



# Report to Mondelēz International Foundation



The growing space at Queen Elizabeth Hospital

Year 4: June 2015 – May 2016

# Contents

Introduction .....	2
Objectives .....	3
Year 4 half year results .....	4
Key indicators of success from participant surveys.....	4
Mondelēz metrics .....	6
Community Engagement.....	8
Year 4 site progress .....	9
Activities, networking and programme promotion .....	12
Social media and marketing .....	13
Looking forward and meeting challenges.....	15
<b>APPENDICES</b>	
APPENDIX 1: Results summary .....	16
APPENDIX 2: Time line.....	17
APPENDIX 3: Delivery team model .....	18

COMPLETED BY  
Chris Blythe  
*Health for Life in the  
community* programme  
manager

0121 7714339

07795 354074

C.Blythe@tcv.org.uk

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: 759

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

## Introduction

This report covers year four of the *Health for Life in the community* programme, as well as a summary of the results of the programme for the first four years.

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. 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.



The five South Birmingham wards covered by the project



# 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.

In year 4 of the programme, TCV have delivered 364 Green Gym sessions across all the sites, with activities taking place on every day of the week, as well as some weekend sessions. The total number of Green Gym sessions delivered through the programme so far is 1281, far exceeding the original programme target of 832 with year 5 still to go.

79% of participants completing health surveys said that they would continue with physical exercise beyond the end of the programme.



# Year 4 half year results

(1 June 2015 – 31 May 2016)

## KEY OUTPUTS:

364 Green Gym sessions which have involved 759 people of which 424 volunteered with the programme for the first time.

11 Action Days for Mondelēz International involving 92 Mondelēz employees.

8,800 free seed packets have been given out supporting families to grow at home

2100 free food growing guides distributed with information on the programme, food growing and healthy eating.

17 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 that for the end of programme report, full data sets will be available for each time interval.

Results are summarised from a cumulative total of 448 baseline surveys and 179 follow-on surveys, completed to date through the whole programme. In year 4 we have completed 244 baseline questionnaires and 137 follow on questionnaires.

## KEY INDICATORS:

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

### PHYSICAL ACTIVITY

81% have become more active

32% exercise on 7 days of the week (a 2% increase between baseline and follow on).

The number of people exercising on 4 days and 5 days a week went up from 8% and 5% respectively to 15% and 16%.

37% exercised for 20-29 minutes a time as opposed to 10% on the baseline surveys

79% of responding participants state that they will continue with physical exercise as a result of participation in the programme







## GROWING FOOD

86% have grown their own food as a result of participation in the programme, with 74% of respondents growing their own food at home, and 62% growing their own food on a community growing space.

51% got involved in the programme to learn more about growing their own fruit and vegetables, and 81% reported that they had learned more about growing their own fruit and vegetables following participation in the programme.

81% report they will continue with food growing as a result of participation in the programme.



## HEALTHY EATING

62% have eaten more fruit and vegetables as a result of participating in the programme

62% have learnt more about healthy eating

82% 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 86% participants reported that they have met new people. 86% 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 health<sup>1</sup>.



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

Information regarding the measurement of the Mondelēz Tracking metrics is shown in the tables below.

## NUTRITION EDUCATION:

62 % 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:

43 % of participants reported that they are physically active for 30 minutes or more daily. This compares with a baseline figure of 40%.

## ACCESS TO FRESH FOODS:

62 % of participants reported increased consumption of fruit and fresh foods.

## OUTPUTS

Location	# of growing spaces developed	# of people growing food at sites	# of Green Gym sessions		# of healthy eating sessions		# of community members undertaking an activity		# of MDLZ employee volunteers	# of MDLZ employee volunteer hours
	cumulative May '12 to May '16	cumulative May '12 to May '16	year Jun '15 – May '16	cumulative May '12 to May '16	year Jun '15 – May '16	cumulative May '12 to May '15	year Jun '15 – May '16	cumulative May '12 – May '16	year Jun '15 – May '16	year Jun '15 – May '16
Birmingham UK	15	458	364	1281	53	17	667	2576	92	552 (based on 6 hours)



