

An Evaluation of the charitable projects offered by
The Planetary Healing Centre



Holistic Health Project
Stress Relief for Carers
Nature Connection for Families
Deepening Nature Connection
Planetary Beekeeping Project
Volunteering Programme



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INTRODUCTION

The goal of this evaluation is to monitor and evaluate the performance of the projects offered by Planetary Healing Centre (PHC) during the time span from October 2015 to October 2017.

In this survey we will:

- define what is their mission;
- define and assess each project and their performance;
- analyse and report clients' views and quotations about projects;
- analyse customer segment;
- analyse poverty in Edinburgh;
- and recommend some changes in order to improve the charity's performance.

THE PLANETARY HEALING CENTRE – WHO ARE THEY?

The PHC is an Edinburgh based charity founded in 2003 by Claudia Gonçalves and Mark Halliday and is run almost entirely by volunteers. This charity grew from a small number of like-minded people who had the desire to have a positive impact on their local community by helping those struggling with ill health and needing support but could not afford the full cost of holistic therapies.

Following this desire a series of projects were created. In October 2006, the Holistic Health Project was launched. In April 2012, Nature Connection for Families was created, followed by Planetary Bee Project in 2015. In 2016 the Edinburgh Holistic Shop, a Social Enterprise development, which shares its premises with the PHC, was inaugurated in May and in September a new project to support unpaid carers – Stress Relief for Carers – was launched. In August 2017, following Claudia and Mark's trip to Brazil and their stay in *Acre* region, a new project was born - the Indigenous People Project – which, at the time of writing this report, is being developed to raise funds to help the *Apurinã* people.

PHC's Mission

Their mission is to bring real, lasting, positive change to individuals and communities; help people re-gain control of their health, mental wholeness and wellbeing, build their confidence and self-esteem, gain greater awareness and understanding of themselves and fight back loneliness and solitude.

It is PHC's belief that every human being, independent of their financial circumstances, should be able to be treated holistically and connect with nature to support their physical, emotional, mental and spiritual health. The PHC wants to see people get well and stay well and be supported also by their deep connection with nature and the Earth. Their services provide support, a sense of belonging and community while preventing people from developing future issues caused by disconnection.



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People and families usually self-refer to their projects; however, there are a number of organisations who also refer people regularly, such as: Dr Bell's Family Centre, Health in Mind, Cyrenians, YMCA and Medical Practices.

Outcomes

PHC's measurable hard outcomes are:

- 87 people received regular therapies in Holistic Health Project;
- 31 carers received regular therapies in Stress Relief for Carers Project;
- A total of 375 therapy sessions were delivered and a total of 118 people attended sessions in Holistic Therapies Project;
- 82 people (51 adults and 31 children) attended Deepening Nature Connection;
- 53 people (21 adults and 32 children) attended Nature Connection for Families;
- 230 people attended Holistic Wellbeing Festivals;
- 42 people volunteered with PHC;
- 11 volunteers received training in outdoors Nature Connection.

PHC's soft outcomes are:

- Relaxation and reduced stress;
- Improved physical and mental health;
- Awareness;
- Emotional support;
- Knowledge / understanding;
- Community / sense of belonging / feeling less isolated;
- Increase in confidence and self-esteem;
- Motivation for life style / pain / situation;
- Reduced pain and symptoms;
- Improved mobility and movement;
- Reduced need of medication;
- Maintained / stabilised health condition.

About The Planetary Healing Centre

Projects are unique as they are delivered by an almost entirely volunteer team. The PHC's volunteering programme contributes to a stronger, more resilient and supportive community. It is their belief that a strong community and self-empowerment are the foundation for planetary healing.

At the moment, services are run by: 12 therapists, 4 coordinators, 7 advisors, 7 trustees, 1 administrator, 1 manager, 1 bookkeeper, 4 volunteers for Nature Connection for Families (NCF), 13 volunteers for Deepening Nature Connection (DNC), 1 graphic designer, 1 web designer and 3 library coordinators. [See figure 1]



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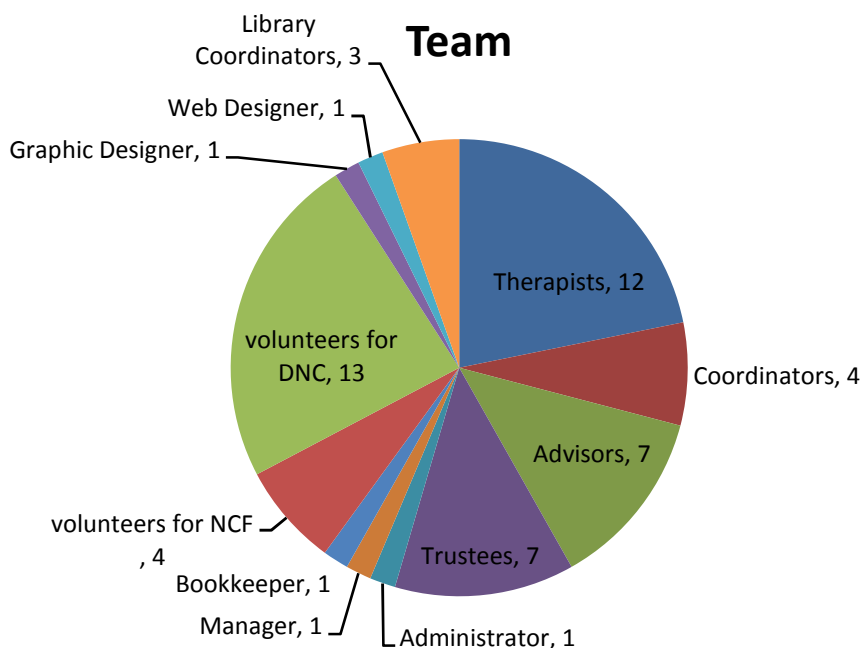


Figure 1

HOLISTIC THERAPIES PROJECTS

The PHC runs two projects that focus in delivering holistic therapies – The Holistic Health Project, which was created in 2006 and Stress Relief for Carers launched ten years later in September 2016.

