



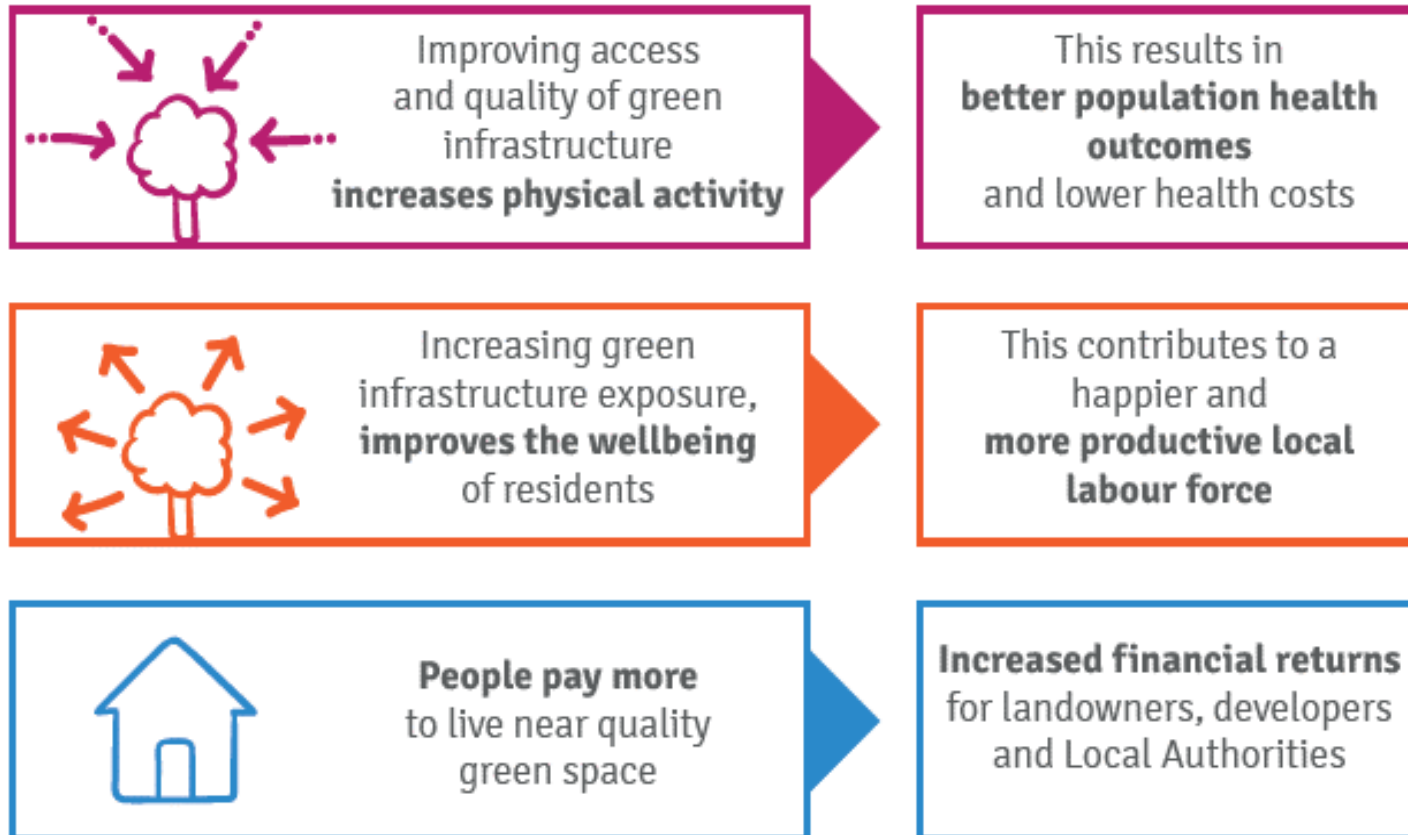
# GREENKEEPER

ENHANCING URBAN GREEN INFRASTRUCTURE





## How does green infrastructure make healthy cities?





Better green  
infrastructure

=



Happier & Healthier  
people



**But demonstrating value is challenging.  
Poor evidence base = Provision that  
doesn't meet local community needs  
As well as under and over-provision.**



