



# 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 grant:  
June 13 - May 14

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

Green Gym® participants: 514

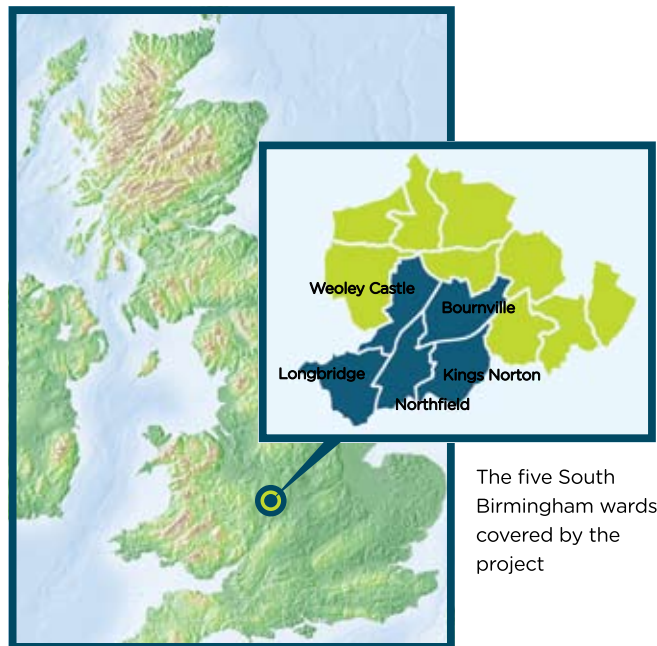
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# Introduction

This report covers progress in the *Health for Life* in the community programme to the end of year 2.

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: Bournville, Kings Norton, Weoley Castle, Northfield and Longbridge. This programme is one of three programmes in the five year *Health for Life* programme funded by Mondelēz International Foundation.



## Objectives

The programme's objectives 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® scheme, providing 'work-outs' in the outdoor environment, food growing and conservation activities. This is enhanced by additional network activities which are designed not only to promote Green Gyms® but also encourage more people to join in, for example by growing food at home. In particular, new community allotments are being created, on sites in the key wards, to contribute to the programme's sustainability.

## Programme Delivery Progress and Results

Key programme outputs and results, from year 2, have included:

292 Green Gym® sessions which have involved 514 people  
26 Action days for Mondelēz International involving 336 employees  
23,384 free packet of seeds given out to enable families to grow food at home  
2,545 free food growing guides distributed to residents with information on food growing and healthy eating  
A fact sheet highlighting some of the key achievements and information is shown in appendix 1. This is being used as an information and engagement tool for the programme.  
*Full results and data including all numbers is shown in Appendix 2 and Appendix 3.*

### PARTICIPANTS' FEEDBACK, FROM SURVEYS, INDICATED:

- 79% had become more active as a result of participating in the programme
- 58% had eaten more fruit and vegetables
- 79% felt they had learned more about how to grow food
- 84% had spent more time outdoors as a result of the programme
- 79% felt they would continue with activities

# Data Collection

Results have been collected through TCV's Management Information System and also through questionnaires, feedback forms and basic information gathering.

New baseline and follow-on questionnaires for Green Gym participants were developed during year 2 to replace the existing TCV survey forms (SF12) which had proved unsuitable in year 1. Follow on questionnaires are completed at 3, 6 and 12 months and then 6 monthly intervals' this should be after the para about baseline surveys.

A copy of the new questionnaire is shown at Appendix 5.

The Baseline Health Questionnaire is completed by new volunteers on the programme within the first 2 weeks. This does not necessarily mean that the baseline survey is completed on the first visit by a new volunteer, but usually after the second or third session.

We have also done a sample of Baseline surveys from a Mondelēz Employee Action day.

Further details of the Health Questionnaire results and how they contribute to the change maps are included in Appendix 2.

## Green Gym® sessions

In year 2 of the programme, TCV have provided 292 Green Gym® sessions at venues in South Birmingham. Regular Green Gym sessions are now delivered at our sites on a Monday, Tuesday, Wednesday and Thursday every week, and will shortly commence on a Friday too at our Ley Hill Space.

These activities have been with members of the community and additional support given through sessions with Mondelēz International Employees.

## Employee Action Days



26 Employee Action Days (EAD) have been undertaken with October seeing a large number for Mondelēz Global Volunteer Month. EADs have taken place at a number of sites including Highters Heath Community Schools, Colmers School and 6th Form College, Cotteridge Park, Manor Farm Park, Selly Oak Trust School, and a concentrated effort on Green Meadow Road Allotment site. Details of the location of all Employee Action Days carried out with the Health for Life programme are shown in Appendix 6.



# Healthy Eating

Nine healthy eating sessions have been held in the second year of the programme. In June 2013 a session on healthy drinks, and in August, a session on healthy pizza and fruit crumble were both held in the Weoley Castle ward. In December, in the run up to Christmas, a further healthy eating session was held at the Quaker Meeting House in Northfield. This session focused on healthy ways to cook for Christmas, and included new and exciting ways of cooking brussels sprouts with orange, and healthy meat-free stuffing.

In April 2014, *Health for Life* in the community joined other local and national groups to contribute to a one day event on 'Outdoor Community Cooking'. Hosted by the Federation of City Farms and Community Gardens, the day provided groups from the local area and from further afield with training in healthy cooking and eating, food safety and different ways to cook in an outdoor setting. *Health for Life* in the community contributed to the day with a food smoking workshop and a salad making session using freshly picked produce.



## Development of *Health for Life* Community Allotments

In year 2, we have continued to develop community allotment sites with some momentum. In addition to the main 'hub' sites, we have also developed a number of 'satellite' sites. Satellite sites are smaller sites which we are supporting through the programme, and help local communities. They do not however have the level of infrastructure input that our full scale allotment sites have.





## GREEN MEADOW ROAD (MAIN SPACE 1)

Green Meadow Road Allotment was a site that had been derelict for a number of years and, although fenced off, it harbored antisocial behavior such as glue sniffing, underage drinking and fly tipping. Following soil sampling and clearance of the undergrowth, the site at Green Meadow Road has really moved forward this year. With an opening of the site, attended by Mondelēz International U.K. & Ireland President, Maurizio Brusadelli, Community Affairs Assistant Manager. Kelly Farrell, and The Lord Mayor and Mayoress of Birmingham, who braved torrential rain and flooding to really give us a boost.

The site has been developed with raised bed areas for people with limited mobility, including inability to bend and in wheelchairs. There is a large area now divided into plots which has been extensively weeded and soil added to ensure optimum growing conditions. Planting, growing and harvesting are underway in this space.

The Show garden from BBC Gardeners' World has also been relocated to the site and is nearing completion. A log cabin has been assembled to provide a base for visitors and users of the allotment to offer scope for more extensive usage.

Throughout year two we have held events at Green Meadow Road, including a food smoking training session and a willow weaving session. In addition we now hold regular weekly Green Gyms at the site every Tuesday, Wednesday and Thursday, so that the local community has lots of opportunity to join in.









## MANOR FARM PARK (MAIN SPACE 2)

Work commenced in December 2013 to develop the community allotment site at Manor Farm Park. The space has been planned to incorporate a table top planting area, where patients from the local orthopedic hospital can utilize the area to grow fruit and vegetables; plot areas for traditional growing and an edible hedge.

