72
Seasons
Explained

WE'LL
FIGURE
IT OUT
FOR YOU

An Evaluator Toolkit

72 Seasons Toolkit

The authors of this toolkit would like to thank the following people:

Thank you to the creators of the original ancient Japanese Calendar of *72 Seasons*. **We don't know who they are, but we salute them.**

Thank you to Mika, a Japanese lady who mentioned the original concept in passing in 2018 on Facebook.

Thank you to Kerry Robinson, an artist working with the Pendle Hill team who gave us the original confidence to link the two ideas of 72 Seasons and research into health and wellbeing during a lovely conversation in Barley, Pendle in March 2019.

Thank you to the whole Pendle Hill Landscape Partnership team, especially Cathy Hopley who gave us the freedom to really run with this idea.

Thank you to Cath Ford, for patiently drawing each season, and inspiring our Seekers with her beautiful artwork. We adore how her vision and interpretation continues to inspire seasonal seekers.

Finally, a huge thank you to all our Seekers, in 2020 and in 2022. We literally could not have done this without you!

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Butterflies Flutter
11 - 15 Jun

Butterflies are symbolised across the world as metaphors for transformation, rebirth and hope, as their lifecycle metamorphoses them from small caterpillars into beautiful and delicate winged creatures. There are around 60 species of butterflies which can be seen in the UK. Although not as renowned as bees, they are important pollinators.

In recent years, butterfly populations have been on decline, so there has been an increase in encouraging gardeners to plant 'pollinator-friendly' plants to encourage a resurgence in these beautiful insects.

Butterflies Flutter

How to use this toolkit

72 Seasons is a creative project, which can encourage a deeper connection to nature and improve wellbeing at the same time. We hope this toolkit will help you understand how it works and how it can be used.

This toolkit is not designed to be read chronologically. We expect that readers might want to dip in and dip out. It does not need to be read in order unless you would like to.

We would love it if you wanted to get in touch to talk all things 72 Seasons with the original teams if you want to know more. Lots of further details can be found here:

www.72seasons.co.uk

The Inspiration

In Japan there is an ancient natural calendar, which notes the seasons, not just four of them, but 72 of them as the natural world changes regularly.

72 Seasons is an ancient natural calendar in Japan. It's possibly not on the radar of many people. We thought this could be the perfect fun tool to engage people with.

Research projects often require incentives to get people to take part; prize draws, payments, points towards qualifications and so forth. We knew this wasn't the way we wanted to go, we wanted to give people a different reason to join in – fun. Doing something creative, and to enjoy themselves as we tried to inspire them to get closer to nature.

The Days Are Long

As this was originally a research project we wanted to explore ' what's missing?' from our collective knowledge of health and green space. Lots of studies show that wellbeing does increase with time spent in nature - but hardly any have focussed on why or how – that is the connection we have continued to explore over the course of the pandemic and into 2022.

It started, as all projects start, with an idea that fitted the question surprisingly well. The question was 'what's a hill worth?' Expanded this meant 'what does nature do for our well-being'. This was something we used to know instinctively, however, as the layers of modern life grow ever more complex it's something we have forgotten. The answer, we think, was 72 Seasons . During 2020, millions of people enjoyed engaging with nature on a deeper level during lockdown and hundreds of people around Pendle Hill, took part in a dedicated adventure to note the seasons and help us to create a verified list of seasons. In 2022 we refined the project and have proved it works in offline ways, with a wide range of people.
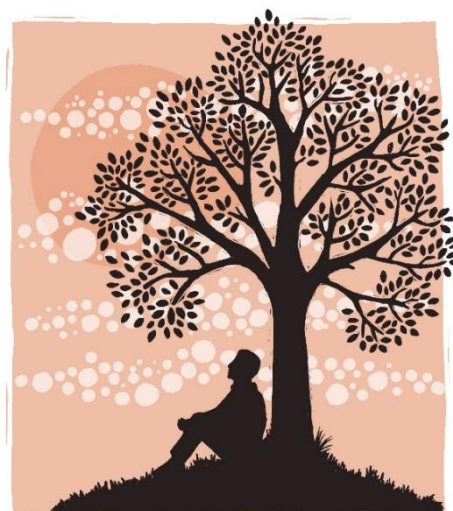
When using the 72 Seasons concept within the projects, we have deliberately avoided giving participants access to all the seasons at once. Rather, we provide a drip feed of the seasons, giving a few at time, as we feel this encourages longevity and allows participants to make it their own.

