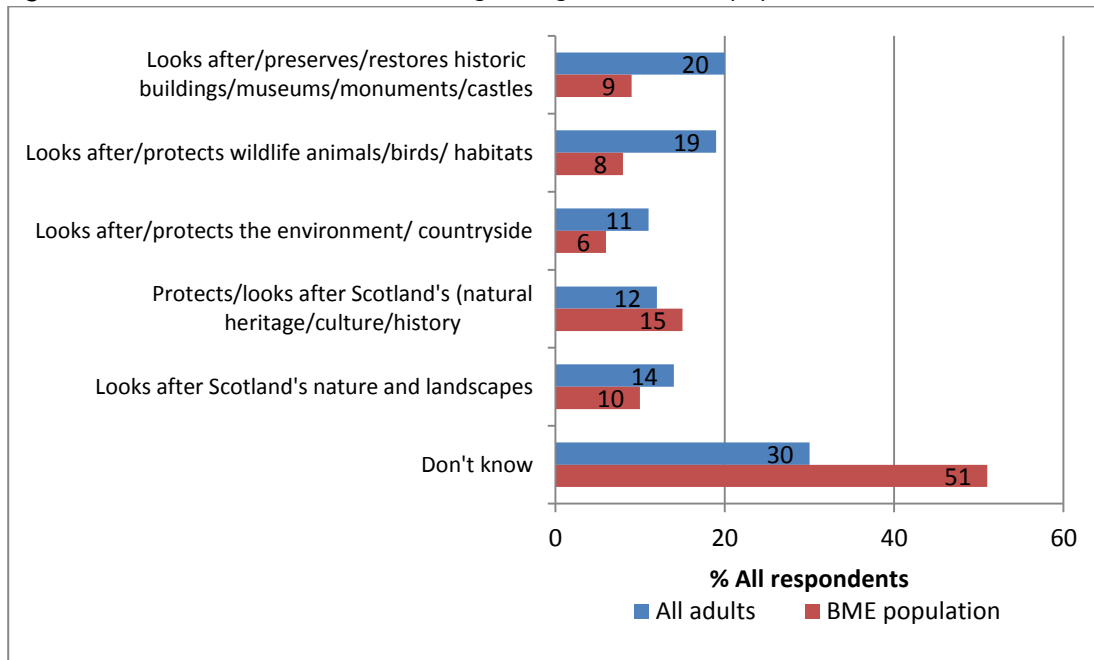


Source: SNO 2013 (09), 2014, 2015 and 2017 combined
 Base: All adults = 4,526; BME respondents = 493

2.2 Understanding SNH's role

When asked what they think SNH does, 28% of people in the BME community (compared to 45% of all adults) are able to suggest a role which contains at least some correct elements. Members of the BME community are most likely to associate SNH with 'protecting or looking after Scotland's natural heritage/culture/history' (mentioned by 15%).

Figure 6: Main associations made regarding SNH's role (%)