The Team

Innovate UK

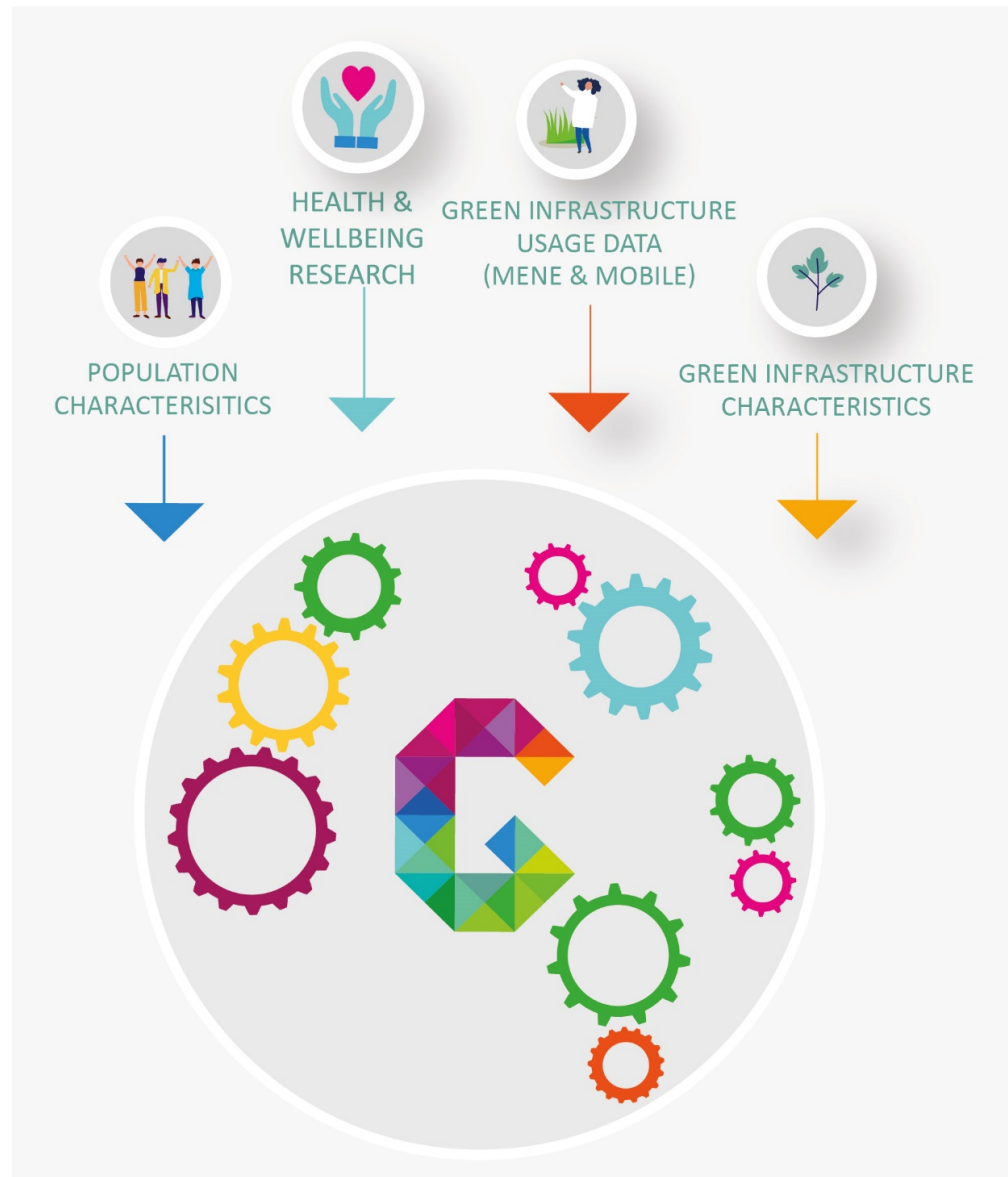


In consultation with:



