



Report to Mondelēz International Foundation



The Show Garden at BBC Gardeners' World Live 2016, NEC Birmingham

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Grant received May 2012
Total grant amount:
\$1,840,000
Annual programme budget:
\$368,000
Period covered by full year
grant:
June 2016 – March 2017
Locations where programme
was offered:
South Birmingham:
Longbridge, Weoley,
Kings Norton, Northfield,
Bournville
Green Gym™ participants:
375 (year 5), 3,652
(progamme total)

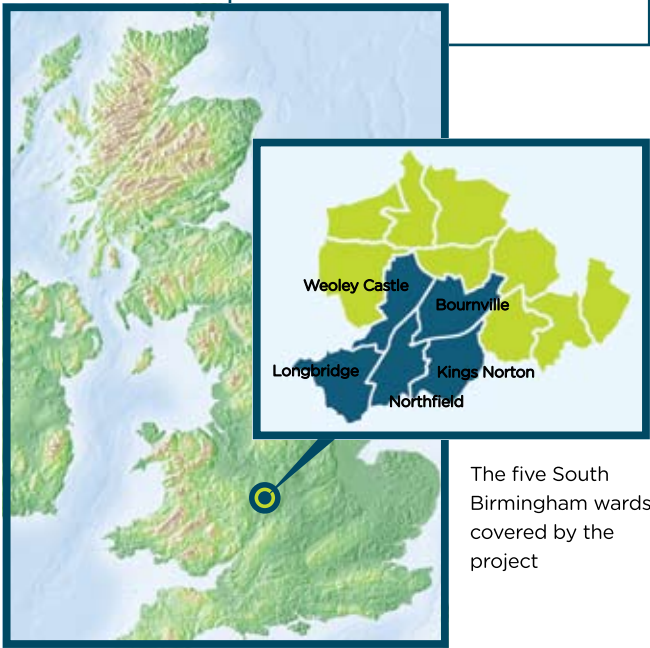
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discuss using the Green Gym logo and licensing
opportunities.

Introduction

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



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 5 of the programme, TCV have delivered 222 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 is 1503, far exceeding the original programme target of 832.

84% of participants completing health surveys said that they would continue with physical exercise beyond the end of the programme.



Year 5 results

(1st June 2016 – 31st March 2017)

KEY OUTPUTS:

222 Green Gym sessions which have involved 375 people of which 164 volunteered with the programme for the first time.

3 Action Days for Mondelēz International involving 97 Mondelēz employees as well as a number of corporate days with Royal Bank of Scotland and other organisations involving over 100 employees

Over 40,000 free seed packets have been given out supporting families to grow at home including many at our show garden at BBC Gardeners' World Live in June 2016.

2519 free food growing guides distributed with information on the programme, food growing and healthy eating.

7 Healthy eating sessions delivered in the local community

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,

Results are summarised from a cumulative total of 561 baseline surveys and 286 follow-on surveys, completed to date through the whole programme. In year 5 we have completed 113 baseline questionnaires and 107 follow on questionnaires.

KEY INDICATORS:

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

PHYSICAL ACTIVITY

84% have become more active

33% exercise on 7 days of the week (a 3% increase between baseline and follow on).

The number of people exercising on 4 days and 5 days a week went up from 9% and 5% respectively to 17% and 14%.

34% exercised for 20-29 minutes a time as opposed to 11% on the baseline surveys

83% of responding participants state that they will continue with physical exercise as a result of participation in the programme



GROWING FOOD

91% have grown their own food as a result of participation in the programme, with 72% of respondents growing their own food at home, and 68% growing their own food on a community growing space.

58% got involved in the programme to learn more about growing their own fruit and vegetables, and 86% reported that they had learned more about growing their own fruit and vegetables following participation in the programme.

84% report they will continue with food growing as a result of participation in the programme.

HEALTHY EATING

68% have eaten more fruit and vegetables as a result of participating in the programme

59% have learnt more about healthy eating

81% 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 87% 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.

91%
Have grown
their own
food



81%
Will eat more
healthfully



Mondelēz metrics

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

NUTRITION EDUCATION:

58% 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:

42% of participants reported that they are physically active for 30 minutes or more daily. This compares with a baseline figure of 39%.

ACCESS TO FRESH FOODS:

68 % 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 March '17	cumulative May '12 to March '17	year Jun '16 – March '17	cumulative May '12 to March '17	year Jun '16 – March '17	cumulative May '12 to March '17	year Jun '16 – March '17	cumulative May '12 to March '17	year Jun '16 – March '17	year Jun '16 – March '17
Birmingham UK	15	576	222	2,503	7	60	356	2,932	19	114



[illegible]7

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 5, we have continued to work 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 been presented to:

Federation of City Farms and Community Gardens
River Street Events
The Centre for Sustainable Healthcare/NHS Forest
The Growing Health Project
The Birmingham Corporate Social Responsibility Summit
The Sustainable Food and Drink Conference
The Birmingham City University International Health and Wellbeing Conference



Year 5 site progress

Activity at our community spaces continues to grow across both our main (hub) allotments and our satellite sites, with 15 sites in operation in the final year of the programme.

