

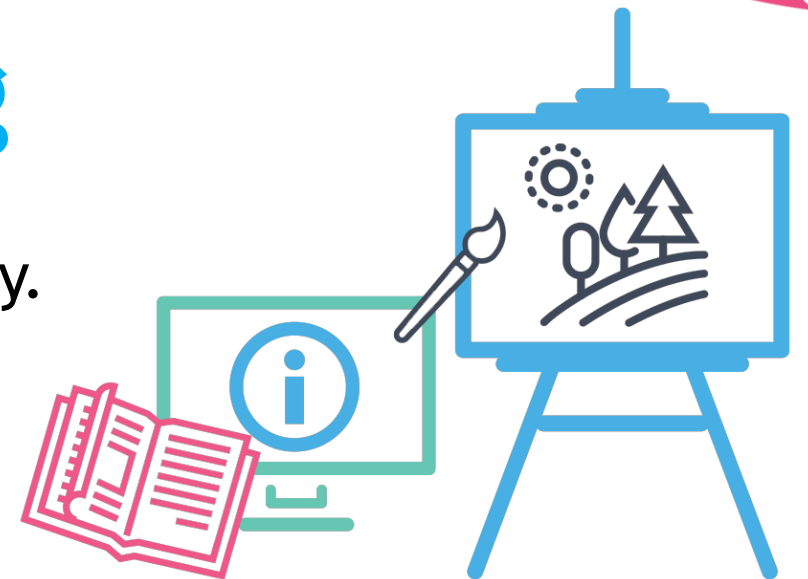


National  
Academy  
for Social  
Prescribing

NASP Webinar Series:

# Nature and Heritage Buddying

Thank you for joining us. The webinar will begin shortly.



# Housekeeping

- Please note we are **recording** this webinar (*you will be sent the slides and the link to the recording, and they will be on NASP's website too.*)
- Please submit questions via the **Q&A function**. We will hold a Q&A session at the end of presentations.
- Please use the **chat function** for introducing yourself and networking. If you have any technical issues, please raise these in the chat, and a member of the NASP team will assist.
- BSL Interpreters will be on screen throughout. **Closed Captions** are available (turn these on at the bottom of your screen)



## Chair:

Jim Burt (Executive Director of Strategy at NASP)

## Speakers:

Rachel Cook (Senior Adviser Health and Environment,  
Strategy, Government and Advice, Natural England)

Amanda Chambers (Health and Wellbeing Programme Manager, Nottingham CVS )

Desi Gradinarova (National Lead for the Historic Environment, NASP)

Julie Hammon (Dorset National Landscape Coordinator)

Ruthe Sawyer (Project Manager: Integrated Mental Health Commissioning)



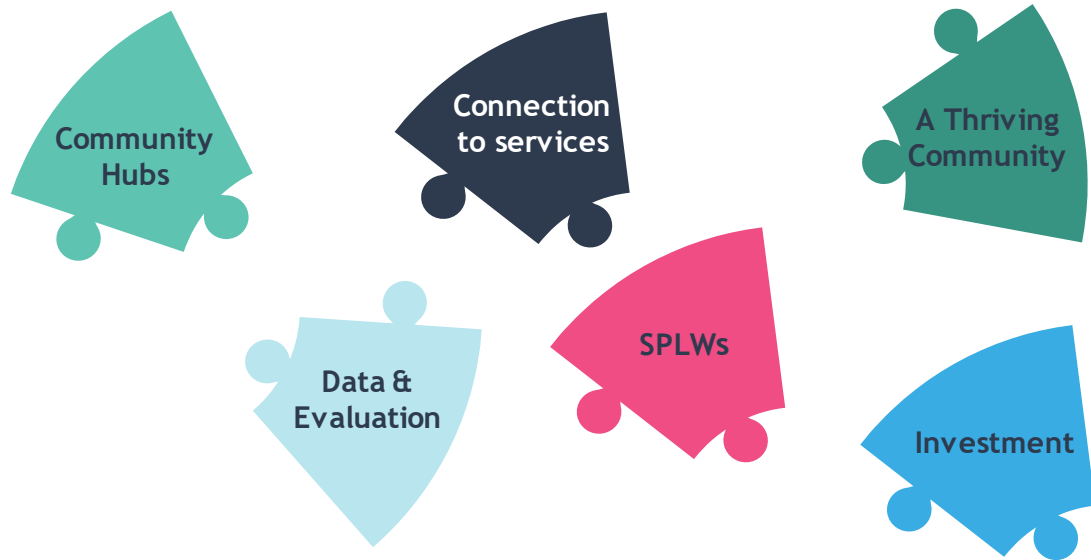
# What is Social Prescribing



Global definition:

“a means for trusted individuals in **clinical and community settings** to identify that a person has **nonmedical, health-related social needs**, and to subsequently **connect them to non-clinical support** and services within the community by co-producing a social prescription: a non-medical prescription to improve health and wellbeing, and to strengthen community connections.”

