

ENCOURAGING COMMUNITY ENGAGEMENT, VOLUNTEERING AND CITIZEN
SCIENCE IN THE CONTROL OF INVASIVE NON-NATIVE SPECIES
ONE-DAY WORKSHOP
WEDNESDAY 19 MARCH 2014

Himalayan balsam pulling volunteers in south-central England

Dr Steve Jackson

Aims of the study

- 1.To characterise the volunteers
- 2.To examine their environmental attitudes
- 3.To analyse their motivations
- 4.To explore their level of satisfaction
- 5.To assess their future intentions
- 6.To analyse the interrelationships between the above

Methods

Predominantly email link to online questionnaire, some responses via web site link, some hard copies that were then entered online.

Gender

	Frequency	Percent
Male	72	58.1
Female	52	41.9
Total	124	100.0

Age group

	Frequency	Percent
20-29	13	10.6
30-39	10	8.1
40-49	9	7.3
50-59	37	30.1
60-69	49	39.8
70-79	5	4.1
Total	123	100.0

Employment status

	Frequency	Percent
Not employed	65	52.8
Full-time	40	32.5
Part-time	18	14.6
Total	123	100.0

Other conservation volunteering undertaken

	Frequency	Percent
No	58	47.2
Yes	65	52.8
Total	123	100.0

Volunteering as part of employer's scheme

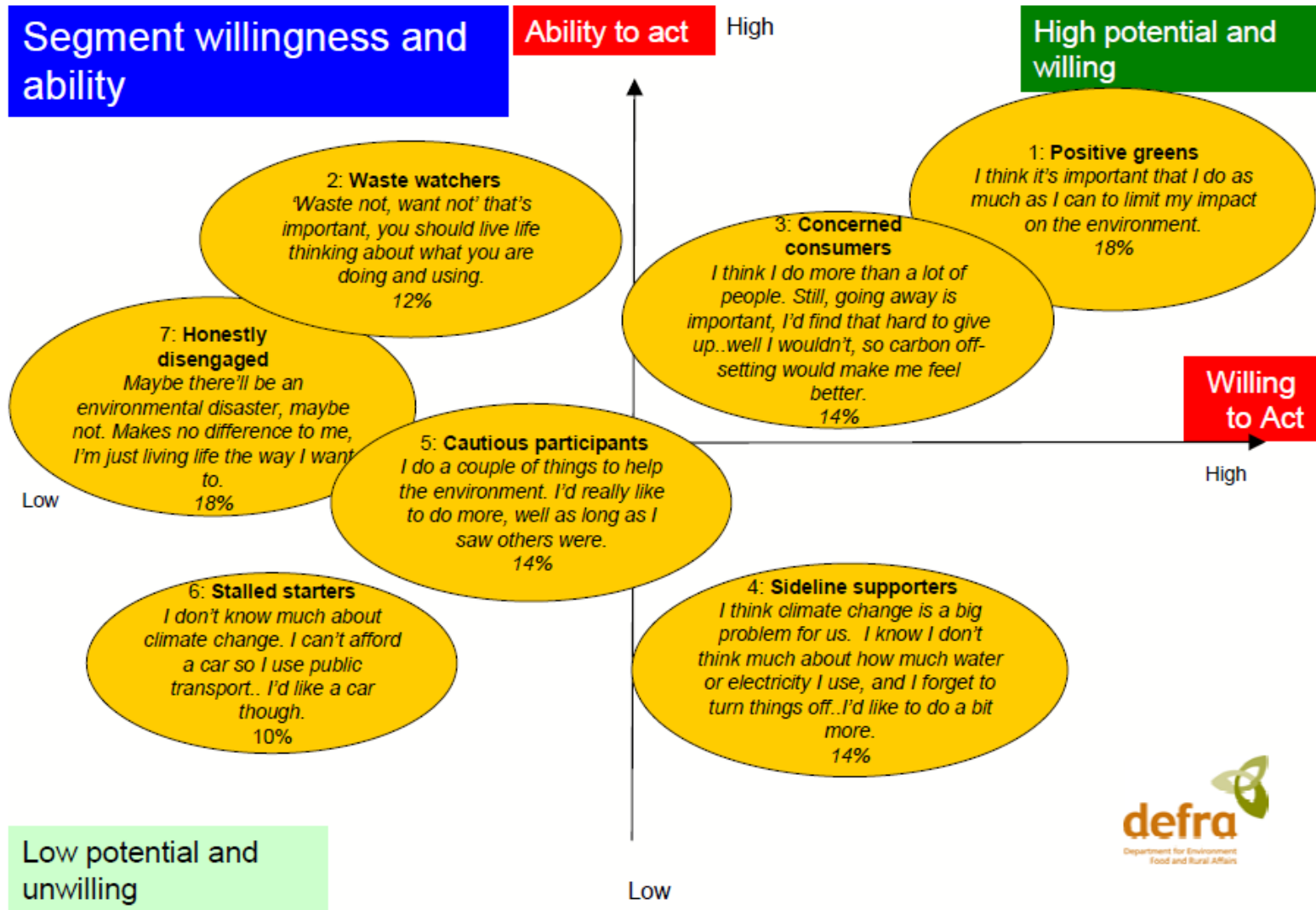
	Frequency	Percent
No	97	78.9
Yes	26	21.1
Total	123	100.0

