

Seminar for London and the South East Kings College, London 14 September 2004

This report summarises the proceedings of the above seminar. It should be read in conjunction with the four previous ARI Seminar Reports for events that took place in Birmingham, Newcastle, Bristol and Leeds. The reports are cumulative, to avoid duplication.



Please note: This report is an incomplete record of the proceedings due to the negligence of the courier who lost the records of the discussions that took place in the workshops. Brief notes and details of any presentations or handouts available have been included.



Opening Plenary – Introduction to ARI and regional perspectives

Bethan Stagg, ARI Co-ordinator welcomed everyone to the event and ran through the programme for the day. She hoped the day would be constructive, useful and enjoyable for all.



Bethan explained the background of ARI and how it came into existence: ARI is a partnership between the Federation of City Farms and Community Gardens (FCFCG), the National Society of Allotment and Leisure Gardeners (NSALG) and QED allotments, funded by the Esmée Fairbairn Foundation and SEED (New Opportunities Fund). (See previous reports for more detail).



ARI aims to get more people - individuals and community groups - growing on urban allotments. ARI will do this by:

- Promoting and supporting innovation and good practice in allotments management through technical support and advice, site visits, information materials and networking events.
- Projecting a positive and active image of allotments
- Raising the profile of allotments with the Government, local authorities and the public.

So far, over 2000 allotment associations and local authorities throughout the UK have registered their interest in the Allotments Regeneration Initiative £800,000 of funding has already been made available to promote allotments regeneration. This is one of a series of regional seminars taking place throughout the UK.

Background about the grants that ARI has awarded and resources available

There have been three funding rounds. The first consisted of seven major grants to pilot projects totalling £250,000. Grants ranged from £25,000 to £63,000. The aim of these grants is to regenerate sites that have fallen into partial disuse and provide examples of good practice in allotment regeneration to be replicated/built upon in other parts of the country.

The second round consisted of smaller grants ranging from £170 to £4000 (approximately 60% of which were to allotment associations). A total of £136,000 was awarded - ten times the funding available. The most popular funding objectives were:

- Widening participation in allotment gardening (24.9%)
- Restoring derelict plots (23.8%)
- General access improvements (22.2%)
- New fencing/gates (22.2%)
- Access/facilities for the disabled (18%).

The third round consists of three elements:

- Flagship Grant Scheme – like previous grant schemes, this is funding practical infrastructure work on allotment sites that have the potential to return to vibrant use. The Esmée Fairbairn Foundation decided to award an additional £63,190 towards the Flagship applications (in addition to the £200,000 originally allocated) because the standard of short-listed applicants was so high. A total of 23 projects were selected for grant funding, with an average award of £11,443.
- Mentor Network – ARI has put in place a team of 11 volunteer experts in England and Wales to give advice and support on allotment regeneration at a more local level.
- Beer and Buses – Bursaries are available for groups to visit successful allotment sites to learn about regeneration by seeing it with their own eyes.

Other Resources from ARI

- Newsletter – published three times a year
- Factsheets - providing advice, costings, case studies and resource lists on a range of topics including funding, toilets, fencing, tackling vandalism and other crimes blighting allotments, a guide for groups and agencies using allotments, young people on allotments, promoting allotments, clearing derelict plots, garden chemicals, devolved management and special needs. Available, as they are published, to download for free from the ARI website or from the ARI office (see Resources).
- Good Sites Guide – A directory of ideas of sites to visit for inspiration and advice.

Presentations

The following groups gave presentations summarising their experience of successful allotment regeneration:

- The National Society of Allotment and Leisure Gardeners
Neil Dixon, Regional Representative described the benefits available to

NSALG members including a wide range of advice, seed scheme, show supplies and insurance scheme. For further details see: www.nsalg.org.uk

- Froglife

Ruth Carey described the work of Froglife to protect and increase reptiles in London and the role that London allotments could play in this. 25% of London's allotments are cultivated organically. 88% of sites had frogs, 60% had toads and 38% had smooth newts. For more information: www.froglife.org

- Pesticide Action Network

Roslyn McKendry set out why it is important to reduce pesticide on allotments to increase their biodiversity and avoid the health and environmental risks involved in pesticide use. Six pesticide active ingredients withdrawn (81 products) July 2003. Three more have since failed review and will be withdrawn shortly. Old/unwanted pesticides are often stored in sheds. Roslyn explained the resources that are available for allotment gardeners from the Pesticide Action Network (PAN). These include Pesticide-free gardening tips and a Pesticide disposal database. They are carrying out an Allotment Pesticide Use Survey and publishing a factsheet which will focus on allotment pesticide use. PAN will also collate information on health/environmental profiles of garden pesticides and EU/UK pesticide regulation. For further information contact: roslynmckendry@pan-uk.org or tel. 020 7065 0905.

- Henry Doubleday Research Association

Jowanna Lewis, Project Co-ordinator, gave an update of the Organic Food for All and its team of food growing mentors. More details can be found on: www.hdra.org.uk/foodforall/index.php

Workshops followed the opening plenary. Topics covered are listed below.