# MONDELÉZ METRICS TABLE

## BASELINE

## ENDLINE

METRIC	BASELINE				ENDLINE				Comments / Notes
	Sample size	Measurement tool used	Date	Result	Date	Result	Amount of change	Program goal, if applicable	
<b>Nutrition education:</b> % of participants who improve their knowledge of good nutrition and healthy lifestyles basics	Results from participants completing surveys i.e. 448 baseline; 179 follow-on surveys. Cumulative total of surveys through the programme to date	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 at end of Y4 - May 2016. 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.
	Based on questions:								
	<b>I have learned more about how to grow my own food</b>					81%			
	<b>I have learned more about healthy eating</b>					62%			
<b>Physical Activity:</b> % of participants who report that they are physically active or engage in play for 30 minutes or more daily	Based on questions:								
	<b>I undertake physical activity 7 days per week</b>					30%		Increase of 2%	
	<b>I have 30 minutes or more exercise per day</b>					40%		Increase of 3%	
	<b>I have spent more time undertaking activity outdoors</b>					86%			
<b>Access to fresh foods:</b> % of participants who report increased consumption of vegetables, fruit and fresh foods	<b>I have become more active</b>					83%			
	Based on questions:								
	<b>I eat 5 or more portions of fruit and vegetables a day</b>					21%		Increase of 5%	
	<b>I have eaten more fruit and vegetables</b>					62%			
	<b>I have grown my own food</b>					28%		Increase of 63%	



# Community Engagement

As described in previous reports, we have continued the approach of substantial face to face engagement at events for the programme, both in the south Birmingham area, and across the city more widely. These events provide us with an opportunity to not only show the benefits of the programme to people, but also to encourage new volunteers to join in.

During year 4, we have worked with many organizations across the city and in the south Birmingham area in a number of ways, including help with community engagement, events, provision of land and space. This has not only raised the programme profile across the city, but also meant greater access to land for food growing spaces and reaching a wider base of volunteers who have become part of the programme.

B.I.T.A. Pathways  
Birmingham Active Parks  
Birmingham and District Allotment Confederation  
Birmingham Botanical Gardens  
Birmingham City Council Housing Department  
Birmingham City Council Public Health & Parks and Allotments Departments  
Birmingham in Bloom and the Heart of England in Bloom Campaign  
Birmingham International Mission Centre.  
Birmingham Open Spaces Forum  
Bournville Village Trust  
Brain Injury Rehabilitation Trust  
Deaf Plus Birmingham  
Federation of City Farms and Community Gardens  
Freshwinds  
Friends of Cotteridge Park  
Friends of Ley Hill Park  
Friends of Manor Farm Park  
Friends of Victoria Common Park  
Growing Birmingham  
Growing Opportunities/Ideal for All  
Hawkestone Road X 3 Allotments  
Housing Care (Middlemore)  
Longbridge- Birmingham Mind  
Martineau Gardens  
National Citizenship Service – The Challenge  
Northfield Eco-Centre  
Northfield Environmental Forum  
Oaks Day Nursery and Pre-School  
Queen Elizabeth Hospital Birmingham

Quinborne Community and Adult Education Centre  
Sanctuary Care  
Shenley Court Hall  
Shenley Hall Elderly Community Group  
Trident Reach  
University of Birmingham – Winterbourne House & Gardens  
University of Birmingham School  
Weatheroak Day Centre  
Weoley Castle Age UK  
Woodgate Valley County Park  
Woodgate Valley Urban Farm

Working with these groups and others, we have attended many events large and small to promote the programme and encourage new volunteers to take part, including: COCO MAD, Ley Hill May Day on the Village Green, Northfield Carnival & Bournville Village Trust open days.

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

Birmingham Food Council  
European Union COST Action Urban Allotment Gardens Programme Conference  
Federation of City Farms and Community Gardens  
River Street Events  
The Centre for Sustainable Healthcare/NHS Forest  
The Growing Health Project





# Year 4 site progress

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 continuing to flourish, and following on from a visit by Phil Greenhalgh, MD MDLZUK in August 2015, the site was visited by the newly appointed CEO of the Greater Birmingham Chambers of Commerce along with their Director of Policy and Strategic Relationships, in January 2016. Feedback from the day was fantastic, and more detail can be viewed in the Press Appendix of the report.

