



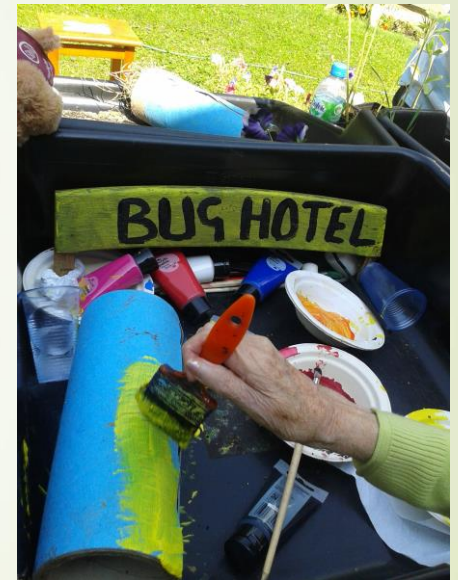
**Practical approaches to getting commissioned:
Social and therapeutic horticulture activities for
older people and people with dementia**

growing support
because gardens are good for you



Today

- Practical case study
- How we brought Growing Support to market
- Lessons learnt
- Please ask questions!



Who's here?

1. Which best describes you?

- a) Voluntary sector provider of STH / green care
- b) Health and social care commissioner
- c) Health and social care provider
- d) other

2. What do you most want to get out of this workshop?

- a) The operational challenges of running Growing Support
- b) How Growing Support got to where we are today
- c) Our impact and how we measure it
- d) Other – if so what?

growing support

because gardens are good for you



What we do

- Social and therapeutic gardening groups for older people and people with dementia
- Training
- Resources and practical support
- **Tackling loneliness, social isolation and inactivity**



growing support

because gardens are good for you



Why we do it

Loneliness is bad for our health

50% of older people in care homes *never* go outside

Volunteers demonstrated to improve care experience

Spending time in nature is good for our health and wellbeing



growing support

because gardens are good for you



History



2013

- £3k start-up grant
- Pilot in 3 care homes
- 2 part time founders
- 2 volunteers

2016

- Income > £100k
- >30 gardening groups in care homes, social housing, community gardens
- 7 part time staff
- >50 volunteers



Governance

- ▶ **Community interest company**
 - ▶ Limited by guarantee
 - ▶ Asset locked
 - ▶ Not for profit
- ▶ **More agile**
 - ▶ Founders = Directors, no Trustees
 - ▶ Broader funding base
 - ▶ Entrepreneurial
- ▶ **Limitations**
 - ▶ Pay tax
 - ▶ Excluded from some grant funding

UnLtd ★ Award Winner

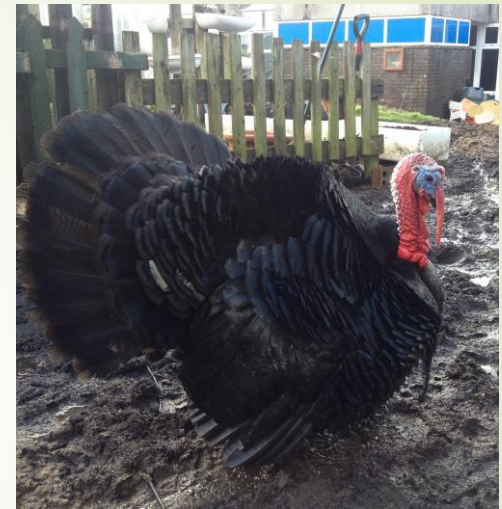


growing support
because gardens are good for you



Operational Challenges

- ▶ **Volunteers**
 - ▶ Finding them
 - ▶ Keeping them
- ▶ **Working in the community**
 - ▶ Accessibility and sustainability of local community gardens
 - ▶ Engaging socially isolated older people
- ▶ **Attitudes**
 - ▶ Poor understanding of capacity of people with dementia
- ▶ **Constraints of a small organisation**



Measuring impact

► Observed impact

- Service users have short term memory loss, sensory impairment, limited verbal communication skills
- Capacity for consent

► Validated tools

- 5 Ways to Wellbeing: Active, Connected, Take Notice, Keep Learning, Give
- Greater Cincinnati Chapter Wellbeing Observation Tool: 9 domains of wellbeing, observations every 10 minutes

► Currently only able to measure immediate impact of session

- Resource
- Practical barriers



Market positioning



► Care Providers

- Competitive edge
- Regulatory Requirements

► Local commissioners

- Loneliness and social isolation
- Inactivity
- Ageing and Dementia

► Trusts and Foundations

- Volunteers
- Ageing and Dementia
- Increasing involvement of community in care
- Innovation



growing support
because gardens are good for you



Critical success factors

- **Demonstrable fit with strategic priorities**
 - Loneliness, social isolation, inactivity
 - Quality of care for older people, dementia
- **Funding partners**
 - UnLtd, S Glos CCG, Bristol Public Health
- **Volunteers**
 - Mission and Sustainability
- **Accessibility through delivery partners**
 - Care providers
 - Bristol City Council
- **Innovation**
 - Accepted model in new environment



Strategic Challenges

► Funding

- Care providers falling income, rising costs
- Public sector budget cuts
- Short term funding cycles

► Demonstrating impact

- Appropriate tools for people with dementia
- Inconsistent demands from funders

► Scale

- Growth partners
- Growth funding



Future

- New counties
- Extra Care and other Supported Housing
- Growing Support Gardening Challenge
- Strategic partnerships



Contact us



dalec@growingsupport.co.uk

victoria.hill@growingsupport.co.uk

Tel: 07581281578

Website: www.growingsupport.co.uk

Twitter: @Growing_Support

Facebook: www.facebook.com/GrowingSupport

growing support

because gardens are good for you