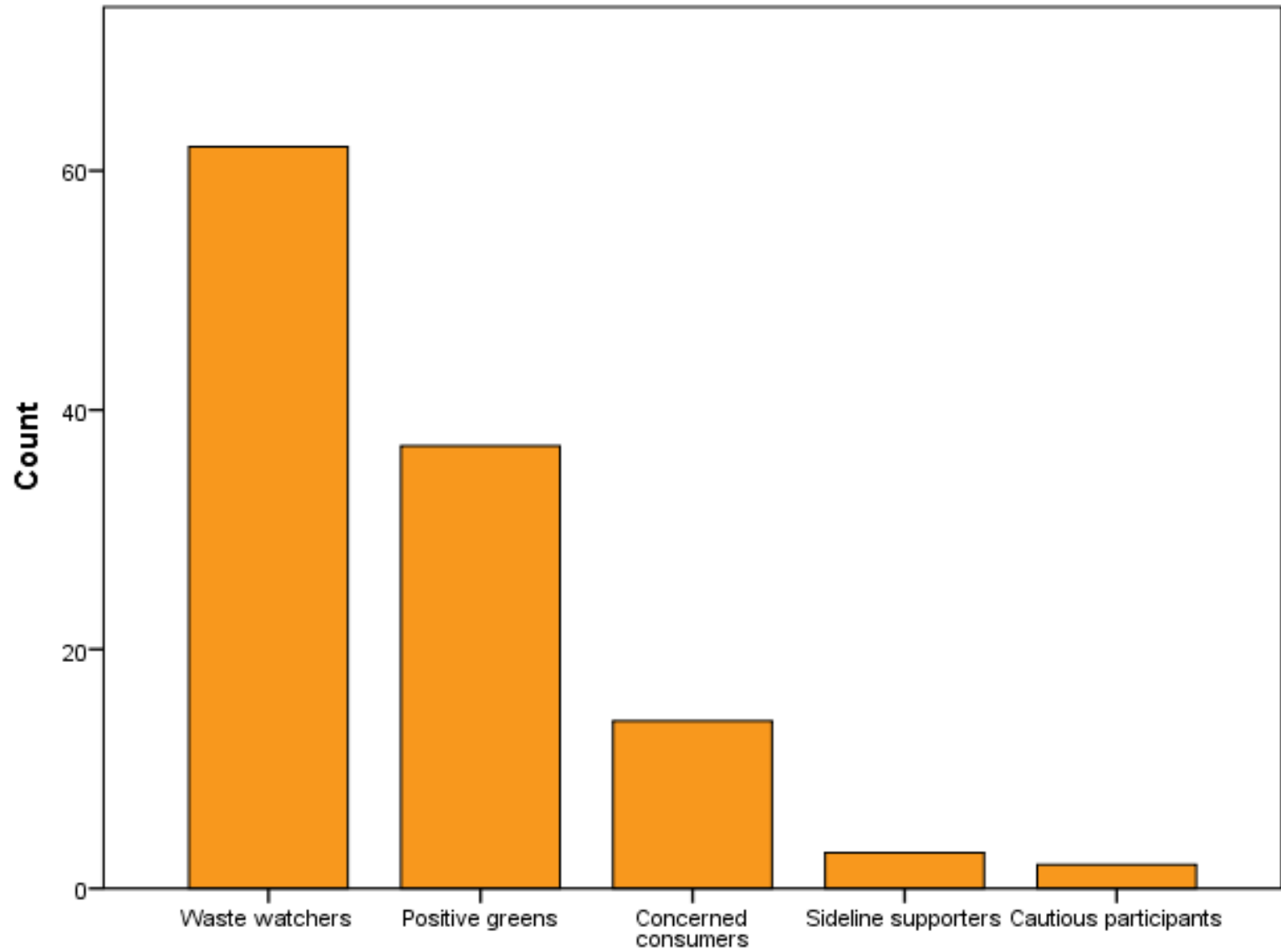
General location of volunteering

	Frequency	Percent
Monks Brook and River Itchen	26	23.9
New Forest and East Wiltshire/Dorset	83	76.1
Total	109	100.0