**Green Meadow Road** is well on the way to being self functioning, with nine local residents holding keys and visiting the site on a regular basis to carry out food growing and other activities independently of TCV. In the longer term, this site will be supported and 'managed' by the team at Shenley Court Hall, with the local residents, to ensure its continued viability.

The food growing space at **Queen Elizabeth Hospital** goes from strength to strength, with weekly Green Gym sessions taking place and the development of a twice-a-week 'Staff Grow Club' for Queen Elizabeth Hospital Trust staff. This allows staff to join in fun food growing activities for short periods of time every week, timed to fit with the shift patterns in the hospital. Located on one of 9 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. As well as the food growing space, TCV have also supported activity across the other hospital spaces, including a woodland walk, memory garden, and the planting of over 150 fruit trees across the site.

The *Health for Life in the community* growing space at Queen Elizabeth Hospital was included in the 2015 city entry for the Regional Heart of England 'In Bloom' awards with the RHS, and the National Finals, winning Gold awards and best in 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.”**

In 2016, the space at QE Hospital will once again feature in the Britain in Bloom finals, this year as part of the city's entry into Champion of Champions. We eagerly await the results in October.

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.

Several new spaces have been created during year four of the programme. In November 2015, we started work on the space at **Alder Lane**. This is a small food growing space on land owned by Bournville Village Trust, adjacent to one of their sheltered housing schemes. Beds have been built, and a lot of planting carried out in the first half of the year. The site has a regular weekly Green Gym and is inclusive of both the residents of the housing, as well as local residents from other properties.

**Castle Croft Residential Home** is a residential care home for the elderly in Weoley Castle where together with the residents and staff, we have developed a small food growing space in the grounds of the home. Residents join us for weekly growing sessions indoors and outside to help support this space.

DISTRIBUTION OF SITES ACROSS SOUTH BIRMINGHAM







*Birmingham International Mission Centre at Weoley Hill*

**Woodgate Valley Community Orchard** – in addition to the food growing space within the Woodgate Valley Country Park, the programme team have also taken on the development and improvement of the neighbouring Woodgate Valley Community Orchard. 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. Work has progressed well on the orchard, and has included pruning and tree care activities to upskill the volunteers involved. We plan to carry out more improvements and fruit picking over the autumn and winter of 2016.



*Ley Hill Community Allotment*

**Victoria Common Park, Northfield** – work continues at the space in Victoria Common Park in Northfield, with regular weekly sessions now in place. Volunteers from this site have been referred to the programme by local health provider Gateway Family Services, and work has included laying out the space, planting and harvesting food crops through the year. In line with the original plans, this space is a demonstration garden, and will be looked after by the Friends of the Park as the programme draws to a close.

**Birmingham International Mission Centre** at Weoley Hill is the location for an additional space created this year. Working with both the mission centre and the University of Birmingham School next door, the space has been developed on an old tennis court. Weekly sessions for volunteers, and regular corporate support have enabled us to construct raised beds on the site and make it accessible to all in short time. The site is used by both Mission Centre students, school pupils and local residents.

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

**Manor Farm Park**  
**Freshwinds (Selly Oak)**  
**Ley Hill Community Allotment**  
**Hawkestone Road, Weoley Castle**

**Woodgate Valley Food Growing**  
**Space**  
**Longbridge Health and Community**  
**Centre**

# Activities, networking and programme promotion

In addition to a wide programme of local community activities and events this year, 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 biodiversity.

## HEALTH FOR LIFE FRUIT AND VEGETABLE PLANNER

Alongside our food growing booklet, and other handy tools to help participants grow their own fruit and vegetables, we have also produced a handy Fruit and Vegetable Planner. As well as top tips for 'growing your own' the planner also contains valuable information as an A3 wallchart of when and how to plant and harvest popular crops.

## 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.

## 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. We look forward to repeating this great event in September 2016.