These projects are unique as the PHC is the only charity in Edinburgh offering holistic therapies for a small fee and if clients cannot afford the smallest donation, they can still access these projects free of charge. Two other low-cost clinics, also in Edinburgh, offer similar therapies, however the choices are fewer, they require evidence of clients' circumstances (e.g. benefits) and they charge twice as much as the PHC.

The Holistic Therapies Projects' role is to complement what is already available through the NHS; with this charity's help, clients can achieve an optimal health quicker, have a positive impact on their mental health and maintain it throughout their lifespan.

A wide variety of complementary therapies are offered, such as: Kinetic Chain Release, Shamanic Healing, Soul Retrieval, Power Retrieval, Past Life Work, Extraction Work, Feather Stone Energy Healing, SourceSTAR Energy Healing, Indian Head Massage, Emotional Freedom Technique, Reiki, Facial Aromatherapy, Crystal Healing, Hopi Ear Candle Therapy, Befriending Work, Hypnotherapy, CranioSacral Therapy, Transformational Breath, Holistic Massage and Seated Acupressure Massage.

These projects run from Monday to Thursday from 10:30am to 2pm. The PHC aims at having one therapist volunteering on each day and offering two to three sessions depending on the therapy offered.



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In 2017, 87 (eighty-seven) people registered with the Holistic Health Project and 31 (thirty-one) registered with the Stress Relief for Carers had regular one-to-one holistic therapies at the PHC, this equals to a total of 118 (one hundred and eighteen) people. 375 (three hundred and seventy-five) sessions were delivered.

In the past, some clients have expressed that booking a session was hard and the waiting list was quite long. For this reason, the PHC introduced a system that had an immediate effect on their waiting list, thus allowing more clients to join the projects and have sessions in a shorter period of time. Each client is only allowed to make one appointment on each visit and only book one session a month. However, some cases are critical and some clients require more sessions in order to help them cope with their crisis; in this case, beneficiaries access Holistic Therapies Projects bimonthly. If clients cannot wait, they have the option to access private therapies and in these cases, most therapists offer concession rates.

PHC's aims

The PHC's primary aim, when they started in 2003, was to help financially disadvantaged people who were experiencing difficulties with their wellbeing, be it physical, emotional, social or mental health. This continues to be the charity's principle aim.

Empowering people to feel better about themselves, to have more energy, to be more aware and take better care of their bodies, to have less physical pain, to be more socially active, to feel more positive, to have better relationships with family and friends: these are all achievable aims resulting from their main aim.

What are holistic therapies?

Contrary to what most people believe - which is holistic and alternative therapies are the same thing and they replace orthodox medicine - holistic therapies are in fact an approach that all aspects of people's needs, including psychological, physical, emotional and social, should be taken into account and seen as a whole.

As an example, a holistic approach in the case of a person who suffers from migraine headaches would be to take a look at all the potential factors that may be causing this ailment. These could be: diet, sleep habits, stress, personal problems, etc. Though the treatment could involve taking drugs prescribed by their doctor, other approaches should be considered, such as lifestyle modifications.

Holistic Therapies Project's Continuous Monitoring and Evaluation

In order to formalize a form of assessment a series of written monitoring and evaluation forms were put in place. Clients' issues, who they are, their views, why they seek PHC's services, how are they feeling after a certain number of sessions are some of the questions found in these questionnaires. This kind of evaluation is done via four forms, which are filled in by the client (or by coordinator if clients find the task too challenging) at the end of four, eight, twelve and sixteen sessions. This method was chosen so that PHC can better



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capture client's progression whilst assessing holistic therapies; in addition, the segment interviewed ends up being wider and more diverse.

Who are PHC's clients?

A total of 67 (sixty-seven) forms were analyzed. 48% of the PHC clients are women, 13% are men and 39% did not specify their gender when they filled in their evaluation reports. [See figure 2]

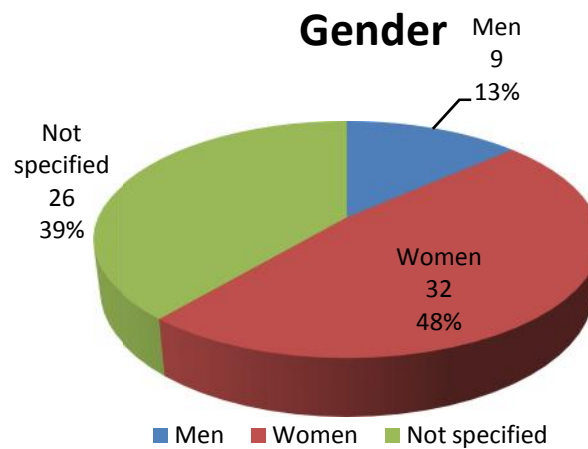


Figure 2

In order to access any of PHC's projects, beneficiaries need to qualify. Projects were designed specifically to support anyone who is struggling with ill health and is on an economically disadvantaged position. Consequently, beneficiaries can be: on benefits, on low to no income, homeless or at risk of becoming homeless, pensioners, unpaid carers, students, etc.

