

A welcome to *Instinctively Wild...News*
4th January 2015

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Hello 2015!

We hope you had a great break over the Christmas period.

At [Instinctively Wild](#), we are looking forward to a new year.

We have lots of plans for 2015, such as developing our client base into the Lothians as well as increasing our volunteering base and training opportunities in this area. We will be engaging much more with social media, so expect to get more [Tweets](#) & [Facebook posts](#) from us: we want to engage with you, so please connect with us.



2014 brought massive changes for Instinctively Wild. We changed our name and image. If you didn't know, we were previously called Borders Environmental Education Services (BEES). We finished our very successful LEADER/The Robertson Trust [Volunteer Development Programme](#), which we hope to replicate in 2015 (link takes about 20 seconds to load).

Last year saw the start of many exciting projects, such as the Tudor Trust funded 'Beyond Boundaries' programme. Utilising the

Forest Schools ethos, this project aims to demonstrate that the FS model works at improving confidence and self-esteem for children and young people on the edge of education, both at primary, secondary and 16+.

"The forest became a place of calm (largely) a place where confidence grew, a place to have fun, a place to learn skills and a place to achieve success. It definitely has had a positive effect on the boys." P. Lane, Selkirk High School.

Thanks to the IW team - [Jan](#), Wendy, Geraldine, Richard, Graeme, Derek, Catriona, Una, Jan, Ed & Ashley, for making Beyond Boundaries so successful.

In November we completed our tenth 'My Main Man/All Together' programme for NHS Borders & Scottish Border Council -Community Learning and



Development, in Peebles.

This is a relationship-building project between children and their parent figures.

We use the forest schools approach, with bush craft skills, to engineer activities that purposefully provide opportunities for positive conversations and confidence & self-esteem raising.

"We chop kindling together.

I got trusted with my own axe.

It was awesome because we got to do lots of stuff.

We play with our bows and arrows. It's really fun. "



Feedback from Eyemouth All Together programme 2014.

Thanks to the IW team - Jodie, Daru, Keith, John, Catriona, Ruth & Roger for making these programmes so successful.

In November we also completed a second very successful Eco-therapy project for clients with Dementia, working with NHS Borders. [Jeannette McQuat](#) (read full Letter of Recommendation) - NHS Borders, said

"The aims of the project are to enable people with dementia to regain their connection with the outdoors through engaging in outdoor activities that stimulate the senses and consequently improve well being, self esteem and confidence.

The sessions with Instinctively Wild are consistently well organised and they have proved to be a reliable team to work with. We have been confident that the in-depth Risk Assessments carried out prior to each session ensure that those taking part are kept as safe as possible."

Thanks to the IW team - Daru, Reinake, Graeme, Roger, Richard & Beith for making the project so successful.

We are really excited about 2015. We are looking



forward to using our successes in the Borders, and applying these in the Lothian's.

We look forward to meeting and working with you in 2015.

All the best for the coming year.

Pete Carthy
Founding Director





Business Development News

Since November, we have had an [SCVO funded intern](#) working for us - David Fulton. David has been researching potential new clients in the Lothians that Instinctively Wild could run projects for, based on our eight market segment areas. This was a huge amount of work, but now it's complete, we have a database of both third and public sector organisations that we can potentially deliver projects for.

At the same time, we have had business support from [Just Enterprise](#), who have helped us understand how the internet works in relation to Google listings and adwords etc. They have also helped us to formulate a plan showing us how we can convert the above lists into contracted projects (unrestricted funds), i.e. through cold calling and through developing social media – Twitter, Facebook and LinkedIn. We have had these social media icons moved to the top right on our website, and the Twitter address put on our van, with a QR code, that takes you to our website. We also have used the [Social Enterprise Scotland](#) logo extensively to mark out our business model.

In November we received a support grant from Scottish Borders Council, some of which is for advertising and marketing. It will pay for new flyers and new publicity material, helping us get more work in.

Project News

January 2015

[HEALTH, WELL BEING & EDUCATION](#)

John Muir Award - Burgh Primary School, Galashiels.

Burgh Primary was the only primary school in the Scottish Borders to get the 'Access to Education' grant from Education Scotland. Pete C worked closely with the deputy head - the project proposal he wrote contributed to the grant applications' success. The project will take place one afternoon a week, throughout 2015. Watch this space for more news on this.

Eco-therapy

We have been re-commissioned by NHS Borders to run another eight week programme for clients with dementia, in summer 2015. We are hoping to team up with a masters student, via the '[Making the most of Masters](#)' programme, who will conduct research to give high quality academic evidence for our programme.

Beyond Boundaries

The new twelve week blocks are about to start in Galashiels. These are Forest Schools projects for disadvantaged children and young people.



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Contact Pete Carthy on 07807032491 for more information

Our mailing address is:
The Bridge, 1 Veitch's Close, JEDBURGH TD8 6AY

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