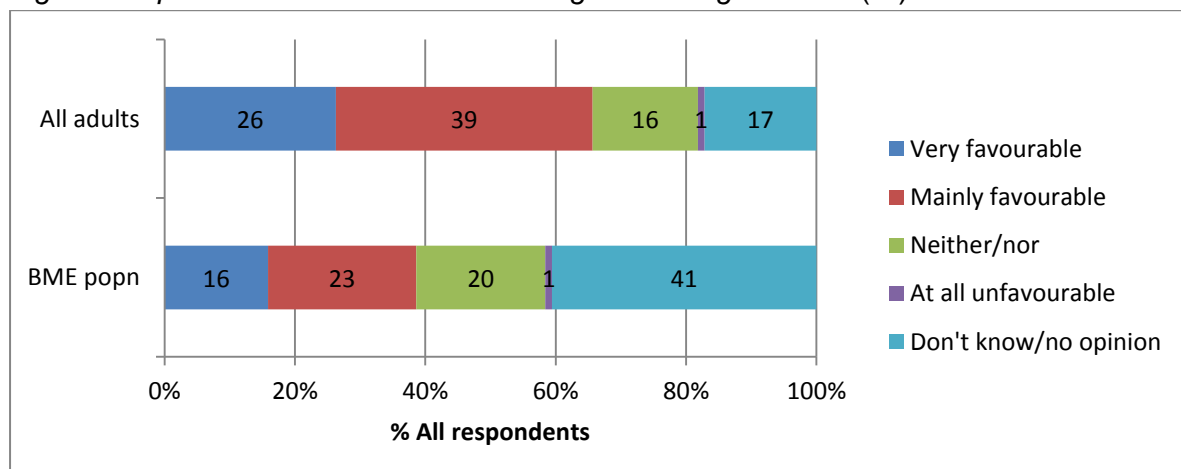


Source: SNO 2013 (09), 2014, 2015 and 2017 combined
 Base: All adults = 4,526; BME respondents = 493 respondents

2.3 SNH's corporate image

Thirty nine per cent of people in the BME community express a favourable opinion of SNH, below the average for the population as a whole (66%).

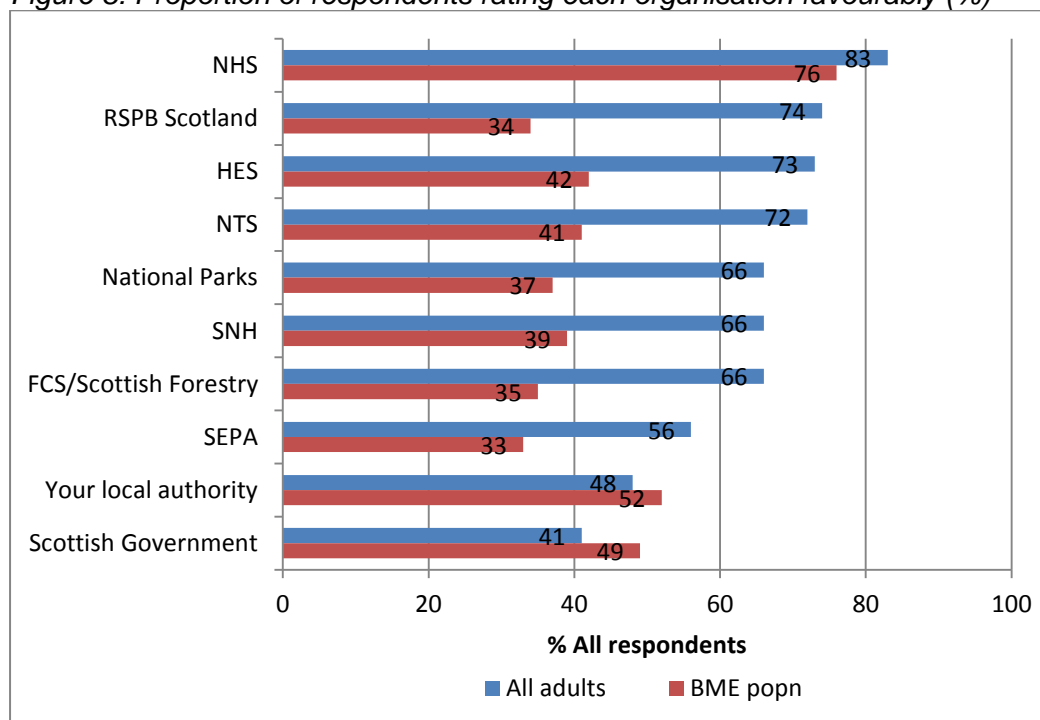
Figure 7: Opinion of Scottish Natural Heritage as an organisation (%)



Source: SNO 2013 (09), 2014, 2015 and 2017 combined
 Base: All adults = 4,526; BME respondents = 493 respondents

Members of the BME community are also less likely than the population as a whole to rate SNH's partner organisations favourably (e.g. Scottish Forestry, the National Parks, SEPA).