## BRITAIN IN BLOOM WITH THE RHS

As well as being a part of the city entry for Britain in Bloom, we have also entered three of the spaces into the 'It's Your Neighbourhood' Campaign this year as well. Melrose Close, Green Meadow Road and Ley Hill will all be judged in July 2016, and we are hopeful of some more great awards when the results are announced in October.





# Social media and marketing

We now have 923 followers on Twitter and 203 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 187 followers.

Our e-newsletter is now released regularly, 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.

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/>

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>

[www.facebook.com/healthforlifeinthecommunity](http://www.facebook.com/healthforlifeinthecommunity)

Facebook Twitter Website Email

## May Health for Life Monthly Newsletter

Find out what we've been up to this month and how you can get involved in May

### Meal in a Wheelbarrow - School Project

Working with the Health Education Service we recently launched our meal in a barrow competition. Thirty-eight wheelbarrows and a whole lot of compost has been made available to the schools on the Health for Life programme to create a 'Meal-in-a-Barrow'. The idea is that each school plants up a wheelbarrow with fruit and vegetable plants that, when brought together, create a meal. Teachers from schools all over Birmingham descended upon Winterbourne House and Gardens and picked up their 'barrows' and compost after a short briefing from Chris from TCV, our show Garden Designer Owen and the Horticultural Director of Gardeners World Live, Bob Sweet. The Wheelbarrows will then be displayed at BBC Gardeners World Live in June and will be judged by public vote throughout the four day event!

Join us at one of our regular Green Gym sessions, at one of our spaces across Birmingham (Click on the link for more info):

- Monday**  
[Hawkestone Road 13:00 - 16:00](#)
- Tuesday**  
[Green Meadow Road 10:00 - 14:00](#)
- Wednesday**  
[QE 10:00 - 14:00](#)  
[Alder Lane 10:30 - 14:30](#)
- Thursday**  
[Ley Hill 9:30 - 13:30](#)  
[Manor Farm Park 10:00 - 14:00](#)
- Friday**  
[Woodgate Valley 10:00 - 14:00](#)



The demonstration barrow ready to give the teachers an idea of what we were looking for in the finished project.

## Growing Birmingham

### Growing Birmingham Networking Event

Health for Life was invited to an evening at the Botanical Gardens during April by Growing Birmingham. The event was a great chance to meet up with new people who are interested in food growing within Birmingham and attend workshops around everything from funding to growing to sell!

### Site Updates

Work is well underway at Green Meadow Road, with the plots planted up and the

Paul Faulkner, the newly appointed CEO of Birmingham Chamber of Commerce visited the Green Meadow Road site, along with his Director of Policy and Strategic Relationships. He spent the morning with the team and was really impressed with the programme. So much so, he tweeted from the car (which we have retweeted) and wrote the following for the Chamber Link daily e-newsletter, issued to all members across Birmingham, media and business leaders:



"It was great to see behind the scenes at this hidden gem. The *Health for Life* programme is a live example of meaningful community partnership. The work Mondelēz and TCV are doing here is delivering real benefits for local people, from nursery age right up to the elderly. From community cohesion to health education and exercise, this work is having a real positive impact. I was personally impressed with the quality of the site and the enthusiasm of the TCV and Mondelēz teams.



## CHAMBER PATRONS

BIRMINGHAM CHAMBER'S LEADING SUPPORTERS

CONTACT: Stephanie Wall  
T: 0121 607 1783

### A healthy community partnership

Chamber chief executive Paul Faulkner and policy director Henrietta Brenley visited a 'Health for Life' community allotment in Weoley Castle to see first-hand the activities being carried out.

Health for Life is a five-year programme, funded by the Mondelēz International Foundation, which promotes healthy lifestyles. Cadbury-owner Mondelēz has invested £3.5million in the programme, which is focused on the South Birmingham area. The scheme is run by The Conservation Volunteers (TCV), and offers a range of activities for individuals and community groups.

**'The Health for Life programme is a live example of meaningful community partnership'**

Paul and Henrietta visited the Green Meadow Road site, in Weoley Castle. The site, formerly a piece of waste land attracting anti-social behaviour, has been transformed into a 'Health for Life' community growing space. Local residents of all ages and backgrounds use the site to grow produce, learn about horticulture and take part in healthy eating workshops.