This is also why we have not provided a full list in this toolkit.

The original Japanese Seasons

The Evaluator

1 - Spring winds thaw the ice
2 - The nightingale sings
3 - Fish rise from the ice
4 - The earth becomes damp
5 - Haze first covers the sky
6 - Plants show their first buds
7 - Hibernating creatures open their doors
8 - First peach blossoms
9 - Leaf insects turn into butterflies
10 - The sparrow builds her nest
11 - The first cherry blossoms
12 - Thunder raises its voice
13 - The swallows arrive
14 - Geese fly north
15 - The first rainbow appears
16 - The first reeds grow
17 - The last frost happens
18 - Peonies bloom
19 - The frog sings his song
20 - The worm rises from the earth
21 - Bamboo shoots sprout
22 - Silkworms feast on mulberry leaves
23 - The Safflowers bloom
24 - The wheat is harvested
25 - The praying mantis hatch

26 - Fireflies rise from the rotting grass
27 - Hawthorn blossom feeds the bees
28 - The plums turn yellow
29 - The iris flowers
30 - The crow dipper sprouts
31 - Hot winds blow
32 - The first lotus blooms
33 - The young hawk learns to fly
34 - The first paulownia fruit ripen
35 - Damp earth humid heat
36 - Heavy rain falls in japan
37 - A cool wind blows'
38 - The evening cicada sings
39 - Thick fog blankets the sky in Japan
40 - The cotton lint opens
41 - Earth and sky begin to cool
42 - The rice ripens
43 - White dew on the grass
44 - The wagtail calls
45 - The swallows leave
46 - Thunder lowers its voice
47 - Hibernating creatures close their doors
48 - The paddy water is first drained
49 - The geese arrive

50 - The chrysanthemum flowers
51 - The grasshopper sings
52 - The first frost falls
53 - Light rain showers
54 - The maple and the ivy turn yellow
55 - The first camellia blossoms
56 - The land freezes
57 - The daffodil flowers
58 - The rainbow hides unseen
59 - The north wind brushes the leaves
60 - The tachibana first turns yellow
61 - The sky is cold, winter comes
62 - The bear retreats to its den
63 - The salmon gather to spawn
64 - The common self-heal sprouts
65 - The elk sheds its horns
66 - Beneath the snow the wheat sprouts
67 - The water dropwort flourishes
68 - The spring water holds warmth
69 - The pheasant first calls
70 - The giant butterbur flowers
71 - The mountain stream freezes over
72 - The chicken lays her first eggs

Source - www.nippon.com

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72 Seasons originally

The original design of the *72 Seasons* was that of a collaborative one. A range of seasons was chosen by The Evaluator, and participants were asked throughout the year to determine whether the seasons were accurate. If fewer than 50% of the participants noticed the chosen season, then a different one was selected.

The original project description

Here at the Pendle Hill Landscape Partnership, we think being in nature, and noticing nature, helps you feel healthy and increases your wellbeing.

We are going to test this in 2020 when we start an annual research project; *72 Seasons*

Inspired by the ancient Japanese calendar of *72 Seasons*, you might have heard of 'sakura' cherry blossom season, where the seasons change every 4 or 5 days, we have identified *72 Seasons* of Pendle and we need your help to see if they are the right seasons.

Will you seek the seasons with us?

