SUSTAINABLELIVING INITIATIVE



Annual Report 2010-2011



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Background

The Sustainable Living Initiative is a not-for-profit social enterprise based in Norwich. It is registered as a "company limited by guarantee" with five directors and a secretary, none of whom receives any payment for their services to the organisation. With generous help from SLI members and a growing number of volunteers, the secretary manages the day-to-day operation of the organisation.

The Grow-Our-Own (GO²) scheme, a practical action project of the Sustainable Living Initiative, started in the autumn of 2004. Its main aim is to help people grow fruit and vegetables on the allotments and in their gardens. It does this by providing practical help and advice on what, when and how to grow - along with the supply of tools, seeds, plants and other support on a regular basis. By offering small, manageable sized plots, the scheme helps novice growers to overcome any fears they may have that only an experienced gardener can grow fruit and vegetables. This confidence-building exercise is key to the success of the scheme in attracting a large number of young growers with no previous experience of gardening.

Our website www.grow-our-own.co.uk has a members' page which provides gardening information and updates to its members.

GO² is not simply about growing fruit and vegetables. It is about sharing resources, helping each other and developing a sense of community.

That is why, apart from encouraging people to grow fruit and vegetables, we promote self-help and collective action.

From October 2011, Bridget Beauchamp and Clive Sexton along with a team of volunteers took over the day to day running of the GO² Bluebell scheme. Mahesh Pant, who initiated and managed the GO² Bluebell scheme for the past seven years, has begun work on a new sister project – the Marlpit Community Garden on Hellesdon Road, Norwich.

All the members of the "new team" have been with GO² for a long-time and bring a lot of experience to their new roles. This is a good example of sustainability in action.

Aims and objectives

We aim to promote a sustainable way of living through collective practical action. We believe that small-scale action, such as growing fruit, vegetables and herbs on allotments and in our own back gardens, recycling and reusing, sharing tools and skills, helping eachother, avoiding car journeys and promoting a sense of community can have a far-reaching effect on natural, as well as on human environments.

Our schemes:

The Grow-Your-Own

Under this scheme, a 10 rod (250 square metre plot) allotment is divided into mini plots (see below for details) of varying sizes depending on the needs and experience of individual growers. The rent includes tools, seeds, manure and hands-on practical advice. The plot holder is responsible for maintaining the plot and the path leading to the plot. We expect 'old' growers to help 'new' growers and everyone to give at least three days worth of time for group activities such as maintaining the facilities and communal areas.

We use organic practices wherever possible and the use of insecticide, pesticide and chemical fertiliser is not permitted.

Range of plots available:

Small Plot - 1.20 X 6 metres: For absolute beginners with no experience of growing fruit and vegetables. This size plot is also suitable for a single person. Costs £17 per year (October, 2011-September, 2012). Additional plots (up to 4 strips) area available only to the existing members who have successfully completed their first year and cost £15 per year.

Young People's Plot – 1.2 X 1.2 metres: Starter plot for young people to gain some practical gardening experience. Cost £5 per year (October, 2011 –September, 2012).

Wheelchair Accessible Plot – 1.2 X 1.2 metres: For wheelchair users or people with mobility difficulties. Costs £7 per year (October, 2011 –September, 2012).

Growing-at-Home Scheme

The Growing-at-Home (GAH) scheme provides practical help and advice for people who want to grow fruit and vegetables organically in their own gardens. Members of the Growing-at-Home scheme also have the opportunity to come and meet the other growers on the allotment and learn from their experiences. The small fee, currently £15 per year, includes seeds and seedlings, access to gardening information and updates and one home visit by a member of GO^2 for advice. Members have access to GO^2 website, which has a lot of gardening information, updates and useful tips.

If you live in Norwich, have a garden no matter how small it is and are interested in growing at least some herbs, salads, etc., please get in touch with us.