Figure 8: Proportion of respondents rating each organisation favourably (%)



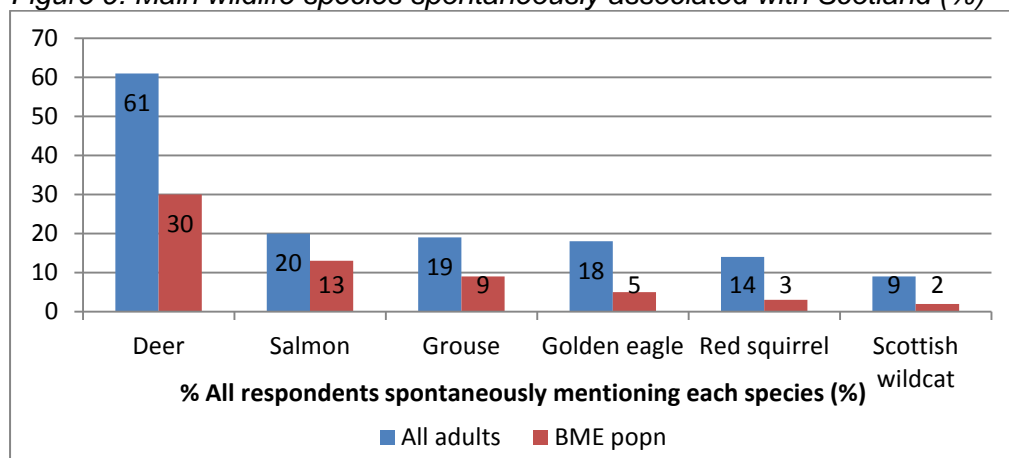
Source: SNO 2013 (09), 2014, 2015 and 2017 combined
 Base: All adults = 4,526; BME respondents = 493 respondents

3. Engagement with the natural environment

3.1 Wildlife and wildlife management

Spontaneous awareness of the wildlife species that exist in Scotland is lower than average amongst members of the BME community. Deer is the wildlife species mentioned most frequently (by 30% of BME survey respondents), with spontaneous awareness of any other wildlife species sitting at a significantly lower level.

Figure 9: Main wildlife species spontaneously associated with Scotland (%)



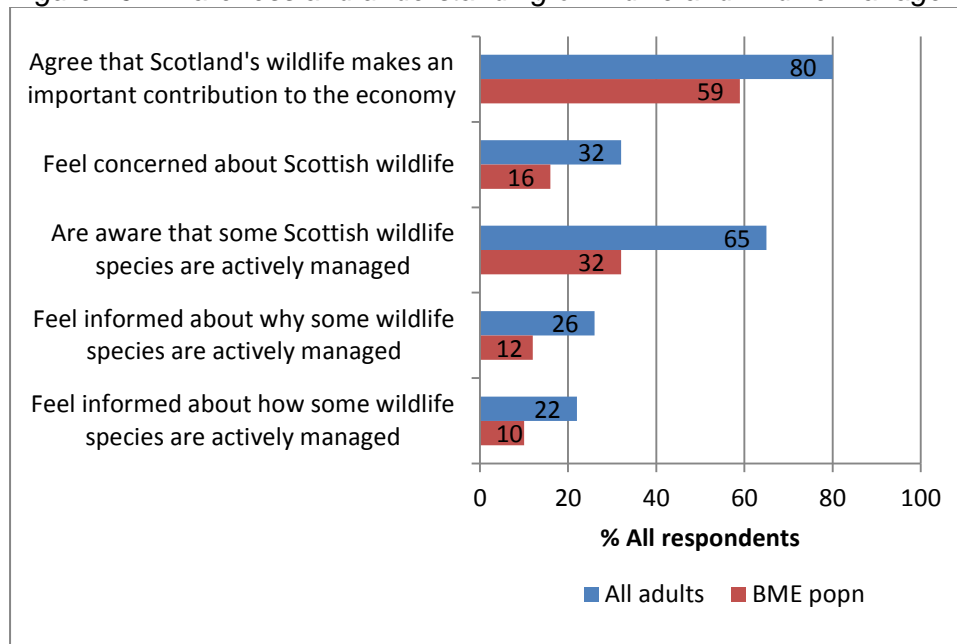
Source: SNO 2013 (09), 2014, 2015 and 2017 combined
 Base: All adults = 4,526; BME respondents = 493