Mondelēz International employees have spent Action Days with us to help get the site ready for planting, and there are now fruit trees and soft fruit bushes in abundance, as well as a potato patch and edible hedge area. The site has been the venue for a willow weaving training session, as well as a healthy eating session where participants made their own healthy vegetable soup and had home-made bread and freshly picked salads from the allotment.



## LEY HILL PARK/VILLAGE GREEN ALLOTMENT SITE (MAIN SPACE 3)

At the very end of year 2, we have secured an area alongside the Ley Hill Village Green to develop our 3rd main allotment site. The new space is a patch of land owned by Birmingham City Council, and previously was the location of the old health centre and its garden. The site will provide ample space for a community food growing area, an orchard, and a wildlife and quiet seating area under the existing trees. There is also the possibility of the site becoming home to some bee-hives in the future.

Work has already begun on the clearance of part of the site where raised beds will be built, together with clearing and tidying up the bank surrounding the site so that it is ready for an edible hedge to be planted in the autumn to surround the space.





## HAWKESTONE ROAD (SATELLITE)



TCV have continued to support the residents of Hawkestone Road Allotments in year two and encouraged participation at the Green Meadow Road Allotment development in the same area. Hawkestone Road has yielded lots of great produce for the local residents in year two, including carrots, herbs, cabbage and purple sprouting broccoli. It is also the location for our 'Introduction to Organic Food Growing' course which we have delivered twice this year.

## FRESHWINDS SPACE (SATELLITE)

The *Health for Life* space at Freshwinds is in the grounds of their headquarters building in the Bournville ward. Freshwinds are a Birmingham based charity who work with adults and children living with life limiting illnesses, as well as individuals and groups from socially excluded backgrounds. Our weekly Green Gym sessions at Freshwinds are open to all their service users as well as residents in the local area. The space includes a series of brick planters which have now been cleared and sown with a variety of food crops. We are currently developing a herb wheel space at the site with service users from Freshwinds. The site at Freshwinds is also included in a Birmingham City Council Public Health study to establish some of the basic reasons behind why people take part in food growing activities in city environments, how far they will travel to get involved, and what measurements people will allow for data collection. All data from this study will be available to *Health for Life* also.





## QUEEN ELIZABETH HOSPITAL BIRMINGHAM (SATELLITE)



Queen Elizabeth Hospital is one of the best known Hospital Trusts in the region, especially as it is the location for the Royal Centre for Defence Medicine, and receives military casualties from all over the world. The *Health for Life* space at QE Hospital is part of a collaboration between Birmingham City Council, Freshwinds, The QE Hospital itself and TCV. Work has begun on the site to clear away some of the undergrowth, and cut back hedges and make the site presentable. Compost bins have been constructed, and with the help of employees from Price Waterhouse Coopers, the site is now ready to grow food.

Part of the space is on the site of a Roman Fort, and is a Scheduled Ancient Monument. Progress has been made with English Heritage so that we can work on this space in a non-invasive way once permission has been received. Raised beds will be constructed for food growing in the layout of the Roman Fort Buildings so as to add to the archaeological interpretation of the space.. The QE space will be part of the Birmingham in Bloom Judging route in July of 2014.

## Longbridge Health Centre (SATELLITE)

Longbridge health and community centre is situated in the heart of Longbridge. It is a key hub for the local community and provides many different services including mental health and well-being services. We have been working with Birmingham Mind at the site and have engaged with many different types of volunteers. The site is being developed to provide a good outreach point, which has already led to the volunteers engaged developing their skills at other *Health for Life* sites.





## VICTORIA COMMON PARK (SATELLITE)

*Health for Life* in the community are working with Birmingham City Council and the Friends of Victoria Common Park to develop more food growing in the park. In year one of the programme, we contributed to the planting of an orchard in the park, and have more recently begun work on a small fruit growing space at the rear of the park. Beds have been planted with strawberry and raspberry plants as part of the celebration day surrounding the park's Green Flag Judging, and more activity is planned for the autumn.

## FUTURE ALLOTMENT SITES

A number of potential sites have been identified for the remaining two main allotment sites. The next main space will probably be in the Kings Norton area, working in collaboration with the Friends of Kings Norton Park and Birmingham City Council.

The final main site has yet to be identified, but we are actively looking at spaces in the area, with Cofton Park/Longbridge being a possibility.

# Development of Community Groups

Hawkestone Road Allotment Group are now working more independently from TCV and staff are working with them to affiliate to the TCV Community Group Network.

The Friends of Manor Farm Park are already affiliated to the TCV Community Group Network and TCV staff are working to develop a group for the site at Weoley Castle - Green Meadow Road Allotment. Encouraging the groups join the TCV Network is a way of providing some longer term, but light touch support, to ensure the sustainability of the sites.

For future allotments, we are engaging with groups first, before site development, to ensure we have volunteers and to enable the community to have an input into the project right from the start.



# Community Engagement

The second half of year 2 has seen a change in the way we have engaged with the local community, with much more face to face outreach and engagement at local events being carried out. This has both encouraged more people to get involved in the programme, and also raised its profile across Birmingham as a whole.

Activities in year 2 have been focused on the development of community food growing spaces and allotment sites, people growing at home, and programme promotion through events and outreach work.

## **We have continued to work with:**

Brain Injury Rehabilitation Trust  
Bournville Village Trust  
Christopher Taylor Court  
Cotteridge House  
Deaf Plus Birmingham  
Hawkestone Road X 3 Allotments  
Longbridge- Birmingham Mind  
Housing Care (Middlemore)  
Rosefields  
Rowheath House  
Shenley Hall Elderly Community Group  
Weatheroak Day Centre  
Weoley Castle Age UK

Friends of Cotteridge Park  
Friends of Manor Farm Park  
Friends of Victoria Common Park  
Friends of Ley Hill Park  
Growing Birmingham  
Growing Opportunities/Ideal for All  
Martineau Gardens  
Northfield Baptist Church  
Northfield Eco-Centre  
Northfield Environmental Forum  
Queen Elizabeth Hospital  
Birmingham  
Freshwinds  
University of Birmingham –  
Winterbourne House & Gardens  
Woodgate Valley County Park

## **Information on the work of the programme, its funders and supporters has also been presented to:**

West Midlands Sustainability Network Officers  
Birmingham Food Council  
Federation of City Farms and Community Gardens  
The Growing Health Project  
The Big Dig  
Black Environment Networking Conferences in Liverpool, Birmingham and Nottingham.

## **We also developed links with the following organizations:**

Birmingham Active Parks  
Birmingham Botanical Gardens  
Birmingham City Council Public Health & Parks and Allotments Departments  
B.I.T.A. Pathways  
Birmingham Open Spaces Forum  
Federation of City Farms and Community Gardens

## **We have also attended the following larger scale events:**

50+ Show, NEC Birmingham  
Birmingham City Council Sustainability Forum Events





# Free Seed Drops

The programme seeks to broaden its reach by encouraging residents to try food growing at home, through the distribution of free seed packets.

*Health for Life* seed packets were distributed at Gardeners World Live in June 2013.

In addition, distribution through the post, at events and at engagement sessions have meant that in total in year two, over 23,000 packets of seeds have been distributed to the local and wider community. In terms of Programme awareness this has been great news, and has included 1000 packets to the allotment holders of Birmingham, and 800 packets at this year's Birmingham Pride Weekend in May 2014. The seeds for distribution this year have been more focused on easy to grow plants and crops which can be grown on the windowsill at home, and have even included some edible flowers for the first time.

A seed questionnaire was produced and distributed to the 11,000 households who had received seeds earlier in year 2 of the programme. The seed questionnaire is shown in Appendix 7, response to the questionnaire was disappointing with only 42 questionnaires returned.

