



# Report to Mondelēz International Foundation



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Yearly Grant received  
30 April 2014

Total grant amount:  
\$1,840,000

Annual programme budget:  
\$368,000

Period covered by full year  
grant:  
1 June 2014 - 31 May 2015

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

Green Gym®  
participants: 350

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

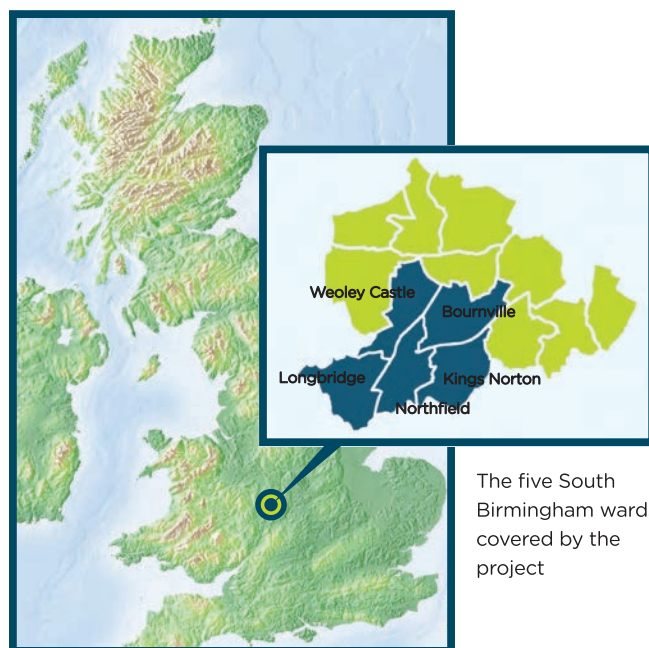
\*Green Gym is a Registered Trade Mark of The  
Conservation Volunteers



# Introduction

This report covers the first six months of year three 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 in 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.

81% of participants who completed surveys said that they would continue with more physical exercise as a result of taking part in Health for life.

# Year 3 half year progress

(1 June 2014 – 30 November 2014)

## KEY OUTPUTS

261 Green Gym® sessions which have involved 350 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 2 corporate days with Royal Bank of Scotland involving 25 employees.

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

2,293 free food growing guides distributed with information on the programme, food growing and healthy eating.

9 Healthy eating sessions delivered in the local community.



*We have participated in many community events including the annual COCO Mad Festival at Cotteridge Park, where our smoothy bike and edible mini garden activities were a great hit.*

## KEY INDICATORS OF SUCCESS FROM PARTICIPANTS' 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 but will be separated out in further reports as the data set grows.

Results are summarised from a cumulative total of 104 baseline surveys and 39 follow-on surveys, completed to date through the whole programme. In the first 6 months of year 3 we have completed 45 baseline questionnaires and 20 follow on questionnaires.

### KEY INDICATORS

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

### PHYSICAL ACTIVITY

46% have become more active.

31% exercise on 7 days of the week (stayed the same 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.

30% of participants reported that they are physically active for 30 minutes or more daily (stayed the same between baseline and follow on).





*Healthy eating participants at Holloway Hall, Ley Hill.*

## **GROWING FOOD**

84% have grown their own food as a result of participation in the programme.

42% got involved in the programme to learn more about growing their own fruit and vegetables.

## **HEALTHY EATING**

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

50% reported that they realised that they did not eat enough fruit and vegetables as opposed to 35% at the baseline survey.

33% have learnt more about healthy eating.

72% will continue with food growing and 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, and some of their comments are presented in the case studies in Appendix 2.



## **MONDELÉZ METRICS**

Initial information for tracking the 3 key metrics for data capture from Mondelēz International is highlighted below. The data providing this will be considered in more depth in the full year three report (due summer 2015).

### **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:**

30% 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.

# Comments

## YEAR 3 PROGRESS

### SITES

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

We now have activity sessions running at our first hub site at **Green Meadow Road** 4 days a week, with weekend activity due to start shortly. In addition to the show garden from BBC Gardener's World Live, the space at Green Meadow Road now has a polytunnel, active growing plots for the local community and a paved area under construction. The space has been the location of several of our healthy eating sessions, including healthy Hallowe'en and healthy summer cooking.

The hub site at **Ley Hill** has gone from strength to strength over the last six months. From what was an overgrown unused area attracting litter and anti-social behaviour, our space at Ley Hill is now the location of 20 raised beds, an 18 tree orchard and a soft fruit growing area. Edible wild flowers and other plants have been planted to encourage foraging, and an edible hedge has been planted around the boundary of the site.

