The IMAGINE project: co-production; horticulture; employability; and letting the magic happen...

17/10/2019
What will we cover?

• Introducing Surrey County Council and why IMAGINE?
• Overview of IMAGINE project: wider project ambitions and transnational dimension
• IMAGINE and co-production in Surrey
• Co-production partner – Ashford & St Peter’s NHS Hospital Trust
• Co-production partner – Stanwell Events
• An invitation to engage with IMAGINE in future
Introducing Surrey County Council and why IMAGINE?

Chris Tisdall
Strategic Commissioning Lead
A bit of local history...
Community vision for 2030 – a new focus on some shared outcomes for people and place

Where are we now?

- Integration
- Financial challenges
- Working with not doing to
- Growing demand
- Structural change
Why IMAGINE (and what does it stand for)?

IMAGINE aims at tackling youth unemployment by providing sustainable job prospects in the horticulture sector, more specifically for young people (15-34 years old) who are NEET - not in education, employment or training - in the (peri-)urban areas of North-West Europe.

Total budget received from Interreg North-West Europe (2014-2020): €2.18 million of ERDF

Total project budget: €3.63 million

www.nweurope.eu
Our community vision for Surrey in 2030

- Increased employability of previously unemployed young adults
- Reducing loneliness and improving wellbeing through opportunities for others in the community to offer time, skills and expertise
- Increasing community cohesion through new inter-generational connections between young adults and older people
- Making better use of a range of untapped assets, both tangible assets in communities and intangible assets held by people (heads, hands and hearts)
- Forming new relationships between public bodies, local businesses and third sector organisations through co-producing the work
- Improving health and wellbeing and promoting sustainability, through physical activity and local food production
Introducing IMAGINE: wider project ambitions and transnationality

Vincent O’Connell,
Strategy and Commissioning Manager (Europe)
**What is IMAGINE?**

<table>
<thead>
<tr>
<th>Social innovation project, with six work packages (the local delivery pilots are only one strand)</th>
<th>Part-funded by the EU Interreg NW Europe</th>
<th>10 partners and sub-partners from across NW Europe working together</th>
</tr>
</thead>
<tbody>
<tr>
<td>Began in January 2019 and runs for 45 months</td>
<td>Creating sustainable job prospects for young adults with low skills who are not in education, employment or training (NEET)</td>
<td>Focussing on the horticultural sector</td>
</tr>
<tr>
<td>Developing, testing and implementing a series of innovative approaches to supporting our target group into employment</td>
<td>Co-producing with transnational and local partners, and our communities, to create wider sustainable benefits</td>
<td>Sharing learning to support the longer-term ambition to replicate more similar projects across NW Europe over time</td>
</tr>
</tbody>
</table>
Transnational co-production

• A key feature of IMAGINE is transnational co-production – real, meaningful co-operation across national borders

• Co-production in a local community can be complex, so working on this between countries comes with extra challenges...

• …But we believe that there are exciting potential benefits too:

  • Being able to draw upon a wider range of existing experience and expertise
  • Being able to test, develop and implement models that transcend linguistic and cultural differences
  • Being able to test, develop and implement models which can be used within different legislative and governance frameworks – i.e. models with greater value for a larger audience of adopters
Who are our transnational partners?
Who are Paris 15 and what are they planning?

- Local community support group in the 15eme Paris arrondissement
- An initiative of the mayoral offices
- An enterprise d’insertion
- Partnership working with:
  - Public institutions
  - Employers
  - Other NGOs
- Work with local residents to:
  - Assimilate socially
  - Support social inclusion
  - Build social linkages
Delivering the IMAGINE project testbeds in Paris

- Working with local groups and individuals (50 NEETs)
- Developing local growing sites
- Servicing local contracts – school meals etc.
- Linking to short food supply chain initiatives
- Using converted sea containers
When the project ends...

6 different incubation models have been tested
300 NEETs with improved employability
150 of these in work related to horticulture
Created transnational network, involving 30 LAs (and others) in NWE

5 years later...

Network has grown to include 120 LAs (and others) in NWE
Each of these trains 25 NEETs leading to 3000 with improved employability, with 1500 getting a job related to horticulture

10 years later...

Network has grown to include 300 LAs (and others) in NWE
Each of these trains 30 NEETs leading to 9000 with improved employability, with 4500 getting a job related to horticulture
IMAGINE in Surrey and co-production

Chris Tisdall
Strategic Commissioning Lead

Keir Schiltz
Youth Offer Development Lead
Discover and define (c. Jan-Nov 2019)

- Start the project
- Develop co-production approach
- Build our local networks
- Map our assets
- Site visits
- Confirm our resources
- Initiate the pilots in identified places

Develop and deliver (c. Nov 2019 - Dec 2021)

- Engage with participants
- Agree our outcomes and approach to track these
- Co-develop the pilot models with participants and their communities
- Co-deliver the pilots with participants and communities
- Review our progress and learn as we go

Evaluate and grow (Jan - Oct 2022)

- Co-evaluate the work
- Share our learning and practice
- Encourage others to replicate the pilots
Harnessing nature to promote mental health is increasingly seen as a sustainable solution to healthcare across the industrialised world. The benefits of these approaches to well-being include reduced symptoms of anxiety, depression and improved social functioning. Many studies assume that contact with nature is the main therapeutic component of these interventions yet ‘green care’ programmes typically include activities not based on ‘nature’ that may contribute to positive outcomes. This study explored the views of service users participating in a Therapeutic Horticultural programme on what factors promoted their engagement in the project, to identify variables other than ‘nature’ that may be responsible for successful engagement in these programmes. A secondary aim was to assess the significance ‘nature’ plays including, for example whether a prior interest in horticultural-related activities, such as gardening, is significant. Two focus groups were held with mental health service users (n = 15) attending a gardening project in south-east England. Findings revealed that the social element of the project was the key facilitator to engagement; the flexible structure of the gardening project was also significant and allowed service users to feel empowered. ‘Nature’ evoked a sense of calm and provided participants with a non-threatening space that was engaging. (Publisher abstract)
Our co-production definition

Co-production means *delivering* the Imagine project and incubation models in an equal and reciprocal relationship between IMAGINE employees, participating community members, their families and their neighbours. Where activities are co-produced in this way, both projects and neighbourhoods become far more effective agents of *change*.

