

**Report from the study trip to UK South West within the Healthy Regions Project**

**Monday 14<sup>th</sup> of June – Wednesday 16<sup>th</sup> 2010**

**Background and planning of the study trip**

**Background**

At our partner meeting in Sweden the 22<sup>nd</sup> to 24<sup>th</sup> of September 2009, the partners decided about extended collaboration between the regions. The Swedish partners together with the English partners expressed a mutual interest of a further cooperation for the time being and in the future.

Östergötland has for the last half-year worked on a proposition for a new public health policy and have already decided to establish a regional commission on “Closing the gap”. In the County Council of Örebro the Department of Public Health and Community Medicine have got an assignment to focus on working with equity in health. In the year to come Örebro is also going to revise their public health program and would indeed try to relate to the results in WHO – Closing the gap in one generation- by the Marmot commission.

**The planned outcome**

The overall aim is to deepen the understanding of how to work related to the Marmot commission “Closing the gap” and also to cooperate further on specific projects going on in UK and Sweden related to the concept of “culture, nature and leisure for health.”

Furthermore it is of great value for the Swedish participants to have personal meetings with the head of the public health in the South West and other colleagues to learn about their organisations and overall practice.

In Sweden there are also an ongoing process for establishing a national network for working regionally with “Closing the gap”. Those discussions involve as well Örebro County Council as the County Council of Östergötland.

**Step 1:**

The Swedish partners’ wish is to deepen the very good contacts between Sweden and the UK members, established within the project of Healthy Regions itself. We also wish to go further and try to build a solid ground for networking in the future- either as a net or as a new European project.

**Step 2:**

Present the outcome of the study visit and invite the other members of the Healthy Regions network to take part in a further process.

## Dissemination

The participants are going to write a report to the project of Healthy Regions and present the outcome at the last meeting the day after our conference in Brussels.

Moreover, they are also going to disseminate the experience gained on the trip to:

- The Swedish National Network for Directors of Departments for Public Health in Regions or Counties
- The National Forum for Public Health
- The revision of the Public Health Programme in Örebro
- The Regional Closing the gap Commission in Östergötland.

## Programme

The programme is to take place between the 14<sup>th</sup> and 17<sup>th</sup> of June. The draft programme includes a meeting with Gabriel Scully, Regional director for Public Health, South West, meetings with Andrew Larter, regarding Mormot review, meeting with Paul Brown, Deputy Director, South West Public Health Observatory. Furthermore the program includes visits to several projects such as Transforming Lives – Somerset Leisure, Healthy School Plus and People and Garden – Attached to the Eden Project. The coordinator for the programme is Katie Kelsey, Regions co-ordinator, SW UK, NIACE/Marchmont Observatory/SLIM, University of Exeter.

## The participants

The participants represent the County Council of Örebro, the Östsam Regional Development Council of Östergötland and the County Council of Östergötland. As representatives from both the field of public health and regional development they have excellent opportunities to transmit the experiences from the trip on a national, a regional and a local level. One of the participants is a politician, the others are civil servants.

The five participants were:

**Thomas Falk**, Head of Department, Department of Public Health and Community Medicine in Örebro County Council. He is also a member of The Swedish National Network for Directors of Departments for Public Health in Regions or Counties and the National Forum for Public Health.

**Eva Bellsund**, Regional Adviser on culture for health, Department of Public Health and Community Medicine in Örebro County Council. Represents the Örebro County Council, within the Healthy Regions project.

**Britt-Louise Nilsson**, project-leader for the public health process in the region of Östergötland and regional officer for the work with nature and leisure as a factor for regional development. She is also secretary of the political steering- group for the public health's process. Represents the Swedish partners in the Steering group within the Healthy Regions project.

**Göran Gunnarsson**, 1:e vice chairman of Östsam Regional Development Council board and responsible for development of local areas and agriculture. He is also a part of the political steering-group for public health in Östergötland

**Birgitta Larsson**, Project Manager, R & D Department of Local Health Care, represents the County Council of Östergötland within the Healthy Regions project.

### **The Economy**

The costs for the meeting will be approximately 400 EUR for travel, 450 EUR for accommodation and 250 EUR for subsistence per person. Altogether 5 500 EUR and that leave 500 EUR for other costs. The budget amounts to 6000 EUR.