The chart below shows how clients qualify to Holistic Therapies projects. [See figure 3]



How users qualify to access Holistic Therapies with PHC

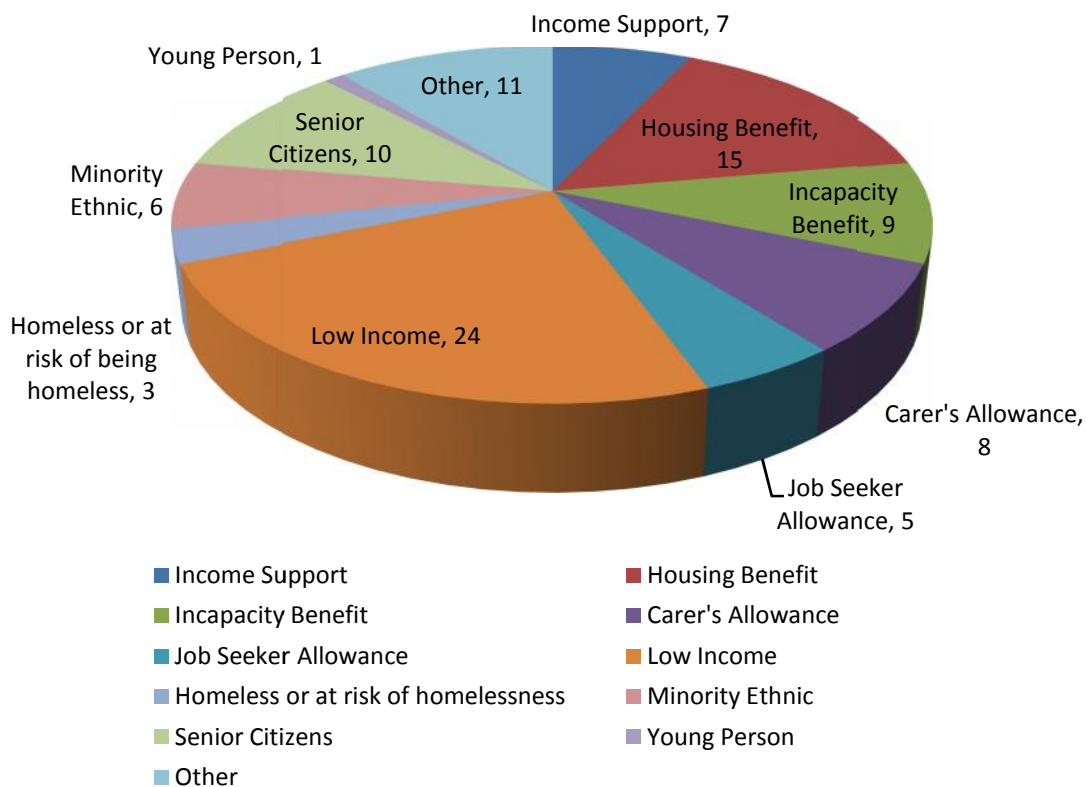


Figure 3

Beneficiaries are considered vulnerable people coming from impoverished environments. While registered with PHC, they can access between eight to sixteen sessions throughout a period of twelve months and sessions are offered on a donation basis (a donation between £10 and £20 is invited. If they were to pay for a private therapy it would be on the range between £40 and £100), however, if clients cannot afford the smallest donation, they can still access projects free of charge.

They come along seeking help with a wide range of challenges: lower back issues, digestive issues, chronic fatigue, stress, chronic pain, myofascial pain syndrome, stiffness in body, arthritis, migraine, financial pressure, stress due to being a carer, low energy, trauma, anxiety, chronic mental health condition, insomnia, searching for mechanisms to help them cope with daily life. Some of these conditions are aggravated by their precarious and unstable financial status.

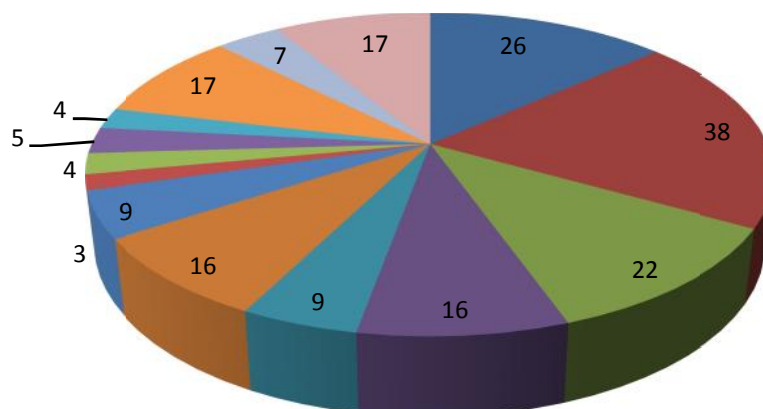
Some clients access these therapies in order to: maintain good health; search relaxation, general wellbeing and healthier eating habits; give themselves some me time



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and take time out; feel better; live life to the full and help others; support co-workers; be able to maintain independence. [See figure 4]

Reasons to access Holistic Therapies projects



- Physical problems - 26
- Stress - 38
- Depression - 22
- Adverse Health Condition - 16
- Bereavement - 9
- Mental Health Issues - 16
- Trauma - 9
- Convalescence - 3
- Addiction (drugs, alcohol) - 4
- To gain health and wellbeing - 5
- Engage in training - 4
- Support my family - 17
- Get into employment - 7
- Other reasons - 17

Figure 4

Many people gave multiple reasons for coming to the projects e.g. physical illness and stress, or carers' responsibilities and sleep issues.