Workshop	Facilitators
<u>Funding Allotment Regeneration</u> Grants and tips on applying for them, and raising funds through events and other means.	Cathy Maund, Federation of City Farms and Community Gardens Neil Chapman, Horsham Shelley Allotment Association
<u>Devolved management</u> What are the advantages, the pitfalls, and how can devolved management be sustained?	Tom Douglas, Kent House Rd Allotments Association Richard Wiltshire, QED Allotments Group
<u>Partners in allotment regeneration</u> Which national and local bodies can provide support, and what changes can this create for allotments?	Barry Watson, Groundwork Thames Valley Warren Carter, Moulsecombe Forest Garden
<u>Promoting allotment gardening</u> What brings new people onto allotments, and what does it take to keep them there?	Phil Guest, Archfields Allotment Association Stephen Cole, Ealing Borough Council
<u>Improving site infrastructure</u> Fencing/security, access/disability issues, water, toilets, sheds/storage	Phil Patricks, Redbridge Borough Council Jack Dudley-Swale, Spa Hill Allotments Association

Workshop Summaries

Please note: These are incomplete as all records of discussions in workshops were lost by the courier.

Funding Allotment Regeneration - Grants and tips on applying for them, and raising funds through events and other means

Cathy Maund –Federation of City Farms and Community Gardens

Neil Chapman – Horsham Shelley Allot. Association

Workshop leaders posed three questions as the focus for discussion:

1. You need to raise funding for the fence around the site and new toilets – approximately £30,000. How would you go about this?
2. You are a newly formed fundraising committee. How would you go about planning your first event to raise money for the site?
3. How would you go about demonstrating that your project is inclusive?

Handouts included the ARI factsheet “Money Maze” and “Any fool can spend money” (Appendix 1).

Delegates were also referred to the following two websites:

www.governmentfunding.org.uk

www.volresources.org.uk

And the publication “Voluntary but not amateur”, published by the London Voluntary Resources Council.

Key points from discussions included:

1. Lots of scope for good events on allotments
2. Don't put off grant applications – criteria or availability may change
3. Look at reducing costs, e.g. reclaimed materials
4. Make sure build in maintenance costs for structures applying for funding for
5. Check your legal structure doesn't create problems for applying for grants

Partners in allotment regeneration – Which national and local bodies can provide support, and what changes can this create for allotments?

Barry Watson, Groundwork Thames Valley

Warren Carter, Moulsecoomb Forest Garden

The aims of this workshop were to look at:

- New approaches
- Causes of underuse
- Success stories
- How to boost uptake
- Delegates to understand what good practice is in developing partnerships in allotment regeneration.

Barry Watson gave a presentation about the Hillingdon Initiative. Hillingdon Council's adult education and green spaces departments have successfully teamed up with three external partners, Healthy Hillingdon, Groundwork Thames Valley and Hillingdon Allotments Federation, to promote the health benefits and creative and social aspects of gardening as well as teaching people the skills to successfully grow vegetables and plants in a garden or allotment. A handout was provided on the initiative and is included at Appendix 2. His presentation is summarised here.

Why the Hillingdon Initiative started

- Interested MP
- Forward looking Allotments Federation
- Health promotion drive
- Central government targets to increase exercise, reduce obesity and eat more fruit and vegetables
- Local authority target to use Greenspaces Better, and increase take up
- Groundwork Thames Valley – aims to change lives by changing places.

All these parties shared a similar agenda.

Funding was received from Healthy Hillingdon and a service level agreement drawn up for 3 year provision of a Project Officer, 3 days a week, by Groundwork.

Identifying the problems – together

- Survey of existing allotment holders
- Questionnaire to Site Secretary's for their views
- Identified what prevents newcomers (hidden sites, slow admin, ignorance, lack of encouragement)
- Drew up a strategy for this work.

Better communication

- Closer links with Council – invited allotment officer to all meetings
- Working party with allotment officer and allotment federation to look at the details
- Federation newsletter to encourage networking
- Produced signs to direct people to the sites
- Greater publicity at shows and firs
- Starter packs for newcomers
- Taster sessions and helpline for new gardeners inc. new plotholder day
- Council website improved to give info on allotments

Working together strengthened understanding and overcame prejudices. All parties understood the constraints causing less frustration and a more positive outlook overall.

Obstacles addressed

- Half plots made available
- Tarpaulins to cover cleared ground
- Funds for improvements to sites, water, toilets, storage, fencing, drainage
- Support for site secretaries
- Need for long term thinking identified and a Borough Joint Allotment Strategy was proposed, promoted and achieved

- £1 million funding for 5 year programmes of works agreed with allotment federation and site secretaries
- Annual review of progress – 15% increase in take up

Future plans

- Federation restructuring
- Website
- Stronger Federation

Participants were asked to share their experience of working with partners in allotment regeneration. Each workshop leader shared their own experience. Products of these discussions were collated under the following headings:

- What support partners have provided (e.g. goods in kind, £, labour)
- Benefits that have come from this
- Difficulties that have arisen
- Lessons learned
- How the site changed

Some of the changes that developing good partnerships can achieve in allotment regeneration were noted as:

- Linking with your community
- New uses and new users
- New friends - working together with other sites, e.g. joining together to do a joint bid, networking e.g. visiting other sites to judge allotment. Sharing of info and ideas
- New enthusiasm from own members as get more involved.

The general conclusion was that the diversity and number of organisations that could potentially assist in allotment regeneration is huge. Also, to remember that the search for partners in regeneration is a two way and local authority providers are also looking for partners to bring about change.

Promoting allotment gardening – What brings new people onto allotments, and what does it take to keep them there?

Stephen Cole, Ealing Borough Council

Phil Guest, Archfields Allotment Association

Workshop leaders' experience:

Phil: From 50% occupancy to a waiting list in 18 months, by changing management

Steve: From 800 to 1300 tenants in 9 months, by talking to people

Both stories are examples of word of mouth filling vacancies.