Volunteering

The volunteering scheme is aimed at those who are committed to the broader objectives of Sustainable Living Initiative and are interested in collective practical action. It also provides an opportunity to volunteers to learn gardening skills, meet like-minded people, work collectively and get fresh produce from the allotment free of charge in return for help.

The fact that SLI has been running a number of gardening schemes as outlined in previous paragraphs for seven years without a single paid member of staff highlights the importance of volunteers in its work. We would like to build on this model and nurture a strong community of volunteers to ensure the long-term sustainability of SLI's work. With the expansion of SLI projects in the offing (see section on the New Community Garden below), we would like to encourage more people to join.

So anyone, who is interested in gardening, DIY, recycling and reusing, cooking, food preserving and above all skill-sharing can join SLI as a volunteer. Anyone interested, please visit our website to find out how to apply.

Profile of activities and achievements

This report covers the period from October 2010 to September 2011.

Despite increasing demand for plots, we were unable to expand our scheme because of the lack of land. Norwich City Council will not assign any more allotments to us while they have a long waiting list. Undaunted, we looked at creating different ways of helping people to grow their own fruit and vegetables and started a scheme called Growing-at-Home (see previous section).

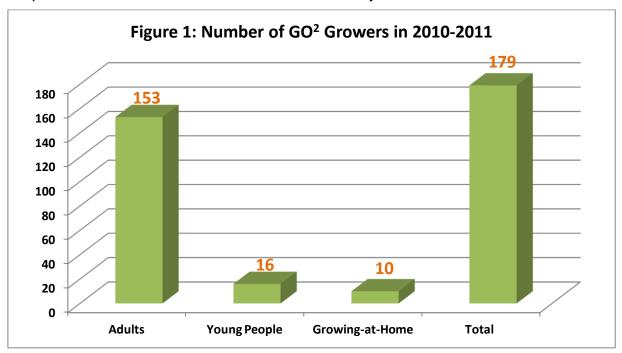
We also expanded our activities by getting involved in a school gardening project in Thetford as part of the Thetford Healthy Living Initiative and one in Norwich, The Norfolk Food Discovery Project of the Country Trust.

Details of our activities and achievements are discussed in the following sections.

Grow-Our-Own Scheme

During the past seven years, GO² has evolved from 'one-size plot' for adults to 'plots for everyone'. As a result, we now have plots for young people, adults and people with disabilities.

The table below shows the total number of growers in 2010-2011. Of the total 153 adult growers, 53 were "new" growers who joined during 2010-2011 while the rest were from previous years. As we cannot get any more plots from Norwich City Council, the total number of growers on our allotments will not change significantly from now on. However, we hope the number of GAH members will rise in the years to come.



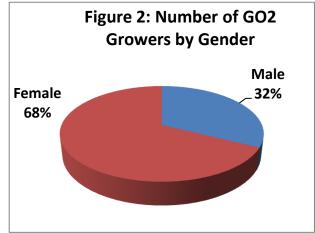
Of the total number of adult growers in 2010-2011, 25 people left before the end of the year. The main reasons behind the early departure were "cannot manage" (36%) and "moving house" (28%). Five growers (20%) were asked to leave because they failed to look after their plots.

Looking at the gender composition of the growers, just over two-thirds are female (see Figure 2). The participation of women in GO² schemes has always been high, mainly due the availability of facilities such as the toilet, picnic area and child-friendly environment.

Distribution of growers by plot size

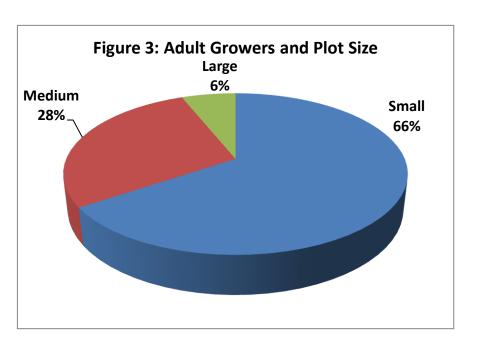
As in previous years, the majority of the growers (66%) had only one strip measuring 6 x1.2 meters; only 9% of the total 148 adult growers had a large size plot (see figure 3) which is about a third of the standard size allotment plot.