THE HOLISTIC HEALTH PROJECT

Created in 2006, the Holistic Health Project offers a wide variety of holistic therapies to support those coming from impoverished areas of Edinburgh and outside Edinburgh, who are struggling with ill health and simultaneously are on an economical disadvantaged position. As mentioned above, a wide group of people qualify to this project [See figure 3].

In the period of twelve months, this project helped 87 (eighty-seven) clients.



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STRESS RELIEF FOR CARERS

The staff at PHC knows that people who look after someone need to be looked after too; for this reason, in September 2016, the PHC created Stress Relief for Carers. This project is dedicated to people who are unpaid carers for others. It is person-centred, designed specifically to help carers take that much needed time to be more in control and stay healthy.

In just one year after being launched, this project counts with 31 (thirty-one) registered clients. A large majority seek PHC's services in order to: find relaxation, have some time to themselves, find relief to their physical pain, re-gain health and wellbeing in order to better support their families and deal with their mental health, depression and stress.

NATURE CONNECTION FOR FAMILIES PROJECT

In 2012, the PHC setup Nature Connection for Families; an outdoor based mentoring project to help young people, children and families who are encountering difficulties in their lives to stimulate and develop positive health and wellbeing.

This project usually runs on six Fridays from May until October and it is delivered in the afternoon from 2pm until 6pm. All activities take place in the Planetary Healing woodland in Balerno to ensure a closer connection to nature or inside a 19ft yurt, which is used on rainy days. The PHC invites a special activity facilitator to each session who introduces a certain topic related to the natural world and creates an activity to embed the learning.

Activities include: storytelling (entering the magic and wonder of stories); environmental conservation (why this is important and how to help); playing games (embracing the joy of fun and laughter); exploring nature (finding resources from plants); tending to nature (how we can care for nature); creative self-development (making art from nature); planting potatoes, onions and wild flowers for the bees; relaxing in nature (pick a spot and sit quietly, listening to nature's voice); learning bird language; learning about native trees and other species on the walkway; learning about plants and their medicinal use; playing games, taking time to relax and de-stress in nature; building a village of people who love nature and are conscious people; doing survey of butterflies; working to clean up the pathways and helping to maintain the woods; harvesting free food in the woods, learning what is edible and what is not; learning bushcraft; foraging for wild fruit, brambles and elderberries. Cooking together (learning about healthy food and why it is important).

The families also have fun planting flowers for the bees, the butterflies and other wildlife. They visit PHC's beehives and learn about the importance of bees for our survival and how to plant flowers for them. Some children have additional support needs, but they were all supported by their parents and PHC's team. Two volunteers supporting each session have been volunteering with the charity since 2012 and therefore are highly experienced working with isolated families. Nature Deficit Disorder is one of the biggest problems of our time. Nature Connection for Families is a great success in bringing people back to nature to re-connect and create wellbeing.



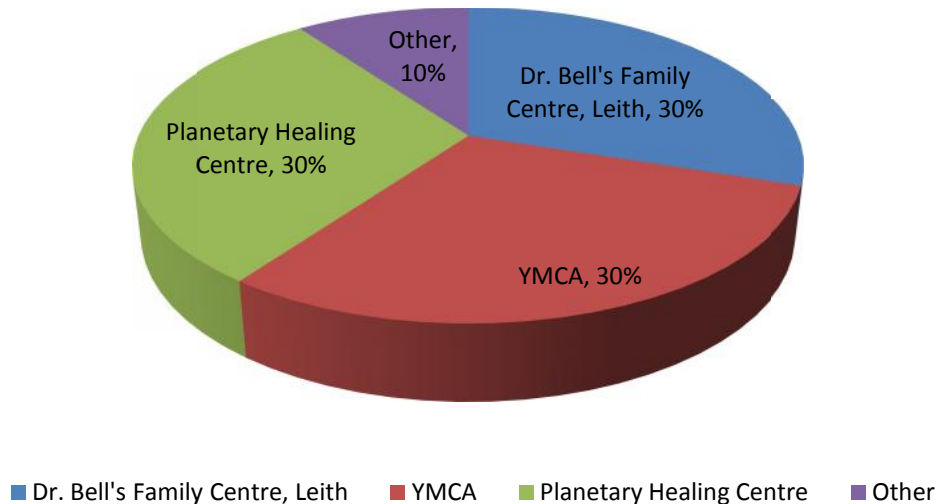
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Users come seeking help, bringing with them a wide range of challenges, among which, poor mental health; trauma; autism; stress; anxiety; unemployment; carer responsibilities; isolation; disabilities, such as: speech and hearing impairment, ADHD, some of these conditions are aggravated by their financial status.

The social and educational input the PHC delivers through a wide range of outdoor activities supports a sense of community, personal growth, and a willingness to contribute and work together with others.

A few years ago, the PHC established a partnership with Dr Bell's Family Centre in Leith.

Where they came from



Within the period of this report, the project counted with 53 (fifty-three) people, 32 (thirty-two) (60%) are children under 18 and 21 (twenty-one) (40%) adults. [See figure 5]



Nature Connection for Families

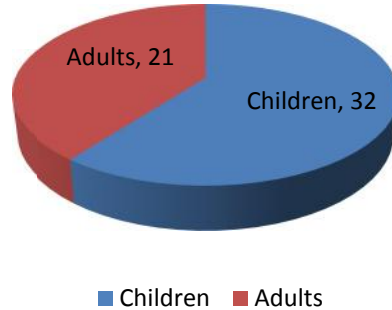


Figure 5

DEEPENING NATURE CONNECTION PROJECT

The PHC developed a partnership with Falkland Centre for Stewardship Trust and over the past two years has been using their woodland to deliver Deepening Nature Connection. This project, as it happens with Nature Connection for Families, only occurs between April and October for the period of four full weekends. Both projects – Nature Connection for Families and Deepening Nature Connection - work beautifully and are based on the renowned world movement called "Art of Mentoring" with layers and layers of support. These projects also bring whole families together in nature based activities, to help them reconnect and relate more positively to one another, work together developing team building and communication skills, and learn about healthy self-expression.