# Challenge: fragmented infra-structure and disconnected communities



We know that social prescribing requires a strong infrastructure that includes:

- **SPLWs** embedded within healthcare settings and the community with the training, support and networks to reach and support people.
- **A thriving community** – a strong & sustainable VCFSE sector providing a variety of pathways and activities to suit individual needs, and a range of accessible volunteering opportunities
- **Community hubs** – spaces, centres and places in the community that are accessible and shaped by the local community, supporting social prescribing through sharing information and connecting people.
- **Connection to services** – a variety of ways for individuals to connect to services or find out information about what is available locally, including digital
- **Investment** that is targeted and driven by local needs, intelligence and knowledge from the social prescribing system.
- **Data & Evaluation** needs to be joined up and shared to get the full picture of social prescribing and the benefits so we can develop strategically.



# Nature Buddies

Rachel Cook (Natural England)

&

Amanda Chambers (Nottingham CVS)

# Natural England's Health and Environment Priorities



1. Growing Green Social Prescribing
2. Joining-up health planning and nature recovery planning at a strategic level
3. Addressing Inequalities



Science and  
Evidence  
Evaluation  
Tools  
Guidance  
Partnerships



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# Mental health

There is a **large body of evidence** highlighting the **benefits** of nature to our **mental health**.

Living near **natural environments** is associated with **lower stress** and faster **recovery from mental health issues**.

'**Green**' interventions for mental health can deliver **positive outcomes**, a **positive return on investment** and help **reduce inequalities**.



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# Nature and physical health

There is a **positive relationship between nature and physical health** – for our immune system, physical activity, cardiovascular health and weight.

Some groups – including **people on low incomes** – are more likely to **face barriers to accessing nature**.

**Interventions** in nature to increase physical activity can be **cost effective** for the health system.





# Why are Nature Buddies needed?

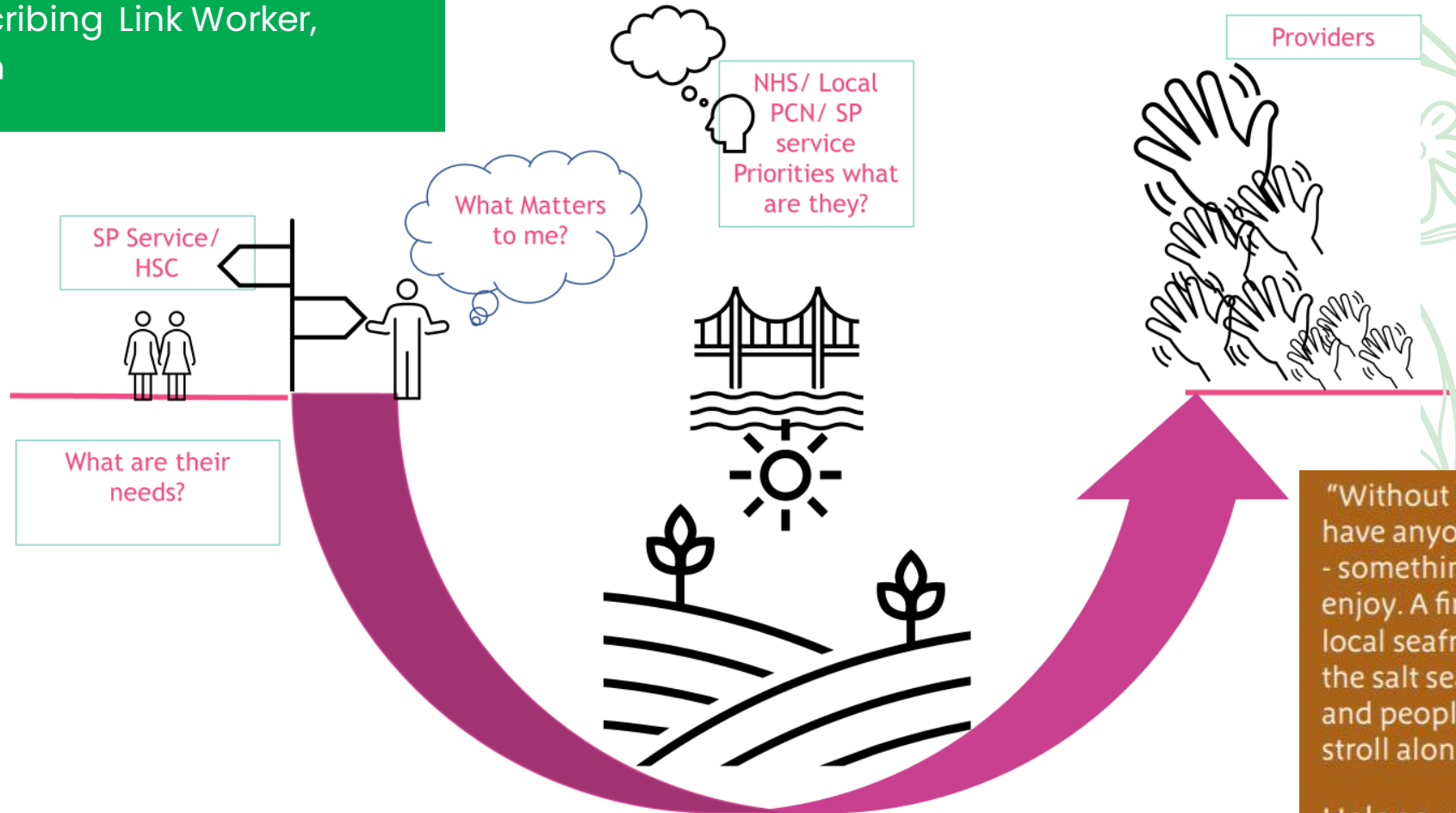
Nottingham  
Community  
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ENGLAND