The workshop presentation and discussions were structured as follows.

Who are we promoting allotments to?

- The perception of the allotment gardener is rather out-of-date
- People who are looking already (and can't find the right information)
- Women & families (who may feel excluded)
- Children (in school and out)
- New communities (who haven't heard of allotments)
- Neighbours (we want their support)
- Councillors (they approve disposals)
- Council officers (do they know how to "sell" allotments)
- Doctors and healthcare professionals
- Local media (loves a novel story)

Discussion: Are there other audiences (or other ways of grouping people)?

What are we offering?

- More a lifestyle than a square meal
- Escape/stress relief
- Local countryside or pleasant environment
- Family activity

- Health
- Community/social activities
- Control over food quality
- Reduction in obesity (local authority/PCT benefit)
- Reduction in crime (local authority)

Discussion: Are there other benefits, or ways we can change to match aspirations?

How do we get this across?

- Allotments are now in a competitive market (and people have limited time)
- Offer the right product (10 poles is too big for most)
- Ensure the right info is readily available in all the right places
- Use humour (people expect “sophisticated” advertising these days)
- Find ideas that emphasise what people are looking for (socials, etc)
- Work with sympathetic groups
- Link to 5-a-day and similar initiatives
- Get out into the community
- Encourage local authority to act as point of contact for private sites

Discussion: What would make your friends consider an allotment?

How do we keep people?

- 75% of new tenants leave by the second year, usually because they have struggled
- Is support available? Is it publicised?
- Change the culture – don’t make them feel they’re failing
- Same with non-cultivation notice – make it positive
- Involve newcomers in the allotment community

Discussion: What ideas have you used, or do you think would reduce turnover?

Summary of discussions

- Open days: Delegates had examples of these working very well, and the idea was popular with the delegates.
- Infrastructure: Delegates saw a reliable infrastructure as part of the process of promoting allotments, by making them more attractive and reducing turnover.
- Schools: all recognised the difficulty of involving schools when this was not on the school premises due to the time commitment involved. Only clear way forward was to piggy-back on government initiatives ('Five a Day' etc).
- Retaining ploholders: apart from infrastructure, most delegates saw need to build community spirit, offer support and avoid blame. Introduce to other ploholders. Offer broader benefits to new users – flowers, beekeeping etc.
- Councils: allotment officers agreed that support from the community can be useful for promotion (and generally).
- Importance of word of mouth – opening up channels of communication.
- Need to work out what people want – cheap food is not longer the most important thing. Peace and quiet, nature, community centre.
- Importance of having one contact point.
- Variable plot sizes
- Be flexible and imaginative.
- Importance of associations working together to develop a borough-wide strategy.

Devolved management – What are the advantages, what are the pitfalls, and how can devolved management be sustained?

Richard Wiltshire, QED Allotments Group

Tom Douglas, Kent House Rd Allotments Association

The main relevant points from the discussions and activities in this workshop were:

1. The Role of the Council – for an association to take over the running of the site it is essential that a survey is carried out prior to the take over. This is

to ensure that the association is not landed with work and no funds to carry it out.

2. For an association to succeed all ploholders must be aware of what the proposals entail. A meeting is required by the Council to inform ploholders of the proposals, a Council Officer is required to attend and if possible a member of a site already under self management.
3. To sustain management the association should retain lines of communication with the Council for support in the early stages of the take over. Also, a system of monitoring the running of the site, an annual report or a business plan would ensure success.
4. A proper constitution should be put in place and a committee publish its meetings to keep ploholders up to date with events. An agenda for the AGM should be circulated well in advance.
5. The association should belong to a National Association for support and advice.

Discussions were divided into two main phases and the key problems and key solutions were identified in each phase.

Getting Devolved Management started	
Key problem	Key solution
Forming an association	Identify benefits to members and landlord
Securing resources from Council	Nailing down best deal with the Council on income
Communication between committee and ploholders	Newsletter
Making the Council receptive	Clearly defining who does what
Ensuring people want it	Share experience from other sites

Keeping Devolved Management going	
Key problem	Key solution
Getting a committee and keeping committed people	A vision of the future for the site
Communication between committee and plotholders	Newsletter
Keeping standards of management up	Clear definition of responsibilities
Retaining members/plotholders	Provide good services
Keeping it fun	Change regime on sites
Clarity on relationship with Council	Agree a legal contract

Communication is **key** between all parties.

Improving Site Infrastructure - Fencing/security, access/disability issues, water, toilets, sheds/storage

Jack Dudley-Swale, Spa Hill Allotments Association

Phil Patricks, Redbridge Borough Council

What is site infrastructure?

Access ways, drains, water supplies, fences, gates, buildings, electricity supplies. This session will be concerned with physical infrastructure but we must not lose sight of the fact that the most important element of any site's infrastructure is human (Plotholders, managers, neighbours). The allotment site as part of the infrastructure of the local community.

Terminology:- Direct let, self managed, Lessor, Provider, Community, Society.

Roads cartways and access

Need for. Construction and maintenance. Use. Vehicle parking. Manure dumping. Disabled access. Roads. Grass, asphalt, concrete, dirt. Interplot paths. Other access ways.

Drainage

The invisible asset. Approximately ½ million gallons of water per acre falling as rain every year, where does it go? Why do ploholders ignore it until there is waterlogging? How to maintain and improve it. Essential, site specific and something that is best thought about before half your site floods, not after it has happened. If you don't keep plot holders informed they will unconsciously destroy it.