In September 2014 Ley Hill was the location for our activity day with National Citizenship Service (NCS) with The Challenge, when 116 young people supported the *Health for Life in the community* programme in planting the orchard and building, filling and planting raised beds. NCS with The Challenge is a programme for 15 to 17 year olds that builds skills for work and life, whilst taking on new challenges and meeting new friends. This, together with the help of Mondelēz employees in particular, has meant that the Ley Hill space has gone, in less than 6 months, from an overgrown wasteland to a space where people are now growing produce.

**Manor Farm Park** continues to develop, and has been the site of some very successful growing activity so far this year. Beans, peas, potatoes and lots of fresh raspberries have all been harvested from Manor Farm Park by the individuals involved in the site there. The one negative event in this space has been the theft of the fruit trees planted in spring 2014, but these will be replaced in 2015 and will be secured to prevent further theft.

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.

After much discussion with English Heritage, permission to work on the site has been granted (amid a number of conditions), and construction of the raised beds is now underway. The raised beds at the Queen Elizabeth site will be laid out in a representation of the Roman Fort buildings that once existed there which will mean that, as well as being a food growing space for the local community, the site will also enhance 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. The Queen Elizabeth Hospital space was also included in this year's city entry for the Heart of England 'In Bloom' awards, and with the city winning gold (once again) it will be included in the National Final entry in 2015.

In addition to these sites, work continues at our smaller satellite sites at:

**Hawkestone Road**, Weoley Castle • **Victoria Common Park**, Northfield • **Freshwinds** Head office in Bournville  
• **Longbridge Health Centre**





# Social Media & Publications

The last six months have seen the development of some great new tools involved in the social media campaign, as well as an increase in the number of phone app downloads and followers on both Twitter and Facebook.

We now have 604 followers on Twitter and 113 friends or 'likes' on Facebook.

Find us on Facebook: [www.facebook.com/HealthForLifeInTheCommunity](http://www.facebook.com/HealthForLifeInTheCommunity)

Find us at: [twitter.com/TCVBirmingham](https://twitter.com/TCVBirmingham)

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 be viewed at: <http://blogs.tcv.org.uk/healthforlife>

We have now introduced a monthly e-newsletter which is sent to all who request it; this provides a great way to keep people involved with programme activities, particularly those from corporate supporters who may just visit a site or activity once. With our e-news they can see how their work contributed to the further development of the spaces.

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>

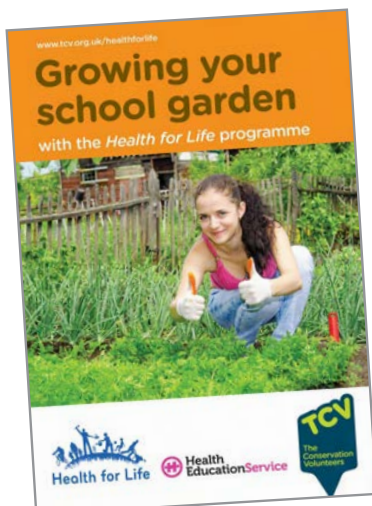
The Android app can be found at

<https://play.google.com/store/apps/details?id=com.growing.tcv>

The web version can be found at

<http://growingapp.tcv.org.uk>

To date there have been 333 downloads of the app on i-phone, and 105 downloads of the Android version.



In collaboration with the Secondary Schools programme, The *Health for Life in the community* programme has also written and produced a new booklet for schools, ***Growing your school garden***, which provides a valuable resource in addition to our Food Growing Booklet which will be re-written in spring 2015.



# Looking Forward and Meeting Challenges

The first half of year three of the *Health for Life in the community* programme has seen improved consistency in delivery following the staffing changes in year 2. An established project team is now in place and the number of sites where we are undertaking activity has increased.

The team will continue to develop further sites in the next six months, with two new sites identified through Birmingham City Council Housing Department being established in Kings Norton. The first involves working with a sheltered housing complex to develop a food growing space for the residents to enjoy as well as supporting them with healthy eating and cooking sessions on a monthly basis.

We now host Green Gym® activities at the spaces 5 days a week and over the next few months will start to offer weekend activities more widely as well.

Developing independence of community groups on the sites to provide sustainability for the programme, has proved to be a challenge in the first half of the programme. It is expected that two groups will be established before the end of year three and will also become active members of the TCV Community Group Network. This will offer scope for them to operate independently but with 'light touch' support.

Data collection has improved and has been refined further following the review of the year two report by Corporate Citizenship. It is really starting to show the value of the *Health for Life in the community* programme and the impact that it is having on the local communities in the south Birmingham area.

During the first two years of the programme, the Horticultural Show proved to be a challenge both in terms of venue and participation. In September 2015 this will be revitalised and established at a new venue, which has already promoted the event with early advertising in January 2015. It is hoped that the change of venue, input and broader publicity will result in the Horticultural Show, and the Community Food Festival, of which it forms a part, being more successful.