Volunteer characteristics

Environmental attitudes





Defra pro-environmental behaviour segments

Motivations

Health and well-being

Being outside in the fresh air is beneficial to my health

Volunteering helps to keep me more physically active

Volunteering helps me improve my physical well-being

Environmental learning

Volunteering allows me to learn about conservation and the environment

Volunteering lets me learn things through direct, hands-on experience

I can learn more about the cause for which I am working

Access

Himalayan balsam pulling allows me to visit locations not usually open to the public

Career

Volunteering helps me to explore new career options

Volunteer experience will look good on my CV

Volunteering will help me succeed in my chosen profession

Environmental responsibility

Volunteering enables me to improve the local environment I care about

The value I attach to nature makes my volunteering worthwhile

We should all be doing our bit and contributing to the wider society

Volunteering helps me to fulfill my commitment to the environment

I feel it is my personal responsibility to volunteer to care for the environment

Big Society

Volunteering is my contribution to the Big Society

Social-Psychological

Volunteering makes me feel better about myself

Volunteering to pull balsam is a way to make new friends

No matter how bad I've been feeling, volunteering helps me forget about it

Volunteering increases my self-esteem

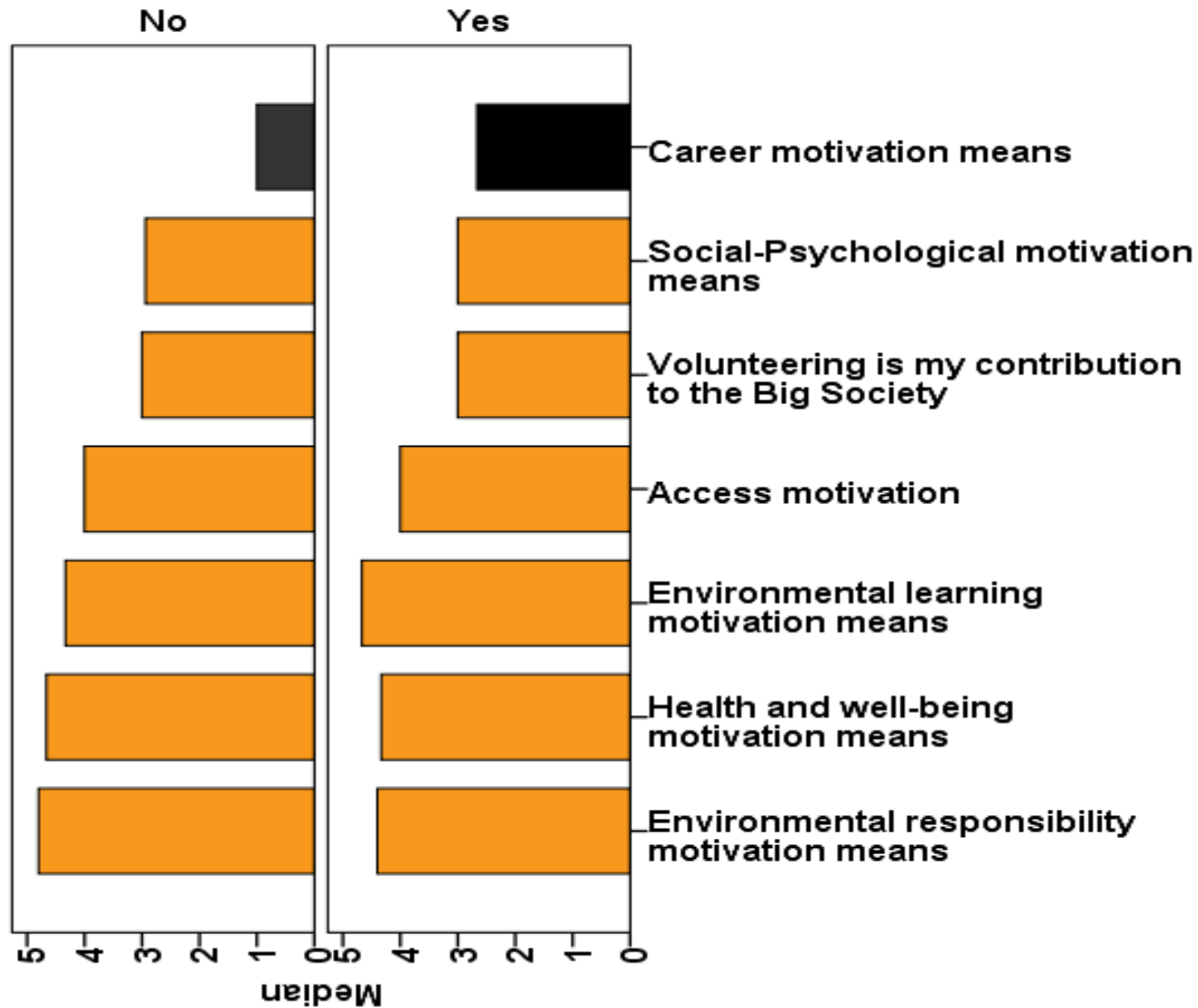
Volunteering helps me extend my social network