Water supply

Cost both financial and ecological. Suitability of available water. Standpipes v dip-tanks. Use of hoses. Maintenance. Water supply regulations. Cost - keep ploholders informed.

Different systems:

- Dip tanks - Reduce water usage. Allow faster watering where only one supply pipe. Hard work for old and disabled. Easily contaminated (weed killer etc). Breed midges etc. Can help spread plant diseases.
- Standpipes - Guarantee clean water. Water not suitable for immediate use on plants (Chlorine, wrong temperature). Easy target for vandals.
- Hoses? - Leaky hoses
- Grey Water
- Roof Water, wells and boreholes
- Ponds.

Fences, gates and security

Why fence? What sorts of fences? What sort of gates? What sort of locks? Who should hold keys? How should keys be controlled? Theft? Vandalism? Fly Tipping? Importance of neighbours. Planning law. Importance of perception of security. Importance of community. Fencing types. Hedges. Gates. Planning rules (Height, visual appearance, Barbed wire.) Locks (registered v unregistered key patterns) Control of keys.

Buildings

Why have buildings? What are buildings actually used for? Central or dispersed. Sheds on plots. Planning Law. Meeting places, as part of a community, trading huts, secure storage. Central structures v sheds on plots. Planning and control.

Refuse

There is no such thing as rubbish? Managing it. Recycling. Disposing of it. Bonfires. Skips, dustbins, responsibility of local authority.

Doing it yourself

Insurance. Health and safety. Obtaining grants. Encourages sense of ownership/involvement, (nothing quite like 'Fred and I spent hours making that' to ensure that it is not abused). If you are on a direct let site agree with council what you are going to do first. Health and safety is important but needs tactful approach when volunteers are involved. Public liability and employers liability insurance essential (on direct let sites should be covered under lessors policy but check with them first). Obtaining grants ARI, Awards for All etc.

Solution

Solution to many problems with site infrastructure is to get councils involved in setting overall policies. Get planners involved – especially re. building toilets.

Closing Plenary

The plenary opened with further presentations of allotment regeneration in action from:

- Harrow in Leaf - Sue Green www.harrowleaf.org
- Leytonstone Allotment Holders Association – Jeff Barber
- Hangleton Playlink – Sherron Barker
- Acton Gardening Association – Mike Wale <http://www.allotments.org/>

- The Beanstalk Project – Simon Honey, Centre for Environmental Initiatives (see Appendix 4 for further details of this presentation)

Bethan Stagg then summarised the key points from each of the five workshops and thanked all those who had attended for making it such a successful day.

Resources

Allotments Regeneration Initiative

The GreenHouse, Hereford Street, Bristol, BS5 4NA

Tel. 0117 963 1551

Fax. 0117 923 1900

Email ari@farmgarden.org.uk

Website www.farmgarden.org.uk/ari

Growing in the community

To order a copy write to:

LG Connect Publication Sales, Local Government House, Smith Square, London, SW1P 3HZ, enclosing a cheque made payable to "Local Government Association" for £15 (local authority, not-for-profit organisation, allotment association or individual plot holder) or £20 (all others). Quote the title and publication number: EN012.

Networking Forum

A variety of organisations with links to allotment gardening were represented at the seminar in the Networking Forum. During the lunchtime session, representatives hosted stalls and information stands so that delegates could informally chat and take away resources. ARI would like to thank all of the representatives for their hard work in making the Forum a success.

Federation of City Farms & Community Gardens

The GreenHouse

Hereford Street

Bristol

BS5 4NA

Tel. 0117 923 1800

Fax. 0117 923 1900

Email admin@farmgarden.org.uk

Website www.farmgarden.org.uk

National Society of Allotment and Leisure Gardeners (NSALG)

O'Dell House

Hunter's Road

Corby

Northants

NN17 5JE

Tel. 01536 266576

Fax. 01536 264509

Email natsoc@nsalg.demon.co.uk

Website www.nsalg.demon.co.uk

Appendices

Appendix 1 - Grants and fundraising handout

Any fool can spend money

Spending money is only one of the ways your project can acquire what it needs. Obviously money is essential for some things, but it is important to remember that your most valuable resource is the people who are involved in your project. Your second most important resource is access to up to date, quality information.

Three steps to fundraising:

1. How to reduce your need for money
2. How to raise money within your community
3. How to raise money from other sources such as Charitable Trusts and companies etc.

A. How to reduce your need for money

Ask yourself the following questions:

- With so many worthy causes, why should anyone give money to your project?
- Are we efficient - using money wisely and effectively?
- Do we pay too much for any of the goods, products or services we regularly use?

Reducing your need for money comes down to forward planning, organisational systems and negotiating skills.

Don't spend it in the first place:

The Five good reasons rule: If you can't think of at least five good reasons for doing something (spending money) then it's probably not worth doing!

Be clear about:

- What you want to do
- Why you are doing it
- Who is going to do what
- The order in which it is going to happen / setting priorities

Can you achieve what you want without spending money?