Paul said: "It was great to see behind the scenes at this hidden gem. The Health for Life programme is a live example of meaningful community partnership. The work Mondelēz and The Conservation Volunteers are doing here is delivering real benefits for local people, from nursery age right up to the elderly.

"From community cohesion to health education and exercise, this work is having a real positive impact. I was personally impressed with the quality of the site and the enthusiasm of the TCV and Mondelēz teams.

"I left feeling that the community and CSR work undertaken by Mondelēz runs right through the heart of the Bournville-based business. It is characteristic of their understated and genuine approach that the programme is not commercially orientated, despite them having made such a sizeable investment.

"I wish TCV, Mondelēz and Health for Life team the best of luck with their exhibition at the BBC Gardeners' World Live at the NEC this June and look forward to visiting again in warmer weather."

Green team (L-R): Chris Blythe (TCV), Paul Faulkner, Kelly Farrell (Mondelēz) and Joe Whitehouse (TCV)

I left feeling that the community and CSR work undertaken by Mondelēz runs right through the heart of the Bournville based business. It is characteristic of their understated and genuine approach that the programme is not commercially orientated, despite them having made such a sizeable investment. I wish the *Health for Life* team the best of luck with their exhibition at the BBC Gardeners' World Live at the NEC this June and look forward to visiting again in warmer weather!"



# 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 June 2016, we look forward to presenting our *Health for Life in the community* Show Garden at BBC Gardeners' World Live at the NEC, and supporting the whole programme through the 'meal in a barrow' competition for schools. Planning and work for both is well under way and we are looking forward to the event immensely.

Through the year, we have had several changes in staff, due to team members moving on to other jobs and careers. These are summarised in the team delivery model in Appendix 4. The key benefit from this has been the continued evolution of the spaces and the ways in which we engage with volunteers and local community members, leading to a successful increase in the number of volunteers engaged with the programme as a whole.