## **Report from the studytrip**

### **South West Public Health Observatory in Bristol**

Our study trip to UK South West started with a visit at the **South West Public Health Observatory, SWPHO**, in Bristol. **SWPHO** is one of 12 UK and Ireland regional public health observatories and a module of the South West Observatory (SWO), providing the public health intelligence function for the network.

SWPHO are funded by the Department of Health (DH) and accountable to the DH through the Regional Director of Public Health. The role of the Government Offices and DH Regional Teams is to support the delivery of DH policies in relation to health and social care into Primary Care Trusts and Local Councils.

SWPHO incorporate the National Drug Treatment Monitoring System South West. They are also responsible for cancer registration in the South West region, Hampshire and the Isle of Wight and have a role in supporting breast and cervical screening quality assurance in the South West. Academically they are connected to the Department of Social Medicine at the University of Bristol.

Their aim is to improve the health by working with partners to provide a service that enables better decision-making locally, regionally and nationally.

And what do they do to achieve that? They are collecting, monitoring and analysing data, producing reports and information for health and other professionals. The products are both reports and on line tools as well as information request service along with training and professional development.

Councils are one of their key delivery partners for improving health and wellbeing of the communities and are crucial in planning for:

- Transforming Adult Social care,
- Supporting health improvement and reducing health inequalities,
- Work with children and young people, social exclusion and older people
- Wider determinants of health and well-being

However there are a lot of questions about the future for the regional level in the UK. The new government have laid pressure on programme and administration budgets and given a change in priorities.

*Thomas Falk*

## **Department of Health South West in Bristol**

Our study trip continued with a visit at the Department of Health South West .The department is responsible for health protection, health improvement and health inequalities issues in England, including pandemic influenza, seasonal flu, patient safety, tobacco, obesity, drugs, sexual health, and international health.

Our meeting started with an interesting political overview about the General Election 2010 by Andrew Larter. We also got information about the party's main priorities and health specific pledges, the Conservative Philosophy and key documents. Liberal Democrats Philosophy & Campaigns and the other parties philosophies. Andrew Larter also told us about the central government's changing relationship with "Health" system and lastly about three main scenarios for the outcome of the election.

The afternoon went on with interesting information about the DH Regional teams, their roles and the current regional landscape. Councils are the key delivery partner, alongside NHS, for improving health and wellbeing of the communities.

After this information we listened to some of the programme successes:

- Smoke free Southwest by Kate Knight
- Healthy Weight, Healthy Lives – an Obesity programme by Mark Pattersson and Peter Achcroft
- Sexual Health - pilotong a new integrated regional approach bringing together resources on teenage pregnancy, chlamyda and contraception by Clair King

To summarize I would like to say that we this afternoon got a valuable insight in the coming changes of the health care - and public health sectors. We also got a lot of interesting data and knowledge about successful public health programmes.

*Birgitta Larsson*

## **People and Gardens and The Eden project**

On day two the 15<sup>th</sup> of June, during our study trip to UK South West, we went to The People and Gardens work project and to the Eden project. We went by car from Exeter in Devon to St. Austell in Cornwall. Our brilliant driver Kathie took us down safely however a bit fast (for some of us), trough the beautiful landscape of Devon and Cornwall. On our way to the Eden project we spotted the ocean, so we insisted on going down to Charlestown to breath a little bit of salty air before returning to Exeter. What a day!

### **What is the People and Gardens Project**

People and Gardens work project supply a day care service for people with physical and emotional impairments and use gardening as a medium to promote physical and emotional well – being. They do this by creating work-based projects within real working environments and assist people to be involved in and part of these businesses. It is run by and for individuals whose lives have been affected by a disability.

We met Ken Radford, the manager; Lorraine Radford, Ken 's wife; Dr Alistair Griffiths, horticultural science curator; Roger Wasley, nursery manager and Emma Paylor, horticultural supervisor. We also got the opportunity to shake hands with some of the service users.

## **Close Links**

The People and Gardens initiative has close links with the Eden project and is based at its Watering Lane Nursery. People who come and work at the scheme have the opportunity to develop a wide range of skills that can help get them back into work, education or to aid their integration into society. Their main job is to help the Eden Project 's team get plants ready for display at this famous attraction.