Donations in kind:

- If you don't ask you don't get (publicising your needs)
- Materials
- Labour: Volunteers, Secondments, Placements
- Expertises / advice and guidance

- Sponsorship

Other ways of reducing your need to spend money

Consider the following:

- Do you pay bank charges?
- Do you have clear financial controls that help prevent wasteful expenditure?
- Are your records and maintenance systems effective?
- Do you have efficient and cost effective insurance?
- The 5 R's: Reduce, Re-use, Recycle, Repair and regularly Review
- Discounts, free delivery
- Bulk buy
- Partnership purchasing with other groups, consortiums or co-ops

B. How to raise money within your community

This has three complementary elements:

1. The donation of services and resources
2. Income generation through sales of services and goods
3. Local fund raising activities

See ARI fact sheet 'The Money Maze' for more ideas

www.farmgarden.org.uk/ari

The donation of services and resources – five ideas:

1. Set up a volunteers' notice board saying how people can get involved. Put up cards for specific skills that are needed.
2. 'Wants list' board, asking for donations in kind e.g. plant cuttings, tools, timber etc.
3. Publish these wants in your own and other local organisations newsletters and distribute to local companies and groups that might be willing to help – also a good way of attracting new plot holders.
4. Put 'wants' in a press release / invite local radio to record an item about your site and what you need
5. Attend other local events and publicise where you are, what you do and what you need.

Income generation through sales – five ideas:

1. Most allotment sites are wonderful locations for a whole variety of social events like barbecues, harvest events, picnics, games and treasure hunts etc. These can be community events and, by having an entrance charge, generate income for your project. Events can relate to the seasons and include a wide range of income generating elements
2. The sale of surplus plants, cuttings and produce
3. The sale of related products e.g. window boxes, bird boxes etc
4. The sale of a product processed on your site, like liquid feed made from comfrey or jams made from soft fruits
5. Provide some practical training sessions and charge a fee e.g. make and plant a herb hanging basket, how to build a compost bin or wormery.

Local fundraising activities – five ideas:

1. Run a money-raising stall at other local events, fetes etc. Try to develop a novel idea
2. Set up a donations box with an enticing notice when you are holding events on your site
3. Set up a “Friends of our Allotments site” who are volunteers willing to give some time to run your fundraising activities
4. Consider all the usual fund raising activities and critically consider which are best for you and whether the time and effort will raise enough money to make them worthwhile: - such as jumble sales, car boot sales, stalls at other events, fetes, carnivals, tombola, sunflower growing competition, vegetable and flower show – the list is endless
5. Target local businesses with requests for help.

C. How to raise money from other sources, such as Trusts, the Council, the Community Fund and companies.

- Fund raising is hard work, time consuming and has costs – set aside the necessary time and resources
- Over 90% of fundraising is careful preparation, planning and record keeping
- Prepare a realistic plan, including costings, budgets and if appropriate a cash flow
- Remember that it is much harder to raise regular revenue funding (running costs) than capital funding (e.g. land buildings) your plan should take this in to account
- Research thoroughly potential funders (see ARI factsheet ‘The Money Maze’ for sources of information about funders). What do they require? Is there an application form? What are their criteria? When do they accept applications? See the step-by-step guide to applying for grants on the back page of the Money Maze and additional handouts for further information.
- Applications. If no specific application form is provided: - Send a short letter, no more than one side of A4, including an invitation to visit or meet. The application should include the “5 Ws”: Who, What, When, Where and Why; and the “Big 2 Hs: How and How much. Enclose some relevant support information (not too much), including where possible good visuals e.g. photos or drawings, details of the project to be funded with budgets etc
- Only seek money to meet your needs – don’t change your plans or project just because money is available
- Keep funders informed and develop a relationship e.g. send updates, invitations to events etc.

Charitable Trusts

- There are over 5000 grant giving trusts in the UK, giving millions of pounds each year, but relatively few donate amounts over £5000.
- You can find out more about these from;
- The Directory of Grant Making Trusts published by the Charities Aid Foundation, and the Directory of Social Change publications provide more

detailed information. Your local library may have them, or ask other local organisations

- See ARI factsheet 'The Money Maze' for other organisations that can provide information
- A number of lists of grant making organisations are now also available on computer disk; check whether other groups in your area have access.

Other funding bodies

For further information see 'The Money Maze'.

What do Companies give?

Local companies and local branches of major companies may be willing to support you. There are a number of ways in which they can help, such as: sponsorship of an event, preferential discounts on goods you buy from them etc. Some companies give cash grants or make covenants to groups and some will provide use of their facilities or access to services and equipment, and some loan a member of staff on a short-term secondment to help with a particular project or problem; others may pay for some advertising in your newsletter or brochure, or supply donations in kind.

Five stages in fundraising

1. Agree what it is you want to do and develop a plan
2. Research all appropriate funding sources
3. Prepare suitable funding package
4. Submit application in accordance with the specific requirements of the Trust / Company being approached
5. Develop a relationship with existing and potential funders. Keep good records and evaluate your ideas

Organising Your Project

Some key questions when planning / developing a funding strategy:

- Where are we today?
- Where do we want to be in five years from today?
- Where do we want to be one year from now?
- How are we going to get there?
- What needs to be done?
- Who is going to do what?
- What resources are needed?
- How will we monitor and evaluate our developments?

Other Resources

www.bvsc.org – Birmingham Voluntary Service Council website. Go to "funding – steps to greater success in fundraising".

Appendix 2 - Case Studies of Joint Schools/Allotment Projects

This information has been gathered by Groundwork Thames Valley to assist 'Healthy Hillingdon' in encouraging schools in the London Borough of Hillingdon to grow food and become familiar with allotments. A copy is being shared with each contributor to help us all learn from each other, and may also be given to other interested parties. It is intended only as a starting point, you should check details with the projects themselves.