Our first site at **Green Meadow Road**, which required extensive input to clear and create a space from scratch, is continuing to flourish.

Green Meadow Road now has a regular weekly group who visit the site independently of TCV and are growing in the space. We have also worked closely here with students from the University of Birmingham Conservation Society to develop the wildlife area on the edge of the space. 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. Staff Grow clubs run twice a week and are timed to fit with shift patterns of the staff.

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 QE Hospital space was also the centre of activity for a group of 50 young people from The National Citizenship Service – Challenge programme, where they joined us for a day in September 2016 to plant, tidy and build on the site.

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 this year.





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 over 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. We also held a number of orchard training days there over the course of the year allowing many people to learn about how to care for and look after fruit trees

Birmingham International Mission Centre at **Weoley Hill** is the location for the final space created in early 2016. 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. Over the year, the site has been visited and planted by over 100 of the school children from the University of Birmingham School. We have also re-located elements of the show garden into both the school and the Weoley Hill space to ensure it's continued use.



LEY HILL COMMUNITY ALLOTMENT

Ley Hill Community allotment continues to be a key site in the programme, it has been invigorated this year by the involvement of a regular weekly group of special needs pupils from the nearby James Brindley School, who are using the space for growing and learning sessions in the outdoors. In addition to these sites, work has continued at our other spaces at:

Victoria Common Park, Northfield

Manor Farm Park

Alder lane Community Allotment

Castle Croft Residential Home

Hawkestone Road, Weoley Castle

Woodgate Valley Food Growing Space

Freshwinds (Selly Oak)

Longbridge Health and Community Centre



DISTRIBUTION OF SITES ACROSS SOUTH BIRMINGHAM



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:

In June 2016 we presented our show garden at BBC Gardeners' World Live at the National Exhibition Centre. The Garden, designed by Owen Morgan of Mosaic Garden Design won a Gold Medal and was awarded best in show. Throughout the event we distributed seeds and advice to many of the 90,000 visitors and promoted the programme to all. The garden also featured on the BBC television Gardeners' World programme.

In addition to the show garden we also worked with programme partners The Health Education Service to deliver the school meal in a barrow competition, which involved over 30 schools designing and planting a meal in a wheelbarrow, featuring edible plants and flowers for display at the Gardeners' World Live show.

The annual Food Festival and Horticultural Show was held on Sunday September 11th 2016. 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. Once again the event was a great success, and the day was attended by over 2,000 visitors. The horticultural show had over 100 entries, and winners were presented with their prizes by Kelly Farrell from Mondelez international and Owen Morgan from Mosaic Garden Design.





Britain in Bloom with the RHS: Once again the *Health for Life in the community* programme was involved in various aspects of the Britain in Bloom campaign in 2016. Three of the spaces were entered in to the 'It's Your Neighbourhood' campaign and won awards as follows:

Green Meadow Road – Level 4 – Thriving

Melrose Close – Level 3 – Advancing

Ley Hill – Level 3 – Advancing

The space at Queen Elizabeth Hospital also featured in the Birmingham City entry which as a large city won a gold medal in the Champion of Champions category.

SOCIAL MEDIA

We now have 956 followers on Twitter and 228 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 204 followers.

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. We have faced some challenges in moving the app across onto our TCV systems, but hope to solve these in 2017.

FIND US ONLINE!

Facebook:

<https://www.facebook.com/HealthForLifeInTheCommunity>

Twitter

<https://twitter.com/TCVBirmingham>

Website:

www.tcv.org.uk/healthforlife

Our blogs are here:

<http://blogs.tcv.org.uk/healthforlife>

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>



General

TCV win best show garden at BBC Gardeners' World in Birmingham for their *Health for Life* in the community show garden

The Conservation Volunteers (TCV) are delighted to have received 'best show garden' and 'gold' awards at this year's BBC Gardeners' World Live (16-19 June 2016, NEC Birmingham) for their outstanding *Health for Life* in the community show garden. Designed by Owen Morgan of Mosaic Design, the winning garden is a celebration of community gardening and the *Health for Life* in the community programme, funded by the Mondelēz International Foundation.

TCV work across the UK to create healthier and happier communities for everyone and, with this in mind, Owen has designed a pragmatic growing space illustrating the wide range of activities that community growing spaces can accommodate. The aim is to give visitors plenty of accessible ideas to take home. The show garden reflects the three main elements of the *Health for Life* programme: food growing, healthy eating and physical exercise. Funded by the Mondelēz International Foundation and delivered by TCV, the *Health for Life* in the community programme has gone on since it started in 2012. Having created 15 sites across south Birmingham involving over 3,000 volunteers so far, the programme provides wide-ranging opportunities for local residents to get involved in growing food whilst getting active and healthy.