These results confirm our view that the "new generation" of allotment enthusiasts are quite happy with the small strip of



land. In fact, many of our growers joined the GO² scheme precisely because the size of our plots is manageable. These results also offer valuable lessons to local authorities and community groups involved in promoting allotments.

Despite the growing popularity of allotments and grow-your-own culture in recent years, what we have also observed in our scheme is that many growers find it hard to maintain the level of commitment required for successful growing. By offering small, manageable size plots and by providing continuous support to our members, we have maximised the chances of successful growing.

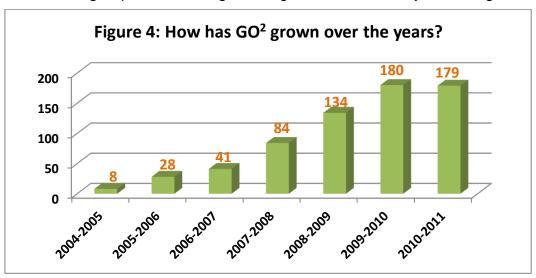


Seven years of GO²

The GO² scheme has grown over 20 fold in seven years (see figure 4). As we cannot get additional plots from the Council, we can only take new growers when the existing ones leave for one or another reasons. During the year 2010-2011, 93% of the growers from previous year renewed their subscription although about 17% of these growers left the scheme later in the year for various reasons discussed earlier.

We also have introduced a policy of allocating only one plot to new members and encouraging the existing, successful growers to take on more plots when they are available. Such a policy has enabled us to take more new members and, in the meantime, reward our existing members who look after their plots well and play an active role in communal activities. We never have a waiting list lasting for more than a month.

The high retention rate of members in GO^2 scheme is an indication of the popularity of the scheme among its members. Some of our members have been with the GO^2 scheme for more than 4 years. These graduate members are increasingly taking responsibility for the management of the group and ensuring the long-term sustainability of the organisation.



Volunteering

The number of regular volunteers who are also GO² members is growing rapidly. In fact, this is the sort of co-operation that has helped make the work of Sustainable Living Initiative truly sustainable. We also have volunteers who do not have a plot but come and help us occasionally. In most cases they end up as regulars.

Comments from a new volunteer

I joined GO² scheme in April 2011 as a volunteer and a new grower, and since then have enjoyed every single day at the allotments. GO² is a great opportunity to learn a lot and to develop confidence in growing your own crops in an organic and more sustainable way. And this is only one little part of the whole scheme. The most important thing is that GO² brings together people from very different backgrounds and age groups, and gives us the possibility to learn from each other, share knowledge and practical experience and have common events. It has a very warm and friendly atmosphere with so many great people passionate about the same thing, sharing similar interests and ideas.

Moreover, in the modern busy world, with lots of work and stress, it is a wonderful opportunity to get out to Nature and get closer to the land. For me gardening is meditation, relaxation, good exercise, pleasure, fun – all in one! GO² has enriched my life with new friends, new knowledge and experience, and lots of healthy and tasty own grown produce. I am truly thankful to all of our nice and wonderful people for this warm welcome and time spent together!

Alina Mihailova, PhD Student, at the University of East Anglia.

Growing-at-Home Scheme

We had 12 growers in the first year and 10 during the last year. The feedback so far is encouraging (please see the account below). We expect more people to join the GAH scheme in the coming years.

Dear Gardener,

I've been with the Growing-at-Home scheme for two years. It has been a useful project since I joined. I have only a small plot in my back garden but Mahesh has been brilliant with his expertise and supply of different vegetable and herb seeds and plants. So I recommend if you haven't done so at a bargain price of £15 a year to join the Growing-at-Home scheme. Tim Wood – GAH member.