Finally, planning for the Show Garden at Gardeners World Live 2016 is already underway. It will be supported by Birmingham City Council and their gold-winning show team through a new trainee post funded by the Natural Networks Programme. The trainee will work with both the Council and TCV to focus on community engagement and specifically support the *Health for Life* show garden development as well as working closely with the City Council Ranger Service in green space improvements.



# Appendix 1: Results Summary

|  | YEAR THREE ORIGINAL | YEAR THREE REVISED WITH CATCH UP | ACTUAL ACHIEVED (6 MONTHS) | COMMENTS   |
|--|---------------------|----------------------------------|----------------------------|--|
| <b>ACTIVITIES</b>                                  |                     |                                  |                            |  |
| Green Gym ® sessions                               | 184                 | 184                              | 261                        | Now offering regular Green Gym Sessions 5 out of 7 days a week.  |
| Mondelēz Employee specific Action days             | 24                  | 24                               | 9                          | Remainder planned for first half of 2015   |
| Green Gym ® sessions in /with schools              | 12                  | 17                               | 6                          | Will be in line by end of year   |
| Local Horticultural Shows hosted                   | 1                   | 1                                | 0                          | Re-worked show in September 2015   |
| People growing food at home                        | 370                 | 509                              | 141                        | Will be in line by end of year as spring sow and grow and edible pot work begins   |
| People growing food at allotment sites             | 100                 | 200                              | 83                         | Will be on target as new sites come on line. – Increase in space and growing area available  |
| Healthy eating sessions                            | 9                   | 15                               | 9                          | On target  |
| <b>PEOPLE</b>                                      |                     |                                  |                            |  |
| Community members undertaking an activity session  | 500                 | 507                              | 287                        | Number shown is for new community members taking part in an activity, not repeat visits  |
| Mondelēz Employees undertaking an activity session | 200                 | 200                              | 63                         | Needs some focus but additional sessions in first half of 2015 are booking up nicely   |
| Number of people entering Local Horticultural Show | 200                 | 200                              | 0                          | Missed – Different location and venue and wider involvement in September 2015  |
| <b>PROMOTION</b>                                   |                     |                                  |                            |  |
| Phone App developed and renewed annually           | 1                   | 1                                | 1                          | Achieved. Focus this year continues to be distribution and sign ups for the app in all platforms   |
| Seeds distributed                                  | 11,000              | 10,000                           | 6525                       | 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                | dropped                          |                            | Following difficulties in measurement and discussions around what this measure actually delivers, it has been decided to shelve this measure |
| Food Growing Guide                                 | 1850                | 2368                             | 2293                       | On target and pull back yr one deficit   |
| Gardeners World                                    | 1                   | 0                                | 0                          | Plans for 2016 are progressing   |
| Nominations to Green Heroes                        | 1                   | 2                                | 0                          | Green Heroes not held yet, alternative methods of recognition are now being investigated   |
| COMMUNITY GROUPS/ Green Gym ®                      |                     |                                  |                            |  |
| Number of Green Gym ® groups established           | 2                   | 2                                | 0                          | The focus for this year  |
| Community Groups affiliated with TCV network       | 1                   | 2                                | 0                          | The focus for this year  |
| <b>ALLOTMENTS</b>                                  |                     |                                  |                            |  |
| Allotments developed                               | 2                   | 2                                | 1                          | By the end of the year 2 more large scale and a number of smaller satellites will be in place.   |



## Appendix 2: Case Study



### BILLY DALE

All of our volunteers have their own way of making TCV a friendly and welcoming place to volunteer and Billy is no exception.

Billy has learning difficulties and attends with his support assistant Angela or his sister Julie who both enjoy getting involved and being part of the team.

Billy says that he has enjoyed growing fresh vegetables as part of *Health for Life in the community*, and that he loves to take them home and cook them for himself and his sister.

He loves meeting new people and everybody who joins us always leaves with the sense of having made a new friend.

“I like going out on the bus with my friends and helping to make places look nice and tidy.”

“I enjoy making sure that everybody works safely and it’s important, as a group, we look after each other and make it a nice place to be.”

# Appendix 2: Case Study

## LOUISE MASON

Louise (37) has been volunteering with 'TCV' since May 2014

"I found out about volunteering with TCV through a friend that has been a member of the group for some time. He mentioned it to me one day and as I have a great passion for keeping our urban environment clean and tidy I thought I'd give it a go."

Louise has really enjoyed the healthy eating sessions that she has taken part in and says that she has learnt lots of new ways to enjoy fresh fruit and vegetables that she hadn't used before. She has a great sense of humour and has been an excellent advocate for the projects we carry out.

"Being part of the team that carry out such varied tasks to improve the areas we work on gives me a great sense of pride and I really feel like I can make a difference".

