Salop Drive Market Garden

A Project of Ideal for All
Where we are:
Strategic vision of Community Agriculture
Transforming derelict land
Creating productive spaces
Regeneration of health and environment
Story of raising funds
Capital fundraising
User led design
Outdoor beds
Establishing production
Engaging people
Initial revenue sources
SANDWELL PRIMARY CARE TRUST

SERVICE DELIVERY AGREEMENT

THE PROVISION OF
Growing Opportunities - Salop Drive Market and Malthouse Garden

Ideal For All
Public health approach
Service Level Agreement

- Agreed outputs support public health and local targets
- Clear activities and programme of work agreed
- Quarterly monitoring on performance
Therapeutic sessions

- Self referral
- Agency referrals
- GP/Hospital referrals
- Wide range of benefits; mental, physical and emotional
Ready, steady, grow!

- Structured Programme open to all primary schools in borough, focus on year 4
- Hands on Gardening
- Food tasting/ healthy eating
- Exercise, curriculum support
- Delivered with the PCT Food Team
Surestart

- Built into PCT healthy eating programmes
- Pre school and reception children
- Gardening
- Tasting seasonal fruit and vegetables
- Parent and tot's
Afterschool clubs

- Local primary schools
- Parents and children
- Mini allotment plot
- Seasonal gardening
- Cooking and tasting
Allotment advice and Support

- Mini allotments enable ‘active gardening’ for older, disabled people and those with families.
Vegetable production

- Supplement funds through sale of produce and plants
- Up to 60 households a week in season
Distribution

- ‘Bag your share’ Scheme... Healthy recipes
- Community cafes
The future?

- ‘Liberating the NHS’ White paper on NHS reform (2010 DOH)
- PCTs disbanded by 2013
- GPs to become main fund-holders
- Public Health function to Local Authority
- Public Service cuts
Opportunities?

- Ensuring Community Agriculture and Food integrated into strategic frameworks
- Creative diversification of activities and funding sources
- Need to ‘prove our worth’ QOL research
- Developing ‘packages’ to sell to GPs and others; full cost recovery
- Personalisation Agenda
- Continuous fundraising…
Websites

- www.sandwellfoodnetwork.org
- www.idealforall.co.uk
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