One of the goals is to move families away from the usual stressful environment, and bringing them to a new space in nature. The activities are designed to enable family and community bonds, so that they can reconnect and strengthen, learn about themselves and their relationship with nature, participants also learn a range of nature connection skills, learn about their heritage, the land, their ancestors and bushcraft. Having fun and participating in group outdoors activities really stimulates and improves relationships and also provides a valuable creative outlet for participants.

As mentioned before, this project takes place over the weekend, individuals and families interested in staying for the camping overnight can do so; those interested in going home, return the next day. The objective of the programme is to bring people as close to nature as possible and in/with their family unit.

Within the period of this report, Deepening Nature Connection Project counted with the participation of 82 (eighty-two) people – 31 (thirty-one) (38%) children under 18 and 51 (fifty-one) (62%) adults. [See figure 6]



Deepening Nature Connection

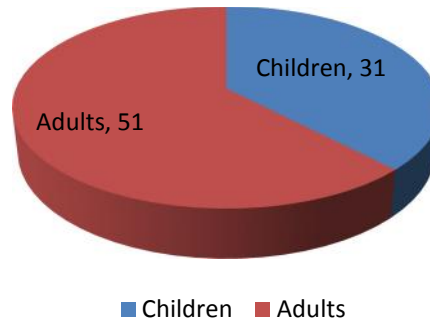


Figure 6

Each weekend of Deepening Nature Connection, families need to be supported by a team of two senior outdoors facilitators, one coordinator and a minimum of eight volunteers.

Each volunteer holds an important position (east, south-east, south, south-west, west, north-west, north, north-east). Each person has a different responsibility. For example the 'east volunteer' is responsible for greeting people when they arrive and making sure no one feels excluded during the weekend. The 'south volunteer' looks after the food and makes sure food is cooked on time and everyone is nourished during the weekend. This volunteer is also responsible for making sure cups of tea are offered and no one is cold. The 'north volunteer' offers wisdom as an elder, a comforting word, a calming presence and makes sure everyone's needs are attended. And so on. Every weekend, each volunteer is trained in a different position, learning how to hold space for people and how to make sure everyone is included and happy. Other volunteers deliver a game or an activity that is educational. All eight volunteers are trained by a senior facilitator who is fully qualified in the 'Art of Mentoring'. The training and establishing of what position each one holds is delivered before the community arrives and at the end of the weekend, when everyone is gone, facilitators and volunteers evaluate how the weekend went and what is needed to improve for the following weekend. While the programme is delivered, the work is supported by two senior outdoors facilitators and a coordinator who makes sure everything runs smoothly. The volunteers receive guidance and mentoring by the senior facilitators and coordinator during the day, while they themselves are guiding and mentoring the community and each individual.

PLANETARY BEEKEEPING PROJECT

The Planetary Beekeeping Project was founded in 2015. It is a collective of like-minded beekeepers who take a holistic approach to looking after bees who are at risk of extinction if a sustainable solution for the problems they are facing is not found. The project focuses on experimenting with a holistic approach and traditional methods to find a natural outcome to help the bees.

The PHC has formed a network of like-minded beekeepers who have the approach of "giving to the bees" as opposed to "taking from the bees" and looking after them in a



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more holistic way. Notes, knowledge and help are exchanged and beekeepers visit each others' beehives.

In addition to the above, the PHC also plants bee-friendly flowers. The Planetary Bee project is educational for the children and families who come to Nature Connection Project and the children love to plant bee-friendly flowers. The charity is proud to be teaching the next generation to love and look after the bees holistically.

Unfortunately, the charity lost one of its beehives over the summer 2017. They are still investigating the causes of the loss but believe the bees were affected by too much rain. Many people have reported that their bees did not survive this summer. The network of people interested in learning more about looking after the bees in a holistic way is growing. Four members have made a trip to Perthshire to visit a colony of bees looked after holistically using the French Warré hive adapted to Scotland. The charity intends to buy a Warré hive in 2018.

VOLUNTEERING PROGRAMME

The PHC, since its foundation, has been providing volunteering opportunities to those who want to contribute to a stronger, more resilient and supportive community. It is due to their kindness that the charity is capable of offering low cost therapies to those in need. Volunteers carry out a wide variety of tasks, from delivering therapies, nature facilitators, office and admin roles, coordination, reception and shop duties, kitchen duties and cleaning and maintenance roles.

This highly respected and sought volunteering programme gained, in 2009, an "Investing in Volunteers" accreditation. In order to volunteer with the PHC, all therapists are required to have accredited qualifications, professional insurance and PVG checks when joining their projects.

The majority of therapists volunteer on a fortnightly basis, while others volunteer once a month. Day coordinators support the Holistic Therapies Projects from Monday to Thursday and look after the shop from Monday to Saturday.

In addition to the above, volunteers also offer their time and services to assist the PHC in fundraising events, nature projects and the logistics required to run the charity on a daily basis.