Do you live in Pendle or live/work or travel in sight of Pendle Hill? If you do, we need your help. There are four options to take part in; Winter is now 17 seasons, not just 1! If you want to be one of our seasonal seekers and can spare just 30 minutes, we need your help. We will be asking people to fill in a health questionnaire in January, another in March and then receive 6 emails which explain the seasonal changes and ask if you have seen this. You will be helping us to notice the weather, the skies, wildlife, and flowers. You don't need to be able to climb Pendle Hill or walk in the wilderness, this can all happen in your immediate neighbourhood and does not require any special footwear or equipment. You can take part even if you are working full time and living a busy life – it can all be done online.

Join us on an adventure in nature and if you enjoy taking part in Winter, you can continue throughout the year. Do you want to make 2020 a year of being more connected to the natural world? We can help you do this.

- Do you have a group who might be interested in taking part?
- Do you have an opportunity for us to publicise this project?
- Can you tell a friend about this project?

Sending information out

We used emails as our main form of correspondence, for the following reasons:

- They're ubiquitous as most people have an email address.
- Emails are non-intrusive; Seekers could read them at their own pace and not feel obliged to respond immediately.
- They're accessible, people with a wide range of skills were able to use emails, both in terms of digital access, as well as visual impairments.

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- **They're cost-effective and can be personalised with ease. Throughout the course of the project seekers read 2,730 emails.**

System: We used Mailchimp as our email delivery service as it is user-friendly and can be automated once the email content had been written.

Often: Emails were sent regularly, sharing three seasons which were coming up and asking for feedback on the three seasons just passed. We chose this as we thought three seasons was enough to remember at one time.

Style: We chose to keep the tone light, not too serious and made sure people knew they didn't have to see everything, it was optional.

EXAMPLE EMAIL

Example of one complete email about three seasons

First half of email	Second half of email
  Hello again Seasonal Seekers, Although it's not a usual year, we do understand this is holiday season and we will keep this email short! Please tell us what you have recently noticed in the last few seasons; https://www.surveymonkey.co.uk/r/WAHWSummer2 And, if you have been away and need to catch up, please tell us about the previous few seasons (Red Raspberries, and Hot Winds) here on; https://www.surveymonkey.co.uk/r/72summer1 Here are the next seasons we want you to look out for. 3-7 August: The Breeze is Hiding See if you can simply find some still leaves, or petals. Take a minute to stand and watch them. 8-12 August: A Cool Wind Blows The weather starts to change. Will you need to wrap up a little warmer than usual? Maybe take a jumper or cardigan out with you?	13-17 August: Morning Sunshine Lights the Grass Do you ever drink your morning coffee outside? Maybe you prefer a cup of tea? Whatever your brew of choice, see if you can enjoy a view of morning sunshine lighting something up. Sadly, around half of us are back in local lockdown. The Ribble Valley has escaped though. Whichever side of the hill you are on, whichever way you can, try and enjoy nature locally, even if just from your windows. Take care, Kirsty

Getting information back

In the original iteration, we used survey monkey as our collection tool. However, any online data collection method would also be valid, such as Typeform or Google forms.

Right, example of how people were asked what they noticed during development:

6. 72 Seasons: 7 - 11 December: The Sky is Cold, Winter Comes. Do you think this is the right season?

○ Yes, I noticed this

○ Yes, I think this is correct but did not notice it myself

○ No, I don't think this is correct

○ Did you notice something different?

[ ]

This allowed participants to have a season to look for, with also the opportunity to suggest a different season if they felt strongly. Upon review, The Evaluator had solid quantifiable results for each season and whether it was noticed or not noticed.

When repeated offline in 2022, this was how we asked using the booklet:

Did you notice this? Please tick ○ Yes, I noticed this   ○ No, I didn't notice this

Did you notice anything else about this season?

This again allows for the seasons to be quantified.

TRACKING

A vital but often overlooked method; it is important to be able to monitor the individual journeys through the project and seasons, so for this reason we needed to be able to track participants to measure the change in their wellbeing effectively.