“Support for the patient to take part would be a game-changer”

Social Prescribing Link Worker,  
Nottingham

## Mind the gap



“Without Nature Buddies, Rose wouldn't have anyone to accompany her outdoors - something we both look forward to and enjoy. A firm favourite place to visit is the local seafont, where we enjoy smells of the salt sea air, and sounds of seagulls and people passing by, as we gently stroll along.”

Helena, volunteer, Seachange

# A Nature Buddy is...

A volunteer whose role is to support individuals at a personalised level to help gradually increase their confidence and ability to enjoy engaging with nature.

A Nature Buddy will find what suits to the person best and will support them on their journey to living a happier, healthier and more independent life by engaging with nature-based activities.



# What Nature Buddies do

Depending on the partner organisation, they may:

- Provide regular support to enable people to walk or visit their local parks and open spaces.
- Encourage people who would not normally engage with outdoor environments
  - Work with the person on an activity they would like to do, paying particular attention of likes, dislikes, past hobbies and interests to tailor the activity.
  - Be aware of the key messages and benefits of health and well-being they can gain from being outdoors



# Models for Nature

## Buddies



### Befriending/community organisation

Recruits, trains, hosts and supports  
Supports a specific client group



### Green/nature based provider

Recruits, trains, hosts and supports  
Providing a warm welcome  
Participant becomes volunteer



### Local infrastructure organisation

Recruits, trains, hosts and supports  
Pool of Nature Buddies



### Health provider/PCN/SPLW provider

Recruits, trains, hosts and supports  
Focus on a specific population



### Support organisations

Meeting space  
Training  
Transport



# The Nature Buddy Eco-system



Green/Blue  
Nature  
Provider

Parks +  
Friends  
Groups

Social  
Farms +  
Gardens

Wildlife Orgs  
- RSPB,  
Wildlife Trust

Natural  
England  
Regional  
Team

Nature  
Buddy  
Scheme

Health  
Professional  
Primary  
Care

PCNs  
GP  
Practices

GP  
Link Worker  
Health + Wellbeing Coach  
Mental Health Practitioner  
Pharmacist

Health  
Professional  
Secondary  
Care

Mental  
Health  
Services

Communit  
y Groups/  
Orgs

Befriending  
Orgs

CVS

Local  
Authority

Local  
Transport  
providers

Volunteer  
s

Volunteer  
r Leads

Volunteer  
r  
Networks

**Nature Buddies comprises a collaborative partnership programme, which has 5 core elements:**



A small seed corn / grant-funded **capacity building programme**, that aims to support organisations to establish schemes and build the evidence base about the benefits.



A **training programme to be developed** which will aim to support community organisations and green providers to set up Nature Buddies schemes.