Though the team is predominantly made up of women (76%), in these last few years, male percentage has increased from 16% to 24%. [See figure 7]



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Volunteers

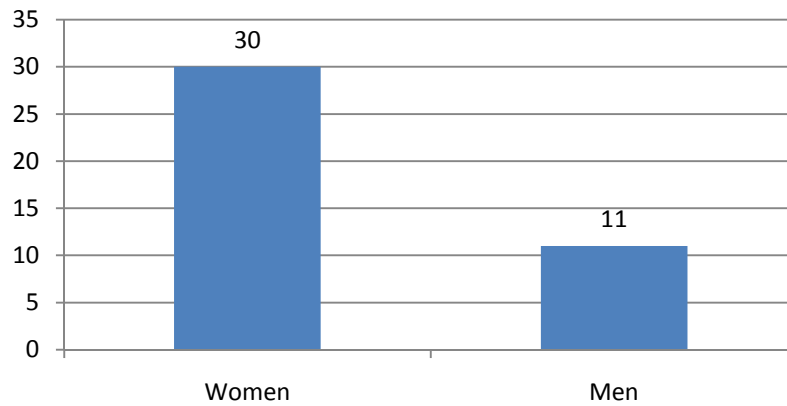


Figure 7

PROJECTS' IMPACT

Throughout the year, it has been proven that engaging in any of PHC's projects has an irrefutable impact on their beneficiaries' lives. This is evident by the growing number of clients and their positive feedback. Their projects empower users to improve their mental, physical and social health; stamina; sleep quality; relaxation; self-confidence and self-esteem; relationships and family bonds, the long term benefits and impact of PHC's work lead to an opportunity to stay in touch with them and others as volunteers and friends and ultimately to a more resilient community. [See figure 8]



Projects' Impact

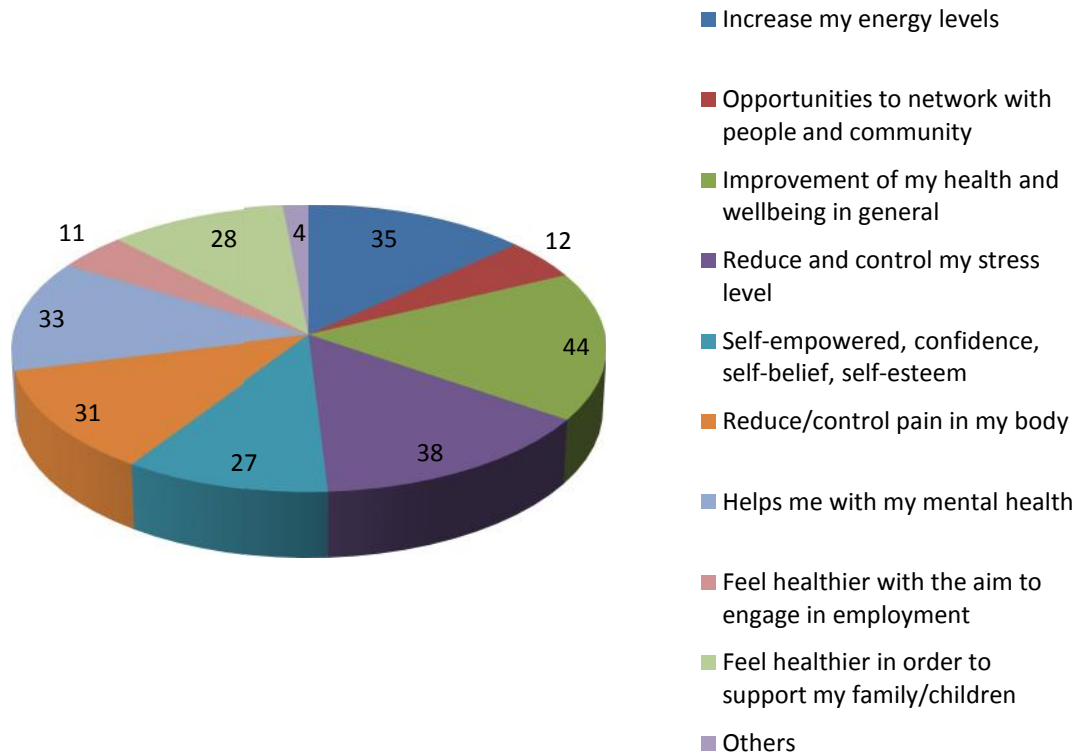


Figure 8

Users' Quotes

Users of the **Holistic Therapies Projects** report lasting improvement to their health and wellbeing and after four sessions, this is what they say:

"It helps my physical pain and helps me to relax."

"The healing I have received if anything is amazing. The people are powerful instruments of light."

"It helps me feel better in myself. I feel physically better."

"It lifts my mood. Relaxes me. I feel less anxious. It helps me improve my health."

"I would like to gain health and wellbeing in order to keep me looking after my severely handicapped son. Excellent service. I'm learning about KCR and the wonderful benefits I am acquiring. Can't wait until my next visit."



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"It's a super project. Very supportive, friendly, relaxing. Really fabulous for anyone who needs the service."

"I feel I need to continue accessing another 8 therapies because it's good for my relaxation. Good to have you here in Portobello."

"I think the PHC is an invaluable organization offering much needed treatments to those who otherwise may not be able to access such therapies. The people who work there, as volunteers and therapists, who I have encountered have all been lovely and very friendly, welcoming and supportive. We need more organizations/centres like this to fill the gap that conventional medicine leaves in health treatments."

"I feel my knees great improvement and my mental state much better. -arthritis sufferer"

"Very grateful of the project."