As part of the process, participants completed short surveys with the seasons they noticed (grouped up for ease). Each survey they were asked four questions which form the basis of their identification code. These are:

- **First letter of first name (the name they used when they began the project)**
- **Day of the month they were born**
- **Year of birth**
- **First letter of surname (the name they used when they began the project)**

These questions are presented as drop-down boxes to ensure consistency with submission. These details about the individuals are also unlikely to change and are easy to remember (one caveat is if an individual changes their forename or surname then the code will change, for this reason we frame the question to indicate the name they used when they began the project) The answers to these are concatenated to form an identification code, for example: K41980R, or L131990P.

The chance of duplicates arising from two individuals is unlikely but not impossible and is something that will need to be considered if adapting the 72 Seasons for a very wide audience.

The tracking question is present on every questionnaire to identify which parts of the 72 Seasons people have noticed or not.

Evaluator

Alternative ways to monitor individual journeys could be:

- **A personal workbook or journey, which an individual completes throughout the year and returns to the project administration either periodically or at the end. (This is the method we used when we ran the project offline).**
- **An online portal/app with a unique login where participants can report their findings.**

Measuring Health

As part of the project, we measured health and wellbeing changes. We did this by asking a series of questions at a range of times which were used to map a wellbeing journey.

People were asked about their hobbies and how much time they spent walking or gardening, how connected they felt to nature, if being connected to nature brought them joy, how they rated their overall health, if they could do everything they wanted to physically, GP visits in the last three months, health service visits, types of medication taken on a daily basis, how many days they exercised in a typical week, if they slept well, how often they had felt angry in the last two weeks, the Warwick Edinburgh Scale of Wellbeing[1], their feelings around being connected to others and a demographic profile.

These questions are best asked at the start of the project and at the end, however if participants are keen and enthusiastic, of if the project is running for an extended length of time, it can be beneficial to ask at intervals in between to gauge an idea of their wellbeing journey.

Online Support

FACEBOOK COMMUNITY

72 Seasons **can be easily adapted to present to an online community such as Facebook, Reddit, or Instagram. Participants can be invited to share their pictures and experiences and communicate how they found the seasons. This can provide an additional benefit of social engagement, where people can build relationships with one another, with the**

Sheila
How wonderful this reads along with the fantastic illustrations. How the time flies.... We have had a journey through the seasons on this damp, bleak, snowy day. Thankyou Kirsty and **Cath Ford**

Like   Reply   1 y   3

Sue
Just loved reading this Kirsty. Its so wonderful the way 72 seasons has "come together" & just worked so well. I love **Cath Ford**'s drawings.....& the "Thunder lowers its voice" illustration is very emotive.....it certainly made me think of an "unsettled, stormy, rumbling" kind of sky. Thanks for all your efforts - great blog 👏 👐

Like   Reply   1 y   3

Sue
How fortunate are we to have been given the opportunity to be part of this project during the pandemic? I have enjoyed reading Kirsty's blog, Cath Ford's illustrations and the photo posts by everyone. Lots of very talented, observant people.
I haven't looked at Facebook much this year, but when I have, this has been the highlight.

Like   Reply   1 y   2

project team facilitating the topics and conversations.

This allowed the project to develop and become interactive, with participants engaging with each other and forming relationships. This was especially important during lockdown when social interaction was limited, and feelings of isolation were high.

With the Facebook group, posts were written once a month and scheduled to be posted at set intervals. Using social media consolidation tools, these posts can be shared across a wider range of social media such as Twitter, Instagram or LinkedIn.

The Evaluator does still share the seasons on Facebook, Twitter and Instagram.

: **https://www.facebook.com/groups/72seasons**

: **https://twitter.com/kirstyevaluator**

: **https://www.instagram.com/72seasonsuk/**

Blog posts

Originally we wrote four blog posts sharing the project, timed to coincide with the four seasons; Spring, Summer, Autumn and Winter. This was to make sure people who did not use Facebook were not excluded from the project.