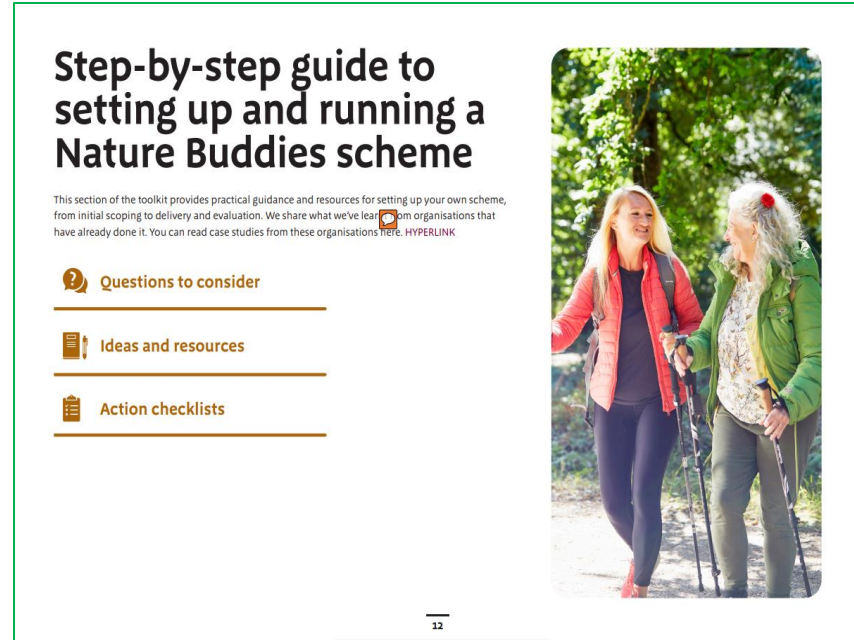


**Engagement and support for partners** from Natural England.



Resources and tools to support scaling up of Nature Buddies.

# Nature Buddies - Toolkit



# Heritage Buddies

A Nottingham Community & Voluntary Service  
partnership project with Historic England