Growers Stories/feedback

We always ask our growers to give feedback about our services and make contributions to our annual report. We believe that the feedback process is important for improving the quality of our services. Below are stories some of our growers and we hope more and more growers will feel inspired to write their experiences in the coming days.

It might be worth mentioning in your annual report that it's been quite a tricky year, with the hot dry period at the beginning of the growing season, and then one of the coldest summers on record. I think that those of us who had an allotment for a few years have noticed a distinct drop in crop yields. Nevertheless we have all worked together, and with the help of the more experienced growers have had a successful year. The food share days get better and better, and several people have mentioned the idea of getting together an allotment cookery book. It needn't be expensive just photocopied sheets in a presentation folder.

Tessa Phillips, GO² Bluebell.

OK, my wish-list. My big bugbears are all the nasty pests and diseases; also how to tackle difficult growing conditions e.g. wind, drought. I've learned such a lot since I've joined the scheme and I'm aware of how much I *don't* know! I've learned a lot from you and also from other growers. So I guess I'm interested in the next steps - having remembered/relearned the basics, I'd like to get a bit better. Things like:

- tips for getting more productivity (eg spacing potatoes correctly)
- tips for tackling drought (like your mulching of potatoes; watering onions)
- pruning (which reminds me, we talked one lunchtime about pruning the fruit trees)
- basics for pest/disease prevention (carrot root fly etc) [because it's very different from a private garden]
- extending the season (succession sowing; also different varieties for early/late)
- places to visit and when (e.g. your potato place in Suffolk but also inspirational veggie gardens locally e.g. National Trust and even the Bishop's garden)

Other views/comments: I think it is a brilliant scheme for getting people started and I'd be willing to help persuade the council that it is far better than long waiting lists for plots that are too big for novices. Plus it's a very low entry cost to get started/get back into veggie gardening/supplement private garden space that is too small/not suitable for veggie growing. Everyone I've talked to about it, whether members of GO² or not, thinks it is such a good idea.

Jane Chittenden, GO² Bluebell.

My one comment would be the use of cars. Why do people have to drive right up to their plot - can they not walk the short distance from the road? On one occasion a largish van insisted on driving down the narrow road near my plot which was, at best, inconsiderate and, at worst, dangerous. There are often children running around (which is great) but if one were to become injured who is at fault? The matter needs to be addressed so we can all potter around on our plots without the threat of cars/vans rumbling by! Also, we're trying to grow organic produce but to have car fumes wafting over them is rather a contradiction.

Anne Panella, GO² Bluebell.

After the Drought, by Tish Kerkham

Now, we can all get away from this incessant 'Nice day, lovely day' and get back to a bit of traditional moaning about the weather.

A good bit of English gloom comes as such a relief.

That's apart from us farmers and gardeners, of course, who are going about with imbecilic grins on our faces saying 'It's raining – at last.'



HARVEST HOME, by Rita Gallard

Every action has an opposite reaction so it was inevitable that some of the magazine columnists who rushed to embrace Gardening as the New Black would follow up nine months later by grumbling that after taking into account all the costs of turning their back gardens into demi-Edens, it would actually have been cheaper to buy from Waitrose. Just out of curiosity, I decided in Autumn 2010 to keep a tally of the produce I got from my double plot over the next twelvemonth. I have now done the sums and, as Frankie Howerd said, my flabber was absolutely gasted, missis!

Despite its having been a funny old year weather-wise (they are all funny old years of course, just in different ways) I've carried home nearly 40 kilos of lovely organic veg and fruit. French Beans and Borlotti (5.4 kg), Mangetout/Sugar Snap Peas (2.9 kg), Beetroot (1.75 kg), White and Purple Sprouting Broccoli (1.5 kg), Swiss Chard (5.7 kg), Courgettes and Summer Squash (4.3 kg), Early & Main crop Potatoes (7.30 kg), Shallots (1.5 kg), Rhubarb (4.5 kg). I also had small quantities of carrots, cucumbers, blackcurrants and gooseberries, plus two large squashes (Crown Prince and Turks Turban) to store for winter. It wasn't all successful of course - the cucumbers pegged out one after another, most of the carrots made lush top growth but were like little gnarled pencils, and the soya beans refused to germinate under any conditions. However, I enjoyed sharing in the abundance of our apple, pear and plum trees.