Example extract from a blog post

"Season; 3 – 7 October: Conkers Peek from Spiky Shells

Who doesn't love conkers? They are one of the best toys we are given from nature in my humble opinion. I think a 'horse-chestnut' or 'conker' tree is probably the most commonly identified tree in the UK. Then there is the joy of opening the spiky shells and finding a big one, or a triple, or a double and the beautiful colours and shiny ness of new conkers too. It just feels like the right season to launch Autumn.

Images; conkers in the trees and conkers

around a shell taken 4 October, conkers in my hand taken 6 October, expansive and gorgeous Pendle Hill view taken 6 October and red autumn leaves also taken 6 October.
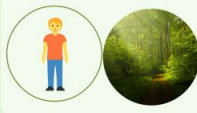
In Japan, in the original ancient natural calendar, this season is 'The Paddy Water is First Drained'. That is a real culture difference, isn't it. Paddy fields are not in our national psyche, in

the same way that conkers maybe aren't in Japan. I mentioned in a previous post, that the seasons are inspired by the ancient Japanese calendar but are mostly translated into nature based happenings which are easy to spot, without having to go too far into the countryside. We have tried to keep as many as possible from the Japanese seasons, but some just can't work here – The Elk Sheds its Horns and The Bear Retreats to its Den are both seasons in this period in Japan, for example, and I've not spotted many Elk or Bears in my everyday wanderings!"

Designed to help wellbeing

The Five ways to Wellbeing are: Connect, Be Active, Take Notice, Keep Learning and Give Something Back). The 72 Seasons **project ties into the five ways to wellbeing in the following ways. Through connecting to nature and to each other as** 72 Seasons **encourages people to share their nature, weather and wildlife experiences. Through noticing the seasons and subtle changes, through being more active as it does promotes going out into nature more, through learning about the seasons and it additionally encourages giving back through taking part in the research into our health and wellbeing and tracking seasonal changes over time.**

In 2022 we introduced the Inclusion to Nature Scale (INS) as part of our evaluation of the project, to measure any changes in participants feelings relating to their connection to nature.[2]

[2] **https://www.sciencedirect.com/science/article/abs/pii/S0272494416300512**

The Finding Nature Matrix, below, was also used to help plan the suggested tasks around noticing.

	Senses	Emotions	Beauty	Meaning	Compassion
Wonder at encountering wildlife	Look out for and listen to wildlife	Find wildlife that prompts joy and calm	Note the beauty of wildlife.	Consider what encountering wildlife means to you.	Do something to care for wildlife
Gratitude for trees	Take a moment to notice trees	Find an awesome and calming tree	Note the beauty of trees.	Think about what trees mean to you. Do you have a favourite tree?	Do something to care for trees.
Awe at dramatic skies and views	Look up and out at the sky and views	Notice how you feel as the sky changes. Different skies, different feelings?	Take a moment to notice the beauty of clouds.	What does your favourite view mean to you?	What do the changing skies mean for nature and wildlife? How does nature change a view?
Green planting amongst built space	Notice everyday nature in urban spaces.	Compared to built spaces, how do green spaces feel?	Notice the beauty of natural forms within the city.	Use metaphors to describe plants in the city.	What do plants in the city do for wildlife?
Flowering plants	Take a moment to notice flowers	How do flowers make you feel?	Capture the beauty of flowers in words, images or music.	Do different flowers mean different things?	What do flowers do for wildlife?
Water	Look at the movement of water, listen	Notice how still and running water make you feel.	Does the beauty of water depend on light?	How can you use water to communicate a thought or idea?	What can you do to help stop water pollution?
Nature's beauty	Find beautiful sounds in nature.	What emotions does the beauty of nature bring?	Why is nature beautiful?	What does nature's beauty symbolise?	Can nature's beauty bring care for nature?
Feelings/Emotions	Look and listen for nature that brings calm and joy	Complete a tick list of emotions in nature rather than wildlife	Emotions are natural, are they beautiful?	Does nature help regulate your emotions?	How does it feel to do good for nature?

