GROVING SUCCESS

The impact of Capital Growth on community food growing in London







Foreword by Boris Johnson, Mayor of London

Capital Growth has successfully encouraged Londoners to turn derelict, and disused areas of land into wonderful plots full of vegetables and fruit. Reaching our ambitious target of 2,012 new community food growing spaces in schools, hospitals, roof tops and housing estates across the capital, is real cause for celebration. By working with landowners and providing financial and practical assistance to organisations wanting to grow food, Capital Growth has successfully linked fragments of land

with people who have discovered the benefits of growing their own food. In the face of rising food prices, healthy and affordable locally grown food in London makes perfect sense. These community food growing spaces also help to green the city, improve quality of life and provide Londoners with new skills, as well as boosting volunteering. I am proud to have been involved in this initiative and look forward to seeing vet more food growing sites in London for everyone's benefit.

A word from Rosie Boycott, Chair of London Food

I am delighted to have been part of this fantastic scheme. Capital Growth has proven what communities can achieve when they get together. The campaign has brought together an amazing range of people and organisations to create thriving food growing spaces across the capital. I look forward to exciting developments in future for the good of London, our communities and our environment.



Rusce Boyott



Our gardens at Rocky Park have grown out of spaces that were plagued by anti-social behaviour. We have reclaimed the open spaces on our estate by joining and journeying together, realising through events and talking to each other, we can make changes that have a positive impact on our lives and the place where we live.

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What is Capital Growth and why it was set up?

Launched in November 2008, Capital Growth was set up to increase the amount of land used for growing food in London, and in so doing encourage Londoners to grow their own, gaining and sharing expertise on how to do this.

Capital Growth is a partnership initiative between London Food Link¹, the Mayor of London, and the Big Lottery's Local Food Programme². It has also been championed by the Chair of the London Food Board³, Rosie Boycott. A target was set to create 2,012 new community food growing spaces across London by the end of 2012, London's Olympic year.

To achieve this ambitious target the project set out to:

- Encourage organisations to make available land and gardening materials for growing spaces;
- Publicise the project to increase people's desire to grow food;
- Provide a one-stop shop for growers, pointing them to land, training, practical help and advice;
- · Create a support network for growers;
- Influence public policies so that land for food growing is provided for the long-term.

Why community food growing?

Community food growing projects are run by a range of different groups, who come together to grow food locally. Whilst these projects have a common goal of growing food they are as much about helping communities and individuals, and improving the local area.

Previously the area of Ebury Garden was overgrown and wasteland, now it is a pleasant, peaceful and safe place to sit and watch or get involved. Crime has gone down, community cohesion has increased and strangers have become friends.

Mike Smith, Ebury Gardening Club, Victoria, Westminster Capital Growth space 67

Why in the capital?

Now, more than ever, we need to grow more food, closer to where people live, that not only tastes great and is nutritious, but also enhances rather than destroys the environment, and starts to address the need for a secure and trusted food supply in an urban area.

London, as a major world city and home to over eight million people, reflects our complex food system. The importance of growing food in cities was stressed in the Mayor's food strategy, Healthy and Sustainable Food for London (2006)4 and the Mayor's London Plan (2008)5 recognised the wider environmental significance of green spaces. Demand for space to grow food has risen dramatically in London with allotment waiting lists at an all time high6. Capital Growth was developed to help meet this demand, alongside helping Londoners find the land and develop the skills to increase the amount of food grown in the capital.



What we did

Capital Growth acknowledges that there are many difficulties facing those who want to grow food in the city. As well as long waiting lists for allotments, it is difficult to get access to land and there are few funding opportunities for people who need some basics to get started.

Capital Growth therefore approached and engaged landowners and other food growing organisations and made sure that people or groups looking to set up or extend a food growing space could get a range of benefits and practical help by joining the Capital Growth network. With free membership, this network was designed to be open to all, whether a school, housing estate, business or group of neighbours in a back garden.

Capital Growth provided help to make setting up an urban community food growing space as easy as possible, including help to find:

- land and getting permission from the landowner;
- equipment, and funding to get started;
- · local volunteers; and
- training to learn about food growing.