**Dr Desi Gradinarova (Historic England/NASP)**  
([desi.gradinarova@nasp.info](mailto:desi.gradinarova@nasp.info))

**Amanda Chambers (Nottingham CVS)**

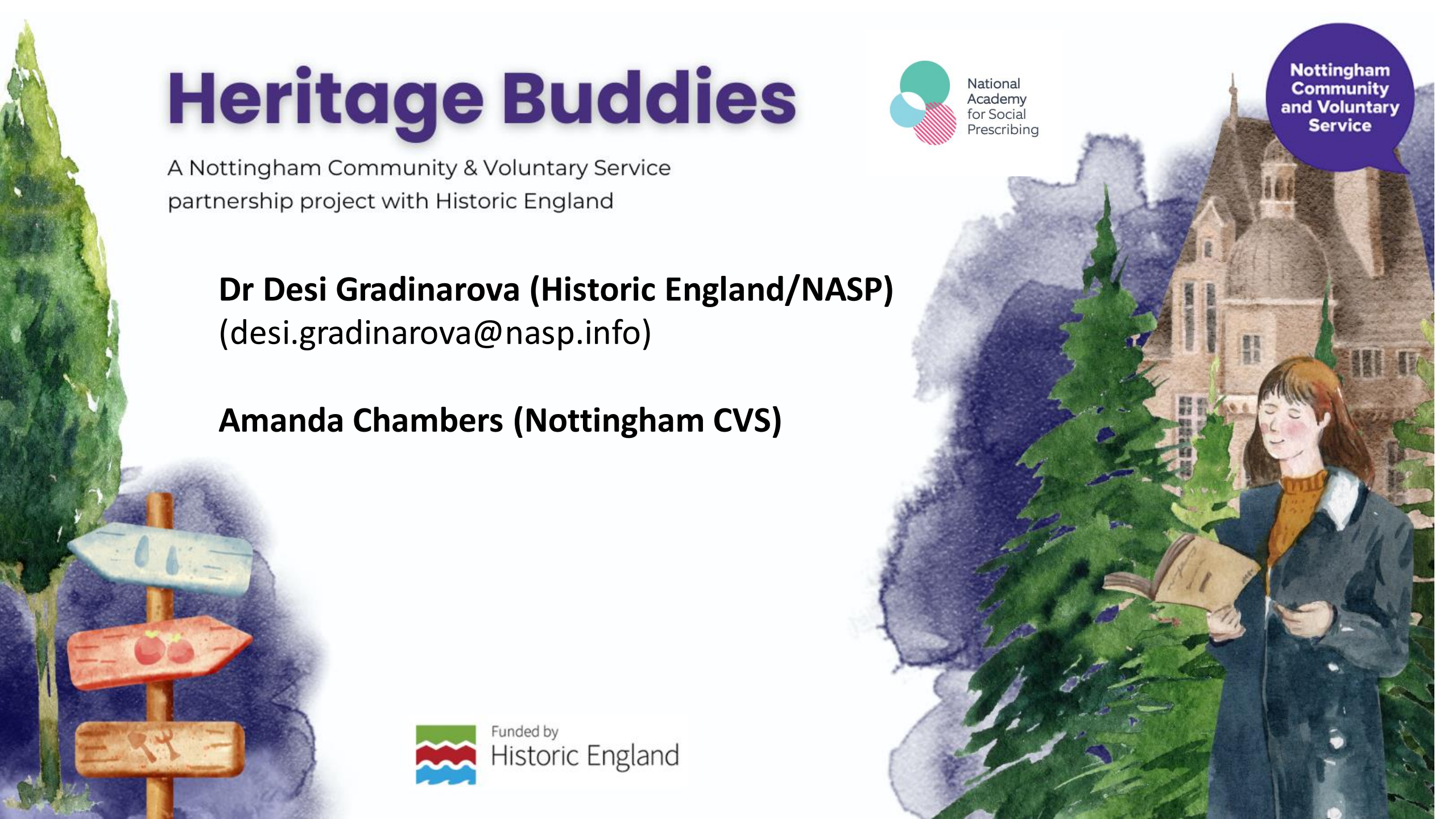


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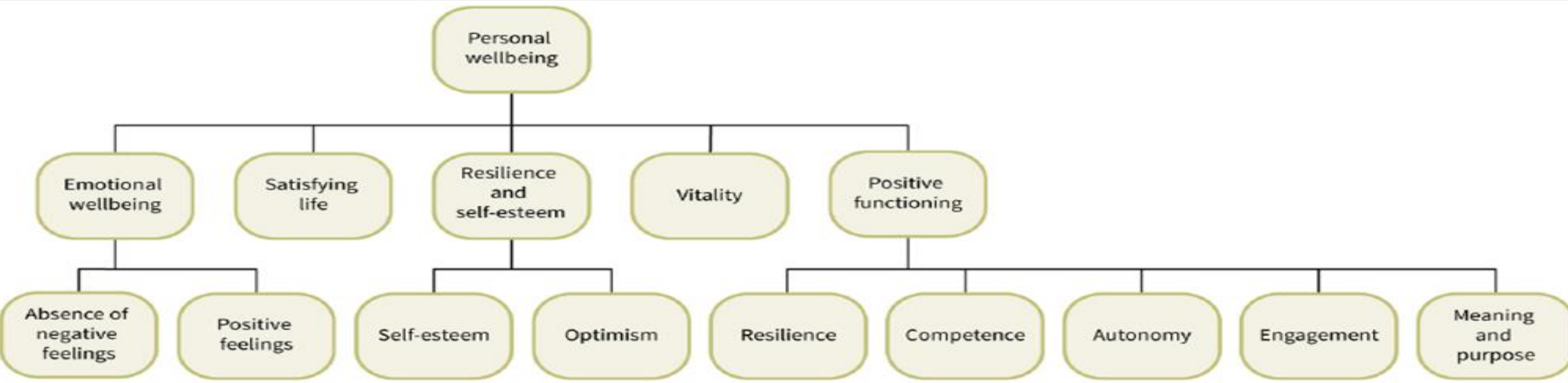




# What is a heritage activity?

- Visiting museums, historic houses, other heritage sites
- Heritage-based cultural activities in museums
- Heritage-based social engagement and inclusion projects
- Heritage volunteering
- Activities in historic landscapes and parks
- Community archaeology or community heritage research
- Heritage object handling in hospital, healthcare and related settings
- Living in historic places





This model shows how historic environment work can directly relate to indicators for wellbeing

<p><b>Process: volunteering</b></p>  <ul style="list-style-type: none"> <li>Social engagement</li> <li>Self-esteem</li> <li>Meaning</li> <li>Being useful</li> <li>Competence</li> </ul>	<p><b>Participation: visiting</b></p>  <ul style="list-style-type: none"> <li>Positive feelings</li> <li>Knowledge</li> <li>Group activities</li> <li>Learning</li> </ul>	<p><b>Mechanism: sharing</b></p>  <ul style="list-style-type: none"> <li>Social interaction</li> <li>Creativity</li> <li>Reminiscence</li> <li>Connecting</li> <li>Sharing experiences</li> </ul>	<p><b>Healing: therapy</b></p>  <ul style="list-style-type: none"> <li>Self-esteem</li> <li>Self-expression</li> <li>Making and meaning</li> <li>Cultural inclusion</li> </ul>	<p><b>Place: belonging</b></p>  <ul style="list-style-type: none"> <li>Connection</li> <li>Pride</li> <li>Making and meaning</li> <li>Belonging</li> <li>Identity</li> <li>Resilience</li> </ul>	<p><b>Environment: experiencing</b></p>  <ul style="list-style-type: none"> <li>Physical activity</li> <li>Fresh air</li> <li>Autonomy</li> <li>Positive feelings</li> </ul>
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# The power of heritage