The poor return on the seed questionnaire has led us to re-evaluate our approach to distributing free seeds in the local area, and seed packets are now distributed at community events, and by members of the team, rather than by using a blanket seed drop by a third party to just postcode areas.

Seed questionnaires will also be used going forward, but will be e-mailed or posted out as a targeted hit. This will hopefully allow us to get a maximum return on the seed questionnaires from those who have received seeds as part of the programme.



# Free Food Growing Guide

Owing to a shortfall in year 1, distribution of Food Growing Guides became a priority and we have successfully distributed over 2500 food growing guides in year two. The Food Growing guide has been updated to show progress of the programme, and includes new recipes and growing instructions linked to this year's seed distribution. Food Growing guides have been distributed via the download on our website and also handed out at events, outreach and to participants of the programme. We have also distributed around a thousand Food Growing guides to local allotment holders in south Birmingham, with the help and support of Birmingham City Council, which has generated more interest in the programme.



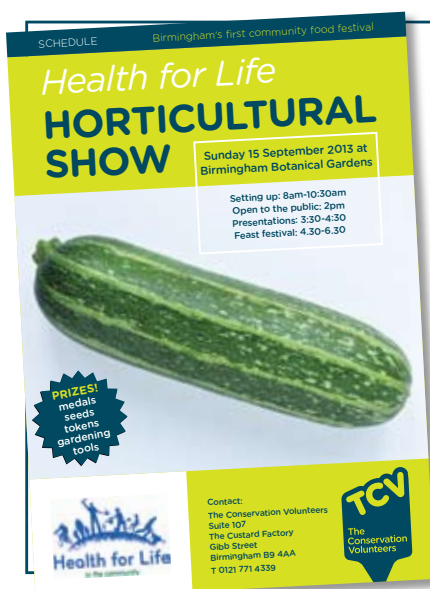
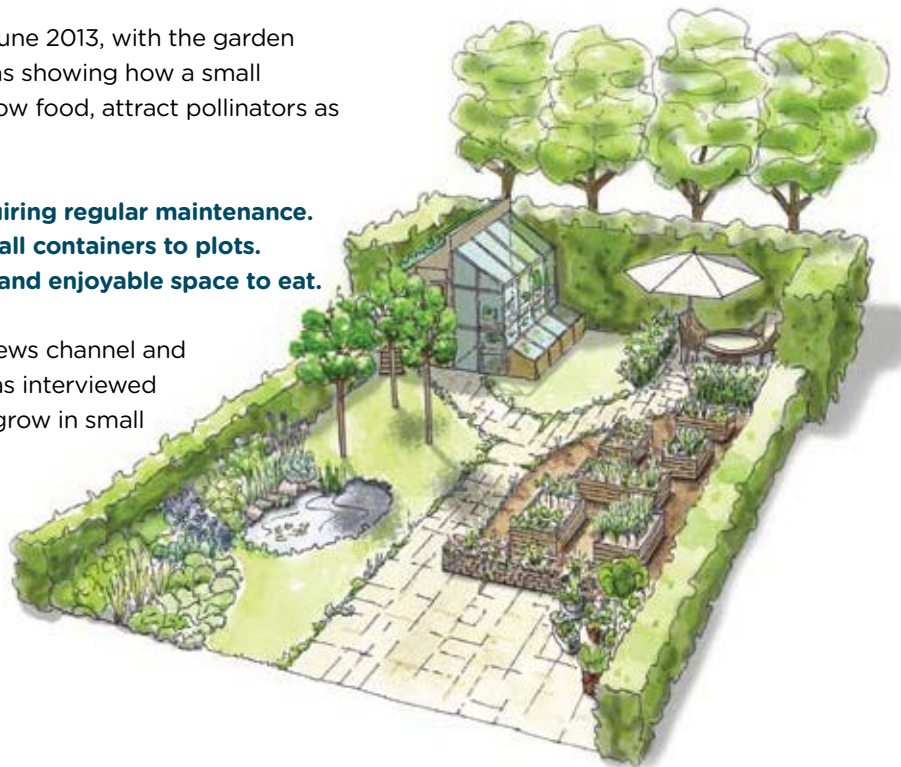
## Gardeners' World 2013

Gardeners' World was a huge success in June 2013, with the garden attaining RHS Silver Medal. The garden was showing how a small average back garden can be utilized to grow food, attract pollinators as well as providing a space to enjoy.

- A space to keep you active - garden requiring regular maintenance.**
- A space for you to grow food in, from small containers to plots.**
- A space for you to enjoy being outdoors and enjoyable space to eat.**

The garden was filmed for the Regional News channel and gardening celebrity Anne Swithenbank was interviewed in the garden discussing how people can grow in small spaces.

Feedback from visitors was positive and over 20,000 people received a leaflet on the garden and programme as well as a packet of seeds.



## Local Horticultural Show

The Horticultural Show took place in early September at Birmingham Botanical Gardens. There were over 65 entries to the show. The event was judged by Heart of England in Bloom judges who will be working with us in future shows and events.





# Development of Fruit and Vegetable Growing Phone App

The phone app is now available on all platforms providing growing instructions for over 40 fruit and vegetables and links to healthy recipes.

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>**

All versions of the app are now up and running and we have started to collect user data as supplied by the technical development partner, Spindogs. Spindogs are a specialist digital marketing agency who are working with the programme to develop both the fruit and vegetable growing phone app and the *Health for Life* community portal.



Data so far provided by Spindogs (who host the app currently) suggest that there have been 129 downloads of the app on i-phone, and 40 downloads of the Android version.

These downloads have been across a wide range of handsets and platforms. There is also a geographical spread internationally, with downloads in Europe, the Asian Pacific Region and the USA and Canada.