A Capital Growth space was defined as:

- a new food growing space;
- community led i.e. five or more unrelated people; and
- over five square metres.

Members of the network received:

- a welcome pack with seeds, information and a numbered plaque;
- discounts on materials, and access to free equipment through competitions;
- free networking events, publications, newsletters and social networking.



Capital Growth has also focused on a number of themes during the course of the campaign including:

Enterprise and employment,

including producing a publication in partnership with City and Guilds, entitled Roots to Work: Developing employability through community food growing and urban agriculture projects⁷.

Grow to Sell.

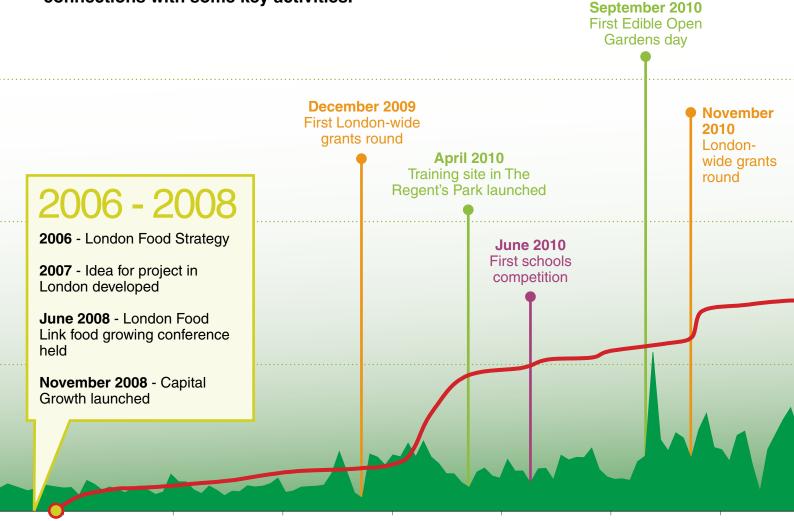
which provided training, advice and match-making between growers and buyers to help spaces or individuals generate income by selling crops and related products. We also developed and ran the first Urban Food Week with the London Food Link project, Ethical Eats, to promote ultra-local food by serving it in restaurants, bars and cafés.

Health and food growing,

including a tour of health-related spaces, a seminar with health professionals to share case studies, and developing a national project to encourage the NHS and local authorities to commission food growing projects as part of their health and well-being services⁸.

Capital Growth timeline

The graph below shows how the number of Capital Growth spaces grew over time, website hits and connections with some key activities.



March 2009

Edible Estates.

to celebrate and share experiences of residents groups and housing associations running food growing projects.

Food growing in schools,

providing training for teachers and staff and celebrating the achievements of schools through two competitions. Through these themes particular groups were encouraged to start to grow. The themes also provided a way to highlight key challenges and opportunities for food growing.

The campaign was monitored and evaluated to ensure it reached its target, including:

- giving each space a unique number;
- training volunteers to conduct site visits; and
- sending an annual monitoring survey to all members.

There was also an independent external evaluation with a sample of growing sites and stakeholders.







Key successes

Approximately 99,000 people have been involved in community food growing on Capital Growth spaces and its successes can be seen on many different levels, ranging from influencing policies that affect food growing, to people feeling safer in their neighbourhood.

By undertaking surveys, monitoring and research Capital Growth has been measuring its impact on London and Londoners and this short report shares some of the great stories about how the network is improving the capital. Responses from Capital Growth's London-wide network of food growers show that 97% of sites feel that the support provided has been useful to their project. Alongside obtaining funding, groups also felt that the most important aspect of their membership was being part of a large network that promotes food growing and gives advice and information.



Bringing communities together

Capital Growth spaces have helped bring together different cultures and generations and contributed to bridging the divides between different ethnic, socio-economic and age groups.

Growing food can even bring together communities that have been torn apart by tragedy. For example a project in South Acton was set up as a memorial garden for a local man who was killed in a shooting. A food growing garden was created that the community could use, which has successfully brought the local young people together and changed the face of the local estate.





The garden has become a central feature on our estate
– something colourful and vibrant to look out at every
day, with the knowledge that if you've forgotten anything
at the supermarket, you'll probably find it there. It
allows young people on the estate to learn more about
growing your own food, and the benefits of eating locallyproduced food, especially grown right on your doorstep.