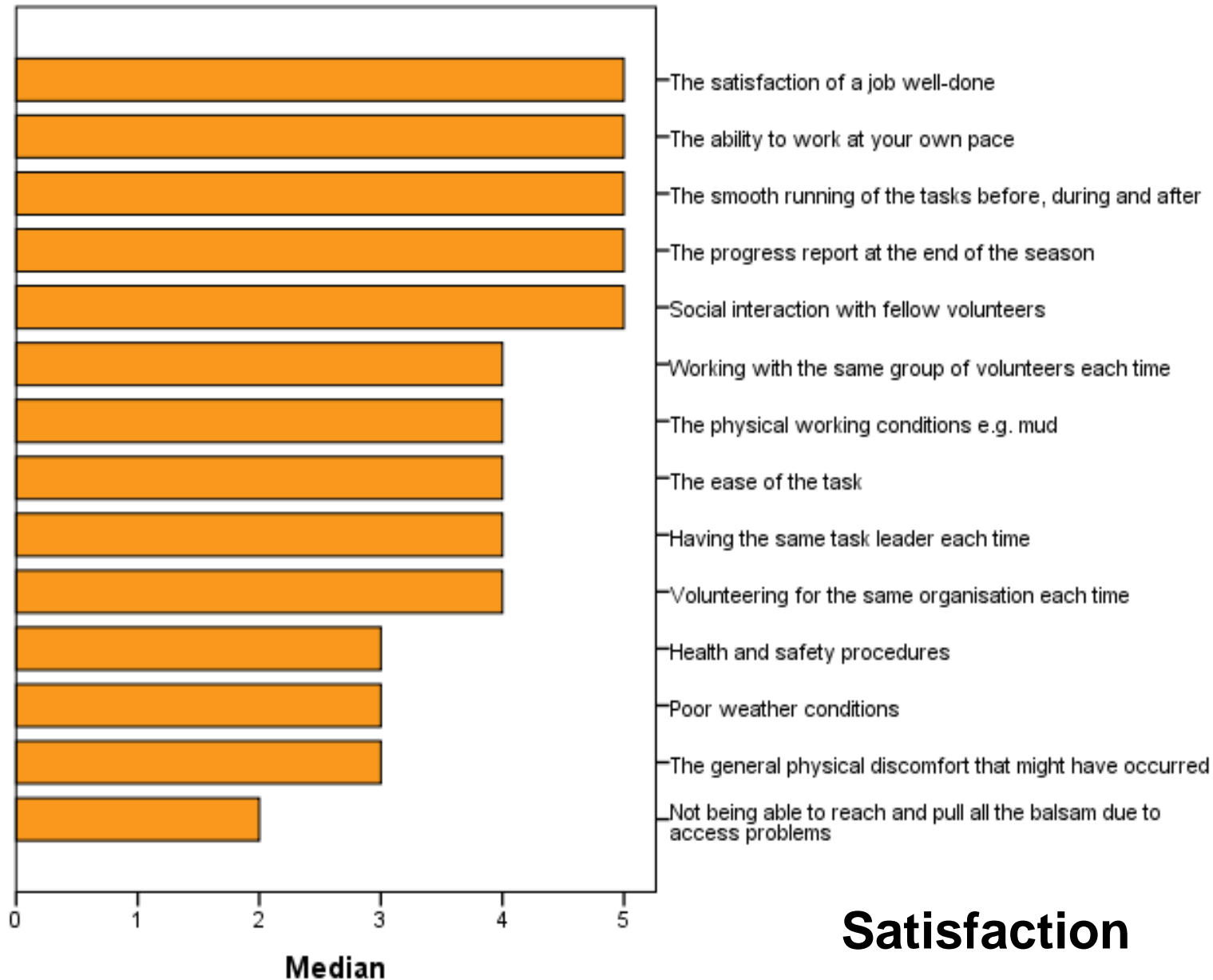
Volunteering helps me feel needed

Volunteering helps me work through my