



Report to Mondelēz International Foundation



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Grant received May 2012

Total grant amount:
\$1,840,000

Annual programme budget:
\$368,000

Period covered by full year
grant:
June 2015 – May 2016

Locations where programme
was offered:
South Birmingham:
Longbridge, Weoley,
Kings Norton, Northfield,
Bournville

Green Gym® participants in
this period: 415

Published by The Conservation
Volunteers, Sedum House, Mallard
Way, Doncaster, DN4 8DB.
Registered Charity (England)
261009, (Scotland) SCO39302

*Green Gym is a Registered Trade Mark of
The Conservation Volunteers

Introduction

This report covers the first six months of year four of the *Health for Life in the community* programme.

The programme is designed to develop, with local community members, amenities and activities that will facilitate health and environmental improvements to local community members of the five wards of South Birmingham: Bourneville, Kings Norton, Weoley Castle, Northfield and Longbridge. The programme is delivered by The Conservation Volunteers (TCV) and is one of three programmes in the five year *Health for Life* programme funded by the Mondelēz International Foundation.



Objectives

The objectives of the programme are as follows:

PHYSICAL ACTIVITY

To increase the level of physical activity by members of the local adult population of South Birmingham

GROWING FOOD

To make a measurable increase in the level of food growing activity by members of the adult population of South Birmingham to promote a healthy lifestyle

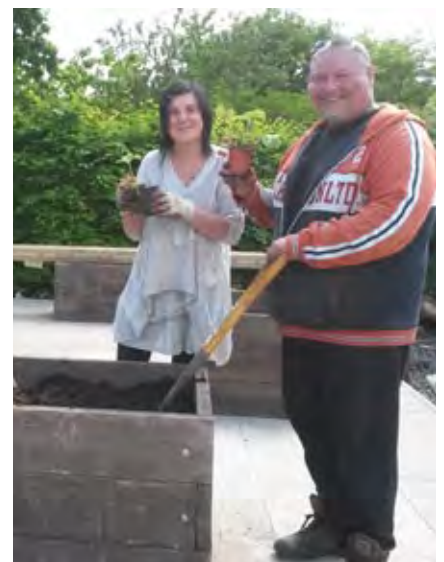
HEALTHY EATING

To improve eating habits and understanding of healthy eating among members of the local adult population of South Birmingham.

The programme is being delivered to meet these objectives, primarily through The Conservation Volunteers' Green Gym® activities, providing 'work-outs' in the outdoor environment, food growing and conservation activities.

Green Gym® is a refreshing approach to outdoor exercise, designed by TCV to improve people's health and wellbeing and make a positive impact on the local environment.

The Green Gym® activities are enhanced by additional network activities which are designed not only to promote the Green Gym® but also to encourage more people to join in and grow food at home and around the local area. In particular, community allotments are being created and developed on sites in the key wards and surrounding areas to contribute to the reach and sustainability of the programme.



Year 4 half year results

(1 June 2015 – 30 November 2015)

KEY OUTPUTS:

261 Green Gym® sessions which have involved 415 people of which 287 volunteered with the programme for the first time.

9 Action Days for Mondelēz International involving 97 Mondelēz employees as well as 1 corporate days with Royal Bank of Scotland involving 15 employees

6,525 free seed packets have been given out supporting families to grow at home

1,043 free food growing guides distributed with information on the programme, food growing and healthy eating.

9 Healthy eating sessions delivered in the local community

Key indicators of success from participant surveys

(Baseline and Follow-up)

This data is drawn from Health Questionnaires completed routinely as part of the programme, and from the information provided by participants.

It is based on a comparison of results from completed baseline surveys against completed follow-on questionnaires. The follow-on questionnaires (at 3 months and 6 months) are grouped together for this report, it is planned to produce separate values for the 3, 6, 12 etc monthly data sets for the end of year 4 report.

Results are summarised from a cumulative total of 204 baseline surveys and 94 follow-on surveys, completed to date through the whole programme. In the first 6 months of year 4 we have completed 56 baseline questionnaires and 42 follow on questionnaires.

KEY INDICATORS:

(All results are for 'participants completing surveys' rather than total participants in the Health for Life programme)

PHYSICAL ACTIVITY

75% have become more active

31% exercise on 7 days of the week (a 1% increase between baseline and follow on).