## **The beginning**

It all started when Ken, the manager, suffered a nervous breakdown, and, as a result couldn 't get a job, as nobody would employ him. So he set up his own garden landscape company. He started to take on people with disabilities and was contacted by social services to see if he could help people with special needs and those who didn't fit in social "norms". Soon he began a project within his local community.

## **People and Economy**

During the twelve years that People & Gardens has been established, it has helped more than 160 people make real improvements in their daily lives. Many of the individuals who have benefited have gone on to live independent lives, to study and finding jobs in the working world. They currently have 45 people in the group, with a wide age range from 16 to 70. Each comes for anything between a single day and a full working week, depending of their level of need, what they want to achieve and the level of sponsorship or payment they receive. Most of the placements are funded by Cornwall County Council Adult Social Care and Cornwall Partnership.

## **Disabilities**

Participants have a range of disabilities from severe autism to Down's syndrome. Many have issues with self - esteem confidence and social exclusion. People and Gardens provides the basis for improving independence, personal development, happiness and self-belief. Members of staff are trained in handling these conditions. But they also receive nurse visits and other support for major health issues.

Everyone participates in all aspects of the day-to-day work at the project. They work three or four together. It 's important that they get involved with everything, it builds up their confidence and range of skills, says Ken. It is important for them to participate in sowing the seed and the process of growing. In that respect he refers to the works of William Bird, who is the strategic health advisor for Natural England leading the health programme to develop the natural environment as a major health resource. He chairs the Outdoor Health Forum that unites all major UK environment organisations to influence health professionals to use the natural environment for prevention and treatment.

## **Veg bag scheme**

In May 2009, People and Gardens launched its Quality of Life Veg Bag Scheme, set up to provide opportunity through participation and employment. The project does this through the full cycle of growing and selling vegetables – from sowing seeds and potting on to harvesting and packing the veg bags- The scheme supplies excellent quality produce for the Eden Project 's kitchens and staff, to those involved with People & Gardens, and their families. It produces 70

bags every fortnight. Following it 's success over the recent year Ken wants to double its production and be able to sell them to people in the community.

### **Huge greenhouse**

The vegetables are grown in a huge greenhouse (about a size of half a football pitch) and a one-acre field. Having all this room is important as it gives people their own space – individuals with challenging behaviour must not feel claustrophobic or hemmed in. Most crops are grown in pots – mainly recycled from the Eden project. This makes it easier for the users, as everything can be carefully arranged, which helps to ensure things run smoothly and eliminates stress. It has the added advantage of allowing those with physical disabilities to work at a height suitable for their needs.

### **How to access the service**

Referrals can be made through

- 1 Your Adult Social Care Representative of community Placement Officer
- 2 Your G.P., Occupational Therapist or community Health team
- 3 Independent or Charitable Agencies that supply residential care i.e. Home Farm Trust, or Mencap
- 4 By personal arrangement

A charge is made to these parties to meet the cost of the project. They have to agree to fund a placement before the service user join the project.

### **Code of Conduct**

The manager and his staff have written policies covering equal opportunities, anti-discriminatory practice, harassment and bullying. These policies cover discrimination on the grounds of gender, age, religion, race, disability, nationality and sexuality.

### **The Eden project**

Looming up from the bottom of an abandoned clay pit near St Austell like a lunar-landing station, the giant biomes of the Eden project have established themselves as Cornwall' s best-known landmark since the opening in early 2001. The Eden project was built as one of the Landmark Millennium Projects to mark the year of 2000 in the UK.

While restoring the Lost Gardens of Heligan in the early 90s, the ex-record producer, Tim Smit, became fascinated with stories that connected plants to people. He put together a team of expert horticulturalists with a touch of green guerrilla in them. In November 1994 Restormel Borough Council had the faith to put up £ 25000 and start the beginning of the story of EDEN. The first sod was cut on 15 October 1998. During the opening year in 2001, more than 1,9 million people visited the Eden project. Now, every year, the project has around 1 million visitors.