own personal problems

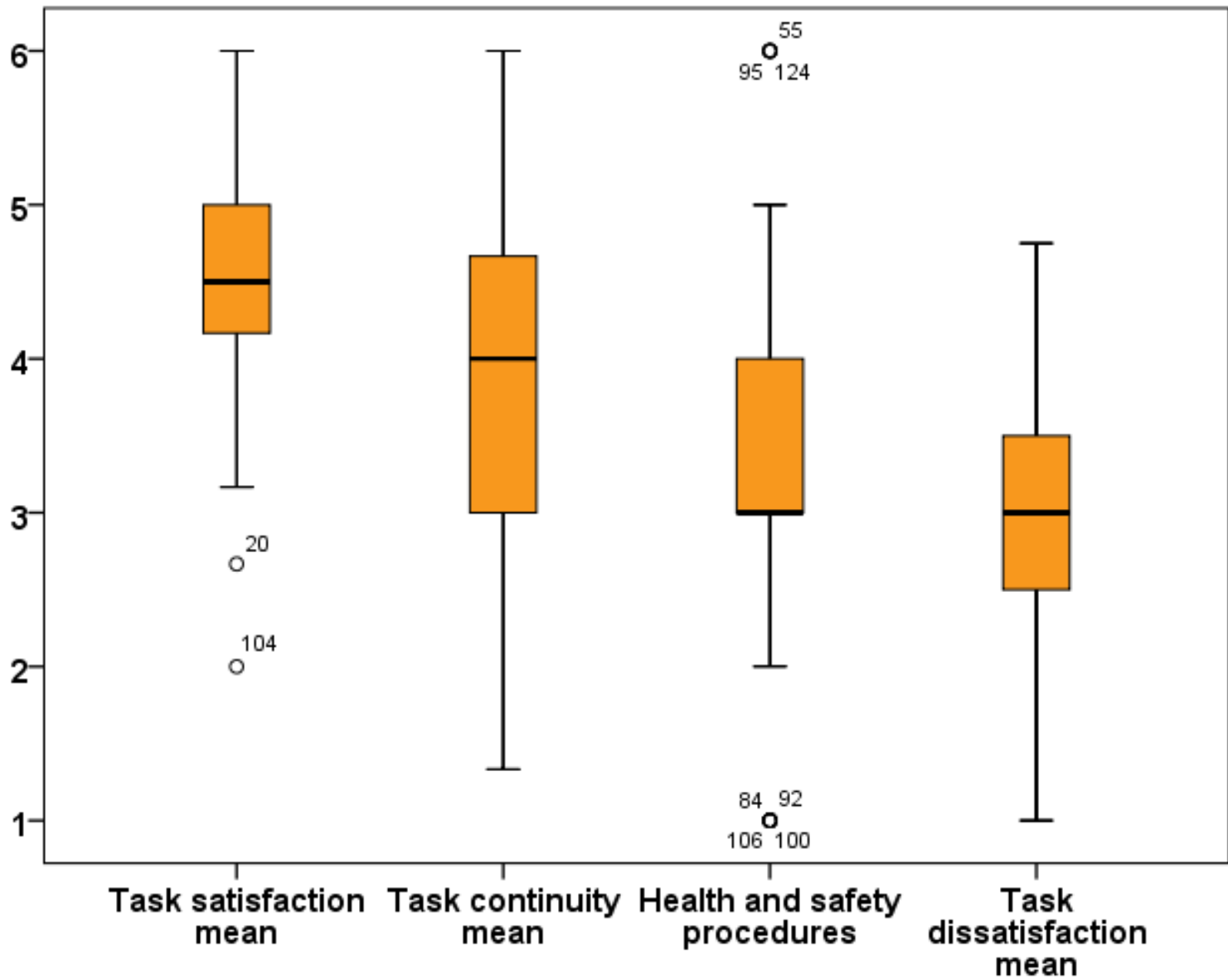
Volunteering is a good escape from my own troubles