Haberdasher Tenants and Residents
Association Gardening Club Project, Hackney
Capital Growth space 361

Involving the whole community

As well as case studies and stories, reports from Capital Growth spaces show that people involved in community growing cover a wide range of ages and ethnic backgrounds. Often projects involve people with health problems and disabilities and reach out to those on low incomes or with no employment. For example monitoring data shows:



32% of growing groups not based with schools receive referrals or have links with a health service or other agency



60% of non-school spaces reported that they are engaging people classed as not in employment, education or training (NEET)



62% of Capital Growth spaces are engaging someone with a disability



76% of spaces involve people who are Black or Black British, and 68% involve people with an Asian heritage



82% of Capital Growth sites are in the more deprived areas of London⁹ and 44% in the 20% most deprived areas of the capital

Capital Growth research also shows a strong intergenerational element to many of the projects:



66% of the spaces are engaging people aged over 60



82% are working with people aged under 16



44% of school spaces involved someone aged over 60



74% of non-school spaces include someone under 16

Making communities stronger

Capital Growth has also helped to generate social and community benefits. Capital Growth spaces regularly run events, activities and training days so are able to reach further into the community. Monitoring shows that groups running the spaces have organised more than 6,000 events, activity days or training days involving at least 82,000 people. Many people have reported benefits, for example:



71% of people have made a new friend with someone in the neighbourhood/local area as a result of getting involved



38% of people feel safer in their neighbourhood as a result of the growing project

Forty Hall Community Vineyard works closely with Enfield mental health organisations, many of whom refer their users to volunteer at the vineyard where they know they will be in a supportive environment and will get the opportunity to learn new skills and build social networks.

Sarah Vaughan, Project Manager, Forty Hall Vineyard, Enfield Capital Growth space 92



The people involved in our garden have a great sense of pride for the space and for their involvement in it. Beyond the transformation of the space, 50 people who didn't know each other before now meet regularly. A lot of new friends have been made and huge number of local connections have been made and there are wonderful stories about how this garden has made a positive impact on all of our lives.

Rachel De Thample, Founding Member, Westow Park Herb & Wildlife Garden, Crystal Palace Capital Growth space 1065



Through our project at
Olden Community Garden
we believe that we have
successfully brought together
our community. Our members
are of a diverse age and
ethnic mix who socialise and
work together in the garden.

Laura Arison, Community Gardener, Olden Community Garden, Islington Capital Growth space 289







Our project has really made a difference to how safe this otherwise derelict area would feel. Members of the local Safer Neighbourhoods Police have even stated that incidents have reduced since the greEn16 project started.

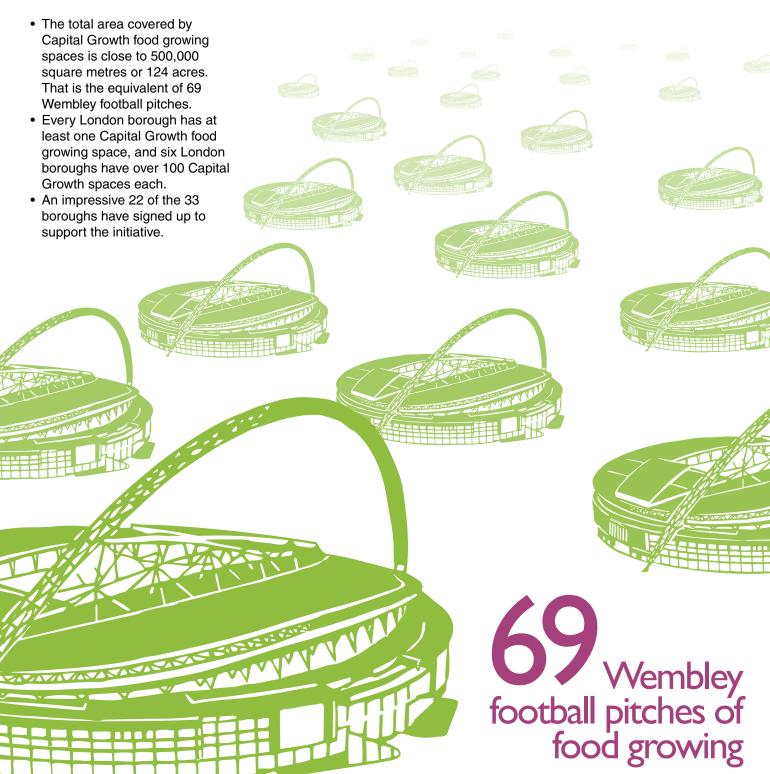
> Sam Clark, Participation Officer, GreEn16, Canning Town Capital Growth space 523

