

# Growing and Learning

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Fundraising Officer



# GROUNDWORK EAST

CHANGING PLACES CHANGING LIVES



# > Groundwork East

We are a not-for-profit organisation that provides a range of high quality services that put communities and the environment at the forefront, specialising in:

> COMMUNITY ENGAGEMENT

> LANDSCAPE DESIGN & BUILD

> TRAINING & COACHING FOR EMPLOYMENT

> EARLY INTERVENTION TO SUPPORT HEALTH & WELLBEING

> SAFE & SUSTAINABLE BUSINESS SUPPORT





In only 8 months, we provided ingredients for

**1 million**

free meals.



Organic  
Polyculture  
Regenerative  
Agroforestry  
Holistic management



# Why is Community Food Growing Important?

## For individuals

- Food insecurity
- Isolation and loneliness
- Basic meal preparation skills
- Nutrition knowledge
- Mental and physical health

## For society

- Access to green space
- Biodiversity loss
- Supply-chain issues
- Food miles and CO2 footprint
- Disparate and disconnected communities
- Diversity and youth in farming

# National Lottery – Reaching Communities Community Food Growing Hubs (CFGH)

- In 2019 Groundwork Luton and Bedfordshire received funding from the National Lottery for a 3 year project to develop, facilitate and eventually handover different community food growing hubs across Luton and Bedfordshire.
- These spaces are where volunteers can learn how to grow and cook with fresh fruit and vegetables which are then donated to crisis services.

Leading on the Luton Food Poverty Alliance and working in collaboration with local organisations to combat food poverty in Luton.

Creating new community food hubs and formalising hand overs of the existing food growing hubs.

Co-ordinate the re-direction of produce to partner organisations to support enriched food crisis services.





# The Sites

6 sites were identified and turned into Community Food Growing Hubs.

- Memorial Park (Luton)
- Farley Hill (Luton)
- Strathmore Avenue (Luton)
- Whichello's Wharf (Leighton Buzzard)
- Dunstable South Children's Centre (Dunstable)
- Luton Probation Hostel (Luton).



# >> Engagement

- Over 434 volunteers involved in the project
- Over 20 different groups engaged with including:
  - Child and Adolescent Mental Health Service
  - British Red Cross
  - Young Adults With Needs
  - Luton All Women's Centre
  - Lea Vale Medical Centre







# Statistics

- 434 volunteers
- 20 different organisations and groups.
- Over 10,200 meals have been produced
- Over 135 deliveries have been made to the food bank and local homeless shelter
- Over 400 children and young people taking part in holiday hunger programmes.

And from the health perspective:

- 90% of volunteers last year answered 'yes' to whether the project has improved their mental health.
- 60% of volunteers said they were eating healthier since attending and had been more mindful of their eating options.
- 'being able to socialise more', 'meeting new people', 'inclusion' and 'part of the community'.















# Case Study

**Sandra is a volunteer at the Farley Hill gardens.**

**Tell me a bit about yourself... where you're from, what you do or used to do for a living**

*"My name is Sandra, I was made redundant in the IT industry around April time, I used to sit at a computer screen all day and I really hated it."*

**Why did you choose to volunteer, what were the things that attracted you to it?**

*"The main thing was the social aspect, it has helped me to meet lots of new people. I've also always been interested in gardening and this has helped me to learn much more.. It is also a great feeling to give back to the community, I know that the vegetables we grow are always going to the right place."*

**Have you learnt new things?**

*"Yes, I've learnt lots of new things that I didn't know before, especially things about permaculture and lots about different types of plants, it has helped me to widen my garden knowledge."*

**What has been your favourite part about volunteering?**

*"It has to be the social aspect, meeting new people, but its hard to choose as I love the nature aspect as well, being outdoors is great, especially when I used to stare at a screen at work all day"*



# Learnings

- Community-led and culturally guided
- Connective places of networking and collaboration
- Welcoming and accessible
- Growing need and demand for local food production and sharing
- Cooking, shopping and nutrition knowledge and skills as important
- Non food related outcomes often the most powerful



# How can we help?

- Partnership
- Fundraising assistance and advice
- Deliver programs on site
- Expert training and CPD
- Landscaping services
- Sustainable Business Services



# Our Programs – Early Years

- Wellies in the Woods and Wildplay
- Grow it, Cook it, Share it
- Shop it; Cook it





# Our Programs – Adult Learning

- Sprouting Out
- Get Outdoors; Get Active
- Mind, Body, Soil



# >> Our Programs – Employment Teams

- Green Team
- Green Skills





Green Team –Christian Centre, Oxmoor

















Green Team – Ermine Street Church Academy,  
Alconbury Weald





MILK JUG EGG  
JUG CUP





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**GROUNDWORK HERTFORDSHIRE - BEDFORDSHIRE - CAMBRIDGESHIRE**

# **LANDSCAPE ARCHITECTURE**

## **PORTFOLIO OF SERVICES**

Other services

Community  
Engagement

Project  
Management

- Community Spaces
- Educational Landscapes
- Heritage
- Landscape Management
- Parks & Recreation
- Planning & GIS Mapping
- Play Spaces
- Residential Landscape
- Sports Facilities
- Strategic Routes & Access
- Suds & Sustainability
- Urban Design
- Community & Bespoke Art Projects

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BUSINESS**

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## JOURNEY TO SUSTAINABILITY with Groundwork



START YOUR JOURNEY

# We're here to support you on your Journey to Sustainability

SPEAK TO A CONSULTANT TODAY



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Thank you and questions

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