### **It all started at the pub**

Our guide on the site is Monroe Sheppard from Brooklyn, New York, and he has been with the project around 8 years. He tells us that Tim Smith got the idea for the site, at the pub. He wanted to grow pine- apples and someone said he would need a greenhouse for that purpose. In the Eden project guide, Tim Smit writes; *“Between 1996 and 1998 a group of people gathered in pubs, hotels, private houses, offices and even motorway service stations to talk about an idea – to create a place like nothing anyone had ever seen before; a place that might*

*just make a difference. It was ridiculous to imagine it was possible, it was ridiculous to imagine that hundreds of people trained to say no could be persuaded to say yes. But the greybeards had a brilliant plan: ask the youngsters to do it – they don't know it can't be done".*

## **A recipe for the construction**

**The Eden Project** was constructed in a 160-year-old exhausted china clay quarry, the size of 35 football pitches. This is a small taste from "the recipe for Eden" in The Eden guide 2010/2011:

- Carve the pit into a flat-bottomed bowl and landscape the sides
- Mix and add 83,000 tonnes of soil made from recycled waste
- Add superb architecture that draws inspiration from nature to remind us of human potential
- Colonise with a huge diversity of plants, many that we use every day (but don't often get to see).
- Harvest the water draining into the pit and use it to irrigate out plants
- Build three biomes, greenhouses looking like huge bubbles and a core, which is the education centre.

## **Visiting the Eden project**

From the main visitor centre, a winding pathway leads down into the landscape pit and the three biomes, the huge bubbles. The first one, the Humid Tropics Biome is the worlds biggest, 240 m high and it houses orchids, ferns, climbing plants and tropical trees, there is even a manmade waterfall, a miniature banana plantation and a resident population of butterflies. It is really hot and wet inside, so it is a relief to walk out again. Makes you think! Things are more sunny and dry in The Warm Temperate Biome, which mirrors the arid regions of the Mediterranean, California and South Africa while The Outdoor Biome – cool and wet, takes in practically everywhere from Cornish farmland to the American Prairie. There are more than 100,000 plants growing at Eden project.

## **The Education Centre and arena for events**

Beside the round greenhouses, the Eden project even includes, an education centre, the Core, constructed according to the Fibonacci sequence, one of nature's most fundamental building blocks, to pay homage to nature and collaboration, and the surrounding grounds are livened up by all kinds of exotic plants and bits of outlandish artwork. It is an amazing and hugely ambitious project, and also a model of environmental sustainability – packaging is reused or recycled, power comes from sustainable sources or micro generators, and even the rainwater is recycled to flush the loos.

On the site there is also an arena for events all year round and places to eat and to shop.

## **Eden includes other projects**

Eden is a project in its own right, however it includes many other projects and is always looking for improvements and new ideas. Every year social, environmental and resourceful projects grow and change. People and gardens is one of many examples of the growing social projects and Healthy partnership on example of several Social Community projects. The Eden project is an educational project focusing on soil and climate, plants and wildlife, gardens and crops, culture and architecture, people and health.

## **Where has the money come from?**

The Millennium Commission weighed in with £37,55m of lottery funding to single out Eden as the landmark project of South West, and their subsequent contributions brought the total to

just over £56m. Other major sources included the EU and the Southwest Regional Development Agency (some £50m between them). Many other donors and supporters have provided financial support.

Since opening, Eden has created over 400 full-time jobs, 200 seasonal jobs, has 200 volunteers and has attracted over 11 million visitors and inspired an economic renaissance in Cornwall. The project has brought £900 million of incremental business into the county since 2001.

### **My personal view**

Gee, what a project! So much knowledge about our biosphere and our world gathered in one place. What a fascinating architecture, beautiful, original and functional. So many things going on at the same time, so many people, both grown up and children. Coming here for one day must be an unforgettable and inspiring adventure for school children!

To experience different climate zones in one day in one place is indeed fascinating. And all the people working here whom we met when walking our way through the landscapes, they seemed so enthusiastic and dedicated, so happy about their working place. The Eden project, for me, is tourism industry on a high level and what I appreciate the most is the collaboration between a social project like People and Gardens and the Eden project. At Eden you could shop products, both vegetables, restaurant meals. The veg bag from Public and Gardens veg scheme was available in all shops! This is tourism and regional development build on knowledge, enthusiasm, and social awareness.

Thank you, Monroe Sheppard, for showing us around this unique place of Eden on a lovely summer's day!