"I do believe that we all have a part to play in conserving and protecting our environment and I really try to lead by example. So getting involved and learning new skills gives me great way to inspire others".





# Appendix 2: Case Study

## JOHN BARRATT

John (27) has been volunteering with TCV for over three years and has been involved in a number of the programmes we have run in Birmingham and the Black Country.

“I really enjoy being part of the group and mixing with other people who have an interest in environmental matters”.

John is a regular member of our group that have a focus on mental health and learning difficulties. He says:

“It really keeps me active and motivated which is very important as I deal with an anxiety disorder that can at times prevent me from mixing with people I don’t know.

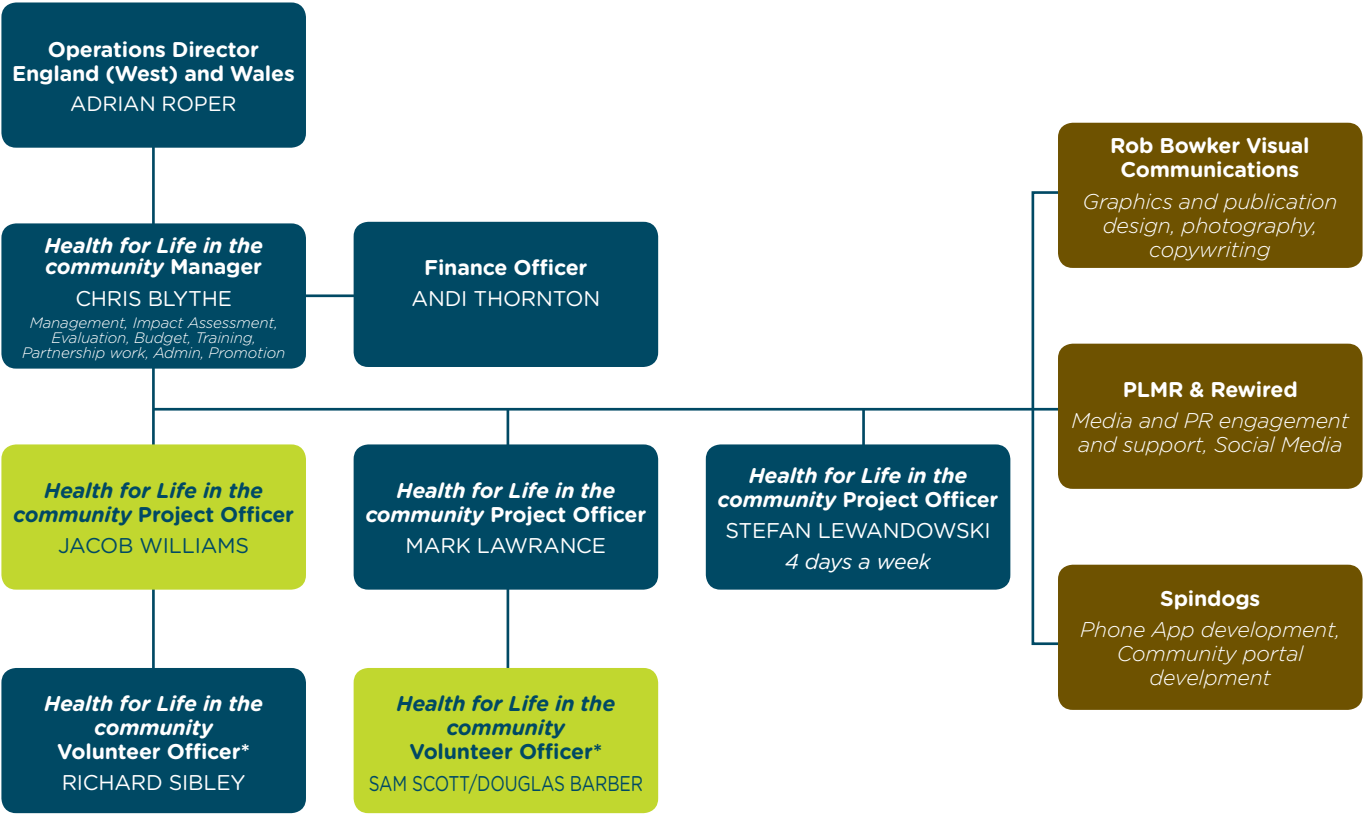
“Travelling to some of the new sites we have worked on with TCV is something that I really enjoy and always look forward to a new challenge. I’ve made some very good friends whilst volunteering, and in this particular group, it’s very important to use to support each other.”

Johns really enjoys planting and growing food as he feels it gives him a sense of worth to be able to see something grow from a small seed and know that he started the process. He also really likes harvesting the fresh produce and cooking it to eat.

“As I said, keeping busy is very important to me and being with TCV gives me the perfect opportunity to do that.”



# Appendix 3: 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.