Engagement with heritage specifically is linked with:

- 1) Strengthened feelings of **identity** and **belonging** and **decreased loneliness**
- 2) **2Improved brain health**, memory and cognitive functioning
- 3) Stronger **connection to place and pride of place**
- 4) Exploring heritage and history offers an **exciting journey of discovery** - learning from ours and others past provides **insight, resilience and inspiration** for the future
- 5) Greater **sense of purpose and meaning** - heritage shows us that we are part of something bigger – it is inseparable part of us and our own legacy in this time and place

# Heritage and Wellbeing – strategic approach

- Historic England's Wellbeing & Heritage Strategy
- Partnership with National Academy for Social Prescribing





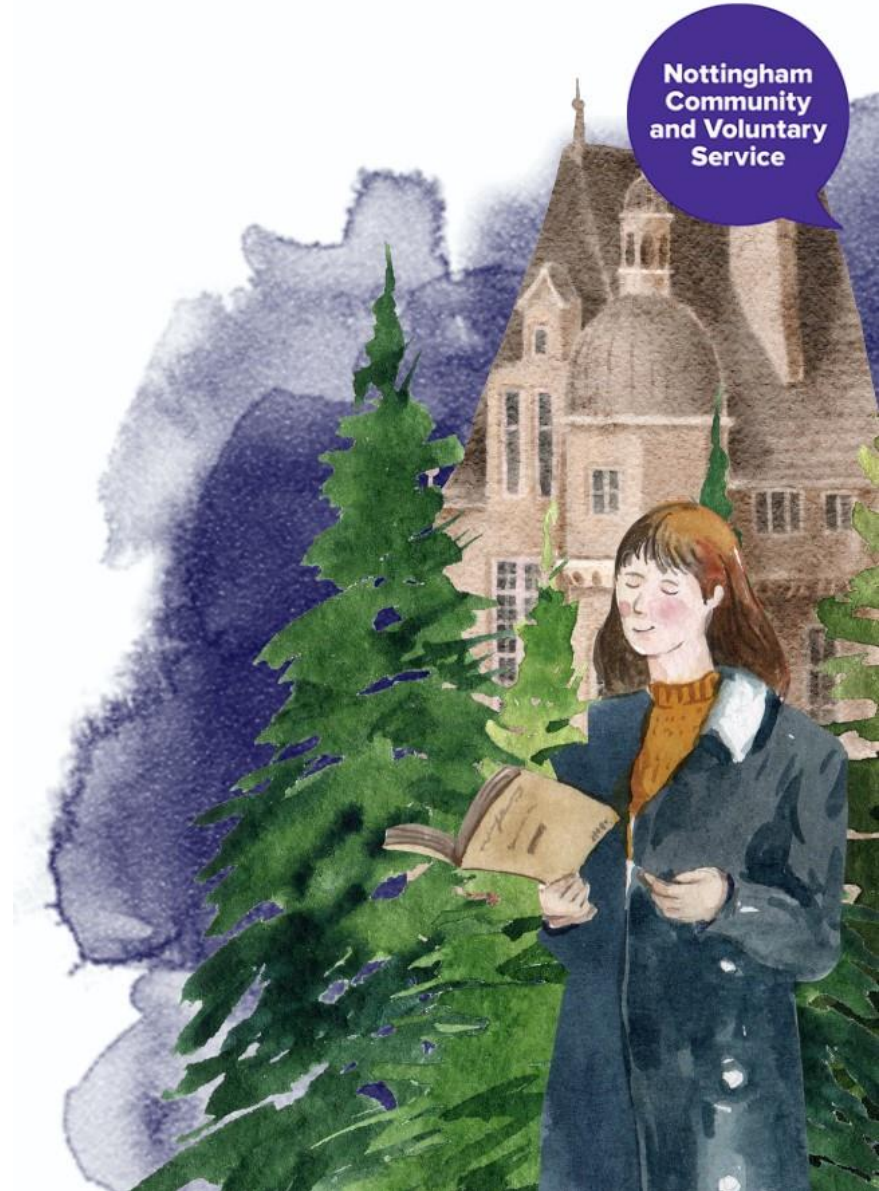
# Heritage Buddies

## What does a Heritage Buddy do?

- Befriending people in need and sharing information
- Accompanying individuals to heritage wellbeing activities, helping them explore and grow confidence