I looked at the prices for organic veg in the shops and reckoned that the total value of my produce this year was around (wait for it) One Hundred and Fifty Pounds. Plot rental is £32, so even allowing for some additional outlay on seeds and the two ineffably vulgar Royal Wedding windmills which have been most effective bird scarers, that is a pretty good profit! The intangible returns - the sheer joy of once again having a garden to tend, the companionship, the gentle exercise in the fresh air, sitting under the apple tree with a flask and sandwiches on a fine spring day - are of course beyond price.

Seed Saving (Peter Anderson)

The hard, long winter of 2010-11 meant that we lost Mangel (a root vegetable which was used to feed to cattle) roots left in the ground, and most of the white carrots being stored in the GO² centre. We were unable, therefore, to grow on the Mangels for seed later this year, and are likely to save only a small amount of the carrot seed.

Of this year's seed from the Heritage Seed Library, mostly various beans, all were spoiled by a late frost. Luckily, Heritage Seed Library at Ryton, near Coventry, were able to replace the seed and these were grown on to produce seed for 2012.

We now have supplies of the following: French climbing bean Box; dwarf French bean Arranesco and Horticultural; broad beans Crimson Flowered and Mr Jones; and pea

Carlin. A pea that has done well in the past two years, Poppet, will also be available.

Unfortunately, the broad beans, once harvested, were seen to be infested with a small beetle, or weevil, but on the advice of Garden Organic these have been given cold treatment in a fridge. There is a good chance that they can still be used and we will see if the embryos have been attacked during the 2012 growing season.



We shall be using one plot in 2012 for growing to save seeds. The hope is that growers who use any of the saved seeds will save some themselves for growing the following season. The Heritage Seed Library, part of Garden Organic, believes the best means of saving these heritage seeds is to grow them and use them, rather than just keep them in a seed bank.

The HSL seed bank is refreshed each year by a network of seed guardians, who work to a higher standard of seed saving than normal, and who send back to HSL the seeds they have grown. In this way a large collection of vegetable seeds is maintained as an important, diverse national resource.

More details of how to save seed and membership of Garden Organic and/or Heritage Seed Library are on their websites.

Composting

We introduced new rules regarding composting and the disposal of general waste. Growers were offered compost bins (individually to those with a large plot and one for 4-5 people for those with small plots) and practical help and advice on how to make good compost. A trip to Holt hall, Norfolk, was organised to see the composting in action.

Plastic bin bags were provided to keep couch-grass root and bind weed separately. Dumping of garden waste in any communal composting area was banned.

While it is early to see the impact of these measures, one noticeable change has been in the reduction of unsightly garden waste piles all over the communal composting areas. Quite a few growers have started making their own compost too. Two members of the new management team will be working on composting and muck management in the coming year.

Volunteering Day

Our volunteering day is on the last Sunday of each month. During the last year, members have worked together on a range of communal activities from clearing plots to making paths and making compost heaps. Apart from improving the facilities on the allotment, the main purpose of the volunteering day is to promote team work and self-help, share gardening ideas and experiences and develop a sense of community.

Until now, we focused on doing big jobs like – clearing rubbish heaps, and repairing the car park and tool sheds. While these tasks are important, we also need to work together on smaller scale maintenance such as improving the main paths and paths in between individual plots, repairing water butts and tools. People who are good at digging could help those who have difficulties in digging, people with DIY skills could help those who cannot make the raised bed or trellis for climbing plants; these are just a few examples. For new members and those old members who have not taken part in any volunteering activities, this is an opportunity to meet other growers, learn the spirit of team work and sort out any "logistical problem" you may have in your area.