## Social Networking



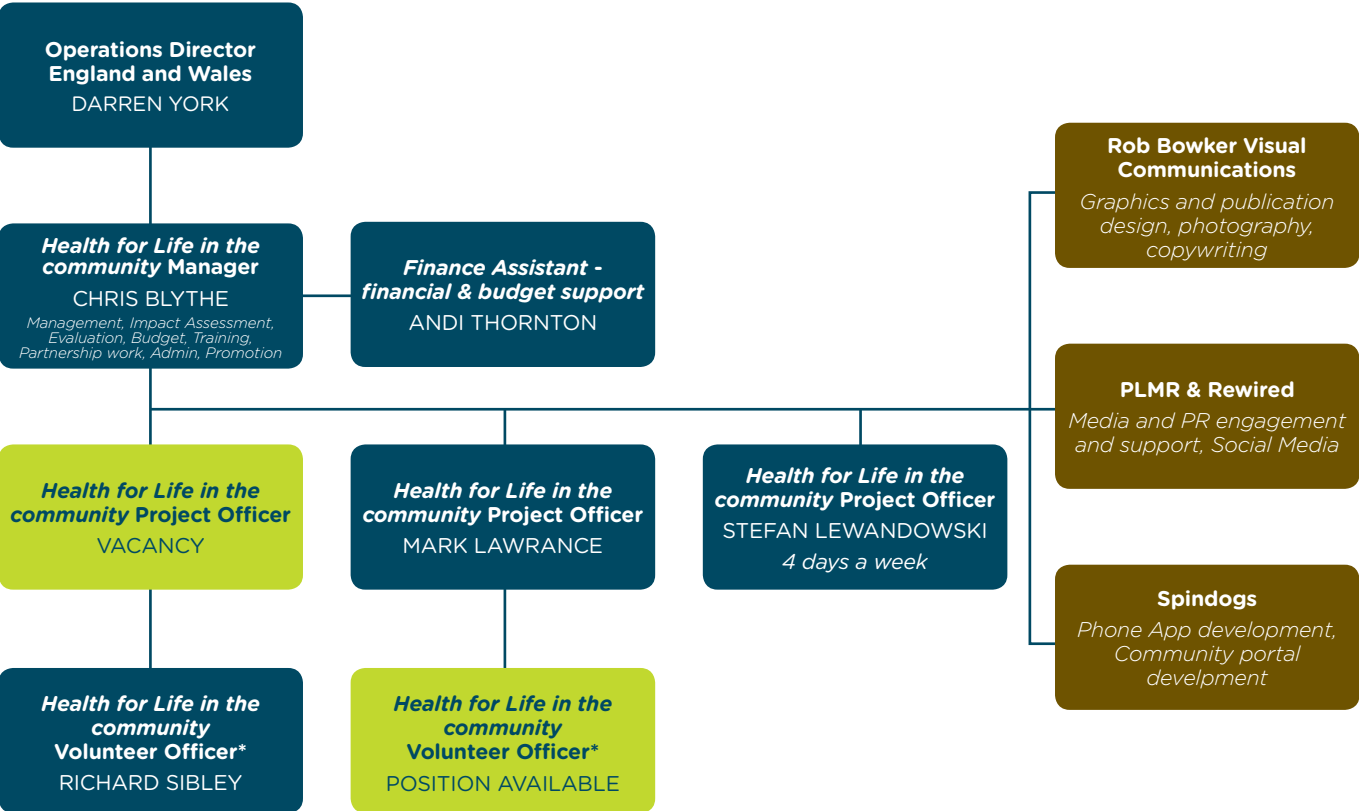
Both the Twitter and Facebook account are being used by project staff. These have been used to promote the programme and there has been a steady rise in followers and 'likes' through the year.

We currently have over 500 followers on Twitter, and over 100 likes on Facebook, both of which are increasing weekly, suggesting that more and more people are becoming involved in the programme as time progresses.

Project staff have also recently developed a blog page for the programme at **<http://blogs.tcv.org.uk/healthforlife>** where they post a weekly update of activities, as well as stories about events and activities which involve the programme.

A community portal, through the TCV website **[www.tcv.org.uk/healthforlife](http://www.tcv.org.uk/healthforlife)**, has also been developed, where the different Green Gym® groups can interact and be part of an online forum specifically for this programme. The portal is now in its testing stage with a small number of community groups before migrating to the TCV website and opened up to access for all.

# Delivery team model



## KEY TO ROLES

- Existing staff
- New staff
- External Organization

\*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.



# Challenges

## STAFF TURNOVER

In September 2013, one of the TCV Green Gym® *Health for Life* in the community project officers left, and in October 2013, the Programme Manager also left TCV. This gap meant that there was not a full complement of staff for 3 months.

Stefan Lewandowski moved from another TCV post to the *Health for Life* in the community programme as Senior project officer and in November Chris Blythe started as Programme Manager. Using the underspend we originally employed Marie Wellings, on a temporary basis, until the end of year 2 to facilitate catchup and a more focused targeted activity for the programme. Early in 2014, the TCV project officer working on the *Health for Life* in secondary schools programme left and Marie moved into this role from the beginning of March. Marie has filled this role with great success and we are shortly to recruit a further 6 month temporary project officer for the *Health for Life* in the community Programme.

With the staff turnover challenges well and truly behind us, the programme is now operating with a regular team, and there is considerable support between the *Health for Life* in the Community and *Health for Life* in Secondary Schools programmes. As well as a temporary (6 month) post about to join the team, we also have a 12 months Natural Networks trainee placement starting on *Health for Life* in December.

## HORTICULTURAL SHOW

Whilst the horticultural show had over 70 entries, only 14 people entered the show which was below the target of 200. The event itself was attended by over 1200 people as part of the Birmingham Community Food Festival. The horticultural show will once again form part of the Community Food Festival in year 3 of the programme, but in addition we will be holding a number of smaller local based shows to encourage local involvement. We shall also be increasing the publicity about the main show to invite greater numbers to enter, including more work with the local allotment associations, many of who have already been in contact following our Food Growing Booklet and seed drop through Birmingham City Council.

## SEEDS OPENED AND UTILIZED



There has been difficulty in quantifying the number of people that have utilized the seeds delivered to their homes. A follow up seed questionnaire (11,000) was sent out to all residents with the incentive of winning a gardening kit to see if there is a way of measuring existing use of seeds. The response from this questionnaire was disappointing (42 returned). The feedback and data from the seed questionnaire is discussed in Appendix 2. Additionally in the second half of year 2, 'sow and grow' sessions were held regularly in which participants would sow the *Health for life* seeds in a pot or tray which they could then take away with them to grow on at home. We have also encouraged participants to take photos of their growing seeds and send them in to us.

# Case Study

DEREK LANGFORD



Derek volunteers in the *Health for Life* programme at our Manor Farm Park space, joining in with our Green Gym sessions there every Tuesday.

Derek has previously worked on a number of TCV projects throughout the Sandwell area and has been a key volunteer for the past two years. Derek has suffered with some mental health issues in the past and has found that volunteering has helped him cope with the problems he faces.

Derek said:

***‘I have found that being part of a team and forming friendships with the other volunteers has really helped me’.  
‘I have been able to discuss my issues with other people and working outdoors has given me a relaxed atmosphere to learn new skills and be able to help others.***

***‘I really like being able to help others and with the skills I have learnt from being part of the TCV Green Gym I now lead a group of volunteers to support food-growing in our local area’***

Derek continues to volunteer on a regular basis with TCV and is looking forward to a brighter future with the new friends he has made.

## Quotes & Success

*“Just wanted to say a massive thank-you for organizing last Tuesday. Everyone really enjoyed themselves and I don’t think the rain got I the way very much! The lifts were also much appreciated. Hope we were able to be of some use, however small!”*

Comment from the leader of one of the Mondelēz Employee Action Days at Manor Farm Park





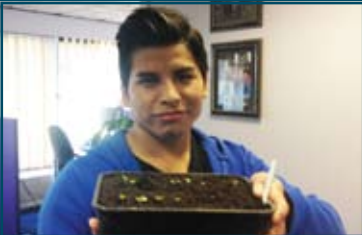
# Appendix 1

## FACTS AND FIGURES 2013-2014



### 34,000 seed packs

We have distributed over 23,000 packets of *Health for Life* seeds in year 2 of the programme, in addition to over 11,000 in year 1. In two years we have given over 30,000 households the opportunity to grow their own food.



### 400 Green Gym® sessions

We have run over 400 Green Gym® sessions, enabling participants to improve their health and improve their environment at the same time.

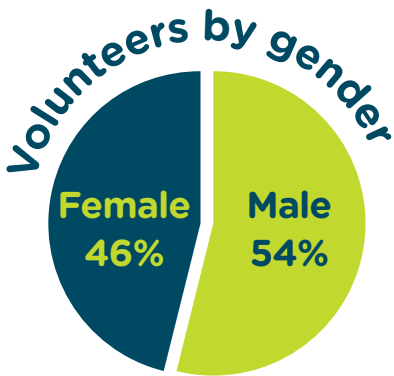
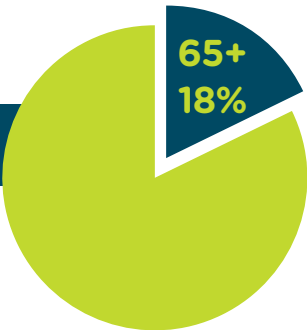


### 700 work days



In the year June 2013 – May 2014, volunteers have contributed the equivalent of over 700 work days to the *Health for Life* in the community programme creating allotments and growing food for healthier lifestyles.

