

GREEN MINDS

Briefing Report



1.0 Funding programme

Green Minds is funded by the ERDF Urban Innovative Actions (UIA) programme. This is an EU initiative that provides urban areas with resources to test innovative solutions to address urban challenges, see how these work in practice and respond to the complexity of real life. UIA expects the project to draw lessons, capture the knowledge and share it with other urban policy-makers and practitioners across Europe.

Green Minds was part of the 4th Call for Proposals on the themes of Sustainable use of land and nature-based solutions. Of 175 applicants, only 20 were successful. <https://www.uia-initiative.eu/en/call-proposals/4th-call-proposals>

1.1 Green Minds Overview

A 3 year project from 1 September 2019 – 31 August 2022, Green Minds is based in Plymouth. It is led by Plymouth City Council's Strategic Planning and Infrastructure Department together with Public Health, in partnership with:

- Plymouth University
- Real Ideas Organisation
- Plymouth College of Art
- Devon Wildlife Trust
- The Data Place
- National Trust

Green Minds will develop, test and demonstrate a transferable and sustainable system for planning and managing land in an urban environment.

The project combines approaches to urban development that are new or in their infancy:

- Creating Green Mindsets (attitude/behaviour change) to welcome nature, not fight it
- Rewilding of daily urban life through new natural infrastructure and nature-friendly land management practices
- Applying complexity management principles, it views nature as a stakeholder to develop integrated sustainable land use policies and processes.

The project will:

1. Experiment with different delivery and management approaches, taking a co-stewardship approach with communities, landowners and social enterprises
2. Communicate what we learn in innovative and creative ways
3. Use science and creative digital tools to make nature visible and exciting

4. Inspire people and organisations to change their behaviour and attitude to nature through inclusive engagement and visible rewilding projects
5. Capture social value through a new model to demonstrate social return on investment

1.2 Green Minds Deliverables

- New co-stewardship infrastructures for land tested and demonstrated
- Modern and professional training programme in land management for professionals and communities
- Creative and engaging communications using a range of on-site, digital and virtual mediums
- Creation of an engaging, accessible and functional data platform for nature
- Best practice nature-focused planning guides and codes in line with the Joint Local Plan
- Innovative immersive urban nature film for the public shown at the Market Hall in Devonport
- Exemplar natural infrastructure investments: Central Park; Derriford Community Park; Citywide Urban Trees; Saltram Countryside Park; Devonport/Stonehouse neighbourhood
- New methodology to establish social values of natural infrastructure
- Toolkit for best practice land management

1.3 Green Minds Impact

- Improved attitudes to urban nature amongst local communities and professionals
- Improved quality and use of natural infrastructure at the 5 investment sites
- Four new co-stewardship infrastructures established, based on pooled resources and integrated collaborative planning and implementation
- Increased investment in natural infrastructure
- Higher skilled and motivated land management workforce
- Healthier workforce
- Increase in volunteering in natural spaces
- High media profile promoting Plymouth as a 'nature city'

1.4 Equality Impact

An Equality Impact Assessment (EIA) has been carried out. Key findings show that under the Equality Act there will be no adverse impact. The project will in fact support community cohesion and health and well-being for all by:

- Working closely with Public Health to target groups who are non-users of natural spaces, identify barriers and work together to remove
- Engaging non-users to develop mechanisms for more diverse engagement and decision making in parks and greenspaces
- Working with communities to design and install new infrastructure to embed areas for social play, and communal seating/picnic/meeting areas