

# Escaping Urbanity



## Key insight

"I live in the city and life is stressful. I know I would benefit from more time spent in or around nature, but I feel trapped by the concrete jungle around me.

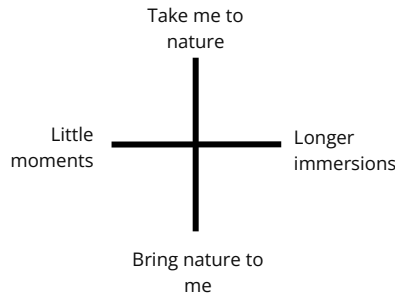
I need a way to bring more greenery, fresh air and nature into my busy, urban life."

# Escaping Urbanity

## How can we?

How can we help our city dwelling Greens escape their urban setting just for a moment, a day, the weekend or longer?

## Quadrant



## Opportunities

- I want inspiration, where can I escape to? Busy life makes it hard to plan and organise
- I want to bring more nature to me because it's not always possible to go out and find it
- I want to feel more peace and calm, city life is the opposite
- I want to know how to disconnect from the 'always on' world around me
- I want my weekend to rebalance me after a stressful week of commuting
- I want to break my routine so I feel refreshed, inspired and energised
- I want to know where my nearest green space is
- I want little moments of escape across my hectic day

## Participant quotes

*"City dwellers need more doses of natural medicine."*

Older Green

*"The power of disconnecting- no phone signal no clock - just fresh air"*

Young Green

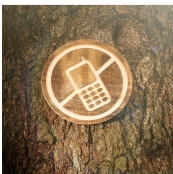
*"I spend too much time commuting. I wish there was more time outdoors."*

Youngest Green

*"I feel trapped in the city"*

Youngest Green

## The wider trends



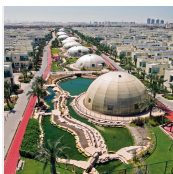
### Digital Detox

34% of UK internet users (equivalent to 15 million people) have taken a digital detox. Of that percentage, 25% spent up to a day internet free; 20% took up to a week off; and 5% went web-free for up to a month



### Medical endorsement

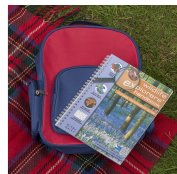
A program allowing doctors to prescribe walking in the fresh air launched in October 2018 by NHS Shetland. Aiming to reduce blood pressure and anxiety, and increase happiness; the venture includes instructions for making a windsock from a hoop, advice to bury your face in the grass, or touch the sea. The RSPB leaflets are available from all ten of the region's GP surgeries.



### Cities go green

The Sustainable City is a zero net energy development in Dubai. Key elements include 500 houses, 11 natural 'biotope' greenhouses, organic farm and individual garden farms for local food production, solar production, waste and water recycling and biking and jogging trails.

## Third sector inspiration



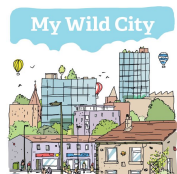
### RSPB Wildlife Explorer

RSPB's 'Wildlife Explorer' subscription membership encourages kids to visit all the RSPB reserves in the country. They are sent a toolkit with wildlife checklists, binoculars and magazines packed with facts about wildlife and nature.



### Pause (Mind)

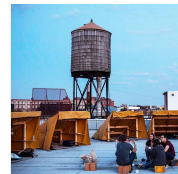
For £7.50 a month, Mind sends out its Pause box - a box of cards and activities to encourage relaxation, creativity and reflection - to focus on and improve your wellbeing.



### My Wild City

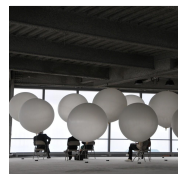
My Wild City's vision is for anyone living and working in the Greater Bristol area to help transform gardens and open spaces into a city-wide nature reserve.

## Commercial sector inspiration



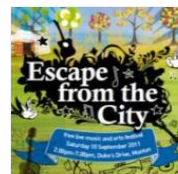
### Bivouac rooftop campsite

Pop-up rooftop campsite Bivouac NYC included seven shelters (accommodating up to three adults each), a family-sized canteen and a library. The campsite was designed for New York residents looking to try something different, and guests were encouraged to prepare and cook meals together to create a shared experience. No electricity, showers or internet access were available at the site.



### Stillspotting NYC

Guggenheim Museum launched a two-year project focusing on how residents find escape and respite in their urban environment. 'Stillspotting NYC' invited a variety of artists, architects, designers, philosophers and composers to identify or create 'stills' within the city, including theater performances, workshops and games for individuals, families and groups.



### Escape From The City event

Escape From The City was a music festival created by tourist organization Visit Salford, designed to offer inhabitants a chance to enjoy events in a nearby countryside location. Tickets for the one-day event were free, and families could listen to live music as well as taking part in arts and crafts activities. Local food producers were on hand to provide refreshments, or participants could choose to bring along their own picnic