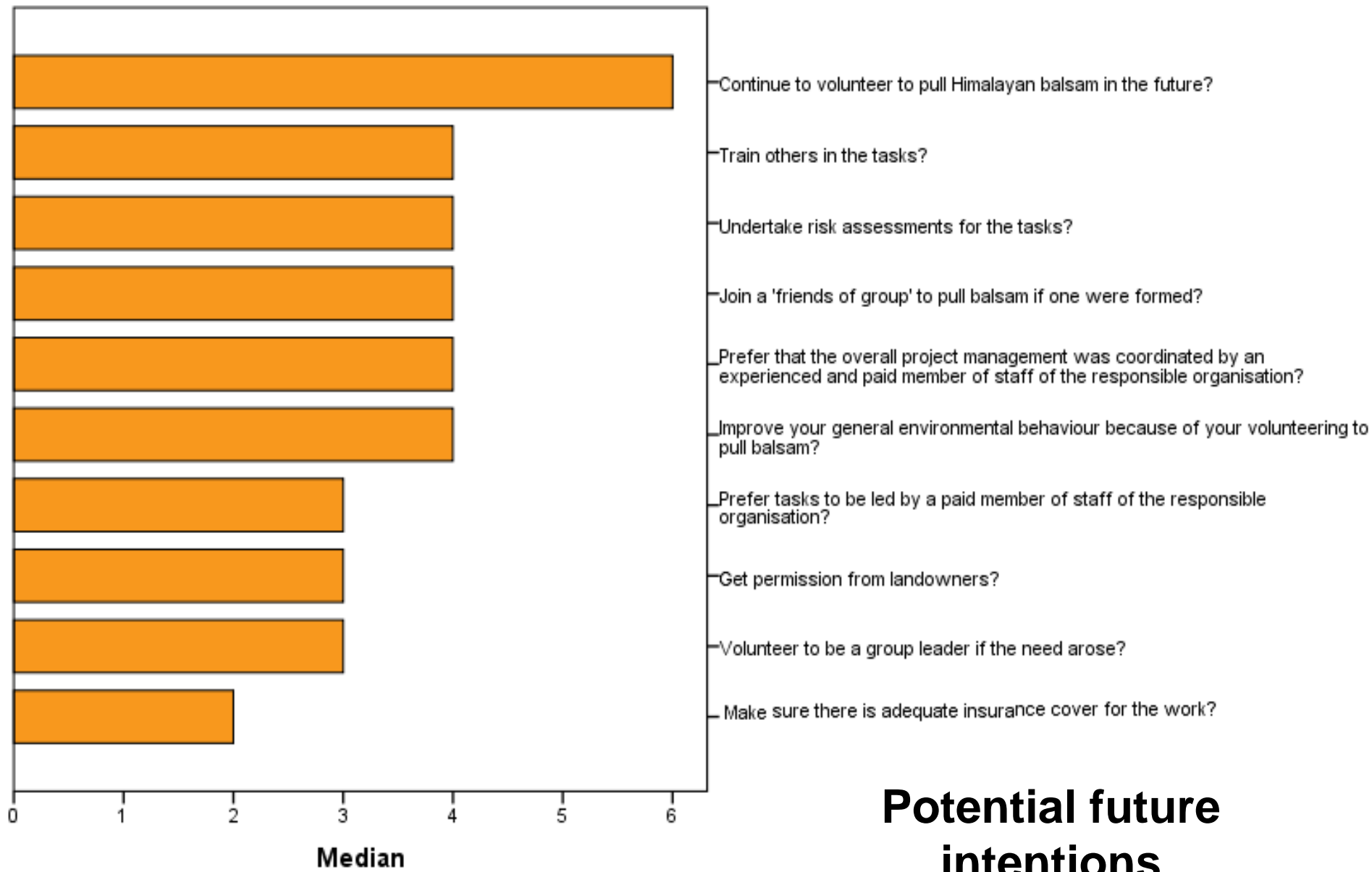
Volunteering as part of employer's scheme