Food-Sharing Day and Food Preservation (Bridget Beauchamp)



Food-sharing lunches, which happen on the 1st Sunday of each month, have continued throughout the year. The lunches have two purposes. Firstly, they are social events for all growers. Secondly, they show the different ways produce grown in allotment plots can be used. So, on the coldest Sundays of last winter there were soups to warm us, pumpkin and ginger, parsnip and apple being particularly delicious. For summer lunches, when there was a wide variety of vegetables to choose from, much ingenuity was on display

with, for example, beetroot falafel, stuffed vine leaves and courgette *bhajees*. As each fruit on the allotment came into season, there were usually several cakes and puddings to be sampled. Comparing two apple crumbles or a raspberry and chocolate cake with a plum tart were not onerous tasks! And, on one warm, late summer Sunday, the highlight was greengage smoothies made in a bicycle-powered liquidiser.

There have also been jam and chutney making workshops, though fewer than in 2010. With fruit ripening as much as a month earlier than usual this year, the optimum time to make preserves coincided with many people's summer holidays. Next year, however, there are plans to expand this aspect of the work, to look at other ways of preserving produce. The accent will be on using the most energy efficient methods; drying, bottling and canning, pickling and making cordials and syrups will all be investigated and compared.



School Gardening Project

As part of the Thetford Healthy Eating Town project, Norfolk Rural Community Council (NRCC) asked SLI to set up school allotments on two sites in Thetford. The work started in January 2010 and continued until the fund ran out in July 2011. It was SLI's first collaborative work outside the GO² scheme which helped the organisation to learn lessons and earn some money.

SLI started working with Country Trust's Norfolk Food Discovery project in March 2011. It involves running gardening sessions for children from three primary schools in Norwich four times a year. The sessions cover crop season, tools, digging, planting sowing, weeding and harvesting fruit and vegetables. The project is continuing and due to the closure of the farm they were based in, it has now been based at Bluebell South Allotments.

Open Day 24th September 2011 at Bluebell South Allotments

The GO² Open Day takes place on the last Saturday of September each year, and has become an important forum for promoting friendship and cooperation for its existing as well would- be members. It combines essential functions such as plot renewal, information and signing up by new members with fun related and fundraising activities such as tombola, refreshments, apple pressing, sales of home-made jam, chutney and preserves.







As usual, this year's Open Day was well attended by the current members and their friends and families as well by the prospective members, thanks in part to the good weather.



More Open Day 2011 Photos



Fruit picking



Gathering apples



Chopping fruit





Pressing the juice



Tasting apple juice



The Flower Stall

Finance

Our overall income from GO^2 has gone down slightly mainly due to a decrease in income from produce sale. As a result of changes in plot rental rates in October 2010, our rental income has gone up significantly.

With regard to the expenditure, the GO² related expenditure rose slightly mainly due to the cost of part-time gardening assistant and the purchase of IT equipment. However, the overhead expenditure has gone down significantly due to the reduction in insurance costs (better deal offered) and in stationery expenses.

The increase in income from school projects has helped to meet the deficit.

Income and expenditure account detail for the year to 30th September 2010 (Comparatives for the year ended 30th September 2010)*