Matrix Source: Indicative matrix of micro-activities from combining the good things in nature themes and pathways to nature connectedness to provide the micro-foundations for nature connectedness and inform activity programming, nature engagement media content, intervention and urban design. From https://doi.org/10.1016/j.landurbplan.2019.103687

72 Seasons can also be adapted to work with the Pathways to Nature Connectness research, conducted by Derby University[3] which focuses on the following elements:

- **Senses - tuning in to nature through the senses**

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3 **https://www.derby.ac.uk/research/centres-groups/nature-connectedness-research-group/**

- **Emotion - feeling alive through the emotions and feelings nature brings**
- **Beauty - noticing nature's beauty**
- **Meaning - nature bringing meaning to our lives**
- **Compassion - caring and taking action for nature**

72 Seasons developed for a wider audience

72 Seasons **is a simple premise that can be repeated with a wide range of individuals regardless of age, gender, or ability, as the premise is flexible and robust enough to withstand simplification and transformation.**

- **For children, the seasons can be presented visually. It would also need to be condensed to match eagerness or 'drip fed' by a parent or a teacher throughout the year. It can be an educational tool, used to give bitesize lessons on nature and the cyclical element of it.**
- **For people disconnected with nature it can be a tool used to promote re-engagement with the natural world, giving a 'purpose' to connecting with nature, and the sporadic nature means it's not overwhelming.**
- **For people with low wellbeing, it can improve wellbeing in a subtle way, by engaging with nature they may not realise that it's also benefitting their mental and physical health.**
- **For nature-lovers, it is a conversation piece, a way to learn more and direct focus whilst they are out. If running the seasons with feedback and response it gives them something to talk about and promote personal expression and opinion.**

Ultimately the beauty of 72 Seasons **is that it is a chance to drill down into the smaller more subtle changes in the natural world rather than big picture sweeping changes. It is a concept which lends itself to people 'making it their own' from people simply looking around their own back garden, to noticing the world around you on a commute to work, to walking regularly and keeping a nature diary. You can engage as much or as little as you want to.**

Here is a link to a film created during the original project, which explains how three different seekers made it work for them.
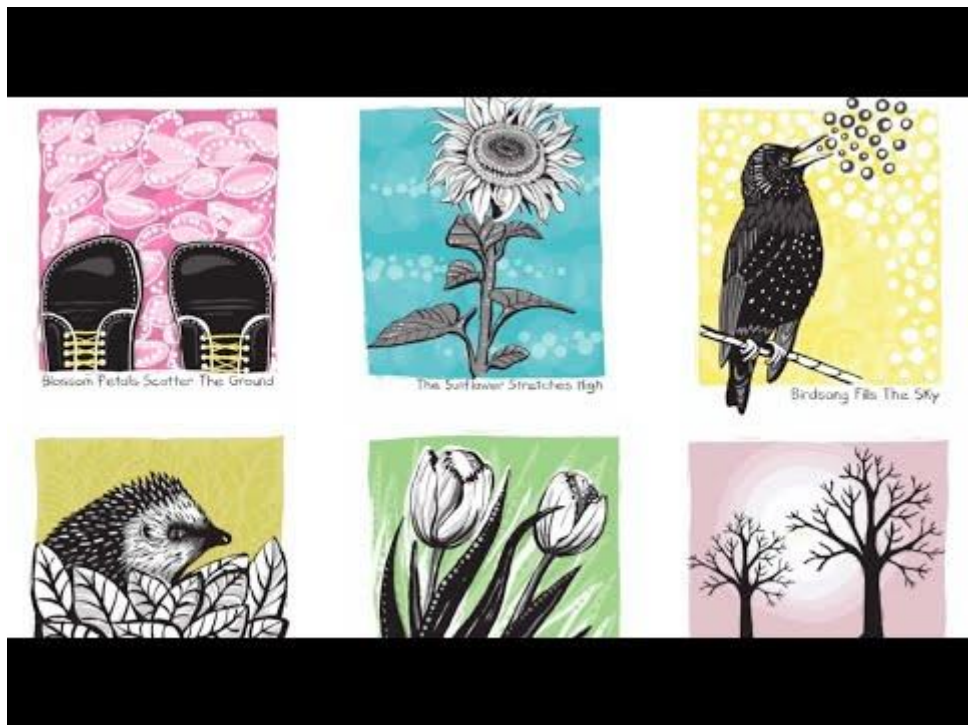
Who was missing originally?