## How to create a Heritage Buddies scheme?

- Understand local need
- Research and develop local heritage wellbeing provision
- Build local network of partners
- Create access points of information and support
- Develop training / coaching of volunteers



# What are the benefits of a Heritage Buddies scheme?



## Participant

- Improved health + wellbeing
- Ability to overcome barriers to participation
- Reducing social isolation
- Community connection
- 'It matters to me'
- Personal growth



## Volunteer buddy

- Personal satisfaction
- Volunteer role development
- Improved health
- Sharing their interest + enthusiasm
- Life skills and employability



## Referrer

- Increases capacity
- Increases/sustains participation
- Improves connectivity between the heritage and health sector
- Builds local knowledge, awareness + understanding of heritage assets

"recognise first-hand the health benefits of volunteering in heritage"  
Heritage Volunteer



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# What are the benefits of a Heritage Buddies scheme?



## Heritage organisation

- Reaching new + more diverse audiences
- Attract + widen volunteer pool
- Volunteer development + retention
- Improved volunteer practices
- Increased awareness of asset and activities especially with health sector



## Befriending/community organisation

- Increased awareness and knowledge of local heritage
- Confidence to facilitate visits
- Increased community connection and integration
- Widening options to support clients/members



## Heritage sector

- Improving the access to heritage assets + activities
- More people using, valuing, protecting and advocating for heritage

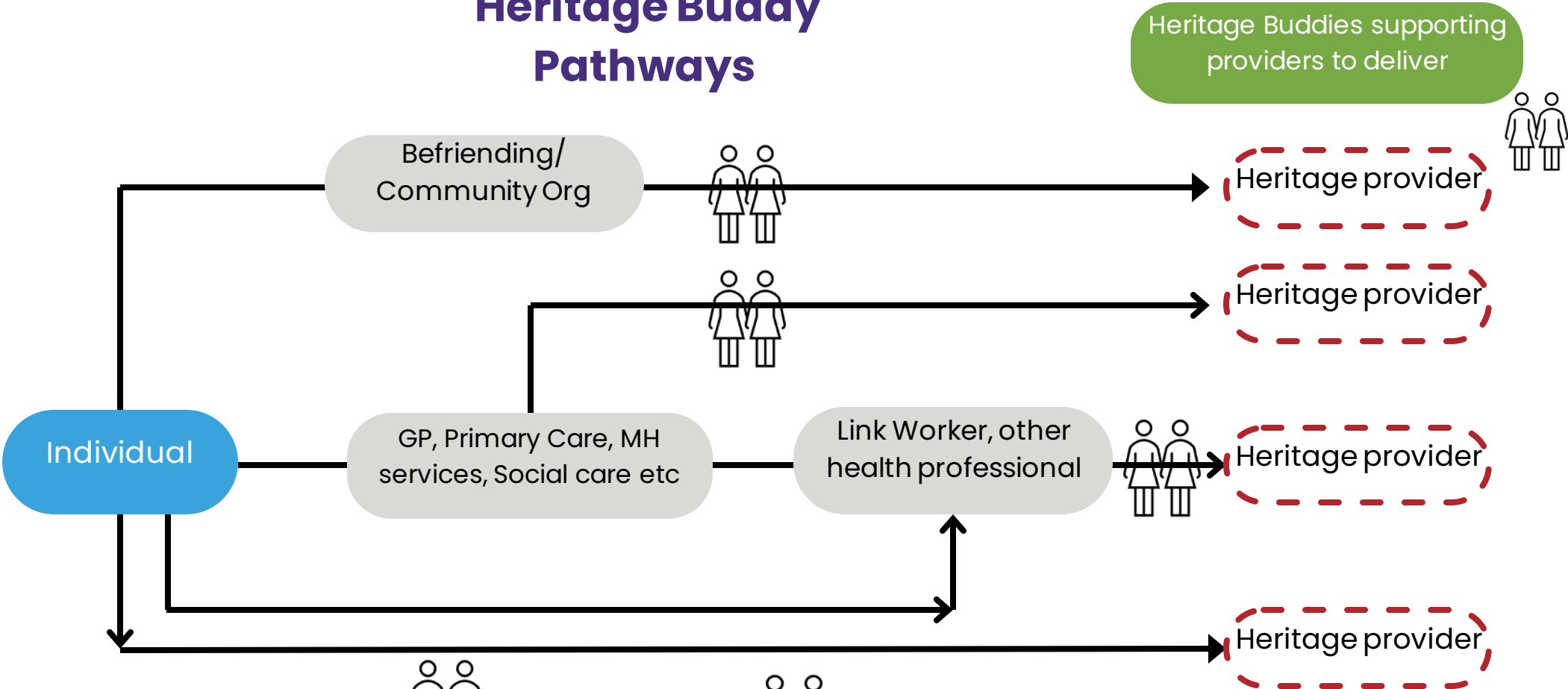


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# Heritage Buddy Pathways



Heritage Buddies supporting providers to deliver



Heritage provider

Heritage provider

Heritage provider

Heritage provider

Patients volunteering in heritage as their prescribed activity



Heritage Buddy

Heritage Buddies supporting patients to take part

Heritage Buddies supporting patients to volunteer in nature



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Nottingham Community and Voluntary Service