The number of people exercising on 4 days and 5 days a week went up from 6% and 8% respectively to 16%

31% exercised for 20-29 minutes a time as opposed to 15% on the baseline surveys

47% of participants reported that they are physically active for 30 minutes or more daily

81% will continue with physical exercise as a result of participation in the programme



GROWING FOOD

84% have grown their own food as a result of participation in the programme, with 44% of respondents growing their own food at home, and 47% growing their own food on a community growing space.

42% got involved in the programme to learn more about growing their own fruit and vegetables, and 56% reported that they had learned more about growing their own fruit and vegetables following participation in the programme.

72% report they will continue with food growing as a result of participation in the programme.

HEALTHY EATING

50% have eaten more fruit and vegetables as a result of participating in the programme

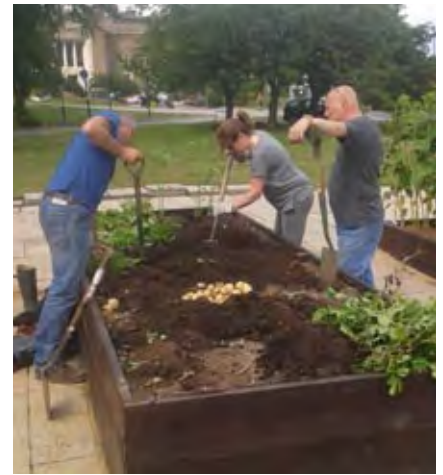
53% reported that they realised that they did not eat enough fruit and vegetables as opposed to 47% at the baseline survey.

50% have learnt more about healthy eating

72% will continue with healthy eating activity as a result of participation in the programme

In addition, the programme supports the social aspects of community engagement and 72% participants reported that they have met new people.

75% of participants also report that they have spent more time outdoors as a result of participation in the programme. There is a growing body of scientific evidence that spending time outdoors is beneficial to both physical and mental health¹.



1] Davies, G, Devereaux, M, Lennartsson, M, Schmutz, U & Williams, S (2014): The benefits of gardening and food growing for health and wellbeing. Sustain, London.
Lovell, R, Husk, K, Bethel, A & Garside, R. (2014): What are the health and well-being impacts of community gardening for adults and children: A mixed method systematic review protocol. Environmental evidence Vol 3.

Mondelēz metrics

Initial information for tracking the 3 key metrics for data capture from Mondelēz International is highlighted below.

NUTRITION EDUCATION:

50% of participants improved their knowledge of good nutrition and healthy lifestyle basics and said that by participating in the programme, they had learnt more about healthy eating

PHYSICAL ACTIVITY:

47% of participants reported that they are physically active for 30 minutes or more daily

ACCESS TO FRESH FOODS:

50% of participants reported increased consumption of fruit and fresh foods.

METRIC	BASELINE			ENDLINE			Amount of change	Program goal, if applicable	Comments / Notes
	Sample size	Measurement tool used	Date	Result	Date	Result			
	Results from participants completing surveys i.e. 204 baseline; 94 follow-on surveys.	Questionnaire to individual participants at stages of participation (baseline and follow-on surveys at 3 and 6 months).	Variable - according to participant's start date in the programme		Data collated half way through year 4 (November 2015). Follow-on surveys ask what participants have gained from programme, showing some results not measured at baseline.		N/A		There was a slow start for data capture. It is hoped that a more significant sample size will be achieved as the programme matures.
Nutrition education: % of participants who improve their knowledge of good nutrition and healthy lifestyles basics	Based on questions:						56%		
	I have learned more about how to grow my own food						56%		
	I have learned more about healthy eating								
Physical Activity: % of participants who report that they are physically active or engage in play for 30 minutes or more daily	Based on questions:								
	I undertake physical activity 7 days per week			30%			31%	Increase of 1%	
	I have 30 minutes or more exercise per day			52%			47%	Decrease of 5%	
	I have spent more time undertaking activity outdoors						75%		
Access to fresh foods: % of participants who report increased consumption of vegetables, fruit and fresh foods	I have become more active						75%		
	Based on questions:								
	I eat 5 or more portions of fruit and vegetables a day			22%			28%	Increase of 6%	
I have eaten more fruit and vegetables						50%			
I have grown my own food			33%			84%	Increase of 51%		

Year 4 half year progress

SITES

Activity at our community spaces continues to grow across both our main (hub) allotments and our satellite sites.