The challenges of covid and what we learnt about reaching different groups which is what prompted further developing the project a second time utilising booklets and more face-to-face activities.

In 2022 we ran the project again with the intention of catching a wider demographic of participants who had been missed originally. These included; people from a minority ethnic background, people who are unlikely to use social media and people who are unlikely to use the internet

EXAMPLE PAGE FROM BOOKLET

Blossom Petals Scatter the Ground

Blossom Petals Scatter The Ground

Cherry Blossoms are beloved around the world, but particularly in Japan, where the 72 seasons idea first began. They hold an event called the 'Hanami Festival' which translates to 'Viewing flowers Festival'. They celebrate by holding picnics beneath the 'sakura' (cherry blossom trees) in the park and eating and drinking throughout the day!

The blossoms only last around 2 weeks, so their fleeting aspect has become symbolic of the impermanence of beauty.

Are there any cherry trees near you? Why not hold your own picnic and view the blossom?

Did you notice this?   Please tick ◯ Yes, I noticed this   ◯ No, I didn't notice this

Birdsong Fills the Sky

Birds have a lot to say, and they're not afraid to shout it out loud. They could mean a variety of things. The song we hear usually come from the male birds and their purpose is to either attract a mate, or ward off other male birds from their territory.

Studies have shown that listening to birdsong is relaxing, and part of this could be due to instinct. Thousands of years ago, our ancestors may have relied on birdsong to indicate safety – since birds stop singing when there's a threat nearby. If you're struggling to study or work, try going outside or opening a window and let the natural birdsong rejuvenate your focus.

Birdsong Fills The Sky

Did you notice this?   Please tick ◯ Yes, I noticed this   ◯ No, I didn't notice this

Did you notice anything else about this season?

Time commitment for 72 Seasons

Example of running a 12 week programme from start to finish and including recruiting the participants:

Activity	Supported group		Unsupported group		Online group	
	Time commitment in days	*Time in days and cash budget also required?*	*Time commitment in days*	*Time in days and cash budget also required?*	*Time commitment in days*	*Time in days and cash budget also required?*
Planning	• **Inception meetings** • **Exploratory conversations** • **Scoping local areas** • **Researching local seasons**	**5 days**	• **Inception meetings** • **Exploratory conversations** • **Scoping local areas** • **Researching local seasons**	**5 days**	• **Inception meetings** • **Exploratory conversations** • **Scoping local areas** • **Researching local seasons**	**5 days**
Marketing and recruiting people	• **Finding groups** • **Giving presentations and speeches** • **Advertising online and in person** • **Writing press releases** • **Emailing partners**	**5 days**	• **Finding groups** • **Giving presentations and speeches** • **Advertising online and in person** • **Writing press releases** • **Emailing partners**	**5 days**	• **Finding groups** • **Giving presentations and speeches** • **Advertising online and in person** • **Writing press releases** • **Emailing partners**	**5 days** **Cash** ✓
Prepping materials	• **Collecting sign ups** • **Recruiting delivery staff (if needed)** • **Planning sessions** • **Writing session plans** • **Visiting locations** • **Carrying out risk assessments** • **Designing surveys to measure impact** • **Buying materials** • **Sourcing locations and transport**	**8 days** **Cash** ✓	• **Collecting sign ups and postal addresses** • **Writing materials** • **Designing surveys to measure impact** • **Design and print costs** • **Distribution of booklets**	**7 days** **Cash** ✓	• **Writing emails** • **Designing surveys to measure impact** • **Planning distribution methods – email, social media etc – live or scheduled**	**5 days**