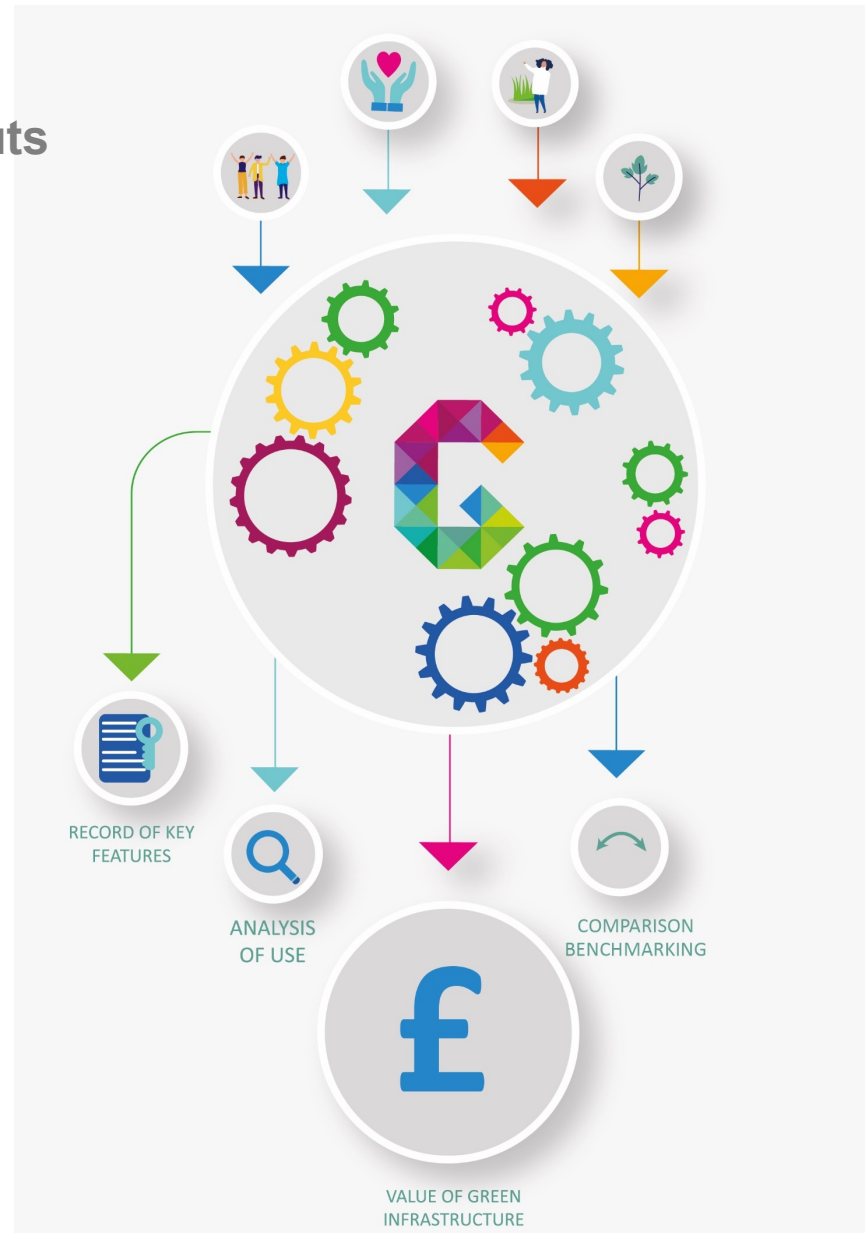


## Greenkeeper: The Inputs



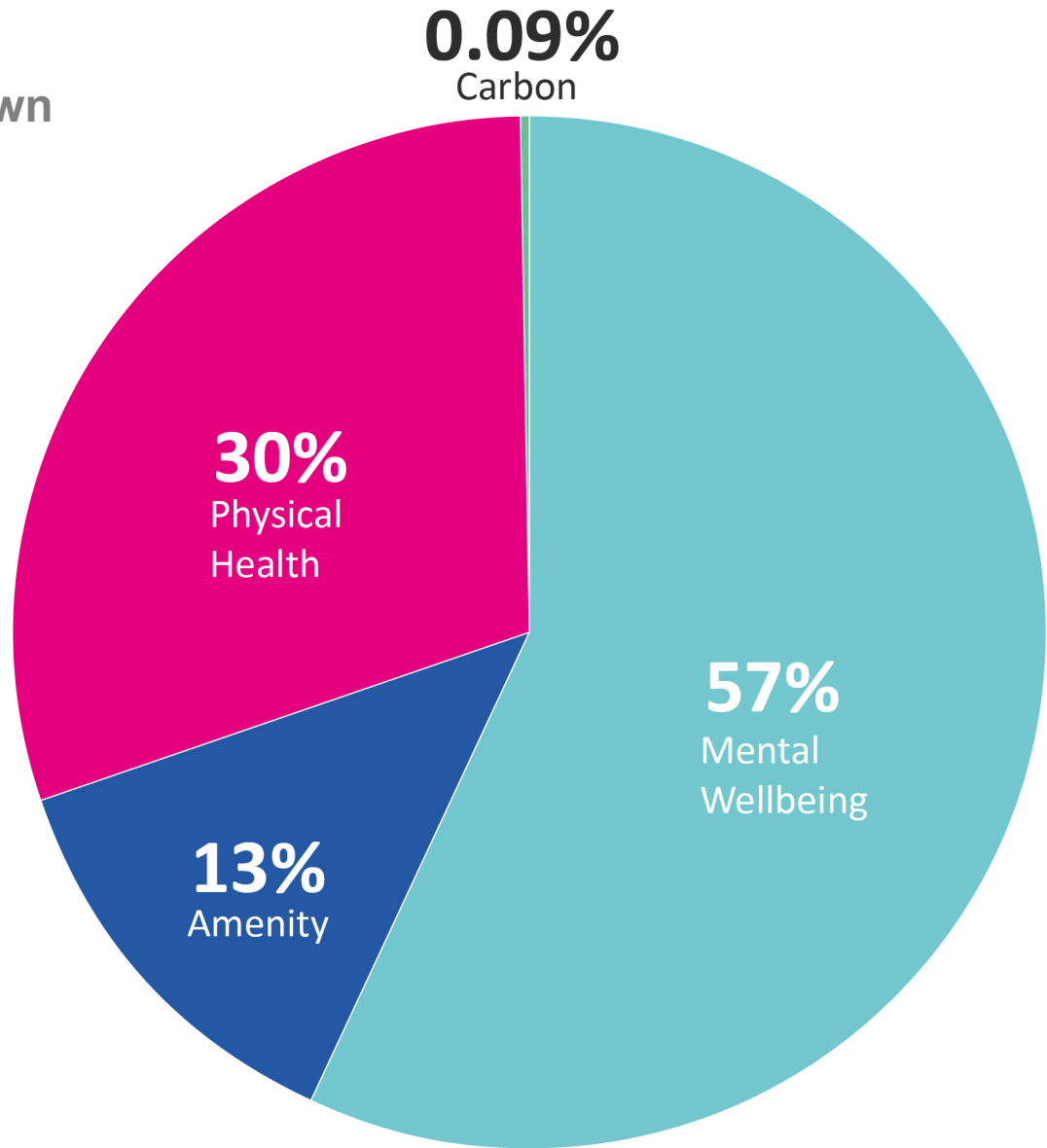


## Greenkeeper: The Outputs





## The Value Breakdown

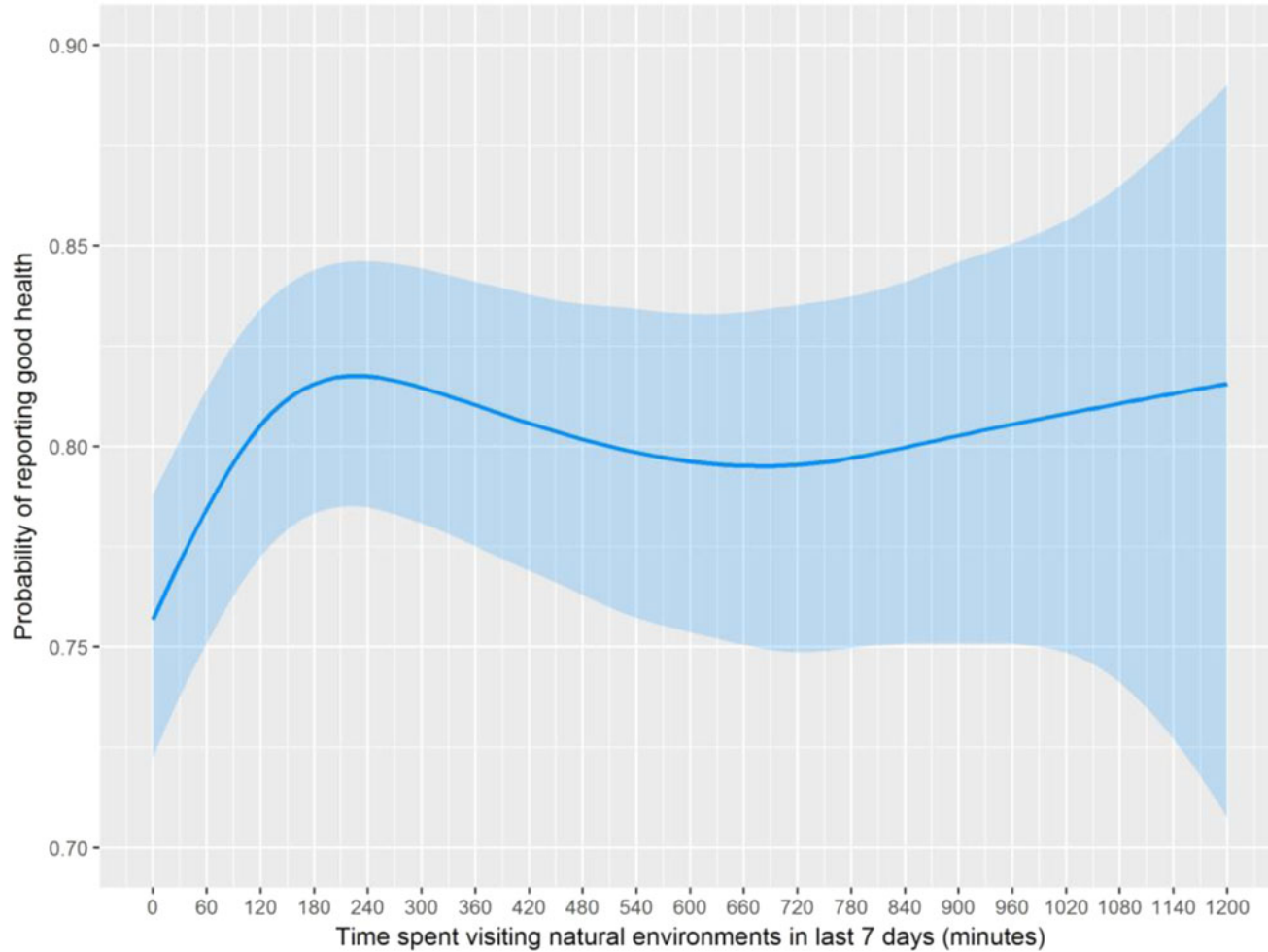






## Leading research into the optimal green immersion

10



Source: European Centre for Environment and Human Health, University of Exeter Medical School; Mathew P. White and Team; June 2019



## Understanding physical health measurement

Inactive  
visitors



**10%**

do not get any physical health benefits from activity in parks

Moderately active  
visitors



**60%**

undertake low levels of activity, leading to reduced risks of mortality

Highly active  
visitors



**30%**

have active lifestyles, leading to higher quality and longer lives



## Understanding physical health measurement

Inactive visitors



**10%**

do not get any physical health benefits from activity in parks

Moderately active visitors



**60%**

undertake low levels of activity, leading to reduced risks of mortality

Highly active visitors



**30%**

have active lifestyles, leading to higher quality and longer lives



Average value physical health benefits per visitor per year



# The Greenkeeper platform

**GREENKEEPER**

[About](#) [Methodology](#) [FAQ](#) [My account](#)

[Share](#) [Print](#) [Download data](#) [New scenario](#) [Compare to...](#)

[London / Bexley /](#)  
**Crossway Park**  
Size: Local Park (11.7ha)  
Predicted annual visits: 81,396

