

31 July 2024

## **RESEARCH SHOWS KIDS WANT TO EXPLORE OUTDOORS OVER SUMMER**

- **According to new research, children have the best fun whilst being active**
- **88% of adults think exploring outdoors is best way to keep kids entertained**
- **Charity's 'Our Big Scottish Summer' map helps families make summer memories**

With summer holidays in full swing across the country and many families keen to hear of new ideas to keep kids busy over the next few weeks, research for the National Trust for Scotland\* found that the best way to keep young children entertained is by exploring outdoors.

As the holiday period offers plenty of opportunities to spend time together, the National Trust for Scotland is encouraging parents, carers and relatives to get active and explore the outdoors with children, creating shared moments that will last a lifetime.

Many families are already visiting Scotland's woodlands, forests, and beautiful countryside as kids experience the thrill of discovery and the wonders of wildlife. The strongest levels of enthusiasm for children spending time outdoors were found in West Scotland (92%), the Highlands & Islands (91%) and the Lothians (88%).

To encourage summer adventures, the Trust's *Our Big Scottish Summer* activity map, available at 40 Trust places across the county, is a welcome source of inspiration for adventures and fun across Scotland.

With over 100 places throughout the country under the conservation charity's care, including castles, coastlines, battlefields, woodlands, islands, mountains, glens and gardens, there's a huge choice of activities to stir the imaginations of children (and adults) of all ages.

Suggestions from the charity range from a trip to fairytale pink Craigievar Castle (said to have inspired Walt Disney's iconic castle) in Aberdeenshire, to hide-and-seek at Greenbank Garden, south of Glasgow, a Land Rover safari at Glencoe National Nature Reserve, to visits to an amazing playpark like the one at Newhailes.

There is an abundance of outdoor adventures across Scotland, including spotting red squirrels at Threave Garden and Nature Reserve in Dumfries & Galloway, or Inverewe Garden in the north-west Highlands; visiting 'seabird city' at St Abb's Head in the Scottish Borders; or exploring the nature trails at Crathes Castle, Aberdeenshire.

Other top tips for summer memory-making at the Trust include spotting puffins on a Scottish island, the cannon at Culzean Castle, or a totem pole and hermit's cave at the dog-friendly Hermitage in Perthshire. And this being a Scottish summer, the National Trust for Scotland's map also features some useful rainy-day ideas.

National Trust for Scotland members can enjoy unlimited free entry to all places shown in the map. Entry prices for non-members depend on location and visitor ages.

Claire Grant, Operations Manager at Newhailes for the National Trust for Scotland, said: "The long days of summer are such a wonderful opportunity to create shared moments, make memories and enjoy good times together, and we welcome families and all visitors to the special places that our charity cares for. We know that the summer holidays can feel very long for some parents and carers, but we have a range of activities, such as [the playpark at Newhailes, the beautiful Malleny Garden and our unique ice cream flavours at Gladstone's Land], which give kids the chance to explore the outdoors and highlight the importance of the Trust's vision of sharing nature, beauty and heritage with everyone.

"With more than 100 places under our charity's care, there are so many opportunities for both children and adults to make lifelong memories, discover new interests and see nature and heritage up close. We're very grateful to our generous members and supporters who make our vital work to care for and share these places and the experiences, adventures and discoveries they offer possible."

You can find the National Trust for Scotland's Our Big Scottish Summer activity map at participating places, and there is information about how to support the Trust's work or plan your own summer adventures at <https://www.nts.org.uk/campaigns/scottish-summer>.

## **ENDS**

### **Notes to Editors:**

\*The figures on keeping young children entertained are taken from research conducted by Opinion Matters, 28.11.23 to 4.12.23; 1001 people polled; Scottish adults – nationally representative.

For more information, imagery or interview requests, contact [nts@mucklemedia.co.uk](mailto:nts@mucklemedia.co.uk).

### **About the National Trust for Scotland**

Established in 1931, the National Trust for Scotland is Scotland's largest conservation charity and cares for, shares and speaks up for Scotland's magnificent heritage.

Over the last 90 years the Trust has pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. It cares for more than 100 sites, from ancient houses to battlefields, castles, mills, gardens, coastlines, islands, mountain ranges and the plants and animals which depend upon them.

In March 2022, the National Trust for Scotland launched *Nature, Beauty & Heritage for Everyone*, its ten-year strategy which sets out the ambitions of the charity over the coming decade. From speaking up for Scotland's heritage which doesn't have a voice, to

improving the lives and wellbeing of people across the country, and responding to the climate and biodiversity crisis, the Trust will build on its work in recent years to grow its impact and conserve and restore more of Scotland's heritage, as it moves towards its centenary in 2031.

Scotland's largest membership organisation, the National Trust for Scotland relies on the support of its members and donors to carry out its important work.

For more information on the National Trust for Scotland visit [www.nts.org.uk](http://www.nts.org.uk).

The National Trust for Scotland is a charity registered in Scotland, Charity Number SC 007410.