Chris Blythe, Operations Leader for Birmingham & West Midlands at TCV, said:

"We're absolutely delighted that our garden has been awarded gold and best show garden. It's the result of hard work from an expert team with enthusiastic support from volunteers. We want to thank our partners Mondelēz for their ongoing support of the *Health for Life* programme – we wouldn't have been able to do it without them."

Kelly Farrell, Community Affairs Manager at Mondelēz International, added:

"We are thrilled that the *Health for Life* show garden has received the gold and best show garden awards. The garden represents what has been achieved through the programme, in bringing communities together, to develop outdoor spaces for growing fresh food and contributing to a healthier way of life."



Birmingham Community Food Festival & Horticultural Show

FREE ENTRY FOR ALL

FREE ENTRY LOCAL FOOD PRIZES GALORE

SUNDAY 11 September 2016
11.00am – 5.00pm
 Last admission 4.45pm
Winterbourne House and Garden
University of Birmingham

For further information and to enter the show or exhibit:
 E west-midlands@tcv.org.uk
 T 0121 771 4339 or find us at [facebook.com/HealthForLifeInTheCommunity](https://www.facebook.com/HealthForLifeInTheCommunity)

Supported by

WINTERBOURNE HOUSE AND GARDEN

Health for Life

TCV The Conservation Volunteers



Birmingham Community Food Festival & Garden Show

FREE ENTRY

Winterbourne House & Garden
 Sunday 10 September 2017

DO YOU...
Grow your own?
Make jam?
Make flower arrangements?
 Then enter the Garden Show!
 For details contact
 E west-midlands@tcv.org.uk
 T 0121771 4339

We'll have lots of crafts and fun activities for children too.

For further information and to enter the show or exhibit:
 E west-midlands@tcv.org.uk
 T 0121 771 4339 or find us at [facebook.com/HealthForLifeInTheCommunity](https://www.facebook.com/HealthForLifeInTheCommunity)