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	• Arranging refreshments					
Delivering the programme	• Weekly delivery • Refreshments • Materials	14 days Cash ✓			• Sending emails • Scheduling/ posting on social media • Carry out some live video and interactive sessions	3 days
Supporting people through the programme	• Encourage feedback at sessions and adapt materials and plans if needed		• Call to see how people are getting on halfway	2 days	• Ad hoc comments and answer queries	1 day
Collecting final evaluation materials	• Collect in at last session		• Arrange for collection and postal options • Provide drop off location	2 days	• Automatically collated via online methods	
Analysis	• Input all data • Analyse all data	3 days	• Input all data • Analyse all data	3 days	• Analyse all data	2 days
Writing up	• Reflect on learning and write up findings	5 days	• Reflect on learning and write up findings	5 days	• Reflect on learning and write up findings	5 days
Potential number of participants	15 people attending full day sessions or 30 people attending half day sessions		Unlimited but at least 50/60 depending on marketing success		Unlimited but around 100 to 150 is likely depending on marketing success	
Total time to allocate	40 days		29 days		26 days	

The Evaluator would be happy to work together with any project to help deliver some of this work, or plan a project which could be included in a funding bid

72 Seasons Impact

We have learned that regardless of how the 72 Seasons are interacted with, whether by supported online, or through guided workshops or independent booklets people come away with an improvement to their wellbeing.

We have found, through measurement via surveys that participants an average see an improvement in their physical and mental wellbeing. They improve their connection to nature and see a reduction in anger. People feel physically better in terms of health. There are a number of benefits to participants.

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We have found that the 72 Seasons project is versatile and adaptable to a wide audience, helping a range of people from different demographics and abilities to experience the natural world and improve their physical and mental wellbeing.

We have tested 72 Seasons as a 12-week programme and found it works. The new people we have worked with saw their connection to nature increase, their wellbeing improve, they exercised more and we saw a reduction in anger.

The groups worked with included some children and young people and young adults, and we therefore feel confident that 72 Seasons can work with a wide range of people in terms of age.

We acknowledge that the people we worked with from a Asian British background were less connected to nature and had lower wellbeing, than the people we worked with from a White British background – but that they also saw large benefits to connecting with nature in this way. This indicates that 72 Seasons has the potential to work with a wide range of people in terms of ethnicity.

The Scent Of Roses Fills The Air

Hiring a cultural connector to support our groups from an Asian British background was VITAL to the success of the project, as this helped to bridge understanding, translate (literally in some cases into Urdu) nature and inspire members of the Asian British community that they were as welcome in nature as anyone.

We again are reassured that 72 Seasons are the correct seasons, at least for Lancashire. We realise that there will need to be tweaks to adapt the seasons to other parts of the country, but see this as the benefit of 72 Seasons, it can be personalised to a place, ensuring the seekers who take part feel ownership of their project.

The project could be repeated to reflect the different seasons from other parts of the UK and the world, or seasons could be assigned different dates in different parts of the country. The project as a whole is ripe for replication and can scale up or down in terms of audience size.

About The Evaluator

The Evaluator is a creative evaluation company who specialises in visual evaluation, and is committed to making evaluation enjoyable for participants, easy for staff and professionals to take part in. All of the work of The Evaluator is underpinned by easy to read, visual reports. The Evaluator says, 'We'll figure it out for you!'

This toolkit was written by Kirsty Rose Parker, Founder and Director, and Laura Poon, Project Officer at the Evaluator

The Evaluator was founded by Kirsty, an experienced project manager and evaluator, who previously specialised in arts, regeneration, and wellbeing projects. Kirsty has an educational background in Maths and Economics, which covered many statistical topics, leading to an MA Hons in Economics from the University of Edinburgh.

Kirsty has 16 years of charitable project management experience including working with artists and audiences, and 9 years' experience of arts development. She is trained in negotiation, motivational interviewing and 'social return on investment' and is passionate about helping organisations to run the most effective programmes they can.

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