



FORCES COMMUNITIES TOGETHER

With the aid of a grant from the Armed Forces Communities Trust (AFCT) PATT has been able to create a dedicated TV channel initially offering 20 bite-sized live stream events (which are available for viewing offline via our You Tube channel) to engage, educate, train, inspire and encourage, bringing the great outdoors, and stories of natural healing into people's homes aimed at the veterans community.

The project has been a resounding success with the numbers estimated to be affected both directly and indirectly being significantly higher than anticipated.

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Hull Community Diggers run by an ex Royal Navy veterans (Kevin Walsh) now has additional volunteers attending his site to help out as he was struggling with manpower, that has also extended to us now running a 10 week pilot Nature Based Therapy Course that we have been able to invite the veterans community onto. There is currently a cohort of 10 individuals attending that have now understood and realised the benefits of horticulture and land based tasks. The team is attending the Great Yorkshire show with Faith who built the award winning Help 4 heroes garden at the Chelsea garden show with the aspirations of this team to build a garden at next years show!

The Green Task Force has now engaged 3 people who had come via the Cat Zero Show with Pete Tighe and the individuals have been a real success with a number being employed in the land-based sector. One of them was formerly homeless and a recovering from drug/alcohol abuse and is now undertaking arboricultural training and looking at coming off the DWP scheme.

Stephen Kirby offered 2 veterans in the Hull & East Riding area free coaching sessions offered and this has been taken up.

Dan Searson offered a free place on his Challenge the Wild course in the Lake District, which has been taken by one of the veterans in the Hull & East Riding area.

This project is born out of discussions prior and during the lockdown, and is in itself evidence of the depth of relationship existing between PATT Foundation and veteran communities and organisations such as Hull Veterans Support Centre (HVSC). We have also during the course of this project engaged with numerous other veterans' agencies and been able to engage them and include them including the following:

- Care After Combat
- Walking with the Wounded
- Project Nova
- Veterans Launchpad
- Veterans into Logistics
- Cat Zero (Veterans Program)
- The Veterans Hub (Hull)
- Armed Forces Breakfast Clubs
- Royal British Legion
- Trafford Veterans
- Hull Community Diggers
- ED Homes (Liverpool)
- Help 4 Homeless Veterans
- Humber NHS Teaching Trust

Our client group has struggled, due to anxiety/mental health issues to access such spaces, as simply leaving the house and travelling can be huge hurdles. The main target has been the individuals whom were suffering from social isolation to engage with them and interact online and create a community that can focus on positivity and engaging discussion. The engagement with other agencies has also allowed the viewers to participate with other veterans group outside of our Green TV and be involved in other project work.

The topics have been wide and varied and used to show that others have struggled but have often come through adversity using a positive mental attitude and have emerged on the other side of their issues and have thrived.

Green TV Shows:

1. Ian Griffiths (Ex RN) – Talks about resettlement since leaving the service
2. Louise Cramond – making your own facemask for COVID 19, very timely giving people an activity to do
3. Neil Gay (Ex RN) Veterans Xmas Trivia Quiz – entertaining and fun activity
4. Sean Moorcroft (Ex RN Chef) – Cooking Xmas dinner and the perfect Cheesy Hammy Eggy
5. Kelly O'Neil (Ex RN Chef) - Christmas Shindig – a cost effective Xmas Dinner
6. Mark Airy – (Ex Army) formally Help 4 Heroes spoke about the creation of Team True Spirit and the involvement of the veterans community as well as his work at H4H
7. Dan Searson (Ex Army) – Talking about his business Challenge the Wild and the positives of being outdoors
8. Pete Tighe – Introducing the Cat Zero 12-16 week program for Veterans in the East Yorkshire area
9. Janet Illedge – Mind & Body Wellness Workshop – giving people activities to do in their own time that helped with mental health
10. Wayne Okell (Ex RN) – Surviving, Thriving & Striving – an overview of how the mind works and how people can adapt

