



In urban areas, construction and development have gobbled up green space, and 60 percent of residents are too far away from the sort of green space that the World Health Organisation recommendation believes essential for wellbeing.

Across Europe 43,000 lives might be saved annually if the World Health Organization's green space recommendation were implemented.

Seeds for Growth charity was launched in 2006 envisaging a better world for all. Greening Communities helps the residents of housing estates to transform ugly wastelands into beautiful gardens.

Gardens create spaces to grow healthy food and provide a safe environment in which children can play and adult neighbours bond.

DESIGN: John Mendelssohn

**Cities that build
and maintain
well-connected
green spaces are
likely to have
healthier, happier
citizens.**

*— Professor Alistair Griffiths,
Royal Horticultural Society*





Impressive, but who's going to foot the bill?

We'll lobby the UK Government to establish a £3 million fund that will give 100 new franchisees £30k start-up grants.

Moreover, we will be paid for carbon offsetting – known as sequestering.

The gardens will lower the ambient temperature by 2° C. The payments could generate £1 million annually for the charity.



Now, more than ever, we know that access to nature is crucial for both physical and mental health, and that no Londoner should live more than a 10-minute walk from green space.

Thanks to the spread of industry and farming, British biodiversity is in jeopardy, and fewer than 40% of urban residents have access to the green space the World Health Organisation has identified as essential for both physical and mental health needs to be done.

Greening Communities are doing it, having, for instance, inspired the Mayor of London to commit "to bringing nature closer to Londoners and to protecting, restoring, and improving green spaces in the city."



Upgrading and greening misused or abandoned urban areas create important spaces for wildlife.

Diverse flora and fauna improve pollination and encourage ecosystems to thrive. Green spaces even help to reduce noise pollution.

Birdsong or the screeching of brakes? Tough choice to make!



Green spaces are indisputably lovely...



...but saved money is gorgeous in its own right.

People who spend two hours or more outdoors per day report better health and a greater sense of well-being than those who rarely venture outdoors, and are far less prone to obesity.

Community gardeners were 3.5 times more likely than their non-gardening neighbours to eat enough fruit and veg. One study found that gardeners engage in 30% more physical activity than non-gardeners, and physical activity in green spaces is thought to be more beneficial than that in pricey fitness centres. Community gardens provide women with safe space in which to work out.

Extended exposure to nature has even been shown to hasten the recovery of cardiac and other patients. Gardening improves balance and motor skills and speeds recovery from illness, and can be especially joyful for those with dementia.

Gardening can provide a sense of pride and purpose...

that enhances well-being. Cultivating neighbourhood green spaces reduces feelings of loneliness and isolation, and have been found to reduce depression.

Children who spend time in natural environments commonly have stronger immune systems, and superior cognitive development. The more time spent in nature, the less kids are known to misbehave.

There are those who believe woodland walks save £185m a year in mental health costs. All in all, increased green space is estimated to have saved London close to a billion pounds in healthcare costs in the past half-decade.:

The cost of failing to expand green space is terrifying to contemplate.

London's demand for domestic cooling in London is expected to triple by 2050. The risk of flooding too grows ever greater as the planet warms. Community gardens to the rescue! They provide shade and cool outdoor space, and soak up rainwater that might otherwise overwhelm sewer systems.

Plants breathe in carbon dioxide and breathe out oxygen. Their roots improve the soil by removing chemicals and heavy metals. The production of healthy, fresh, and often organic produce that doesn't need to be transported hundreds of miles also reduces tenants' carbon footprint.



Community green spaces...what's not to love?

They produce organic fruit and veg consumed metres, rather than hundreds of kilometres, from where they were grown. Fresh healthy food enhances health, and gardening is good exercise!

Working in the fresh air with neighbours enhances mental wellbeing. Plants transform carbon dioxide into oxygen, and provide new habitats for birds and insects.

Plants cool the air and absorb noise. More exposed soil reduces the danger of flooding.

 **SUSTAINABLE DEVELOPMENT GOALS**



**Greening Communities
delivers 11 of the Sustainable
Development Goals
enumerated by the United
Nations General Assembly
as a blueprint for a more
sustainable global future.**



Neighbourhoods lacking green space become “heat islands” when the temperature soars.

Community gardens greatly reduce residents’ discomfort, providing pleasant places to cool down at no cost.



We'll start in London...

and then be franchised to voluntary service organisations in cities and small towns based on the 'Hub and Spoke' model that ensures uniform best practice. Each satellite will ideally oversee five different green "projects" — rooftop gardens, planting orchards, and housing estate gardens — per year.

Over five years, Greening Communities will have created 2,750 community-led green spaces – attracting 15 million annual visits by the fifth year.





Impressive, but who's going to foot the bill?

We'll lobby the UK Government to establish a £3 million fund that will give 100 new franchisees £30k start-up grants.

Moreover, we will be paid for carbon offsetting – known as sequestering.

The gardens will lower the ambient temperature by 2° C. The payments could generate £1 million annually for the charity.



Additionally, we'll seek £50,000 start-up cash sponsorship from the construction and energy sectors.

Greening Communities thereafter will not only pay its own way, but also generate a surplus, to be used for further expansion.





Inflation can toss a spanner into even the best planned works.

With that in mind, we have conducted an extensive SWOT analysis and formulated a multi-pronged strategy to minimise risk.

COMMERCIAL There's a danger that garden construction will in future become a lot more expensive. With this in mind, Greening Communities will wherever possible negotiate fixed prices with preferred suppliers.

PROJECT DELIVERY To minimise the chance of satellite projects being delivered late or inadequate, Greener Communities will issue clear practice guidance and delivery standards.



**We
believe
in strong
alliances.**

Groundwork UK has raised £96 million in support of community organisations combatting climate change and poverty issues in its 40 year of existence. *Groundwork* focuses on strengthening local communities.

Wayward offers new garden or greening project design services and then subcontracts development to garden construction companies, but customarily leaves it to communities to get the ball rolling.

Operating in London, Reading and Birmingham, *Thrive* doesn't create new gardens for other organisations, but are a potential partner for the training of volunteers.

Accountability

Volunteer gardeners may be referred to other organisations for vocational training, work experience, to get employment, or to become self - employed.

As appropriate, we'll note the ethnicity, gender, and disabilities of participants in our programmes. We'll record the number of community gardens opened, their cost, and by how many people they're enjoyed.

We'll further record how many elderly and disabled participants we are able to recruit, how much time they spend on the project, and what they grow.