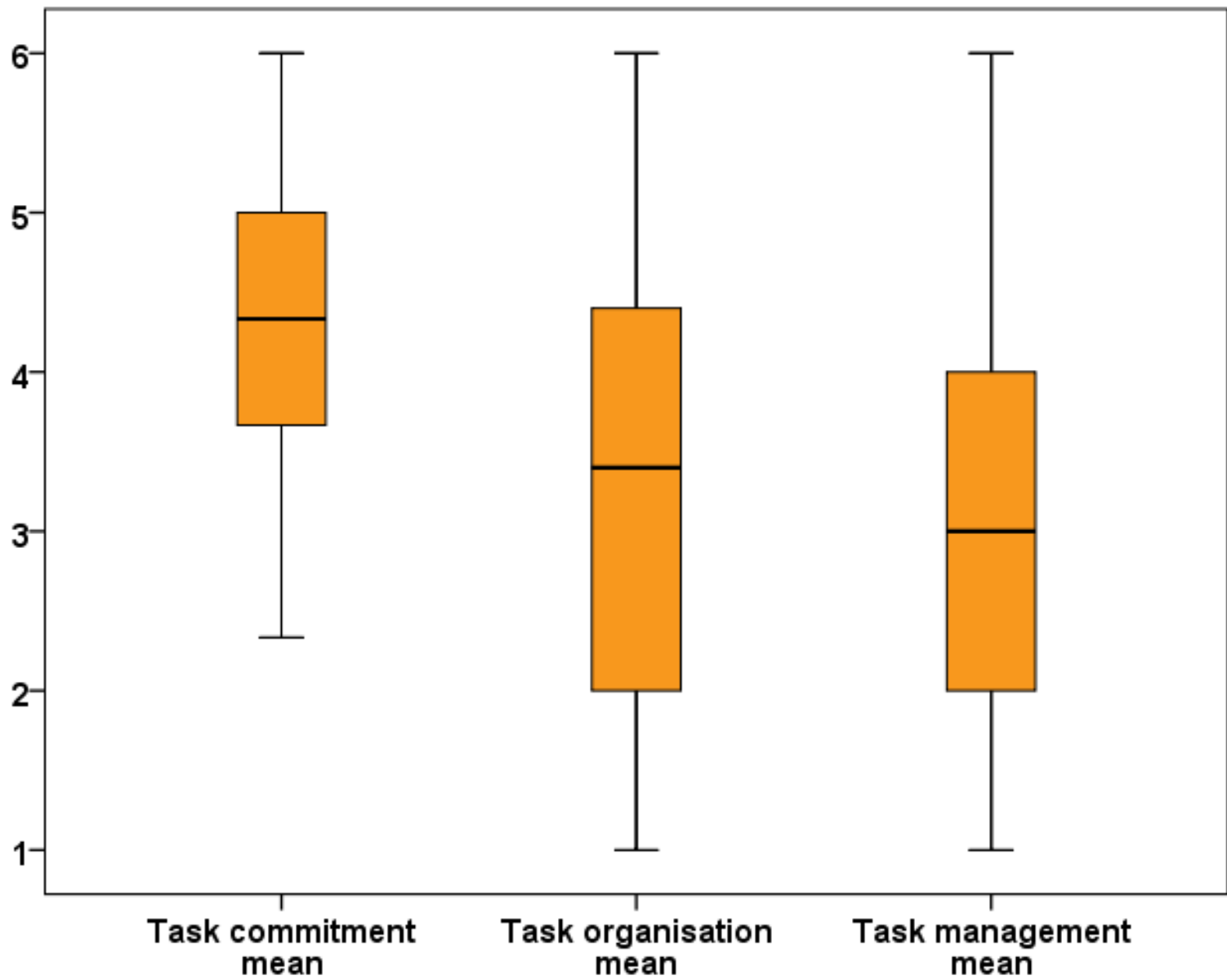




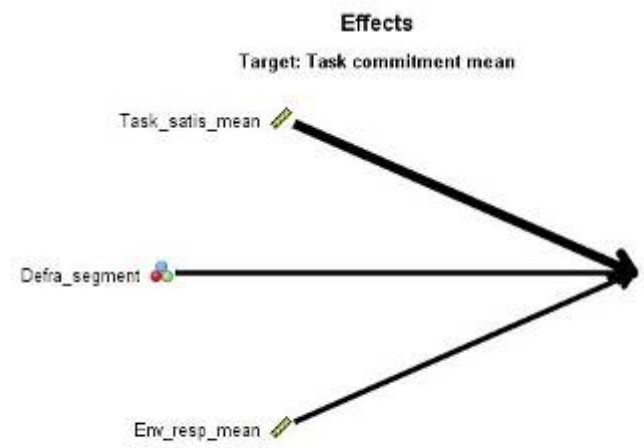
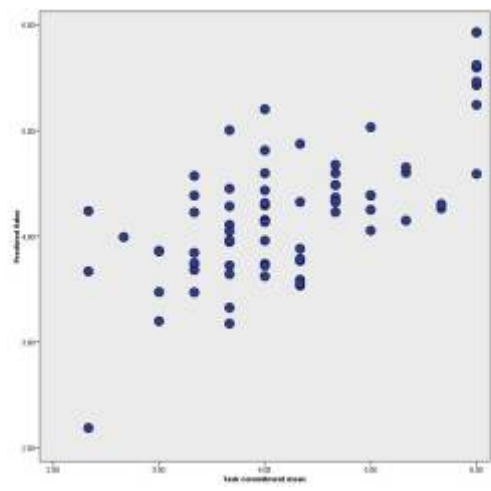
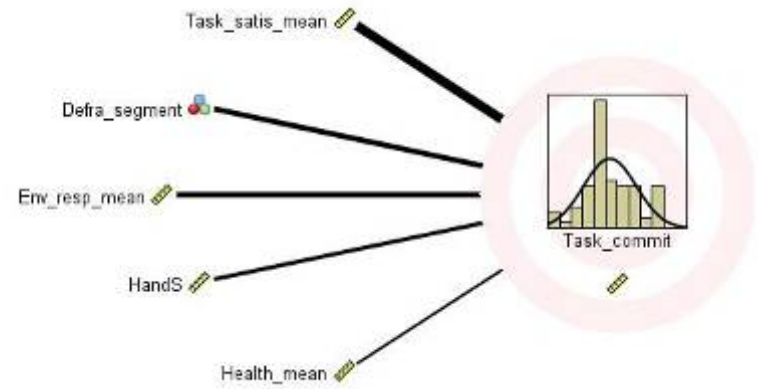
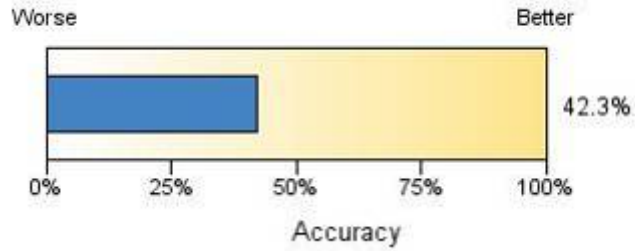
Satisfaction

