

WHAT IS 'PICNIC IN THE PARK' AND HOW DID THEY START?



ESTABLISHED IN 2018

Picnic in the Park events originated in 2018 to showcase opportunities for people to connect with the natural environment to live well and love nature. The events promote the use of the outdoors and natural environment to improve health and wellbeing.



Shared aims and objectives

This was a collaboration of organisations; Active Dorset, Natural Choices, Stepping into Nature and Dorchester Town Council. Between us, we had shared aims and objectives and worked together to pool resources to deliver an engagement event.



Strong brand and ethos

Together we created a strong brand and ethos for Picnic in the Park and aimed to create:

- A non-threatening environment
- A collaborative networking event
- A wellbeing event that would engage the whole population, not just those that are already engaged.

WHAT IS UNIQUE ABOUT PICNIC IN THE PARK AND THE COLLABORATION?



taster sessions

"There is a lot of trust amongst the partnership and a refreshing lack of competition about who takes credit for its success."

We wanted to link health and wellbeing to nature in a non-clinical way. The focus of events was to make them inspiring, fun and relaxing whilst informative, in addition to offering taster sessions, encouraging people to give it a go and try something new.



Bringing communities together

With multiple partners inputting ideas, we established a core steering group. This consisted of Active Dorset, Stepping into Nature and Natural Choices. The group took ownership of the planning and delivery of events across the county.



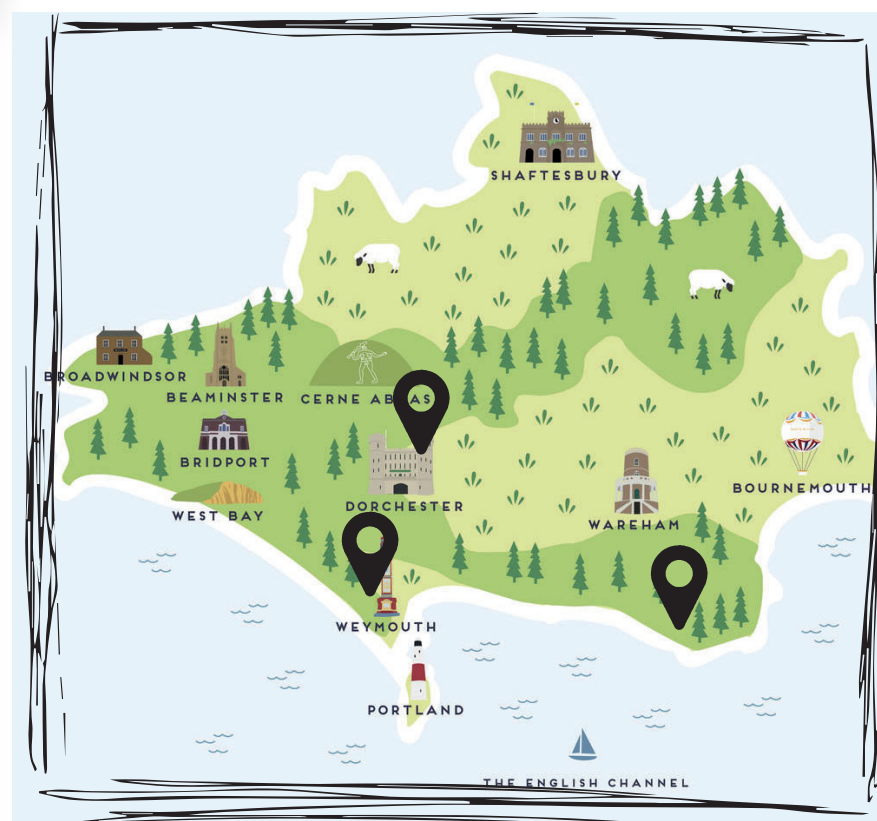
working in partnership



shared ownership

"We all had the same aims and vision. There's no point doing similar things when we can all work together."

WHAT WERE THE CHALLENGES AND WHAT HAVE WE LEARNED?



With different locality priorities and lots of providers, there was a challenge in keeping the ethos and brand of the events consistent.



multiple partners

collaboration of organisations

Working as a collaboration of organisations with shared aims and objectives allowed us to pool resources to deliver a series of engagements events.



local stall holders

utilising organisational strengths

Using each organisations strength and resource is paramount to distributing the workload. This way everyone is an equal part of the event, creating a sense of co-design and shared ownership.

WHAT KEY THINGS WOULD WE SHARE WITH OTHERS?



Being willing forget how things have always been done and forgetting the 'what's in it for us?' mentality is really important. Organisations working together in a more collaborative way to have a bigger impact.



a growing brand...

"We're trying to encourage and inspire people to get out there and be more active. This is more important than our individual organisations"

Working differently in each locality is crucial to ensure local engagement in the events. Now established, the Picnic in the Park brand can continue even if delivery partners come and go.

PROVIDERS
Community Groups
Organisations
Charities

PRIVATE
Wellbeing Leads
HR - Business

INTEGRATED CARE SYSTEM
Local Authorities
CCG
Public Health Dorset
Adult Social Care
DHC
Primary Care
Acute Trusts
Social Prescribing

DORSET HEALTH & NATURE COLLABORATION

STEERING GROUP

TRAINING

INFORMATION

PROJECTS

PROMOTION

GOALS

We are expanding how we work together by developing a health and nature collaboration for our wider organisational purposes. The collaboration will have two functions;

1. A core group which operates at a strategic level, taking a whole system approach to embedding nature based activity into prevention and management of health conditions.
2. A forum that will bring together a broad range of health and nature organisations who are providing and developing opportunities to be active outdoors.