

# grow your road

2020

During 2020 Grow Your Road gave people in South Birmingham the tools, skills, confidence and community support to get growing their own vegetables at home, most people for the very first time.

Grow Your Road improved the health and wellbeing of people through increased time outdoors, healthier eating and engagement with growing and creative activities.

It provided an enhanced sense of community through the Grow Your Road online group, promoted sustainability and supported local freelance gardeners and creative practitioners through commissioning of online workshops.

## What happened?

Over **500** households (approx **1250** people) grew their own veg using Grow Your Road kits containing seeds, pots, compost and easy grow guides.

During Autumn, **2000** spring bulbs were distributed which symbolised hope, unity, new beginnings and happiness.

Over **300** schoolchildren received growing kits in low income areas of Billesley and Small Heath.

**100** schoolchildren received nature discovery kits which offered creative activities and mindful moments in green places.

**20** video workshops were created by gardeners, forest school leaders, artists and craftspeople, supporting our local creative economy during COVID-19.

**10** new community champions supported the project by volunteering their time.



## Project impact

**100%** of participants surveyed said their wellbeing was improved

**70%** spent more time in the outdoors

**80%** learned something new

**60%** got to know their neighbours more

**80%** helped improved the environment around them

**80%** were more creative than usual

## Feedback

*"I always thought that growing vegetables was difficult but you made it simple and fun, it was amazing to feed my baby home grown courgette as her first food. Brilliant project and it built a lovely community during a challenging time." - participant feedback*

*"It was a wonderful idea to get more people growing stuff they could eat. We all need to learn to be more sustainable & growing our own food is part of that." - participant feedback*

*"I enjoyed everything about it. My favourite thing about it was that I could get messy and that I could take it home." - child feedback*

*"On our online Class Meet, Reem and Faris showed us their pots virtually, and we saw the progress of the growth of their plants which was lovely! The other children enjoyed seeing them too!" - teacher feedback*



Ampersand Projects provides creative and playful experiences in green spaces that improve the lives of people in Birmingham and the Black Country. Our toolbox of art, growing, games, mindful activity and exploration of local stories, creates deep connections between people, their communities and nature.

Ampersand Projects is a Community Interest Company. Company number 10099056.