Perhaps not surprisingly, given the relatively low levels of awareness noted above, only 59% of people in the BME community (compared to 80% of the population as a whole) agree that Scotland's wildlife makes an important contribution to the economy.

Only 16% of people in the BME community, compared to a third of all adults (32%), claim to feel concerned about Scottish wildlife.

Levels of awareness and understanding of wildlife management are also low among members of the BME community. Around a third are aware that some wildlife populations in Scotland are actively managed (32% of people in the BME community compared to 65% of all adults) but very few feel informed about why (12% feel informed) and how (10% feel informed) wildlife management is undertaken.

Figure 10: Awareness and understanding of wildlife and wildlife management (%)

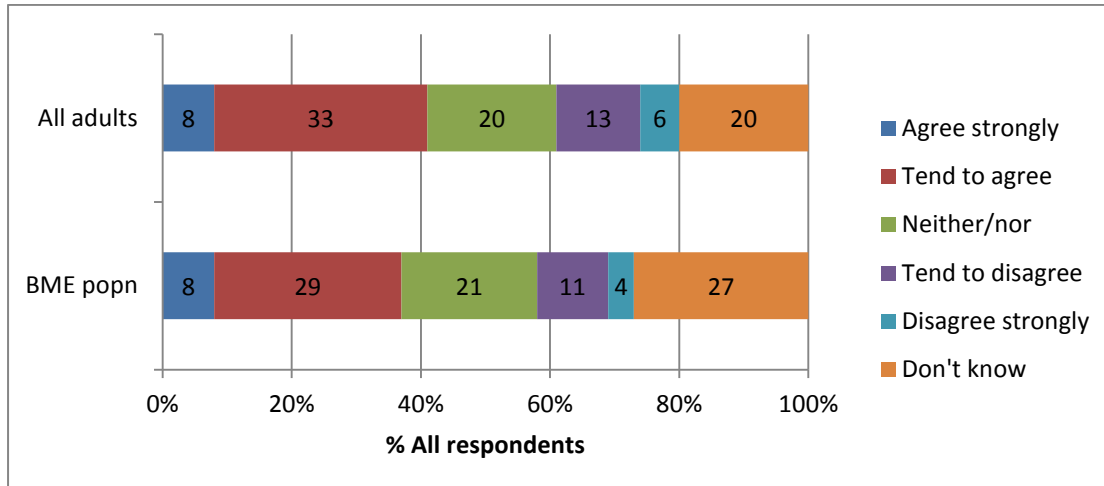


Source: SNO 2013 (09), 2014, 2015 and 2017 combined
Base: All adults = 4,526; BME respondents = 493

3.2 Marine management

Just over a third of people in the BME community agree that Scotland's seas are well looked after (37%), similar to the average for all adults (41%).