_		20	011	2010				
	Thetford School Project	Website Grant	Marlpit Project	General (Bluebell Allotments)	Total	Thetford School Project	General (Bluebell Allotments)	Total
Plot rent				3,836	3,836		3,559	3,559
Sales	10,672			89	10,761	6,559	240	6,800
Grants		221			221			0
Open Day				316	316		457	457
Miscellaneous Sales			102	119	221		223	223
Operating Income	10,672	221	102	4,360	15,356	6,559	4,480	11,039
Plot rent				601	601		599	599
Seeds and plants	58			851	909	42	767	809
Manure				244	244		203	203
Services	8,433			864	9,297	5,762	384	6,146
Repairs				0	0		51	51
Plot improvements				640	640		662	662
Small tools				183	183		492	492
Training for members					0		150	150
Direct Expenditure	8,491	0	0	3,383	11,874	5,803	3,309	9,112
Gross surplus/(deficit)	2,181	221	102	978	3,482	756	1,171	1,927
Insurance				270	270		522	522
Telephone & internet				534	534		343	343
Postage				2	2		8	8
Stationery				117	117		511	511
IT Costs		221		120	341		0	0
Travel	1,111			40	1,150		43	43
Training	,			0	0		184	184
Subscriptions				124	124		154	154
Depreciation				847	847		874	874
Sundries			102	160	262		94	94
Overhead								
Expenditure	1,111	221	102	2,213	3,647	0	2,731	2,731

Operating surplus/(deficit)	1,070	0	0	(1,236)	(165)	756	(1,560)	(804)
Income from donations Interest receivable				31	31		683	683
Surplus/(deficit) on ordinary activities before taxation	1,070	0	0	(1,205)	(134)	756	(877)	(121)
Tax on surplus/(deficit) on ordinary activities				0	0		0	0
Surplus/(deficit) for the year	1,070	0	0	(1,205)	(134)	756	(877)	(121)

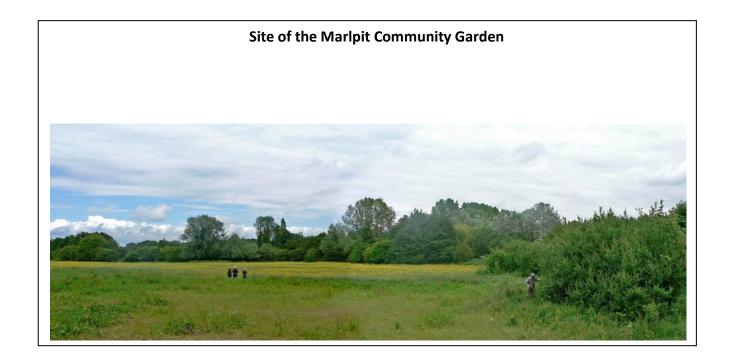
^{*}These are draft figures subject to account adjustments.

A New Community Garden!

In last year's annual report, we mentioned our desire to set up a Community Garden which will combine food growing with cooking and food preserving.

Our search for a suitable piece land in Norwich was successful and we have been offered 2.8 hectares of farmland near Marlpit Lane.

For the past six months, we have been working to prepare a planning application and consult local people and organisations about our plan. With help from Norfolk Prohelp, we have submitted a planning application for the development of the land into a community garden including an all purpose eco-building. We are waiting to hear the outcome of the application in due course.



Services we offer

Volunteering opportunities

If you like the idea of growing your own, but cannot make a regular commitment, you can help others in return for free produce. This way you can learn basic gardening skills, meet people and get local organic produce.



<u>Allotments</u>

We offer small, easy-to-manage plots, practical help and advice on what to grow, when to grow it and how to get seeds, plants and compost. We also tell you when to harvest your produce, and suggest recipes and tips for storing surplus produce for use in the future.



Growing at home

If you would like to grow fruit and vegetables in your own back garden, but are unsure how to go about it, we are happy to help you.



A day out?

We welcome visits from schools, youth groups, clubs and individuals. We are open on Wednesdays and Sundays from 10 until 1. You can visit our plant nursery to learn about growing from seeds, meet a composter to discover the magic of composting, and visit the environmentally friendly composting toilet. You will also have the opportunity to see how fruit and vegetables are grown.



Help and advice to schools/community groups to set up similar projects

We are currently working with the Country Trust's Norfolk Food Discovery Project, helping school children to learn various aspects of food growing. If you are a school or community group interested in starting your own growing scheme, we would be happy to offer you our experience and expertise.