Our first site at **Green Meadow Road**, which required extensive input to clear and create a space from scratch, is now nearing completion, and in August 2015 was visited by Phil Greenhalgh MD MDZUK and senior management from TCV, as well as local volunteers and supporters from Bournville Village Trust. The site is now up and running well with a reduced level of TCV support (2 days a week). Onsite registers (which the local group complete when they visit independently of TCV) have shown an average of 7 visits a week by local community members independently of TCV run activities. A meeting is due to be held in January 2016 to formally set up the Green Meadow Road group as one in their own right.

The food growing space at **Queen Elizabeth Hospital** is another success story for the programme. Located on one of 8 green spaces which the Hospital Trust is allowing community groups to use, the food growing space has the distinction of being located within the area of a scheduled ancient monument: The Metchley Fort. With English Heritage's permission, the raised beds have been laid out in a representation of the Roman Fort buildings, providing a food growing space for the local community, whilst enhancing the archaeological interpretation and access to the ancient monument beneath. The Queen Elizabeth Hospital is also the location of many other community based activities, supported by *Health for Life*, including bulb planting, orchard planting and the construction of a woodland walk for staff and patients of the hospital, in collaboration with Birmingham City Council and others. In 2016, the work at Queen Elizabeth Hospital will also be supported by a new Natural Networks Trainee, who joins TCV in a partnership with QEHB for a 1 year Heritage Lottery funded placement.

The residents of the older peoples housing complex at **Melrose Close** continue to enjoy the activities and take part in weekly sessions. Entering the food growing space in the Birmingham City Council Tenants Garden competition, they won a Silver Medal in the annual housing awards.

Work has just started (November 2015) on the space at **Alder Lane**, built in the grounds of Bournville Village Trust properties. The space will feature raised beds and a perennial food growing garden. Already weekly activities are proving popular with some regular local residents.

Woodgate Valley Community Orchard - In addition to the food growing space within the Woodgate Valley Country Park, the programme team have also this year taken on the development and improvement of the neighbouring Woodgate Valley Community Orchard. The Woodgate Valley Community Orchard began in 1990 as part of the Birmingham City Council Centenary celebrations. Since then over 100 mixed fruit trees have been planted, many of which are now reaching maturity. The Orchard also encompasses a wildlife area and some beehives around it's edge. Employee Action Days and local group activities in the autumn enabled us to collect nearly 1 tonne of fruit, comprising mainly apples, plums and pears. The fruit was distributed to local schools and community groups as well as being used for our apple press at the Community Food Festival and Horticultural Show in September.

Victoria Common Park, Northfield - Plans have been drawn up for a new space at Victoria Common, which will be looked after by the local Friends of Victoria Common Park. This space will act as a demonstration site in which park users can learn more about what they can grow in their own gardens, offering sessions focussed around how to grow fruit and vegetables and get the most out of a small garden

In addition to these sites, work continues at our other spaces at:

Manor Farm Park

Ley Hill Community Allotment

Hawkestone Road, Weoley Castle

Woodgate Valley Food Growing Space

Freshwinds (Selly Oak)

Longbridge Health and Community Centre

ACTIVITIES, NETWORKING AND PROGRAMME PROMOTION

In addition to a wide programme of local community activities and events this year such as the **COCO MAD Festival**, **Ley Hill May Day on the Village Green** and **Woodgate Valley Community Fun Day**, we have also taken part in some very successful and higher profile events both to promote the programme, and increase the interest across the city:

Gardeners' World Live. In June 2015, the *Health for Life in the community* team produced an edible patch for Gardeners' World Live at the NEC. The patch was all about demonstrating how to use a very small space to develop a productive fruit and vegetable garden, including an element of upcycling and increased bio-diversity.

EU COST Conference. In September 2015, material about the programme was presented to the Birmingham Joint MC and WG Meeting of the European Union COST Action TU1201: Urban Allotment Gardens in European cities; Future, Challenges and Lessons Learned. Attended by over 60 academics and practitioners from across Europe, the *Health for Life in the community* programme was the focus of a presentation about food growing activity in Birmingham and its value in reducing social isolation.

In Bloom. The *Health for Life in the community* Grow space at Queen Elizabeth Hospital was included in this year's city entry for the Regional Heart of England 'In Bloom' awards with the RHS, as well as the National Finals. Both entries won a Gold Award, with the National entry also winning best in the Large City Category. The National Judges commented:

“The *Health for Life* programme at Queen Elizabeth Hospital was impressive and gives a clear indication that communities working together do make a big difference. This is a true partnership, working with the authority, NHS and volunteers.”