Figure 11: Level of agreement that Scotland's seas are well looked after (%)



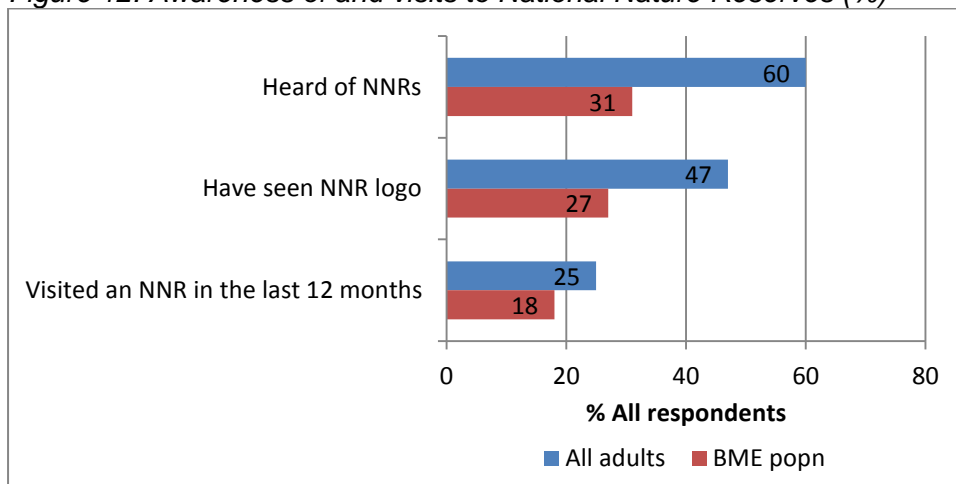
Source: SNO 2014, 2015 and 2017 combined (NB This question wasn't included in the 2013 (9) survey)
 Base: All adults = 3,355 respondents; BME population = 366 respondents

Awareness that Scotland has Marine Protected Areas (MPAs) is lower than average among people in the BME community (26% are aware compared to 51% of all adults).

3.3 National Nature Reserves

Around a third of people in the BME community are aware of National Nature Reserves (31%), below the average for all adults (60%). Twenty-seven per cent claim to recognise the NNR logo and 18% state that they've visited an NNR in the last 12 months.

Figure 12: Awareness of and visits to National Nature Reserves (%)



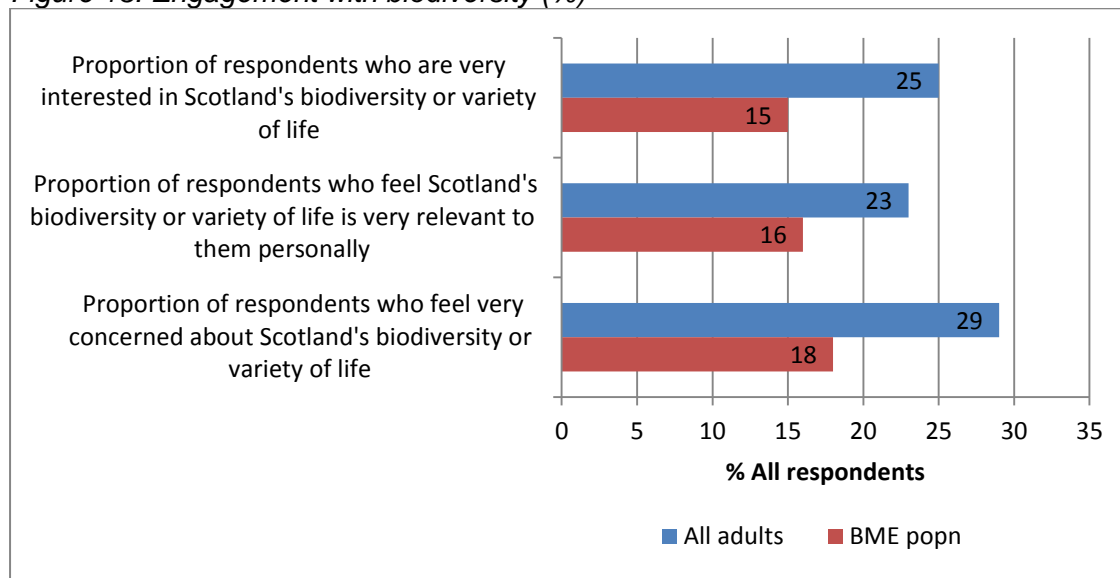
Source: SNO 2013 (09), 2014, 2015 and 2017 combined
 Base: All adults = 4,526; BME respondents = 493

3.4 Biodiversity

Less than half of people in the BME community anticipate biodiversity loss in Scotland over the next 50 years (46%), slightly lower than the average for the population as a whole (59%).