**MAPPED DATA LAYERS**  
Greenspaces

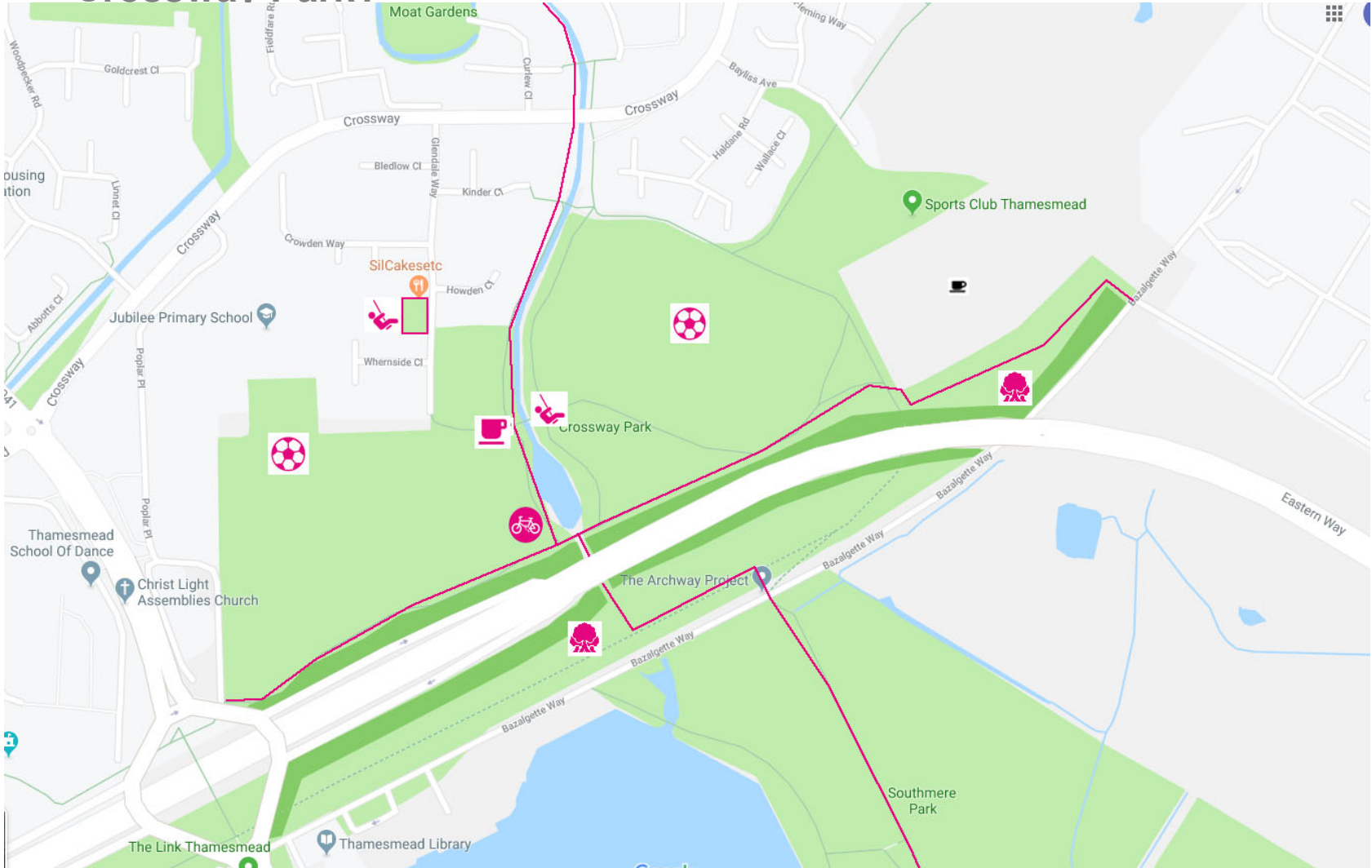
**GREENSPACE FEATURES**

- Cafes
- Scenic features
- Play areas
- Sports facilities
- Toilets
- Waterbodies

COMPARISON TO GREENSPACES IN THE SAME SCALE CATEGORY	GREENSPACE INFORMATION	VALUE OF BENEFITS EACH YEAR
30% of area covered by built facilities	Size: 11.7ha	Wellbeing: £1,400,000
15% of area covered by tree canopy	Scale category: Local park	Physical health: £740,000
7% area covered by waterbodies	Predicted annual visits: 81,396	Local value: £320,000
1,200 people within 10-minute distance	Predicted annual visits per/ha: 6,904	Carbon Sequestration: £2,300
15kg PM2.5 removed from the air		Total value of benefits each year: £2,500,000



## How does this data inform future investment in Crossway Park?









**GREENKEEPER** ENHANCING URBAN GREEN  
INFRASTRUCTURE





greenkeeperuk.co.uk

caroline.vexler@vivideconomics.com  
john.haxworth@bartonwillmore.co.uk

**CONTACT US!**

 @GreenkeeperUK

 @greenkeeperuk