



case study

environmental sustainability



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The Objective One Partnership
for Cornwall & the Isles of Scilly

HEAVEN SCENT

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the project

The registered charity Pentreath runs **Heaven Scent**, a garden nursery offering supportive services, personal development training, work placements, employment advice and skills training to people who are recovering from mental ill health. Heaven Scent has been very successful in enabling trainees to secure employment as a result of the support received at the project.

The Programme has invested £591,002 from the European Social Fund (ESF) in the project which has a total cost of £1,226,417.



measures of environmental sustainability adopted

To promote the prudent use of natural resources

There is little waste at the nursery as almost everything is reused e.g. containers are first sourced from Eden's used plant pots and then reused over and over again, seeds are collected from flowers to grow further plants, old plant material and food waste is composted and the compost used on the nursery beds and to pot up plants. Water conservation is implemented by training staff about effective watering, by using manual controls on sprinklers and even by collecting water in buckets from occasional dripping taps to plunge dry plants into.

To protect and improve the environment

Heaven Scent encourages trainees to car pool and also takes advantage of the Wheels Project which uses Pentreath's own minibus for journeys which had previously been made by taxi. All goods and services are sourced locally where possible, and any supplies of compost which are bought in are peat free and organic. The nursery is completely organic using biological methods of pest control and compost as fertilizer. It is one of only 2 producers of native Cornish varieties of plants, and further increases biodiversity through planting a conservation bank, breeding endangered masonry bees and encouraging a wide variety of plants. Trainees are taught how to grow vegetables organically in the vegetable garden.

To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services

Development of organic produce which is able to secure 'Wholesome Food Association' accreditation and markets dealing purely in organic goods.

To increase awareness of residents, businesses and visitors of the value and importance of the environment

By increasing the trainee's experience of environmentally sustainable horticultural practices the project is using the environment to provide a route to the labour market. This in turn will help transfer these skills and knowledge into the Cornish horticultural sector where environmentally sustainable practices may be adopted as a result.

benefits of environmental sustainability

Horticulture, organic production and wider environmental issues are being used effectively to provide a pathway to vocational training and employment.

Cost savings have been made through the reuse of materials, the production of the nursery's own compost, growing plants from seed, by growing organically and thus removing the need for pesticides and fungicides,



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and through the use of the Wheel's project which replaced the need to pay for individual taxis.

Local sourcing has led to fewer product miles involved in the production of the plants and the support of local employment.

The organic methods used have meant the nursery can sell to its largest buyer, the Eden Project, which demands environmentally friendly products from its suppliers, and also to a niche market using the Wholesome Food Association accreditation which 'has made a big difference to whether people buy or not'. It has also meant that safer working conditions are provided for employees as they don't breathe or handle noxious substances and pestilent disease is almost non-existent due to the increased biodiversity onsite.

An increased understanding and knowledge about issues of sustainability is being engendered within the trainee group through their everyday work and it's clear that they 'feel good about being part of something that means something'.

In summary the economic regeneration benefits have been realised by successfully enabling people, previously disadvantaged in the labour market, access to jobs and training. The adoption of environmental sustainability measures has resulted in costs savings, expanded markets and niche market development for Pentreath and work for local suppliers.

lessons learnt

Jenny McGann who manages Heaven Scent had this to say: *"It was really important that we incorporated the skills and ideas of the trainees in our implementation of environmental sustainability. We did this by being open to ideas and change, and by talking to each other. Get help from environmental experts at the beginning of a project as often this advice is free and is really useful for getting the most out of environmental sustainability. We were astonished at how well it worked – absolutely gobsmacked in fact."*

Carleen Kelemen, Director of the Objective One Partnership, welcomed the project. She said: *"By helping people to regain their self-esteem, learn new skills and make a contribution to the economy we are producing a real financial saving to society as well as helping the individuals concerned to rebuild their lives."*



For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.