Nearly 18% of our volunteers who have taken part in our activities are over the age of 65.



### 500 Mondelēz volunteers



Nearly 500 employees from Mondelēz have taken part in our activities to support the local communities around the Bournville factory.



### Over 70%

of our volunteers have joined in our sessions to make new friends and meet new people.

# Appendix 2 CHANGE MAP SUMMARY

Programme achievements are shown in **purple**, original measures are shown in **green**

MEASURING CHANGE IN PHYSICAL ACTIVITY			IMPACT	
Objectives	Inputs	Outputs	Benefits	Changes
<p>PHYSICAL ACTIVITY</p> <p>Increase the level of physical activity by members of the local adult population of South Birmingham</p>	<p>Cash input from Mondelēz Foods Foundation</p> <p>Mondelēz Employee Volunteering in work time</p>	<p>Menu/List of activities to be tailored and delivered to identifiable community need : -</p> <p>Green Gym® Activities</p> <ul style="list-style-type: none"> <li>• Conservation projects</li> <li>• Allotment work</li> <li>• Work in Primary schools to develop food growing opportunities</li> <li>• Outreach sessions</li> </ul> <p>Signposting to other physical activity opportunities</p>	<p>Participants:</p> <ul style="list-style-type: none"> <li>• Undertaking physical activity</li> </ul>	<p>People becoming more active through ongoing participation in Green Gym® activities</p> <p>79% of participants who completed a survey said they had become more active as a result of participating in the programme</p> <p>People undertaking further physical following on from HfL</p> <p>5 participants recorded in their follow-on survey that they had done additional exercise as a follow on from Health for Life</p>
MEASURES	<p>Budget breakdown for the cost of green gyms - amount allocated from Mondelēz Foundation funding</p> <p>Hours of Mondelēz employee time given during working hours</p>	<p>Number of Green Gym® activity sessions (conservation and allotment work) (yr 2 - 184) measured through MIS reports</p> <p>292 Green Gym Sessions carried out.</p> <p>Number of schools/ community groups hosting Green Gym® (yr 2 - 12) measured through MIS reports</p> <p>7 Green Gym Sessions delivered at schools</p> <p>Number of people participating in Green Gym® (yr2 - 507)</p> <p>514 people participated in Green Gym sessions</p>		<p>Number of people:</p> <ul style="list-style-type: none"> <li>•sustaining participation in Green Gym®</li> </ul> <p>measured through MIS reports</p> <p>61 participants attended 3 or more sessions through the year, 31 participants attended 4 or more. Further refinement and collection of this data to include allotment registers from year 3 onwards.</p> <p>Number of adults reporting carrying out:</p> <ul style="list-style-type: none"> <li>•more physical activity- change demonstrated from baseline</li> </ul> <p>The increase in the number of adults doing</p> <ul style="list-style-type: none"> <li>•30 minutes or more per day of physical activity (DH guide)</li> </ul> <p>measured through questionnaire</p> <p>see discussion following</p> <p>Number of people undertaking new additional physical activities beyond HfL</p> <p>measured through follow-on survey</p> <p>5 participants indicated they were carrying out additional activities following participation in the programme.</p>



# Appendix 2 CHANGE MAP SUMMARY

Programme achievements are shown in **purple**, original measures are shown in **green**

MEASURING CHANGE IN GROWING FOOD			IMPACT	
Objectives	Inputs	Outputs	Benefits	Changes
<p>GROWING FOOD</p> <p>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</p>	<p>Cash input fom Mondelēz Foods Foundations</p> <p>Allotment sites (landowners make available)</p>	<p>Deliver a Menu/List of activities that will actively engage people in food growing activity: - Establish HfL allotment sites as hubs for Green Gym®</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>• Allotment site/ work</li> <li>• Training Sessions / certified courses</li> <li>• Food growing</li> <li>• Harvesting food</li> </ul> <p>Additional Activities:</p> <ul style="list-style-type: none"> <li>• Horticultural show</li> <li>• Seed drops</li> <li>• Food growing booklet</li> <li>• Phone apps</li> </ul>	<p>Participants:</p> <ul style="list-style-type: none"> <li>• Actively growing own food</li> <li>• Having more knowledge and understanding of technicalities of food growing</li> </ul>	<p>People growing their own food through the programme - increase in</p> <ul style="list-style-type: none"> <li>• number of people growing food</li> <li>• involvement in food growing e.g. more food grown</li> </ul> <p>101 people growing food at allotment sites as measured by MIS. 220 people growing food at home as measured by MIS and data capture of basic information</p>
MEASURES	<p>Budget breakdown for the cost of allotment site development and food growing activity - amount allocated from Mondelēz Foundation funding</p> <p>Hours of Mondelēz employee time given during working hours</p>	<p>Number of allotment sites in the wards (yr 1 - 1, yr 2 - 3, yr 3 - 5) - cumulative figure</p> <p>Cumulative Allotment Sites at the end of year 2 is 3, in addition we have developed 5 satellite spaces</p> <p>Number of Green Gym® sessions</p> <ul style="list-style-type: none"> <li>• for local people at HfL allotments /satellite sites</li> <li>• at outreach sessions</li> <li>• with schools</li> <li>• for MI employees</li> </ul> <p>Number of people involved</p> <p>Number of activity sessions e.g. sow and grow; certified courses in growing food organically etc</p> <p>Number of people involved in activity session (yr 2 - 20) MIS reports</p> <p>Number of people growing food on allotment (yr2 - 100) and outreach sessions</p> <p>MIS reports</p> <p>Allotment registers</p> <p>Feedback from outreach centres</p> <p>103 people have grown food at the allotment sites</p> <p>Number of free seeds packs distributed</p> <p>(yr 2- 11,000) MIS reports</p> <p>23,384 seed packets distributed</p> <p>Number of people reporting opening seeds and utilising them (yr 2 - 4617) follow-on seed survey</p> <p>See Discussion</p> <p>Number of people requesting food growing booklet</p> <p>MIS reports</p> <p>2,545 free food growing booklets have been distributed in year 2</p> <p>Number of people using phone app</p> <p>MIS reports</p> <p>Not measurable via MIS - data from partner suggests 129 i-phone downloads and 40 android downloads</p>	<p>Number of people reporting improved food growing knowledge and skills measured through questionnaire; follow-on seed survey</p> <p>79% of participants completing the follow on survey indicated they had learned more about how to grow food</p>	<p>Number of people reporting having more involvement in growing i.e. growing food for the first time and/or growing more food/ more frequently</p> <p>measured through questionnaire</p> <p>On joining the programme 64% of respondents had not previously grown their own food</p> <p>Number of people entering produce in Horticultural show (yr 2 - 200)</p> <p>14</p>

## Appendix 2 CHANGE MAP SUMMARY

Programme achievements are shown in **purple**, original measures are shown in **green**