"It is brilliant. Thank you so much. Jill is wonderful. There is no medication for trauma so this has really helped."

"I am very grateful for the improvement in my health/mental health. I feel amazing after each session. Thank you."

"The sessions are so helpful to my health/stress levels. So relaxing! Massage in particular has helped my knees."

"I find it very helpful when stress levels are high and helps me to get through day easier."

"Fantastic place for people to access therapies. They would not be able to which can be a great help for their health."

"Really feel KCR helped bring me back into physical balance as had bad knee and shoulder."

"Seeing the centre's nutritional therapist has helped me change my eating habits and ultimately increase my energy levels and feel better."

"This is an amazing project. It brings equality to those who don't have possibility to access these therapies at normal rates."

"The centre is an invaluable community resource. So glad it is here!"

"I always feel well relaxed after a massage. I live a life with constant stress."

"This is amazing, being able to access and use this has helped me a lot. Fantastic! Makes such a difference to me. They [therapies] are helping [me] move forward and "cope" with home stresses."



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"I think my back and legs' pain are improving gradually and as a result I feel better in myself."

"The project is really helpful in managing my health."

"I think the project is wonderful. I, and many others, am/are grateful for its existence."

"Thank you for this service to the community. Very beneficial."

"I feel the project offers and supports my health and wellbeing not having to be dependent on my ability to pay for the treatments, peace of mind."

"Very impressed as didn't know quite what to expect. Thoroughly professional."

Users of the **Nature Connection Projects** report lasting improvement to their health and wellbeing. This is what they say:

"It was so, so amazing to be there with my daughter and do activities together in such a nice place, and be around."

"My son and I have attended two full blocks of Nature Connection for Families. Being from the city and sometimes quite isolated as a single father, Nature Connection is an ideal outlet to experience the beauty of nature and join together with other families and find a community spirit. As a child I grew up in the countryside and I feel my son misses out on the benefits Nature can provide for healthy physical, mental and emotional development. I was very keen to find something for him that would open his eyes to the countryside and I am very thankful to have found this in Nature Connection. The afternoons at Nature Connection were wonderful giving us both the opportunity to play, explore, care for and learn about Nature. It gave us the opportunity to spend some quality time together and meet new friends. There is always a range of activities throughout the afternoon focusing on a different theme each session, which keeps things fresh, flowing and exciting. From a personal point of view, I found it to have a positive effect on my mental and emotional health. I would recommend these sessions to everybody. The environment is so relaxed, peaceful and welcoming and the facilitators are experienced, caring and gentle."

"My experience with Nature Connection started few years ago. My son was 5 years old and he always wanted to come back to these places. We met wonderful people, made new friendships, had a lot of fun and relax moments. Nature Connection Project is great when you want to "escape" from a busy city life for a while. Go to the woodland, make a fire. I strongly recommend this place. Definitely we will be back."

"Our family have been coming to Nature Connection for a few years and we are always excited when we go there.

Our two kids just love it as there is always lots of nice things to do like playing games, making art using natural materials, learning about bees and nature, making friends and the most important spending time in nature, surrounded by nice and friendly people.



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Our son has severe autism and it is very difficult to go out with him as he gets upset easily but when we go to Nature Connection he is always calm and happy and never ever had any meltdown. He loves this place very much and even started taking part in some activities.

Our daughter always looks forward to go to Nature Connection and always asks when we can go again.

We are very grateful that Nature Connection helps us with transport as we don't have a car. This gives us possibility to attend every session.

Nature Connection is great for whole families, not only for kids as they help parents to spend time with their children in a really interesting and nice way."

Poverty in Affluent Areas in Edinburgh

PHC's projects and services are extremely needed, mostly, due to the fact that the people they target are in low to no income, and therefore, more exposed to effects of deprivation and ill health.

"Research published by the Scottish Government estimates that 18% of all households in Scotland were living on incomes below the poverty threshold (after housing costs) in 2013/14. This represents a total of 940,000 households."

source: A Joint Strategic Needs Assessment by CEC.

Though there is the perception that Portobello and Balerno are wealthier areas of Edinburgh, there are reported cases of poverty in the heart of these areas and/or nearby.

"At a more local level, these inequalities are even more extreme. All localities include areas of high poverty alongside areas of relative affluence."

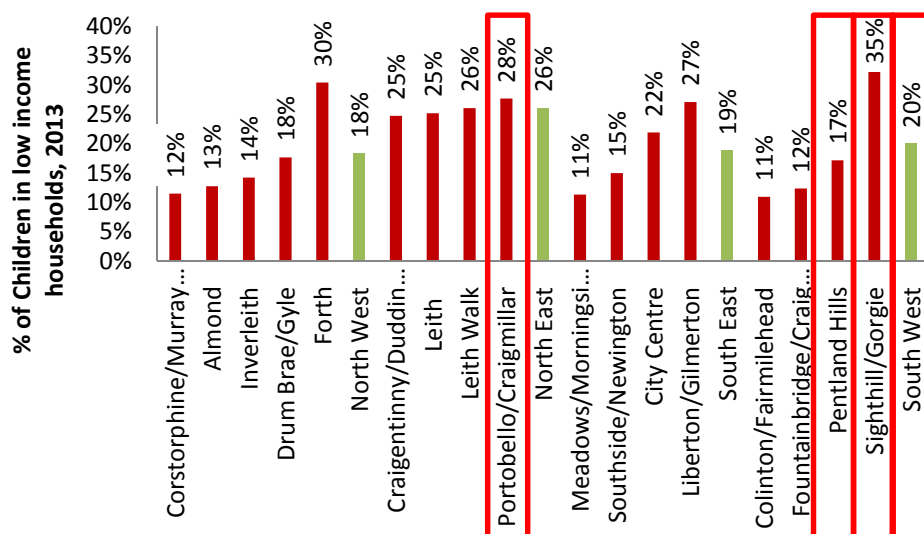
source: A Joint Strategic Needs Assessment by CEC

As seen in the chart next page, Craigmillar, a highly deprived area adjacent to Portobello, have one of the highest percentages of child poverty in Edinburgh, being surpassed only by Forth (30%) and Sighthill/Gorgie (35%). The latter is an area extremely close to Balerno.