The essential ingredients are:

- A teacher and Head with enthusiasm and vision, prepared to integrate gardening into the work of the school, either as a lunchtime/after school club, or into the curriculum.
- Fun activities and variety to enthuse the children
- A small group of committed ploholders, to help working the allotment plot, and someone to liaise closely with the school
- Linked allotments very close by, or with transport provided.
- A person with time to seek out partners, resources and funding for wellies, good paths, tools, shelter, publicity etc.
- Gardening projects *in school grounds* may be attractive to schools as an alternative, especially if expertise and time can be provided.
- Visits to allotment sites for a 'tour' may be a good introduction to raise interest.

Project Information

Birmingham
<p>5 Schools doing allotment work, including Handsworth Wood Girls School (Sec, Year 8) and primary schools. Usually the school selects children from different classes, and work the project into the curriculum, e.g. Citizenship. They also use camera and video a lot, e.g. creating an oral history of the allotment site (Links with History, world War II etc). Such videos are shown to funders. This fits in with Healthy Eating strategies, (children write an A4 report for their folders, and learn how to buy fresh vegetables) and children get fresh air, exercise too, as well as publicity for the school.</p> <p>The Project people and the schools both provide helpers. Weekly Thursday and Friday 1/2 day, from March/April to October. Helpers from the allotments providing expert knowledge. Often a whole class comes but it is better with 12 or so, and broken up into smaller groups doing different activities, e.g. keeping tidy the grassed sitting area. 1 ½- 2 hours sessions at maximum. They all get a certificate and voucher at the end of the year. At Harvest Festival the produce was cooked at the College of Food. There was also a Caribbean Taster Event, with elderly invited to come and share food grown and cooked by pupils.</p> <p>Mrs McGee-Belgrave contacts the school with her plans of what the pupils would do and how they would benefit, and how much time it needs, but</p>

responding to the school's way of doing things. Her project provides transport. Staff are CRB cleared. A letter of permission from parents is required.

In summer holidays, adult helpers and allotment holders keep the plot ticking over.

The City council helped secure a S.E.E.D. Bid for funding. Also money from Shell 'Better Britain' every two years. (See Shell website) Now have a paid worker for 18 months.

Contact : Mrs McGee-Belgrave M.B.E.
0121-785-0163 Mobile 07702 919169

Yoe!

Contact: Neville Lilley 0121-5549 638

Trial last year in two primary schools grounds, with the Out of Hours Learning Team funding sessions run by Eddie + one teacher (For discipline) 3.15-4.15 for ten weeks in spring and summer terms, with harvesting after.

Lunchtime clubs too. One club 17 children, other 10 children. Eddie created mini allotment, helped with expertise, if school no ground, compost bag and seeds. School said it was wonderful for the children to engage with something quite natural; pleased with the way the children responded, and welcomes the project.

Contact: Eddie Campbell, (City of Birmingham) 0121-464-0443.
Out of Hours Learning Team 0121-303-8553 Christine Hill

Leeds

Leeds Organic Growers won a large grant from the Allotments Regeneration Initiative. Now developing a strategy with ARI help.

With schools ran a pilot 'Grow me/ Eat Me' scheme, on school premises.

Allotment ploholders grew peas, beans tomatoes from seed as plugs, and then presented these (9 plants to an interested class) for growing on/study by the children as part of science, nutrition. Led to the setting up of a school garden at Becketts Park School, in Kirkstall. Allotments people helped with design of the school garden.

Kippax Junior School, nr. Leeds, took on a half-plot on the allotment site across the road from their school. Head Martin Hall says "Its brilliant! .. best thing we ever did! The kids got a lot out of it: discussions, reports in assembly, and they learn that things don't always work! Children queue up to join the lunchtime club of 8 Yr 5 pupils, but I choose those who will most benefit. Their parents come to see the plot and when the children go up to year 6 they invite four people to a meal which they cook using their produce. The allotment holders love seeing the kids, who respond to the extra attention. " We even got a prize in the 'Yorkshire in Bloom' competition.

Val Aspin, OAP, took photos. Site cleared by a Groundwork New deal team first, in the winter, and some fencing repaired by them. Plot now has a small

lawn, a shrubbery, and a 4-year rotation plan for plants. Help the Aged grant of £1000 for tools, shed, etc. concrete paths. Grew spuds, flowers, onions, cauliflowers, cabbages. Harvested by children when they go up to year 6. Although Head and Caretaker go with children, the allotment holders do a lot of work, which was vital for it to work.

Contact: Richard Veitch 0113-2380601 (Formerly Leeds Organic Growers, now Groundwork Leeds)

Walsall, West Midlands

Allotments and Healthy Schools link. Eco schools also involved. (Age: reception to year 5) Workshop session on planting things. Environmental games; Food ID games. Lists of what seen on the allotment. PSHE slot in school. Visit to an allotments site. A package of four or five visits to schools, depending on the funding. Maybe just a taster, or a full programme.

Were you able to take whole classes, or just part of?

It really depends on the school needs but I usually take a whole year group.

How supportive were the allotment holders ?

I found them to be very supportive and helpful. They would spend time talking the children through their plot and food growing benefits. They would show the children things like wheat and oats which end up looking very different to what they see. They share ideas about companion planting and why they do certain things to give the children an insight into different growing methods.

What aspects of PSHE did they work with?

Social and health as it empowers children to make choices about the diet they chose and can share with their parents.