Food Festival and Horticultural Show. Held on Sunday 13 September 2015, The *Health for Life in the community* Horticultural show was held as part of the Birmingham Community Food Festival at Winterbourne House and Garden, University of Birmingham. This year's event was a great success, and the day was attended by over 2,600 visitors. This year's horticultural show had over 100 entries, and winners were presented with their prizes by Darren Share, the Head of the City's Parks and Nature Conservation Service.



Social media

We now have 785 followers on Twitter and 175 friends or 'likes' on Facebook. In addition we have a dedicated Twitter feed for the Horticultural Show and Food Festival in September which has a further 151 followers.

Our monthly blog on the TCV website is continuing to suggest new ways of exploring the garden month by month, and we are supplementing this with one-off stories of our activities and events. The blog can viewed at: <http://blogs.tcv.org.uk/healthforlife/>

Our *e-newsletter* is now released weekly, with an update on a focus site, as well as roundups of news and activities from the programme.

The fruit and vegetable growing phone app continues to be popular, with active promotion taking place at many of our events. It provides all the information you need to sow, grow and get the best out of many fruit and vegetable varieties.

The iPhone app can be found at <https://itunes.apple.com/gb/app/tcv/id656684722?mt=8>

The Android app can be found at <https://play.google.com/store/apps/details?id=com.growing.tcv>

The web version can be found at <http://growingapp.tcv.org.uk>



Looking forward and meeting challenges

As we approach the final year of the *Health for Life in the community* programme, the focus of many of our activities continues to be the sustainability of the Food Growing Spaces, and their establishment as centres of the community where local people will still be active after the end of the programme. Data collected in the various questionnaires suggests that participants certainly want to remain active at the sites, and our attention is focused on how to enable them to do so. We anticipate that the Green Meadow Road Community Allotment will have an established group running it by the end of May 2016. Queen Elizabeth Hospital is in the process of forming a staff grow club and green space group, who will soon take over much of the day to day work on the food growing space.

Friends groups, and local residents are also active in many of the other spaces.

In 2016, we have two large events, our full show garden at Gardeners' World Live in June and the Horticultural Show in September. Planning for both is well underway.

A few changes in the team in the Autumn of 2015 has led to staff generating many great new ideas about engaging local people with the spaces, which should help to establish broader community usage for sites as we move through 2016 and into 2017.