Adapted from D Boyle and M Harris, 2009
Our co-production principles

**Build on people's existing capabilities**

- To seek out what they can do, not define people by what they can't do.

**Deliver in a way that depends on reciprocal relationships**

- Between project employees and community participants, or organisations and communities

**Encourage mutual support networks among community participants**

- Especially to provide support for the participants at the point at which paid employees move on when the project finishes

**Blur the distinctions between employees and participants**

**Be catalysts for broader benefits in communities**

**Recognising participants as assets to the projects and the wider community**
Our co-production model

**Getting started**
- Understanding the opportunity
- Preparing ourselves
- Considering who to involve
- Gathering what we know

**Discover**
- Engaging the “community”
- Building relationships and understanding social networks
- Exploring who will take part
- Mapping local assets

**Define**
- Revisiting what we have learnt
- Agreeing the change
- Confirming our resources
- Capturing our design principles

**Develop**
- Generating new ideas
- Developing ideas
- Reviewing what worked
- Deciding what we will do

**Deliver**
- Setting out our proposal
- Getting others on board
- Preparing to deliver
- Beginning delivery

**Evaluate and grow**

A cyclical process demonstrating the steps involved in co-production, emphasizing the importance of feedback and iteration.
Our full co-production incubation model

Getting started
- Understanding the opportunity
- Preparing ourselves
- Considering who to involve
- Gathering what we know

Discover
- Engaging the “community”
- Building relationships and understanding social networks
- Exploring who will take part
- Mapping local assets

Define
- Revisiting what we have learnt
- Agreeing the change
- Confirming our resources
- Capturing our design principles

Develop
- Generating new ideas
- Developing ideas
- Reviewing what worked
- Deciding what we will do

Deliver
- Setting out our proposal
- Getting others on board
- Preparing to deliver
- Beginning delivery

Evaluate and grow

Our full co-production incubation model
Our full co-production incubation model

- **Getting started**
  - Understanding the opportunity
  - Preparing ourselves
  - Considering who to involve
  - Gathering what we know

- **Discover**
  - Engaging the “community”
  - Building relationships and understanding social networks
  - Exploring who will take part
  - Mapping local assets

- **Define**
  - Revisiting what we have learnt
  - Agreeing the change
  - Confirming our resources
  - Capturing our design principles

- **Develop**
  - Generating new ideas
  - Developing ideas
  - Reviewing what worked
  - Deciding what we will do

- **Deliver**
  - Setting out our proposal
  - Getting others on board
  - Preparing to deliver
  - Beginning delivery

- **Evaluate and grow**
Preparing ourselves

Beginning delivery

Getting started

Understanding the opportunity

Preventing ourselves

Considering who to involve

Gathering what we know

Discover

Engaging the "community"

Building relationships and understanding social networks

Exploring who will take part

Mapping local assets

Define

Revisiting what we have learnt

Agreeing the change

Confirming our resources

Capturing our design principles

Develop

Generating new ideas

Developing ideas

Reviewing what worked

Deciding what we will do

Deliver

Setting out our proposal

Getting others on board

Preparing to deliver

Beginning delivery

Evaluate and grow

Our full co-production incubation model
Our full co-production incubation model

Getting started
- Understanding the opportunity
- Preparing ourselves
- Considering who to involve
- Gathering what we know

Discover
- Engaging the “community”
- Building relationships and exploring social networks
- Exploring who will take part
- Mapping local assets

Define
- Revisiting what we have learnt
- Agreeing the change
- Confirming our resources
- Capturing our design principles

Develop
- Generating new ideas
- Developing ideas
- Reviewing what worked
- Deciding what we will do

Deliver
- Setting out our proposal
- Getting others on board
- Preparing to deliver
- Beginning delivery

Evaluate and grow

Ours full co-production incubation model
Early perspectives from young adults
Feedback on what you have heard so far...
Our local pilots

Frendehl Warner
Partnership Officer
Local Pilot - Stanwell

How does IMAGINE project fit with the ambitions of the community in Stanwell, Surrey?
STANWELL EVENTS

How did you get involved in IMAGINE?

Does IMAGINE fit your priorities and ambitions?

How do you think IMAGINE could benefit the Stanwell community in the future?
Local Pilot – St Peter’s Hospital, Chertsey
Local Pilot – St Peter’s Hospital, Chertsey
Local Pilot – ATC Pirbright
Questions and ideas
An invitation to stay engaged
When the project ends...

- 6 different incubation models have been tested
- 300 NEETs with improved employability
- 150 of these in work related to horticulture
- Created transnational network, involving 30 LAs (and others) in NWE

5 years later...

- Network has grown to include 120 LAs (and others) in NWE
- Each of these trains 25 NEETs leading to 3000 with improved employability, with 1500 getting a job related to horticulture

10 years later...

- Network has grown to include 300 LAs (and others) in NWE
- Each of these trains 30 NEETs leading to 9000 with improved employability, with 4500 getting a job related to horticulture
https://twitter.com/imaginefutureEU

https://www.facebook.com/imaginefutureEU

https://www.linkedin.com/company/imaginefuture/

Email: frendehl.warner@surreycc.gov.uk

Thank you!