Members of the BME community are also slightly less engaged than average with biodiversity: only 15% are 'very interested'; 16% feel the subject is personally relevant; and 18% are 'very concerned'.

Figure 13: Engagement with biodiversity (%)



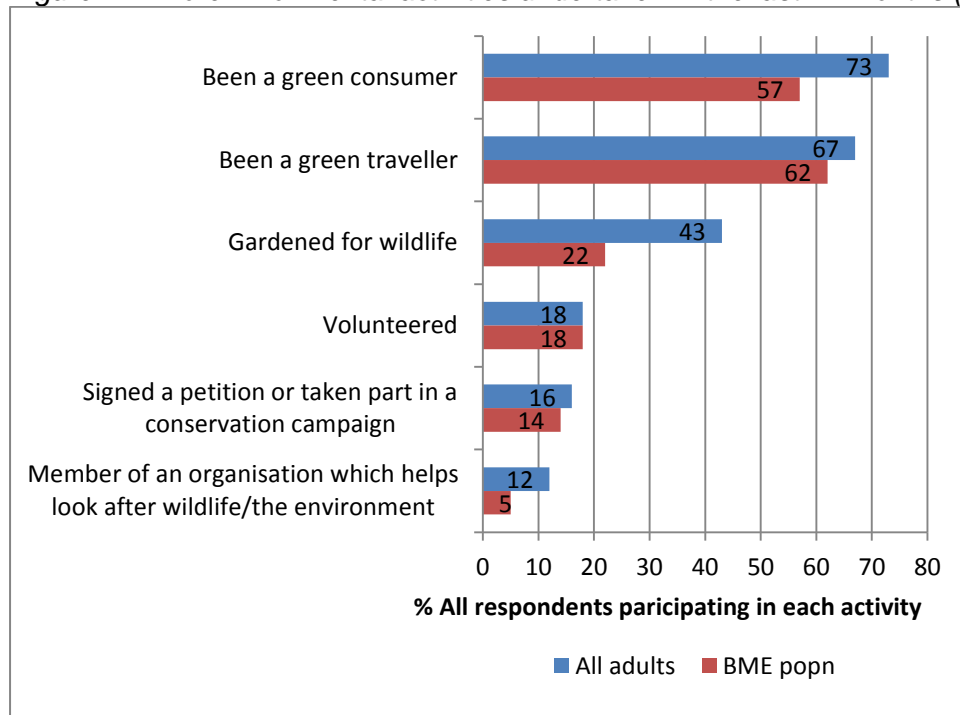
Source: SNO 2013 (09), 2014, 2015 and 2017 combined
Base: All adults = 4,526; BME respondents = 493

3.5 Taking positive action for the natural environment

Most members of the BME community have done something in the last 12 months to help look after the natural environment. Sixty two per cent say they've done something to be a green traveller and a slightly lower than average proportion say they've done something to be a green consumer (57%).

Eighteen per cent of people in the BME community have participated in environmental volunteering in the last 12 months; a similar proportion have signed a conservation petition or taken part in a conservation campaign (14%). Only 5% are members of organisations which help look after wildlife or the natural environment (slightly lower than the national average).

Figure 14: Pro-environmental activities undertaken in the last 12 months (%)



Source: SNO 2013 (09), 2014, 2015 and 2017 combined

Base: All adults = 4,526; BME respondents = 493

NB The question about signing a petition/taking part in a campaign wasn't included in the 2013 (9) survey, so sample sizes for this question are: All adults = 3,355; BME respondents = 366