11. Faith Douglas – Forest Bathing in the UK – an introduction to the outdoor world and its benefits from a published author
12. Sue Altass (EX Army & former mental health nurse) – Inspire Ignite Emotional Intelligence Transition Workshop
13. Danny Sculthorpe (Ex professional Rugby league Player) – ex Wigan RL /state of mind advocate
14. Bianca Robinson talking about CEO Sleepout UK and the Sleep out for Heroes planned for Sept 2021
15. Stephen Kirby – Mental Health & Coaching
16. Darren Wright (Ex Army) – Veterans into Logistics program
17. Steve Judge – Former Para Olympian – coaching and wellness
18. Andy Preston (Mayor of Middlesbrough) – plans for veterans and trees in the Teeside area
19. John Pearson (Ex RAF) – Project Management
20. Steve Wilson (Former Lord Mayor of Hull) - Gay Pride/Hull/Veterans and Sierra Leone

Green TV (You Tube):

A full list of the shows delivered on this program is available on a dedicated You Tube Channel so it will deliver an ongoing benefit to the wider members of society however we are also frequently reposting the links on social media into veterans forums to signpost former service personnel to the video repository.

You TUBE Playlist

https://www.youtube.com/playlist?list=PLppKcEms43zQ6JwIDHa5N_IbvEkjED2TD

Impact:

The project set out with the target of engaging 100 people directly with a hope to reach a wider community of up to 3700 veterans. The project has been a huge success as we were able to get on average 20 people per shows engaged which over the 20 shows totaled 400 people so Green TV achieved 300% above its initial target.

The metrics below have been obtained via the IT team engaged on this and has demonstrated that Green TV reached nearly 15,000 people indirectly. The major success was a mid project upgrade from Zoom to using Stream Yard which allowed the team to broadcast 'live' to different social media platforms which created a 400% uplift in figures over the anticipated numbers.

Facebook

TOTAL VIEWS: 7197

AVERAGE: 900 per show

LinkedIn

TOTAL VIEWS: 6778
AVERAGE: 234 per show

You TUBE

TOTAL VIEWS: 377
AVERAGE: 13 per show

OVERALL: TOTAL VIEWS: 14352

**Note: This does not include the figures whereby the videos have been shared on the show guest sown social media platform. Some of who have a significant online following.*

Outcomes

Veterans have been able to identify with others who have struggled and talk to them directly or reach out after the show for some one to one support and have guidance of comfort knowing that they have not been alone. The project has allowed others to connect with each other in an online forum and chat with other veterans.

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The project team was also able to issue when lockdown restrictions allowed face masks to people who took part in additional outdoor activities with the foundation such as socially distanced tree planting.

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There is currently a cohort of 10 individuals attending that have now understood and realised the benefits of horticulture and land based tasks after watching Faiths Douglas show on Forest Bathing. The team is attending the Great Yorkshire show with Faith Douglas who built the award winning Help 4 heroes garden at the Chelsea garden show with the aspirations of this team to build a garden at next years show! Amongst the team is a member of the online community who was suffering stress and anxiety being around people who is now actively engaged and the target is to have the individual come off the prescribed medication he is using for depression.

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Conclusion

The project was a resounding success with the numbers engaged directly and indirectly far exceeding the estimated figures.

The project delivery team also used the project as a learning experience and the shows have improved with the marketing and delivery platforms with the introduction of a dedicated 'host' in Gail Acaster who is herself a veteran's recruiter and has been able to connect with numerous veterans to put them into paid work.

The IT manager engaged on the project having previously being discharged from military service has also been suffering from mental health issues and depression and the project has given the individual a lease of life and has given him the confidence to take the concept to the next level and he is now engaged in the delivery of a forestry academy for the PATT Foundation that will deliver tree planting training to the various trusts and bodies that engage volunteers. A much-needed, element given the government announcement of the 500,000 Ha of land to be created or restored across the country. The project has the ability over the year to potentially train 12,000 volunteers!

The project has been a huge success and testimony to that has been the number of 'veterans' as well as high profile figures that requested to come onto the show. The show also creating a mini tree planting competition between the two Mayors of Hull & Middleborough respectively to plant more trees in their regions!

Andy Steel PATT Foundation Trustee quoted *"The project has gone from strength to strength and that's testimony to the team behind the scenes making it work and improving it week in week out. We really appreciate the support from the Armed Forces Covenant Trust and during a period of isolation during the lockdown, this project was able to give veterans the contact with the community that they had been sorely missing. We are aiming to continue the project and build on the success so far!"*