Supported by

WINTERBOURNE HOUSE AND GARDEN

Health for Life

TCV The Conservation Volunteers

APPENDIX 1A: Results summary

Year 5: 1 June 2016 – 31 March 2017

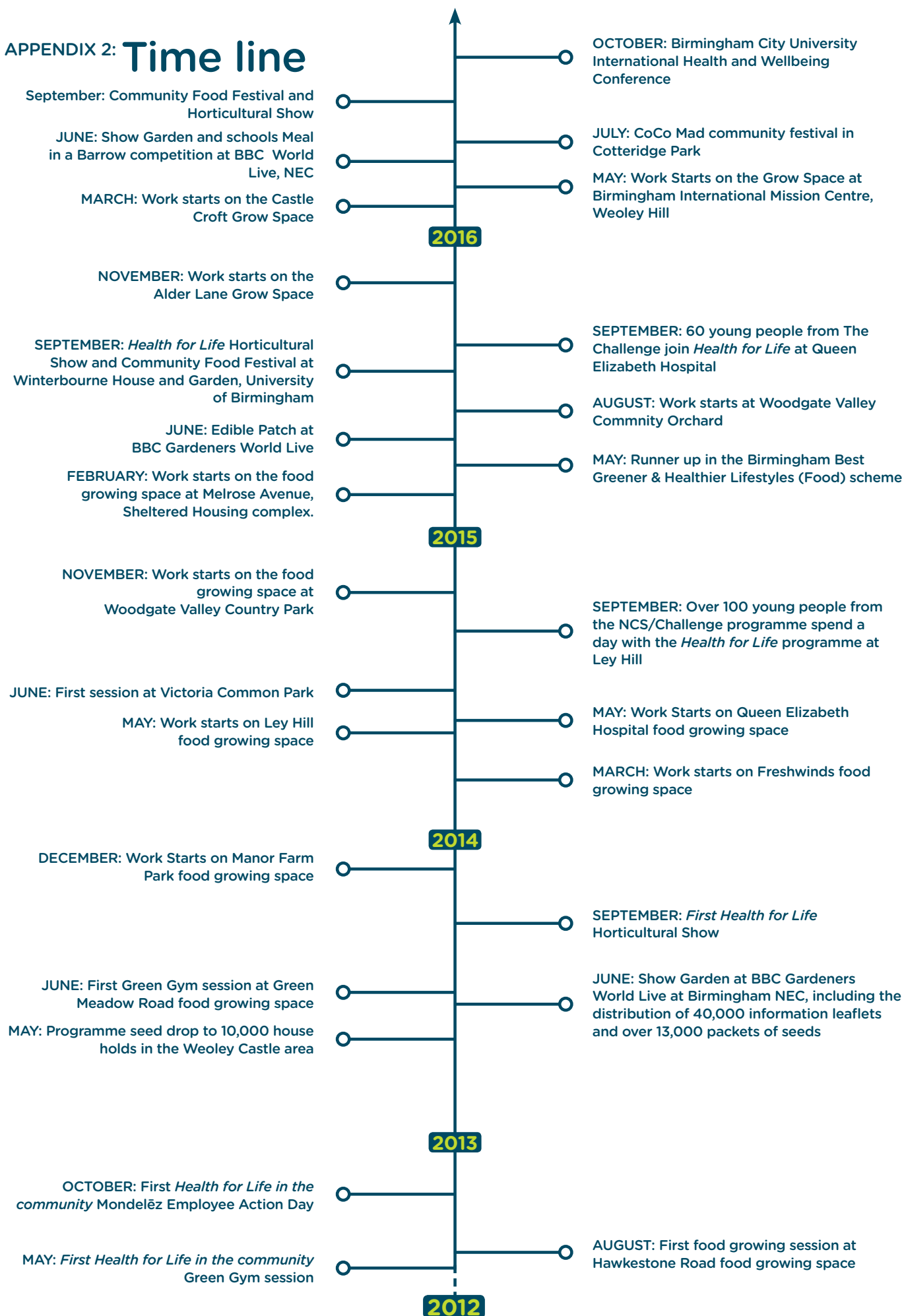
	YEAR 5 ORIGINAL	YEAR 5 REVISED WITH CATCH UP	ACHIEVED IN YEAR 5	COMMENTS
ACTIVITIES				
Green Gym sessions	184	184	222	Green Gym sessions running at 12 sites once a week, fortnightly at 3 through the year
Mondelēz Employee specific Action days	24	36	3	
Local Horticultural Shows hosted	1	1	1	In line
People growing food at home	370	546	569	Great uptake at community events with mini edible gardens Also includes numbers from sow and grow at BBC Gardeners' World Live
People growing food at allotment sites	200	200	118	Food growing taking place across all sites
Healthy eating sessions	15	2	7	Healthy eating 'events' and lunch time sessions
PEOPLE				
Community members undertaking an activity session	500	500	356	(164 of which are new)
Mondelēz Employees undertaking an activity session	200	279	19	
Number of people entering Local Horticultural Show	200	518	127	
PROMOTION				
Phone App developed and renewed annually	1	1	1	
Seeds distributed	11,000	10,000	42,000	Includes seeds distributed at BBC Gardeners' World Live
Seeds opened and utilized	3700	dropped	dropped	Dropped from programme
Food Growing Guide	1850	1907	2519	Includes numbers for new Fruit and Veg Planner handout
Gardeners World	0	1	1	
Nominations to Green Heroes	1	0	0	Event held in Autumn 2015
COMMUNITY GROUPS/Green Gym				
Number of Green Gym groups established	2	2	3 (total)	
Community Groups affiliated with TCV network	2	3	0	Although groups are forming, they have not yet affiliated with the community network
ALLOTMENTS				
Allotments developed	2	2	15	Total includes all sites over the five years

APPENDIX 1B: Results summary

TOTAL PROGRAMME Years 1-5

	PROGRAMME TARGET	TOTAL ACHIEVED	COMMENTS
ACTIVITIES			
Green Gym sessions	832	1503	Sessions running at all 15 sites
Mondelēz Employee specific Action days	114	81	
Local Horticultural Shows hosted	4	3	No show in year 3
People growing food at home	1850	1873	Great uptake at community events with mini edible gardens Also includes numbers from sow and grow at BBC Gardeners' World Live
People growing food at allotment sites	520	576	Food growing taking place across all sites
Healthy eating sessions	55	60	Healthy eating 'events' and lunch time sessions
PEOPLE			
Community members undertaking an activity session	2250	2932	
Mondelēz Employees undertaking an activity session	980	720	
Number of people entering Local Horticultural Show	800	409	
PROMOTION			
Phone App developed and renewed annually	1	1	
Seeds distributed	56,000	95,584	Includes seeds distributed at BBC Gardeners' World Live
Seeds opened and utilized	dropped	dropped	Dropped from programme
Food Growing Guide	9250	9862	Includes numbers for new Fruit and Veg Planner handout
Gardeners World	2	3	
Nominations to Green Heroes	5	10	Event held in Autumn 2015
COMMUNITY GROUPS/Green Gym			
Number of Green Gym groups established	7	11	
Community Groups affiliated with TCV network	5	0	Although groups are forming, they have not yet affiliated with the community network
ALLOTMENTS			
Allotments developed	5	15	Total includes all sites over the five years

APPENDIX 2: Time line



APPENDIX 3: Delivery team model