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Child poverty in Edinburgh by locality



source: A Joint Strategic Needs Assessment by CEC November 2015

As shown in the same report, those in low incomes are more affected by health problems, namely mental health, Coronary Heart disease, than those on average or above-average incomes. Two-fifths of adults, ages between 45 and 64, in below-average incomes bracket have constrictive long-term illness. 12% of economically inactive residents, ages between 17 and 74, due to their long term illness cannot take part in the labour market.

“Low income communities co-exist with very affluent communities.”

Source: Poverty and Income Inequality in Edinburgh September 2015 by CEC

Health inequality measures by ward and locality, 2011

		% Residents with a long term health problem which limits day to day activities a lot	% residents economically inactive due to a limiting long term illness
Locality	Ward	2011	2011
South Central	Meadows/Morningside	5%	5%
South Central	City Centre	5%	%
South Central	Southside/Newington	6%	6%
South Central	Liberton/Gilmerton	11%	17%
East	Leith Walk	6%	17%
East	Leith	8%	21%



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East	Craigtinny/ Duddingston	10%	16%
East	Portobello/ Craigmillar	10%	20%
North west	Inverleith	6%	8%
North west	Almond	6%	8%
North west	Corstorphine/ Murrayfield	7%	7%
North west	Drum Brae/Gyle	8%	11%
North west	Forth	9%	19%
South West	Colinton/ Fairmilehead	6%	9%
South West	Fountainbridge/ Craiglockhart	5%	9%
South West	Pentland Hills	6%	8%
South West	Sighthill/ Gorgie	9%	19%
	Edinburgh	7%	12%
	Scotland	10%	17%

Source: Census 2011

As seen from charts and tables in this report, it is documented that wealth and deprivation live side-by-side. PHC, though based in affluent areas – Portobello (East) and Balerno (South West), is strategically positioned in order to better target those in need, not only in the mentioned areas, but specially its neighbours: Craigmillar in the East, Sighthill in the South West. The Nature Connection project, in partnership with Dr Bells and making use of a mini bus serves a great number of people from Leith which is another deprived area. This partnership has been running since 2014.

CONCLUSION AND RECOMMENDATIONS

After researching and evaluating PHC's performance, its clients, where these clients come from, etc. it is clear that PHC's services and projects are in demand and extremely needed, especially in this time of austerity. This is evident not only by data shown by reports performed by the Scottish Government and CEC when assessing poverty levels in deprived areas targeted by PHC, but also by the fact that this charity has been steadily growing year after year; the number of clients and volunteers have been increasing; its clients are extremely happy and they keep coming back whenever they feel they need support.

PHC is dependent on the generosity of its volunteers and also the kindness and selflessness of its co-founders and they are highly involved with all aspects of the charity's work. They also have been donating PHC's premises free of rent since its foundation. This is without a doubt a charity that is run with its mission at heart.

I believe PHC will soar in years to come.



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The following are recommendations that I believe will improve the already phenomenal PHC's performance.

Recommendation #1

Never before have projects like the ones offered by the PHC been in need by so many people. For this reason, more slots should be available to clients, thus reducing even more their waiting list. To achieve this it would be necessary to increase the number of sessions by having 2 therapists working on a daily basis and also extend the projects to include Fridays and/or afternoons.

Recommendation #2

A lot of people new to these projects have expressed that this charity should be widely known and supported. For this to be achieved it would be necessary to raise PHC's profile within the community and like-minded groups in order to attract not only attention but also more people in need and from other groups, such as: ethnic minorities, more male users, single dads, more racial diversity, etc.

Recommendation #3

A fundraising plan should be elaborated in order to attract the attention of funders and individuals, thus allowing the charity to increase their level of free reserves in the bank.

Recommendation #4

Nowadays, it is required to train to higher standards the staff in order to raise organisation's virtual (Facebook, Instagram, YouTube, Twitter, Snapchat, etc.) profile. Therefore, training PHC's regular volunteers/part-time staff to better function with today's technology is essential. Also put in place an electronic booking system for taking bookings in the projects.

Recommendation #5

Considering that the charity deals mostly with vulnerable people, some of them with serious mental illness, it would be advisable to provide training on first aid and on mental health offered by the NHS.

Recommendation #6

A new website is needed, as the current is not responsive and therefore is not suitable to be properly viewed on handheld devices, such as mobiles and tablets.



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Recommendation #7

A significant percentage of users are senior citizens who find climbing the stairs rather challenging. A solution to offer therapies upstairs and also a ramp to help wheelchairs to have access to the centre is needed. If delivering therapies upstairs is not possible then find a solution like stairlift.

Recommendation #8

These projects require stability and a certain level of control to avoid being abused. For this reason only one receptionist / coordinator should be responsible for managing and controlling the projects instead of 4 different people.

Recommendation #9

Volunteers should be rewarded with some in-house holistic training in order to enhance their skills and also as a symbol of gratitude for their services.