

KEEP BRITAIN TIDY NEWS RELEASE

Three quarters of children crave more time outdoors, as traditional outdoor skills risk dying out

- 62% of children said they were most happy when exploring outside
- However almost one in ten only visit the park once a month
- The top reason given by parents was that they don't have time to take their children to the park
- As a result, a third of children haven't learnt to ride a bike and half have never climbed a tree

For immediate release

To mark the launch of Love Parks Week, Keep Britain Tidy is calling on parents across the UK to make time to visit their local green space with their child, as research* shows a whopping 75% of children would like to spend more time outdoors.

The research reveals that children in Britain visit outdoor spaces an average of three times a week, with four out of five parents (80%) admitting they would like their child to spend more time outside.

When it comes to barriers to children spending time outdoors, the top reason given by parents was that they don't have time to take their children to the park.

As a result, classic outdoor skills children often learn in the park could be on the decline, with the research indicating that over a third (34%) of children have never learnt to ride a bike, and almost half (49%) have never climbed a tree.

Outdoor activities at risk of dying out include:

1. Over three quarters (77%) of children have never learnt to roller skate
2. Over seven out of ten (72%) have never played on a pogo stick
3. 72% have never played conkers
4. Two thirds (66%) have never gone hunting for insects
5. Six out of 10 (60%) have never flown a kite
6. Six out of ten have (60%) have never built a den
7. Over half (57%) have never made a daisy chain
8. Nearly half (49%) have never climbed a tree
9. 47% have never played Frisbee
10. A third of children (34%) have never learnt to ride a bike

Love Parks Week will celebrate and highlight not just major UK parks, but unexpected areas of greenery, ensuring outdoor space is accessible for all. To mark the campaign launch, Keep Britain Tidy will be hosting a circus workshop at Leicester Square Gardens. On 12th July, from 11am – 2pm, the Gardens will host activities for children of all ages, including a Rodeo Bull, bowling and space hoppers, providing the perfect way for families to enjoy green space in the heart of central London.

Keep Britain Tidy Chief Executive Allison Ogden-Newton said; “Parks and green spaces are an essential part of childhood. It’s great to see that, despite recent concerns about digital distractions, only 19% of children prefer playing on devices to exploring the great outdoors. I’m delighted that three quarters of our children actually want to spend more time outside, so I urge parents to help make that happen by frequenting their local green space. Love Parks Week is the perfect time to make a date with nature, take part in a host of activities, and explore your green space.”

Notes to Editors

*Mortar survey of 1,000 parents of children aged 5-11 years old, and 1,000 children aged 5 – 11 years old, conducted in July 2018

Keep Britain Tidy is a leading environmental charity that cares for the environment on your doorstep. We work to eliminate littering, reduce waste and improve public space. We run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit www.keepbritaintidy.org.

Press enquiries

Contact the Keep Britain Tidy press office:
Helen Bingham 01942 612 617 helen.bingham@keepbritaintidy.org
Keep Britain Tidy Mobile: 07768 880016



[/KeepBritainTidy](https://www.facebook.com/KeepBritainTidy)



[@KeepBritainTidy](https://twitter.com/KeepBritainTidy)

Keep Britain Tidy has ISDN radio facilities for interviews

ISDN: 01942 322178

Please contact the press office in advance to make arrangements