Improving land and our environment

Food growing in London is far from new, with around 14% of Londoners growing their own veg or fruit¹⁰ and there are 737 allotment sites¹¹. However, Capital Growth was the first large scale co-ordinated initiative across the capital to help and encourage food growing by communities, thereby "greening" large amounts of previously unproductive and unloved areas.

With high unemployment, social deprivation and a lack of interactive green spaces in the area, there is great need for the Highgate Wood School Organic Garden project. It enables teenagers to reconnect with their natural environment in a positive and beneficial way.

Caroline Jones, Lead Internal Verifier, Highgate Wood School, Haringey
Capital Growth space 343











A variety of types of land

Capital Growth has succeeded in involving many different types of projects, with the most common type being in schools or on housing estates:

- 20% of projects are on housing estates and Capital Growth has worked closely with eleven housing associations and other landlords to encourage more projects on housing land.
- There are 700 schools that grow food as part of Capital Growth, accounting for 35% of the spaces.
- 66% of Capital Growth spaces reported that the land on which their site was developed was previously unused, derelict or inaccessible.

Our garden used to be a waste area fenced off from residents because it was unsafe and the area littered with drug paraphernalia including used needles. Our community turned this scarred little patch of ground into a flourishing food garden providing fresh healthy food for our members as well as an area for friends and neighbours to just sit and talk and for new friendships to be made.

Laura Buckley, Head Gardener, Cranbrook Community Garden, Tower Hamlets Capital Growth space 68

Improving biodiversity and the local environment

Capital Growth has enabled around 500,000 square metres of land to start producing food, and the campaign has encouraged projects to grow as sustainably as possible. Many groups have adopted practices that are good for our environment.









Capital Bee¹², an offshoot of the campaign that aims to promote bee-friendly behaviour, encourages people to grow bee friendly plants and reduce pesticide use. It has over 500 pledges and has also helped 50 communities to set up apiaries by providing training and funding. The campaign has grown into a pesticide-free London campaign and is working with Capital Growth spaces and others to protect the health of people and our wildlife by reducing pesticide use.

Edible Golden Lane garden enhances the environment of this inner-city urban estate which is characterised by its concrete hard-landscaping. Not only this – but we are also producing food and encourage bio-diversity in the heart of City.

Jane Beckett, Resident, Edible Golden Lane, City of London Capital Growth space 358



Influencing policy

Capital Growth worked with a range of organisations to overcome some of the obstacles to growing food at London-wide and local borough level. Achievements include the following:

- Featuring Capital Growth in the London Plan¹³ which is the planning framework for London up to 2031. Part of the Plan encourages local planners to create and protect land for growing food.
- Getting food growing written into the All London Green Grid, the green infrastructure strategy for London co-ordinated by the Greater London Authority¹⁴.
- Ensuring food growing is mentioned in several borough strategies including Brent, Camden, Enfield, Haringey, Islington, and Lambeth¹⁵.

Capital Growth has also worked with the National Heart Forum through their Healthy Places project¹⁶ to challenge some of the perceived legal barriers to growing food and provide guidance online. Transport for London also worked with Capital Growth to find ways to get access to their sites and developed a template lease agreement for groups to use.

Enhancing individuals' quality of life

Growing food can help people to understand food and health issues and at 64% of Capital Growth sites, people have commented that they now eat more healthily as a result of being involved.

The positive impact on individuals involved in food growing sites extends beyond the actual project, as Capital Growth has been able to offer a range of training opportunities.