Concept design for the Health for Life show garden at Gardeners' World Live 2016



9m by 14.5m

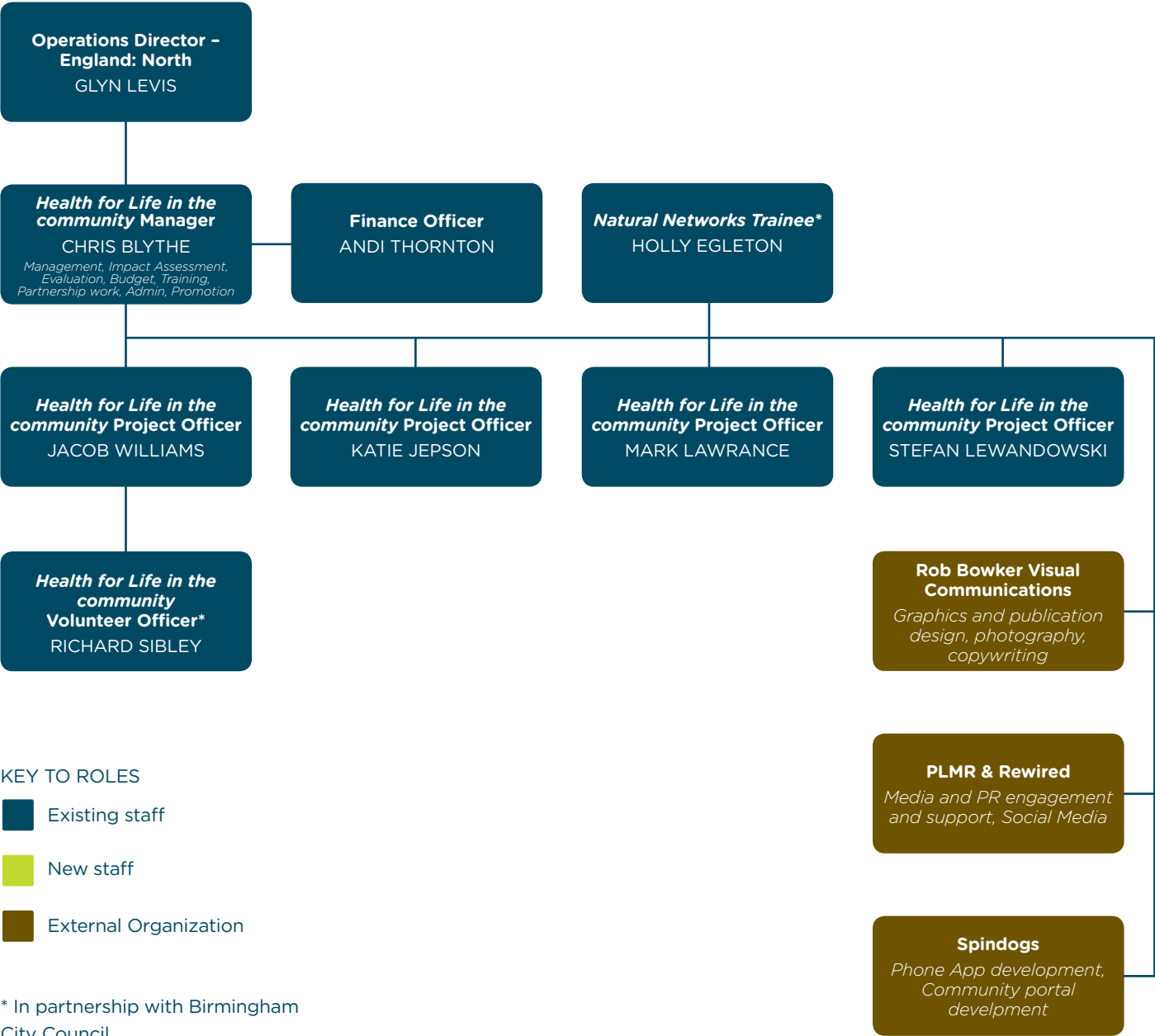
130 sqm

Results summary

Year 4: 1 June 2015 – 30 November 2015

	YEAR FOUR ORIGINAL	YEAR FOUR REVISED WITH CATCH UP	ACTUAL ACHIEVED TO DATE	COMMENTS
ACTIVITIES				
Green Gym [®] sessions	184	184	261	Green Gym sessions running at all 12 sites at least once a week
Mondelēz Employee specific Action days	24	24	9	Mainly planned into the second half
Local Horticultural Shows hosted	1	1	1	
People growing food at home	370	576	262	Great uptake at community events with mini edible gardens
People growing food at allotment sites	200	200	51	Food growing taking place across all sites
Healthy eating sessions	15	15	9	Healthy eating 'events' and lunch time sessions
Healthy eating sessions	9	15	26	Healthy eating 'events' and lunch time sessions
PEOPLE				
Community members undertaking an activity session	500	500	415	Will be over target by end of year
Mondelēz Employees undertaking an activity session	200	200	97	Spring EAD's planned
Number of people entering Local Horticultural Show	200	200	136	Much stronger than previous years
PROMOTION				
Phone App developed and renewed annually	1	1	1	
Seeds distributed	11,000	10,000	6525	On target for full year
Seeds opened and utilized	3700	dropped		Dropped from programme
Food Growing Guide	1850	2488	1043	On target for full year with updated version in progress
Gardeners' World Live	0	0	0	
Nominations to Green Heroes	1	2	5	
COMMUNITY GROUPS/Green Gym[®]				
Number of Green Gym [®] groups established	2	2	1	Regular Green Gym Groups at Queen Elizabeth hospital, Green Meadow Road, Woodgate Valley, Ley Hill, Freshwinds, Alder Lane and Melrose Avenue
Community Groups affiliated with TCV network	2	3	0	Focus for year 4 and 5
ALLOTMENTS				
Allotments developed	2	2	12	Total includes all sites

Delivery team model



KEY TO ROLES

- Existing staff
- New staff
- External Organization

* In partnership with Birmingham City Council

**Volunteer Officer
The Volunteer Officer post is typically 3-6 months depending upon the individual. We work with them to develop their skills and training.