Did any schools follow up visits and programmes of work with maintaining a more long-term link with an allotment site, e.g. taking on a plot..... or did they thereafter remain on their own site, perhaps taking greater interest in their school garden?

Most schools seem to have access to a garden area and some have green houses and have continued to grow plants and flowers as they enjoyed the experience so much. One of the schools actually have taken on a plot and will continue its upkeep after our involvement ceases.

How well did the schools manage to get parents and staff to accompany children?

Most parents were willing to help out on the visits if we needed extra adults to conform to the ratios. I would always approach schools through the Head and the teachers that I eventually work with are the ones that want to be involved because the programme best fits in with their topic so they are eager to get involved.

The work we have been doing around schools and allotments has been funded through New Deal for Communities, New Opportunities Fund, - the

five a day initiative, Health Action Zones and SRB 5.

Contact: Debbie Aston, and Maxine Makin, Groundwork Black Country.
01922-622838.

Bradford

Video available, and training pack (Available in Urdu and Bengali too). Video 'provides living examples of food activities in KS 1&2 schools and community settings. With the pack it aims to provide primary school teachers and community workers with practical advice³ on getting started.'

Contact: Bradford Community Environment Project. 01274-223236.
Funded by UK Dept of Health, Europe Against Cancer Campaign.

Mansfield, Notts

Manor Comprehensive School (Special:SLD) had lost some of their garden, and the next door allotment site offered them the use of an existing ½ plot for disabled people which has 3 raised beds. School already had a gardening tradition, but the still value the allotment holders' knowledge. Some pupils are working for credits through a Learning for Life course, through the Open College Network. Others do KS2 science. Council paid rent. Children are supervised at all times by teacher, and Rob is there too. Plot near gate to avoid problems.

Now Rob is giving lessons at Tuxford Camp secondary school, at which OFSTED recommended they made better use of existing glasshouses. Rob is about to do a course of sessions on 'Gardening from Scratch' for new ploholders, to which others may attend, for Newark Allot Association, course funded by LA21 and Healthy Living. (Too wide at 6') full depth of soil (Grant for bought-in topsoil too), which is easier to control weeds. Weed suppressant on paths. Mainstream school, but disabled and learning diff's pupils integrated in the school benefited most. Funding from the Co-op for the raised beds.

Contact: Rob Foster (Mansfield & Woodhouse Allots Assn)
01623 632 755. (Rob writes for National Allotments & Leisure Gardening Assn') email: roberternestfoster@btopenworld.com
Teacher: (Mr. Chris Alice) 01623425 100

Northamptonshire

Five plots on an allotment site were donated. "Seven or eight schools took part, and all are dead keen to come back." One infant school got their own raised beds built, after this project, and another built a playground garden. The teacher's, too, gained confidence in gardening. It tied in with Health Walks, Healthy Living Initiatives, and partnered with the Primary Care Trust and Nurses, who came to talk to the schools about the five-a-day scheme and healthy lunchboxes. There was a programme of work from seed sowing through to harvesting and composting. But also community targets, and National Curriculum links, such as the growing environment, food webs, citizenship, wildlife, organic growing.

Heads and Teachers were talked to first. Then seeds, seed trays and compost were taken into school, early in the year, and sown. These were

later taken back to a polytunnel on site, except one which remained in class, to indicate to the children when some transplanting would be needed on site.

The pupils had several visits over the year, and BTCV staff planted salads etc which could be harvested before the end of the summer term. They had picnics in the nearby country park. In September, there was vegetable soup on site. An assembly was taken to schools "Tasting torture chamber" where volunteers were blindfolded and had to guess what they were eating. 60-100 children came to the site at once, walking from the nearby 7 schools, and 2 or 3 BTCV staff and helpers (including country park rangers) met them and took groups.

The BTCV officer was paid through the landfill tax credit scheme to do this and other work. Supported by Borough Countryside rangers from the adjacent country park. The allotment society gave £50 worth of seeds. Polytunnel through LA21.

Sarah Klaes, BTCV, 01604-643653
s.klaes@btcv.org.uk

Bristol

Burnbush Primary School from the start involved every child. Nigel Williams the head says "The allotment gardening relates closely not just to science, but also food technology and literacy. I like the kids to write from first hand, to experience things. The kids absolutely love it, every moment, and the staff are very, very committed to it. The work really does bang on and work well. The kids gain 2 or 3 levels in writing...big stuff...and it really is raising standards. This year we're using World War II recipes for things like marrow pudding, and vegetable soup; later we'll sound all the bells like an air raid, empty the building, and dish out soup like they did in the shelters!"

The calendars for allotment and school work are integrated, so each matches and supports the other. The project is an integral part of the curriculum. Pictures taken on digital cameras are promptly projected onto interactive white boards to aid written work in school. After the school holidays the children write 'How the allotment has changed over the summer.' One afternoon the whole school shared sweetcorn cooked over the barbecue, then did observational drawing, and poetry. Another time we pick blackberries for a sauce we ate with vanilla ice cream. The school cook uses the food to reduce her bills too.

At first every child in the school grew a runner bean and sweetcorn, to keep it simple. Big crops got people interested, so we could roll forward. But now each class also has another vegetable they are responsible for, such as pumpkins (for halloween) marrow, onions, tomatoes. Each row has the name of the veg, date of planting, and children's class and names. Each child has a planting plan and schedule.