MEASURING CHANGE IN HEALTHY EATING			IMPACT	
Objectives	Inputs	Outputs	Benefits	Changes
<b>HEALTHY EATING</b>  Improve eating habits and understanding of healthy eating amongst members of the local adult population of South Birmingham	Cash input from Mondelēz Foods Foundation	Deliver a Menu/List of activities that will improve people's attitude/behaviour around healthy eating, e.g:  <ul style="list-style-type: none"> <li>• Harvesting Food</li> <li>• Healthy eating sessions</li> <li>• Food growing / booklet with recipes</li> <li>• Phone app with recipes</li> <li>• Change for Life literature</li> </ul>	People having a better understanding of healthy eating  Adults reporting a better understanding of what constitutes a healthy diet	<b>People eating more healthily</b>
<b>MEASURES</b>	Budget breakdown for the cost of promoting healthy eating habits and understanding – amount allocated from Mondelēz Foundation funding	Number of Healthy eating sessions  Events/occasions and /or quantity of C4L information distributed  Number of people attending healthy eating sessions (yr 2 - 90)  Number of people using phone app  Number of people requesting food growing booklet with recipes (yr 2 - 2300) <b>2,545 food growing booklets distributed</b>		Number of adults reporting: <ul style="list-style-type: none"> <li>• an increase in their consumption of fruit &amp; veg</li> <li>• eating 5-a-day (DH guide)</li> </ul> <b>Measured through questionnaires</b> <b>No measurable increase so far. See discussion</b>



# Appendix 2 CHANGE MAP SUMMARY

## INITIAL DATA COLLECTION AND ANALYSIS FOR PROGRAMME RESULTS

The overall number of people involved in the programme is based upon data collected through the TCV Volunteer Welfare Form, basic data collection at events and food growing sessions, and post code data where the availability of full data is not possible due to data protection (e.g. distribution of seeds to school groups or to allotment tenants).

Information concerning people growing at home is derived from feedback following sessions, volunteers involved in the allotments and satellite sites, and also people involved in engagement sessions at larger events. It is sometimes based on the assumption that by taking away a seed tray with plants in or seeds sown in it, they will continue to care for these and grow them at home. In some cases this has been substantiated by social media pictures of plants grown, some of which are included in the main body of the report.

Data and information has also been collected through the baseline and follow on health questionnaires and through the seed questionnaires.

Information in the change maps identifies the source of the data in most cases.

Information on the phone app downloads is derived from information provided by Spindogs our technical development partner.

The Year 1 Report used data from the SF12 (TCV's standard evaluation form). Even with some adaptation the SF12 proved unsuitable for the task of capturing data for the Health for Life Programme. Additionally as some of the volunteers have serious illnesses or learning disabilities there was often resistance to filling in the SF12 form and staff felt that in these situations it was both unfair and intrusive to expect volunteers to complete these forms. These challenges are reflected in the low return rate of SF12 forms from year one of the programme, with only 29 out of 223 Green Gym volunteers (13%) completing the SF12 survey at the first stage.

This has resulted in a new questionnaire being developed from the middle of year two onwards. This questionnaire is much more simple to complete, yet still provides the required information about the impacts of the Health for Life in the Community Programme in the area of activity.

A copy of the new questionnaire is shown in Appendix 5

The Baseline Health Questionnaire is completed by new volunteers on the programme within the first 2 weeks. This does not necessarily mean that the baseline survey is completed on the first visit by a new volunteer, but usually after the second or third session.

We have also done a sample of Baseline surveys from a Mondelēz Employee Action day.

We have completed 59 baseline questionnaires so far. Of these 10 (17%) were from Mondelēz Employees involved in an action day on one of the sites.

The Baseline health data shows that there is a 54%:46% split male to female. (This compares with overall volunteer splits of 44%:56% using MIS data).

56% said they joined in the programme so that they could spend more time outdoors, 54% to become more active, and 53% to meet new people and improve practical gardening skills. Only 39% took part to grow their own fruit and vegetables and 36% to learn about healthy eating.

46% of respondents to the baseline questionnaire stated that they already exercised on 7 days, with 68% of the total saying they did more than 30 minutes of exercise each time.

## Appendix 2 CHANGE MAP SUMMARY

64% had already grown some of their own food in the past year.

The follow on questionnaire is completed at 3 months, 6 months, 12 months and at 6 monthly intervals after that. (Assuming a volunteer is still involved in the programme)

19 Follow on Health questionnaires were completed.

Initial results from the follow on questionnaire suggest that within the 19 responses:

- 79% of respondents felt that they had learnt more about how to grow food.

- 84% had spent more time out of doors as a result of participating in the programme.

- 79% had become more active as a result of participating in the programme.

- 58% had eaten more fruit and vegetables.

- 5 respondents indicated that they had taken on additional exercise away from Health for Life, this ranged from starting work on their own gardens to doing more walking and DIY activities. In addition 79% of responses to the follow on questionnaire indicated that they would continue with either food growing, exercise or healthy eating activities.

The percentage of respondents indicating that they felt that they did not eat enough fresh fruit and vegetables fell from 61% (n=59) in the baseline survey to 47% (n=19) in the follow on. This may indicate that participants in the programme are becoming more aware of the recommended 5 a day level (which many say they achieve anyway) OR they are eating more fresh fruit and vegetables by the follow on.

It is very difficult to measure the impact of the programme in terms of physical exercise at this stage (either increase or decrease) due to the fact that a high percentage of baseline responses (46%) indicated that physical exercise was already done 7 days a week on a regular basis, with 68% indicating that these activities were for a period of 30 minutes or more (The government recommended level).

### SEED QUESTIONNAIRE

A seed questionnaire was produced and distributed to the 11,000 households who had been distributed seeds earlier in year 2 of the programme. The seed questionnaire is shown in Appendix 7, and asked general questions about the programme as well as more specific ones about the seed drop earlier in the year. Response to the questionnaire was disappointing with only 42 questionnaires returned. The reasons for this are varied, but it may well be connected to the time of year at which the questionnaire was distributed (Early/Mid December) with the material maybe getting buried in the Christmas Post.

Of the questionnaires that were returned, 74% (31) of respondents remembered receiving the seeds, and of this group, 38% (16) had actually planted them. Not having time was an often quoted reason for not planting, but also the fact that the seeds were distributed at the wrong time of year.

Also encouraging within the seed questionnaire was that 74% (31) reported that the programme will encourage them to grow more food, and that 48% (20) of respondents were aware of the Allotment Site at Green Meadow Road in the local area. (Although 52% were not). One further encouraging point is that 64% of respondents said that they had grown fruit and vegetables before, and that 69% reported that they had used the herbs or vegetables that they had grown.

The poor return on the seed questionnaire has led us to re-evaluate our approach to distributing free seeds in the local area, and going forward seeds will be distributed at events and by members of the team, rather than by using a blanket seed drop by a third party to just postcode areas.

Seed questionnaires will also be used going forward, but will be e-mailed or posted out as a targeted hit rather than again just blanket dropping them through letterboxes. This will hopefully allow us to get maximum return on the seed questionnaires from those who have received seeds as part of the programme.