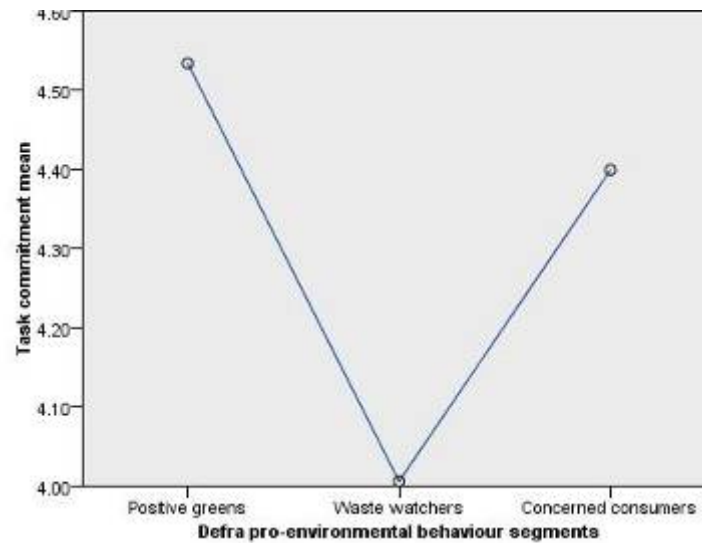
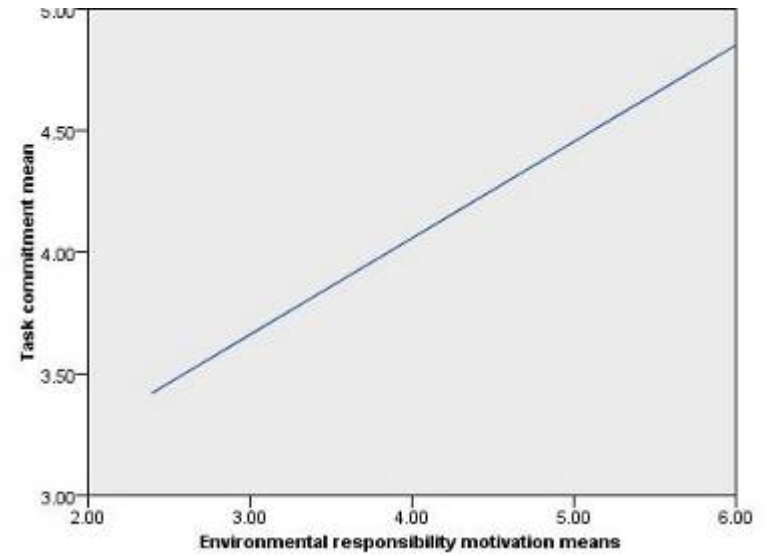
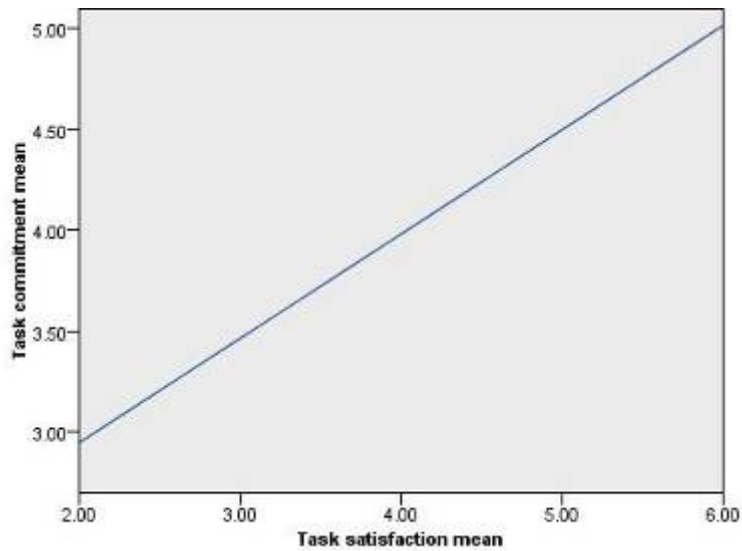






Task commitment





Overall conclusions

- 1.No real surprises in terms of the nature of the volunteers, their motivation, or levels of satisfaction**
- 2.An interesting, but probably not unexpected, finding that the more future tasks moved towards management, the less likely volunteers were to take on these roles**
- 3.Encouraging indications that these intentions could be predicted from other factors but that the accuracy of the predictions decreased the more important the management role became**