At first, keep it simple, so both sides are in control. Maybe start with a half plot, and gardening club at lunchtime, or a class come over. Children wear

old shoes.

The school paid for a gate to be put into their fence, and paths to go in. Each plot has wide paths, and the beds are 3'-6' across, so kids can reach from the paths. There is a class set of spades and forks, which the children bring back to the boiler house to store.

We get tremendous co-operation from the allotment holders, they do lots of work for the kids.

Len says: "They have done a lot of work related to science, maths, art etc. over 3 years. The children use diaries, and site visits to measure growth. In IT children used digital cameras and computers to record their work, plans, pictures, drawings.

The school had already developed a wildlife area on their own site. Len says: "How can children understand 3rd world problems and famines, if they have no idea where food comes from themselves?" Len highlighted the importance of climate and global considerations such as understanding the food shortages in the 3rd world, and growing seasons.

Site tenants have done a lot of work on the site with the school, digging over the plot to start with, laying out paths on the plot, providing seeds, pots and compost (Later grant aided) and growing some plants.

Each child had his own runner bean plant, and beans were picked by the tenants in the summer holiday and frozen, to be cooked in the school kitchen in the autumn. But they try to grow early potatoes, peas etc which mature before the school holiday. Sweet corn grown and barbecued at school. Each class, from nursery to year 6, make a visit once a week in lesson time, in summer, teachers escorting them. Some children come in pairs at lunchtime to water.

Len and 3 helpers CRB cleared by school. Parents provide written permission. Recently appealing to parents for a £1 donation for a welly fund, and ask to donate outgrown wellies. School provides hand tools.

Contact: Headteacher: Nigel Williams, tel 01275 832961. email: burnbushp@bristol-city.gov.uk Whittock Road allotments Rep: Len Gillard 01275 838360

Newcastle on Tyne

West Jesmond Primary School, which has limited play areas, was contacted by Hugh Smith, an allotment holder at a nearby site, offering the use of some space for the children to get some experience of growing things.

Each week, on Friday pm one of the three Year 5 classes walks (5 mins) with one teacher and two adults to the site where they are met by Hugh plus one or two helpers for gardening activities. In the winter, Hugh comes to the

school with seeds and trays to be planted, which he grows on for later planting out. In summer the children are able to sit in the lawn area at the four picnic tables, surrounded by the willow fences, and now have a pond and bog area too; these provide a place for drawing, reading. The children made designs based on plants which a local sculptor has carved into stone seats.

Recently school and allotment people mingled at a joint barbecue, and opportunities are being sought to link in with other local people, especially people in homes with no opportunity to grow food, as well as people with disabilities.

Brick raised beds provide good conditions for intensive growing of beans, garlic, strawberries etc. and sunflowers, herbs and sweet peas are grown. Half a plot is lawn and willow tunnels, half is pond and bog garden. One plot is given over to veg and flowers; a third plot is being brought into cultivation after clearing by the adults.

A Newsletter is sent to all parents 3 or 4 times a year. Now and then a 'Focus Weekend' is arranged, e.g. when the pond was dug and installed, when about 30 people helped.

Funds came originally from Awards for All (Lottery) £2K, £2.5K from a scheme funded by local companies.

Contact: Hugh Smith 0191-281-5963, email: pmsmith@waitrose.com

Appendix 4

The Beanstalk Project – Simon Honey, Centre for Environmental Initiatives

Project developed in response to local concerns, particularly about the importance of local food growing because of:

- future use of allotments
- food miles
- availability of fresh fruit and vegetables
- quality of open spaces
- community cohesion
- health benefits of growing food; exercise, better diet
- environmental education - many children have no idea where fruit and vegetables come from.



It was felt that there was a need to develop a way to attract younger generations to allotments and organic gardening, with a strong branding to compete against other recreation opportunities. The project also needed to meet the needs of both parents and children, e.g. provide help clearing land, free seeds, free tools – esp. more deprived areas and free/reduced plot hire, gardening skills training, fun events and activities, advice and support including hands-on learning events and advice on their plot, information sheets and pack.

These ideas were developed and in 2001 a Pilot project was set up using Awards for All funding of £4.5k. A strong innovative image was created and lots of promotional opportunities taken advantage of. The pilot project aimed to meet children's, family's and group's needs. It helped 100+ family and children's groups and enabled research and development of the project to be carried out. Very positive feedback was received: Tool loan scheme - 50% use by those involved in the project. 90% of these feel the scheme is excellent or good; Free seeds - 60% use and all thought excellent or good; Hands-on learning days - 85% who attend thought these were excellent or good; Beanstalk folder - 82% excellent or good; Advice sheets - 88% excellent or good; Reduced rate plot (in target wards) - 95% Excellent or good

The research showed that the project had encouraged healthier lifestyles among those involved. For example: 94% of the children spend more time out of doors, 76% more active & aware of what they eat and 88% eat more healthily. Of the adults involved 100% spend more time out of doors, 88% are more active, 76% take more exercise and eat more healthily and 71% are more aware of what they eat.

The Beanstalk project has influenced:

- Sutton Merton & Wandsworth Health Authorities Food & Health Strategy
- London Borough of Sutton's Healthy Eating plan - need for community food growing
- London Borough of Sutton's Parks Service 'Allotments Marketing plan' - Increase the involvement of younger generations.

The Pilot project led to £34k funding from the SEED programme to try to engage:

- local agencies e.g. PCT
- ethnic minority groups

and to develop the project as a part of allotment regeneration locally.