## Appendix 3 RESULTS SUMMARY

Activity	Year 2 original	Year 2 revised with catch-up	Actual achieved	Comments
Green Gym® sessions	184	184	292	Now offering regular Green Gym Sessions 4 out of 7 days a week.
Mondelēz Employee specific Action days	24	24	27	See detail in Appendix 6
Green Gym® sessions in / with schools	12	13	7	Missed moved forward into year 3-5.
Local Horticultural Shows hosted	1	1	1	Achieved
People growing food at home	370	423	220	Despite huge steps in 2nd half of year target missed. Recent Events with 'mini edible gardens' have shown a new way forward and early results in year 3 are very encouraging.
People growing food at allotment sites	100	100	103	Achieved. More work to be done here in terms of how we measure those growing at allotment sites, and also how to maintain involvement as space fills up
Healthy eating sessions	9	9	9	Achieved
<b>PEOPLE</b>				
Community members undertaking an activity session	500	507	514	Achieved
Mondelēz Employees undertaking an activity session	200	207	336	Achieved
Number of people entering Local Horticultural Show	200	200	14	Missed – Different approach to horticultural show in year 3, with more local events.
<b>PROMOTION</b>				
Phone App developed and renewed annually	1	1	1	Achieved. Year 3 will focus on quality of information on the Phone App.
Seeds distributed	11,000	11000	23384	Distribution has been via Gardeners World, Local Events, and school distribution as well as to all participants of the programme
Seeds opened and utilized	3700	4617	144	Difficult to measure due to the poor return on seed questionnaires. This measure is being removed from the start of year 3
Food Growing Guide	1850	2300	2545	Achieved
Gardeners World	1	1	1	Achieved
Nominations to Green Heroes	1	1	0	Delayed due to Green Heroes being moved back to Autumn 2014
<b>COMMUNITY GROUPS/ Green Gym®</b>				
Number of Green Gym® groups established	2	2	0	
Community Groups affiliated with TCV network	1	1	0	
<b>ALLOTMENTS</b>				
Allotments developed	2	3	3 + 3	We currently have developed 3 main spaces and 5 satellite spaces at the end of year 2

## MEDIA/CAUSE MARKETING



**Remember this?**

Earlier this year, we delivered **FREE** seeds in your area.

We'd love to know if you got them and if you are growing your own food...

**PRIZE DRAW**

See reverse

Please let us know by filling in the questionnaire overleaf and dropping it off at the allotment – see map

Closing date: Wednesday 15 January 2014

As a 'thank you' for getting back to us, we'll enter your details into a **prize draw** →→→

*A follow-up questionnaire delivered to all recipients of the seed packs.*

# Win a vegetable garden starter kit

We are offering ten lucky households the chance to win a vegetable starter kit. Included in each kit are:

**25 packs of vegetable seeds, a food growing booklet and a greenhouse caddy ...or for those without a greenhouse, a bucket barbecue!**

We are asking you to complete twelve short questions and return to our allotment site nearby.

Alternatively go to [www.tcv.org.uk/healthforlife](http://www.tcv.org.uk/healthforlife) and complete online. Ten entries will be picked at random.

**Closing date: Wednesday 15 January 2014**

**Q1** Recently an envelope containing free seeds was delivered to your house.  
Have you opened this envelope?  
If Yes please go to Q2, if No go to Q9

**Q2** What seeds did you receive?  
☐ Radish ☐ Coriander ☐ Lettuce ☐ Squash ☐ Parsley

**Q3** Have you planted the seeds?  
☐ Yes (go to Q5) ☐ No (go to Q4)

**Q4** What was the reason for not planting the seeds?  
☐ I have not had time ☐ I did not know what to do  
☐ Did not like the vegetable ☐ Other (please list below)

---

**Q5** Have you grown herbs or vegetables before?  
☐ Yes ☐ No

**Q6** Have your seedlings been successful?  
☐ Yes ☐ No

**Q7** Have you used the herbs or vegetables you have grown?  
☐ Yes ☐ No

**Q8** Will this encourage you to grow more food?  
☐ Yes ☐ No (please say why)

---

**Q9** Did you know that The Conservation Volunteers are developing a community allotment at Meadow Green?  
☐ Yes ☐ No

**Q10** Would you like more information on the programme and how you could become involved in growing fruit and vegetables?  
☐ Yes ☐ No

**Q11** Did you know you could request a FREE food growing booklet?  
☐ Yes ☐ No ☐ Please send me one

**Q12** What else could we do to encourage you to grow more fruit and veg?

Whether you have requested a copy of our food growing booklet or to ensure you are in with a chance to win a prize, please write your contact details below:

Name \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Tel \_\_\_\_\_ e-mail \_\_\_\_\_

**NEXT:** Just drop this form into the post box at the allotment by Wednesday 15 January 2014 ...map overleaf

**DATA PROTECTION:** In accordance with the 1998 Data Protection Act, we would like to use your details to keep you informed about our work. If you do not wish to receive further updates or information from us, please tick the box ☐. We will NEVER share your contact information with a third party and you may request the removal of details held at any time.

The Conservation Volunteers present

***Health for Life in the  
Community Garden***

at BBC Gardener's World Live, Birmingham 12-16 June 2013



Health for Life in the Community, funded by Mondelēz International Foundation and delivered by The Conservation Volunteers, is a programme in south Birmingham which promotes fun activities that engage people in growing food, healthy eating and physical activity.

The garden aims to demonstrate the potential a small area can offer for growing fruit and vegetables, with an element to attract wildlife, especially insects, to pollinate the plants. The garden will keep you active as it requires regular maintenance.



Health for Life



Royal  
Horticultural  
Society

See us at  
**Stand G1**  
in Hall 19

*The information leaflet about our show garden distributed to visitors to BBC Gardener's World Live in June 2013*

[illegible]



# Appendix 5



## BASELINE SURVEY



We would be grateful if you would complete this short questionnaire to help The Conservation Volunteers identify the difference the *Health for life in the community* programme and Green Gym ® makes to the health and well-being of those involved. You will be asked to complete a continuation questionnaire again.

Your answers to the questions will be strictly confidential. For the purposes of reports on the evaluation, individual responses are anonymous so it will not be possible to identify you or your responses.

---

**Date:**

**Community site:**

**Name:**

**Your post code  
or area where you live:**

**Gender:** ☐ Male ☐ Female

**Age Group:** ☐ 18-30 ☐ 31-64

☐ 65 or over

---

**Tell us why have you joined the Programme?** [tick as many boxes as you want]

☐ to learn about how to grow food ☐ to improve my practical gardening **skills**

☐ to grow my own fruit and vegetables ☐ to meet new people

☐ to spend more time outdoors ☐ to learn about healthy eating

☐ to become more active

☐ other reason (please state) .....

.....

**Please complete questions overleaf**

# Appendix 5



## BASELINE SURVEY



**1. In a normal week, on how many days do you exercise?** [tick one box only]

*By exercise we mean moderate activity to raise your heart and breathing rate.*

- ☐ 0 days; ☐ 1 day; ☐ 2 days; ☐ 3 days; ☐ 4 days; ☐ 5 days; ☐ 6 days;  
☐ 7 days

**2. If you exercise, how many minutes a day do you usually have?** [tick one box only]

- ☐ 0-9 minutes; ☐ 10-19 minutes; ☐ 20-29 minutes; ☐ 30 minutes or more

**3. Do you think you have enough exercise for a healthy lifestyle?** [tick one box only]

- ☐ Yes ☐ No

**4. In the last year have you grown any of your own food?** [tick one box only]

- ☐ Yes ☐ No

**5. If 'Yes' to Q4, where did you grow your fruit / vegetables?** [tick as many boxes as you want]

- ☐ at home; ☐ on own allotment; ☐ in community growing space

**6. On a typical day, how many portions of fruit and vegetables do you eat?** [tick one box only] *A portion of fruit or vegetables is roughly a handful - about 80gm(2-3ounces)*

- ☐ 0; ☐ 1; ☐ 2;  
☐ 3; ☐ 4; ☐ 5;  
☐ 6 or more, please state how many.....