The achievement that means the most is the positive effect that the garden can have on individual lives. It's finding an anonymous note on the cabin door that says "I have lived in this area all my life and this garden makes me proud to be from this area." Or it's when a troubled person on the margins of society discovers the garden, becomes involved, and it improves their life. This is what really makes the many hours of voluntary work worthwhile.

Alison Gibson, Treasurer, Abbey Gardens, Stratford Capital Growth space 79

Creating volunteering opportunities

Through Capital Growth a large number of people have been encouraged to volunteer and get involved in their local communities. At least 21,000 people have volunteered at non-school Capital Growth projects, and close to 66,000 school pupils have been involved in a school growing space.

For resident ST, who has a diagnosis of schizophrenia and suffers from an eating disorder and severe panic attacks, the garden is a source of calm. He often goes out to water the plants when he is feeling partiularly anxious and has said that it can stop the panic attacks reaching their most distressing levels. ST has also eaten the food that has been produced in the garden and it has been fantastic to see him participating in activities that he usually avoids.

Farah Ahmed, Support Worker, Look Ahead Housing & Care, Growing for Greatness, Brent Capital Growth space 1467



Providing learning opportunities

Capital Growth has been able to provide people with training and opportunities to learn about food growing:

- over 1,600 people have been trained by Capital Growth in food growing skills;
- a further 1,600 have been involved in Capital Growth events and open days at our site at The Regent's Park; and
- at least 750 people have gone onto formal training or employment as a result of being involved in a Capital Growth project.

Capital Growth has also worked closely with the Centre for Skills Development, part of City & Guilds, to produce *Roots to Work*¹⁷, a report that highlights how projects can help people to get experiences that create employability.



As well as giving pupils access to new experiences and skills, the garden has also improved pupil attainment and behaviour. Taking responsibility for other living things has helped some of our most disruptive pupils to turn their behaviour around as they have gained confidence in their own abilities. Real life experiences such as selling produce and working out planting distances makes numeracy and literacy more relevant and motivates pupils to learn and to persevere with learning.

Tim Baker, Head Teacher, Charlton Manor Primary School, Greenwich
Capital Growth space 6



Local young people have been engaged with the businesses that are moving into Kings Cross as well as the construction companies that are creating the new roads and buildings. Businesses such as The Guardian have enhanced young people's training opportunities and provided work experience opportunities, and other businesses have provided employment. We have also helped young people to set up some micro-businesses, including a pop up café and selling fresh vegetables and chutneys from the skip garden.

> Jane Riddiford, Executive Director, Global Generation Skip Garden, King's Cross **Capital Growth space 117**

Increasing the capacity of diverse organisations

Capital Growth worked closely with a range of national, London-wide and local organisations to develop and run the campaign. Through an advisory working party, including people from these organisations, the project has developed ideas and learnt from a number of other groups with similar or complementary aims. In addition, Capital Growth has been able to develop the capacity of other organisations to promote and run food growing projects, as follows:



Working with London-wide and statutory organisations

Capital Growth worked with a number of organisations including local authorities, housing associations and charities to find ways to help them overcome barriers to food growing and find ways to encourage people to set up community sites. As noted above, 22 local authorities and 11 housing associations have worked closely with the campaign to engage their communities and integrate food growing into their organisations to make this the 'norm'. In one-to-one meetings, and through events and the website, Capital Growth has also provided advice on issues such as soil contamination, planning permission and how to involve people in new projects.

Supporting local organisations

During 2011/2012 Capital Growth provided funding to 25 local borough-based organisations to become Local Leads. Many of these local organisations were small charities or community groups, with limited numbers of paid staff, so Capital Growth funding enabled them to organise local events, visit growing sites and encourage more spaces to sign up to Capital Growth. In total the Local Leads ran 39 events and 65 training workshops in 25 boroughs. Even though funding for the Local Leads has now ended, many of the groups, such as the Women's Environmental Network and Incredible Edible Lambeth, continue to run such activities.