And thank you, Katharine Kelsey, for helping us to visit this wonderful place of St Austell, The People and Gardens project, the Eden project and after such an adventurous day finding time for a brief encounter with the sea on the brink of Charlestown before driving us safely home again to Exeter!

*Eva Bellsund*

### **The University of Exeter, St Lukes Campus**

The third day, after a nice walk through Exeter with Katharine Kelsey, we had a discussion with Simon Mauger regarding perceptions of the visit and possibly future work together.

We started with a discussion about the economic situation and the political change in England and these effects on society. Other fields that we discussed were for example

- the age debate in England
- different living conditions in the area
- unemployment causes
- adult learning and education
- the shortcuts of the public sector
- different future scenarios

During the meeting we also discussed the results and experiences of the Healthy Regions project. We all agreed that we had had good opportunities to talk about public health from many different aspects these three years.

At the end of the meeting we discussed different ways of future work together about equity in health.

We really appreciated the book “The Spirit level” and all the data on the USB memory that we got from Simon Mauger. To sum up this meeting was very educational and valuable for us.

*Birgitta Larsson*

## **The outcome of the studyvisit**

The overall aim to deepen the understanding of how to work related to the Marmot commission “Closing the gap” and also to cooperate further on specific projects going on in UK and Sweden related to the concept of “culture, nature and leisure for health” has been fulfilled by the study visit.

The Swedish partners’ wish to deepen the very good contacts between Sweden and the UK members, established within the project of Healthy Regions and the wish to go further and try to build a solid ground for networking in the future has also been fulfilled by the study visit.

We have presented the outcome of the study visit and invited the other members of the Healthy Regions network to take part in a further process.

The study visit was very educational and valuable for us. We have listened to many important and interesting projects. A special thanks to Katharine Kelsey who planned the study visit for us and showed us such a great hospitality during the week.

## **Dissemination**

Dissemination of the studytrip has been made by this report and the presentation of the outcome at the last partner meeting the 22<sup>nd</sup> of September 2010 in Brussels. The dissemination to different forums and networks in Sweden will take place during the autumn 2010.

<b>Sunday night in Bristol - Mercure Bristol Brigstow Hotel</b>	
<a href="http://www.mercure.com/gb/hotel-6548-mercure-bristol-brigstow-hotel/index.shtml">http://www.mercure.com/gb/hotel-6548-mercure-bristol-brigstow-hotel/index.shtml</a>	
<b>Monday 14<sup>th</sup> June - Bristol</b>	
9am	Meet Emily Gallannaugh/Katie Kelsey in lobby to walk to SWPHO
10am-12noon	South West Public Health Observatory – <a href="http://www.swpho.nhs.uk/">http://www.swpho.nhs.uk/</a> hosted by Paul Brown, Deputy Director with Julia Verne – Director And researchers and analysts from the observatory.
Lunch at Aqua near SWPHO	
2pm-4pm	Department of Health South West – GOSW, hosted by Andrew Larter with Peter Ashcroft - Physical Activity Regional Lead, Healthy Weight Healthy Lives Team Mark Patterson Healthy Weight, Healthy Lives Regional Manager Kate Knight from Smokefree South West Claire King from the Sexual Health Team
7.30pm	Dinner with Dr Gabriel Scally in Bristol
<b>Tuesday June 15<sup>th</sup> - Cornwall</b>	
8-9am	Train Bristol to Exeter Katie will meet you the station at 9am and we'll drive to Cornwall
11am	People and Gardens - Attached to the Eden project, hosted by Ken Radford <a href="http://www.peopleandgardens.co.uk/">http://www.peopleandgardens.co.uk/</a>
Lunch at Eden Project	
Afternoon	Eden Project, Education Centre
8pm	Dinner at Hourglass pub in Exeter
	Staying at The Queens Court Hotel Exeter <a href="http://www.queenscourt-hotel.co.uk/">http://www.queenscourt-hotel.co.uk/</a>
<b>Wednesday June 16<sup>th</sup> - Exeter</b>	
8.30	Meet Katie in Hotel lobby to walk to University of Exeter, St Lukes Campus
9-11 University of Exeter	Discussion with Simon Mauger regarding perceptions of the visit so far, questions, and possibly cross sectoral working, future work together.....