**7. Do you think you eat the right amount of fruit and vegetables for a healthy diet?** [tick one box only]

- ☐ Yes ☐ No

Please add any other comments .....

.....

.....

**Thank you for taking part**



# Appendix 5



## FOLLOW-ON SURVEY



We would be grateful if you would complete this continuation questionnaire to help The Conservation Volunteers identify the difference the *Health for life in the community* programme and Green Gym ® makes to the health and well-being of those involved.

Your answers to the questions will be strictly confidential. For the purposes of reports on the evaluation, individual responses are anonymous so it will not be possible to identify you or your responses.

Date:

Community site:

Name:

Your post code  
or area where you live:

Gender: ☐ Male ☐ Female

Age Group: ☐ 18-30 ☐ 31-64

☐ 65 or over

**Tell us what have you gained from taking part in the Programme?** [tick as many boxes as you want]

☐ learned more about how to grow food ☐ improved my practical gardening skills

☐ grown my own fruit and vegetables ☐ met new people

☐ spent more time outdoors ☐ learned more about healthy eating

☐ become more active ☐ eaten more fruit and vegetables

☐ done extra exercise, separate from the programme (please state what type of exercise you now do) .....

☐ other (please state) .....

**Will you carry on with the activities?**

for growing your own food ☐ Yes ☐ No

for exercise ☐ Yes ☐ No

for healthy eating ☐ Yes ☐ No

If no, please state why .....

**Please complete questions overleaf**

# Appendix 5



## FOLLOW-ON SURVEY



**1. In a normal week, on how many days do you exercise?** [tick one box only]

*By exercise we mean moderate activity to raise your heart and breathing rate.*

- ☐ 0 days; ☐ 1 day; ☐ 2 days; ☐ 3 days; ☐ 4 days; ☐ 5 days; ☐ 6 days;  
☐ 7 days

**2. If you exercise, how many minutes a day do you usually have?** [tick one box only]

- ☐ 0-9 minutes; ☐ 10-19 minutes; ☐ 20-29 minutes; ☐ 30 minutes or more

**3. Do you think you have enough exercise for a healthy lifestyle?** [tick one box only]

- ☐ Yes ☐ No

**4. In the last year have you grown any of your own food?** [tick one box only]

- ☐ Yes ☐ No

**5. If 'Yes' to Q4, where did you grow your fruit / vegetables?** [tick as many boxes as you want]

- ☐ at home; ☐ on own allotment; ☐ in community growing space

**6. On a typical day, how many portions of fruit and vegetables do you eat?** [tick one box only] *A portion of fruit or vegetables is roughly a handful - about 80gm(2-3ounces)*

- ☐ 0; ☐ 1; ☐ 2;  
☐ 3; ☐ 4; ☐ 5;  
☐ 6 or more, please state how many.....

**7. Do you think you eat the right amount of fruit and vegetables for a healthy diet?** [tick one box only]

- ☐ Yes ☐ No

Please add any other comments .....

.....

.....

**Thank you for taking part**



# Appendix 6

## EMPLOYEE ACTION DAYS

Date	Location	
19th June 2013	Hawkestone Road Satellite Site	Mondelēz International
8th July 2013	The Oaks Primary School	Mondelēz International
10th July 2013	Lickey Hills Country Park	Mondelēz International
24th July 2013	Green Meadow Road Community Allotment	Mondelēz International
22nd August 2013	Green Meadow Road Community Allotment	Mondelēz International
18th September 2013	Green Meadow Road Community Allotment	Mondelēz International
25th September 2013	Highters Heath Community School	Mondelēz International
1st October 2013	Green Meadow Road Community Allotment	Mondelēz International
2nd October 2013	Green Meadow Road Community Allotment	Mondelēz International
9th October 2013	Green Meadow Road Community Allotment	Mondelēz International
17th October 2013	Green Meadow Road Community Allotment	Mondelēz International
22nd October 2013	Green Meadow Road Community Allotment	Mondelēz International
24th October 2013	Lordswood Girls School	Mondelēz International
24th October 2013	Green Meadow Road Community Allotment	Mondelēz International
29th October 2013	Green Meadow Road Community Allotment	Mondelēz International
30th October 2013	Hawkestone Road Satellite Site	Mondelēz International
31st October 2013	Green Meadow Road Community Allotment	Mondelēz International
16th November 2013	Green Meadow Road Community Allotment	Mondelēz International
5th March 2014	Green Meadow Road Community Allotment	Mondelēz International
18th March 2013	Green Meadow Road Community Allotment	Mondelēz International
2nd April 2014	Manor Farm Park	Mondelēz International
2nd April 2014	Green Meadow Road Community Allotment	Mondelēz International
30th April 2014	Green Meadow Road Community Allotment	Mondelēz International
14th May 2014	Cotteridge Park	Mondelēz International
16th May 2014	Queen Elizabeth Hospital Food Space	Price Waterhouse Coopers
20th May 2014	Colmers School & 6th Form College	Mondelēz International
22nd May 2014	Green Meadow Road Community Allotment	Mondelēz International

# Appendix 7

## SEED QUESTIONNAIRE

# Win a vegetable garden starter kit

We are offering ten lucky households the chance to win a vegetable starter kit. Included in each kit are:

**25 packs of vegetable seeds, a food growing booklet and a greenhouse caddy ...or for those without a greenhouse, a bucket barbecue!**

We are asking you to complete twelve short questions and return to our allotment site nearby.

Alternatively go to [www.tcv.org.uk/healthforlife](http://www.tcv.org.uk/healthforlife) and complete online. Ten entries will be picked at random.

**Closing date: Wednesday 15 January 2014**

**Q1 Recently an envelope containing free seeds was delivered to your house. Have you opened this envelope?**

If Yes please go to Q2, if No go to Q9

**Q2 What seeds did you receive?**

☐ Radish ☐ Coriander ☐ Lettuce ☐ Squash ☐ Parsley

**Q3 Have you planted the seeds?**

☐ Yes (go to Q5) ☐ No (go to Q4)

**Q4 What was the reason for not planting the seeds?**

☐ I have not had time ☐ I did not know what to do  
☐ Did not like the vegetable ☐ Other (please list below)

**Q5 Have you grown herbs or vegetables before?**

☐ Yes ☐ No

**Q6 Have your seedlings been successful?**

☐ Yes ☐ No

**Q7 Have you used the herbs or vegetables you have grown?**

☐ Yes ☐ No

**Q8 Will this encourage you to grow more food?**

☐ Yes ☐ No (please say why)

**Q9 Did you know that The Conservation Volunteers are developing a community allotment at Meadow Green?**

☐ Yes ☐ No

**Q10 Would you like more information on the programme and how you could become involved in growing fruit and vegetables?**

☐ Yes ☐ No

**Q11 Did you know you could request a FREE food growing booklet?**

☐ Yes ☐ No ☐ Please send me one

**Q12 What else could we do to encourage you to grow more fruit and veg?**

**Whether you have requested a copy of our food growing booklet or to ensure you are in with a chance to win a prize, please write your contact details below:**

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ e-mail \_\_\_\_\_

**NEXT: Just drop this form into the post box at the allotment by Wednesday 15 January 2014 ...map overleaf**

DATA PROTECTION: In accordance with the 1998 Data Protection Act, we would like to use your details to keep you informed about our work. If you do not wish to receive further updates or information from us, please tick the box ☐ We will NEVER share your contact information with a third party and you may request the removal of details held at any time.