Capital Growth has also been able to build the capacity of very small, locally focused and often new groups in a number of ways. In particular, over £602,000 in grants has been distributed over the four years of the project to help create new sites and for existing sites to expand. In addition, Capital Growth has been able to attract funding and in-kind gifts, such as three show gardens, £15,000 worth of fruit trees, thousands of pounds worth of tools, and thousands of seeds. Overall Capital Growth has:

- Provided over £602,000 to 943 projects;
- · Run training for at least 490 organisations



Next steps

Capital Growth has successfully demonstrated that a co-ordinated approach to community food growing works. However, this is just the beginning. There is potential in not only increasing the number of community food growing sites in London and the amount of food grown on them, but also in making these sites become sustainable in the longer term, as well as helping them to provide more volunteering, learning and employment opportunities.

During the next phase Capital Growth will continue to provide a network to its members and will also be helping them to increase the number of people using the sites. The project will be focusing, in particular, on encouraging trade and enterprise through the Grow to Sell programme and increasing the amount of food that is grown and traded in the capital.

Outside of London the campaign is now sharing its story with other urban areas at home and abroad. The Big Dig campaign is engaging cities and towns throughout the UK to start or expand urban food growing networks and share their experiences of similar activities.

Capital Growth has shown that there are tens of thousands of people in London alone who would happily create or get involved in food growing spaces, with only a little support. It should be made easier for people to get this support so that the benefits summarised in this report can be more widely spread. This means that, for example, food growing spaces should be routinely provided in all public spaces, in all new residential developments and in all schools.

Anyone interested in finding out more should contact:

capitalgrowth@sustainweb.org www.capitalgrowth.org www.bigdig.org.uk

References and useful information

- London Food Link runs a network of organisations and individuals who care about sustainable food. Both London Food Link and its members work towards:
 - increasing the availability of sustainable food in London
 - tackling the barriers preventing access to healthy and sustainable food for all Londoners
 - protecting and celebrating London's diverse food culture

www.sustainweb.org/londonfoodlink

- 2) Local Food (www.localfoodgrants.org) is a £59.8 million programme that distributes money from the Big Lottery Fund to a variety of food-related projects to help make locally grown food accessible and affordable to communities. It was developed by a consortium of 17 national environmental organisations, and is managed by the Royal Society of Wildlife Trusts (RSWT).
- 3) The London Food Board is an advisory group of independent food policy organisations and experts which oversees the implementation of The Mayor's Food Strategy and co-ordinates work and leads the debate on sustainable food issues in the capital. www.london.gov.uk/london-food/general/ what-london-food-board
- 4) Healthy and Sustainable Food for London
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- 7) Roots to Work: Developing employability through community food growing and urban agriculture projects. City & Guilds Centre for Skills Developments October 2011. www.skillsdevelopment.org/pdf/Urban-agricultureresearch-full-report.pdf

- 8) Health and food growing for more information contact Jeanette Longfield at Sustain. jeanette@sustainweb.org www.sustainweb.org
- Calculated using postcode information of growing spaces and data held by the Greater London Authority on indices of Deprivation. For more information: English Indices of Deprivation 2010: A London Perspective, Greater London Authority, June 2011. http://data.london.gov.uk/datastorefiles/ documents/ID2010-a-london-perspective.pdf
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- 14) Green infrastructure and open environments: The all London green grid supplementary planning guidance, Greater London Authority, March 2012 www.london.gov.uk/sites/default/files/ALGG_ SPG_Mar2012.pdf
- 15) For links on the **London borough food strategies** visit www.capitalgrowth.org
- 16) Healthy Places: Information and case studies on encouraging agreements for the use of land as temporary community food growing spaces. www.healthyplaces.org.uk
- 17) Roots to Work: Developing employability through community food growing and urban agriculture projects. City & Guilds Centre for Skills Developments October 2011. www.skillsdevelopment.org/pdf/Urban-agricultureresearch-full-report.pdf



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Nicola Wheeler – Neighbourhoods Green
Paul Wilson – East End Homes
Rosie Boycott – Chair of the London Food Board
Stephanie Wood – School Food Matters

Plus all members of the Capital Growth Working Party

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Capital Growth

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Sustain: The alliance for better food and farming, advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the living and working environment, enrich society and culture, and promote equity. It represents around 100 national public interest organisations working at international, national, regional and local level.



Sustain: The alliance for better food and farming sustain@sustainweb.org
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