# Principles for developing a Heritage Buddies Scheme

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- Fully involve volunteer leads and volunteers from heritage organisations in the development of the scheme.
- Work with organisations that have a volunteering lead and a strong volunteering infrastructure.
- Consider issues such as safeguarding, duty of care and lone work when developing a scheme.
- Build in sufficient time and resource for the initial engagement with potential partners.
- A single model approach will not work for all organisations. Be flexible and adapt the model to meet the requirements of different organisations.
- A co-production approach will ensure that the buddy role is clearly defined with boundaries, expectations and responsibilities established for each participating organisation.
- Community outreach activity and networking between participating heritage organisations, befriending/community and health professionals help to develop relationships, build awareness and understanding of what is available.



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**Dorset  
National  
Landscape**

# Nature Buddy Network

**Jules Hammon**

Dorset National Landscape Stepping into Nature Coordinator



Approach 1 - Embed Nature Buddies and volunteers into existing befriending organisations. (client is in same organisation)

Approach 2 - Upskill existing localised volunteers in VCSE & community groups to host a nature buddy volunteer

Approach 3 - Commissioned Pool of Nature Buddy ready volunteers. with matching & process managed by VCD/CAN

Approach 4 - Facilitating (we are the Nature Buddy) between group and activity supported by SiN. ( in both approach 2&3 SiN could act as broker)

# Key Learning

- Building a TOC daunting but it's worth with key stakeholders, it highlighted steps- differences, sticking points & solutions.
- Working on a multi organisation bit of beast, but the key is to have that core role and purpose that can be tweaked to fit..... like add ons.
- Learn from others – collaborate where possible – be mindful of other priorities
- Next steps for us is securing the resources to deliver to realise its potential. Making sure we continue to be flexible to new developments as they occur.



**Dorset  
National  
Landscape**

# Thank You

Jules Hammon

[Julie.Hammon@dorsetcouncil.gov.uk](mailto:Julie.Hammon@dorsetcouncil.gov.uk)



**Integrated  
Care System**  
Nottingham & Nottinghamshire

# How Buddying can support the Health agenda

**Ruthe Sawyer –**

Integrated Mental Health  
Commissioning



# NHS Long Term Plan

## How Buddying fits in with health priorities



**Integrated  
Care System**  
Nottingham & Nottinghamshire

The NHS Long Term Plan, published in January 2019, outlines a comprehensive strategy for the future of healthcare in the United Kingdom

### Prevention and Personalized Care

- Prioritizes prevention and personalized care to address individual needs – buddying can support access to a wider range of services
- Aims to shift the focus from treating illness to preventing it, promoting a more holistic approach to healthcare

### Community-based care

- Recognises the impact community sector services can have on people's health

### Reduce health inequalities

- A wide range of community-based services is more effective than single-route pathways to tackling health inequalities and engaging larger range of people

### Social Prescribing

# Social Prescribing and Buddying



**Integrated  
Care System**  
Nottingham & Nottinghamshire

Social prescribing is a healthcare approach that involves prescribing non-medical activities to address patients' social, emotional, and practical needs

Social Prescribers or link workers can signpost “prescribe” activities to individuals to benefit their health. Link workers have requested need for roles like this to increase uptake in activities.

Social prescribing is any non-clinical activity that individuals can partake in that benefits their health – this can be self-prescribed/self referral or through any other pathways – peers, healthcare, social care etc

Buddying can support individuals taking part in social prescribing activity - both emotional support, for those with anxiety and confidence issues to practical and logistical support

# Buddying as social prescribing activity



**Integrated  
Care System**  
Nottingham & Nottinghamshire

Becoming a buddy can have multiple health benefits for people.

We would like to see an increase in volunteering, such as buddying within social prescribing.

The impacts of volunteering on people's health is still being understood but outcomes on physical and mental health are great – sense of belonging, routine/structure, community and purpose have long-lasting, deep imprints on an individuals health



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**Get in touch**

[socialprescribingacademy.org.uk](https://socialprescribingacademy.org.uk)



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Q&A