**Concept design for the *Health for Life* show garden at Gardeners' World Live 2016 and the groundworks in progress**



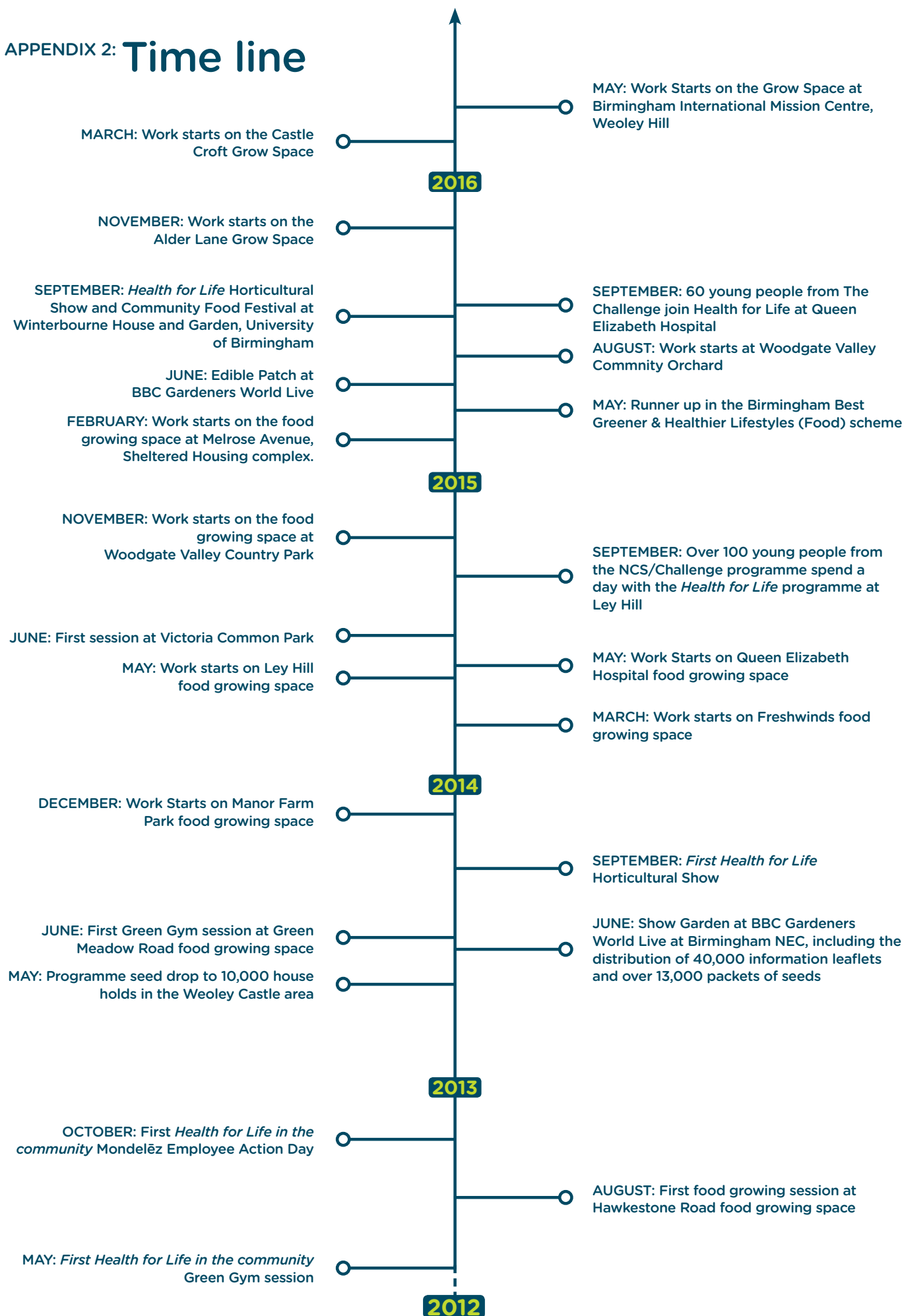
## APPENDIX 1: Results summary

Year 4: June 2015 – May 2016

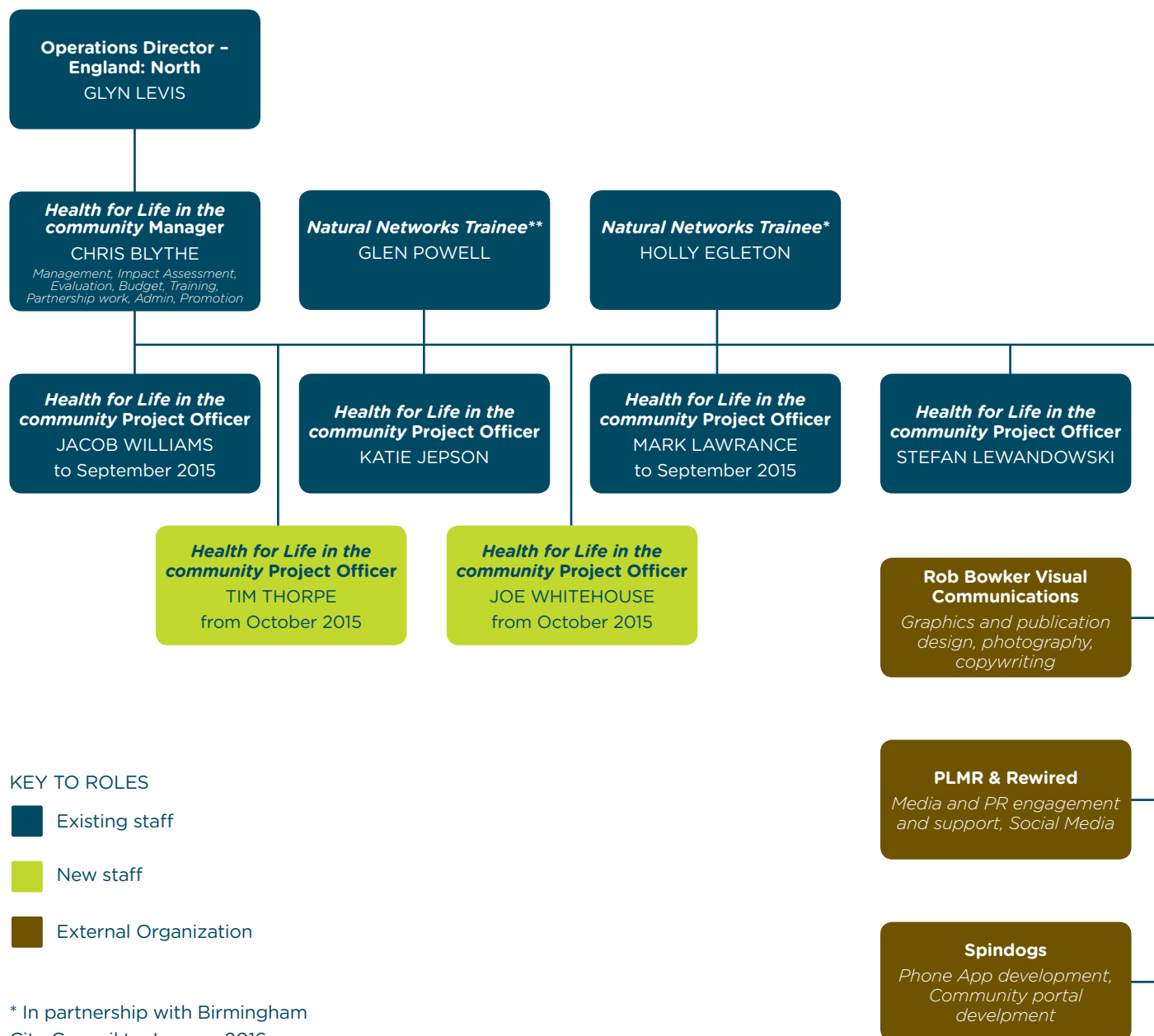
	YEAR 4 ORIGINAL	YEAR 4 REVISED WITH CATCH UP	ACHIEVED IN YEAR 4	COMMENTS
<b>ACTIVITIES</b>				
Green Gym sessions	184	184	364	Green Gym sessions running at 12 sites once a week, fortnightly at 3 sites
Mondelēz Employee specific Action days	24	24	11	Down on take up; slow start to the year
Local Horticultural Shows hosted	1	1	1	In line
People growing food at home	370	576	413	Great uptake at community events with mini edible gardens – no Woodgate valley events this year which impacted on opportunities. Planned 'sow and grow' at BBC Gardeners' World Live will balance this in year 5.
People growing food at allotment sites	200	200	102	Food growing taking place across all sites
Healthy eating sessions	15	15	17	Healthy eating 'events' and lunch time sessions
<b>PEOPLE</b>				
Community members undertaking an activity session	500	500	667	424 of whom are new
Mondelēz Employees undertaking an activity session	200	200	92	See note above
Number of people entering Local Horticultural Show	200	200	136	Much stronger than previous years
<b>PROMOTION</b>				
Phone App developed and renewed annually	1	1	1	
Seeds distributed	11,000	10,000	8,800	Will over-achieve by programme end
Seeds opened and utilized	3,700	dropped	dropped	Dropped from programme
Food Growing Guide	1,850	2,488	2,100	Includes numbers for new Fruit and Veg Planner handout
Gardeners' World Live	0	0	0	Plans in place for June '16 (Year 5)
Nominations to Green Heroes	1	2	5	Event held in Autumn 2015
<b>COMMUNITY GROUPS/Green Gym</b>				
Number of Green Gym groups established	2	2	7 (total)	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 5 – Sustainable groups are established at all sites with clear plans for ownership in the future for many.
<b>ALLOTMENTS</b>				
Allotments developed	2	2	15	Total includes all sites over the four years



## APPENDIX 2: Time line



## APPENDIX 4: Delivery team model



### KEY TO ROLES

- Existing staff
- New staff
- External Organization

\* In partnership with Birmingham City Council to January 2016

\*\*In partnership with Queen Elizabeth Hospital Birmingham from January 2016