





- Hulme Community Garden Centre is a unique community led inner-city horticultural project.
- The seeds were planted in 1998 by 3 local residents to encourage healthy living through gardening and food growing.
- Volunteers have been integral from day one and they continue to be at the heart of everything we do.
- In turn we provide somewhere people can learn about horticulture and, for many, use as therapy and rehabilitation.
- We are a 'garden centre with a difference, that makes a difference'...



A bit of history

The Hulme  
Crescents





Humble  
beginnings







Diggers!!!!





Structures!!





Plants!!





Things just kept coming!





A different kind of green space?



In 2014 Tudor Trust observed that we were not good at measuring outcomes...they were right!

Offered a development grant to look at this...

I attended a Growing Health conference in London, met Paul and my mind got whirring!

We asked for a lot more grant funding and made a bigger proposal.





**Apple & Pumpkin Day**  
Sunday 25th October 2015  
11am till 4.30pm

**A day for all the family with ...**  
conker fight, apple pressing and tasting,  
longest leel competition, apple Flour tower,  
pin the maggot on the apple, human fruit  
machine, autumn crown making, monster's  
picnic, witch broom making, pumpkin carving  
and the Gardener's Arms with Moss Cider is  
back by popular demand.

There will be the launch of the exciting  
'Helping Britain Blossom' project too!

Kath's delicious soup will be available at Cafe  
Ooh La La along with food and refreshments.  
**See you by the fire ...**



**THE  
MOSS  
CIDER  
PROJECT**



## **What did we propose?**

‘To conduct a forecast SROI and create a Monitoring and Evaluation framework’

So, eventually, we found time to get started and it has been a really positive experience for all involved.

Best thing is it has forced us, as a team, to really look at our outcomes and think hard about how to demonstrate them.



## **Plus points:**

- Brought the team together
- Gave us time to celebrate achievements
- Working with Paul was a joy!

## **Negatives:**

- Finding time to put aside
- Keeping the process moving



# Monitoring and Evaluation framework and Forecast SROI for HCGC

Prof. Paul Courtney,  
CCRI



## **Plus points:**

- Working with Rachel and the team has been a joy!

**No Negatives😊**



## **Three fold aim:**

- Help HCGC understand their impact and to articulate its value through an SROI
- Develop a monitoring and evaluation framework to include an outcomes tool to track ongoing impact
- Provide both HCGC and the Growing Health network with an adaptable and replicable tool for assessing the impact of similar organisations or projects



## **Stages:**

- Scoping and Theory of change to explore and map the outcomes (May – Aug)
- Development of the tool questions and collection of some pilot data to refine them, and populate a forecast SROI (Sept-Nov)
- Forecast SROI, finalise tool and produce recommendations for HCGC and Growing Health (Dec-Feb)



## Co-Production!

In the spirit of SROI,  
driven by stakeholders  
at HCGC

Necessarily bespoke,  
but hopefully  
adaptable





## **SROI:**

- Exploring (describing) change through stakeholder consultation - Theory of Change to identify outcomes and chain of events
- Evidencing (measuring) change - Indicators to measure change in outcomes over time (distance travelled)
- Valuing (monetising) change - Financial proxies to calculate a ratio of Benefit to Investment, and to compare impact across outcomes / themes



# Theory of Change

Interviews, Storyboard  
Workshops

(Videoed) interviews  
with volunteers





# Hulme Community Garden Centre

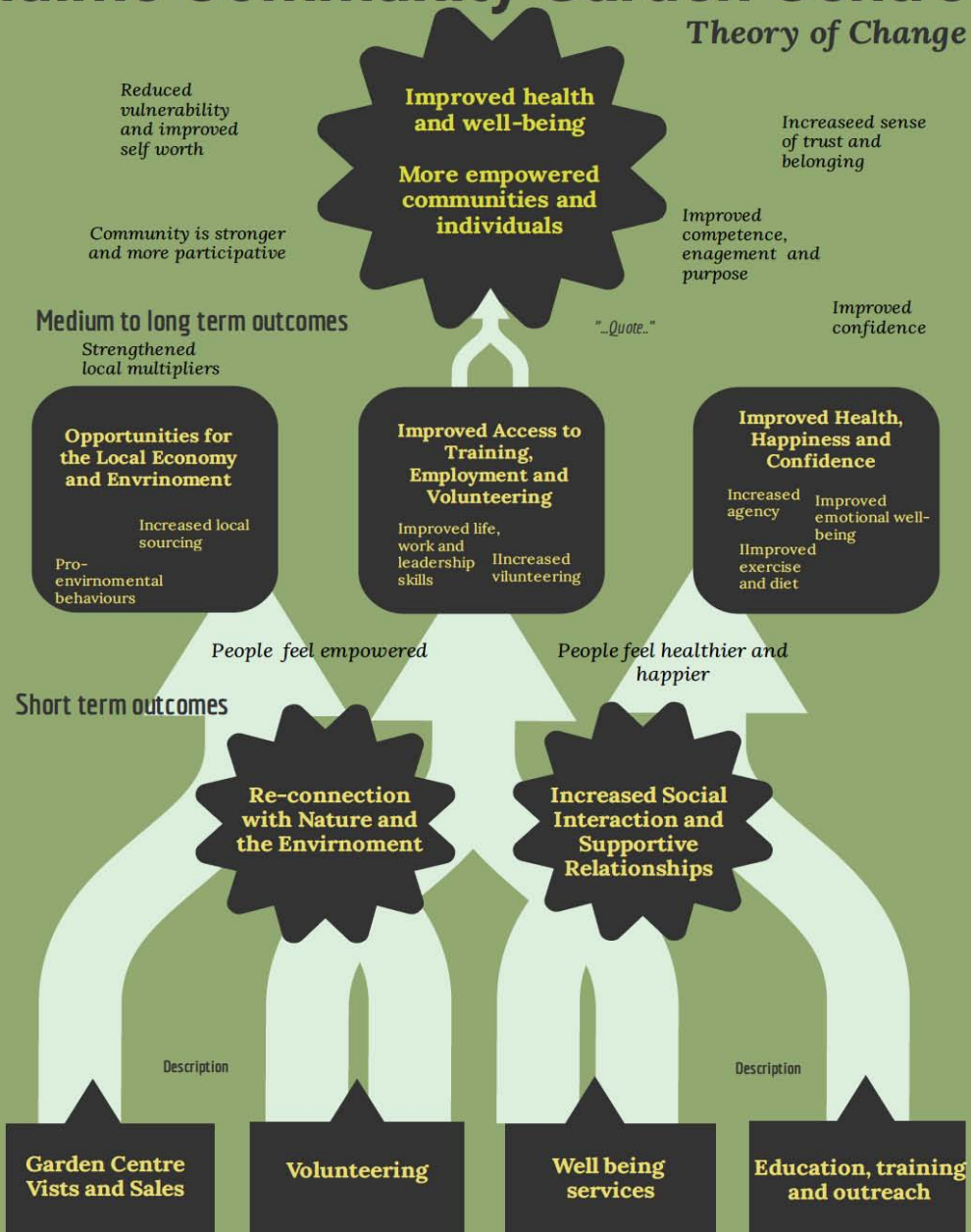
## Theory of Change

Consequences

Conditions

Pathways

Gateways





Pathway	Short term outcomes	Intermediate and longer term outcomes
Local Economy and Environment	A1.1 Increased local sourcing and consumer purchasing	A1.2 Stronger linkages in the local economy
	A1.2 (Re)Connection with nature and the environment	A2.2 Improved pro-environmental behaviours and carbon literacy
	B1.1 Improved self-confidence	B2.1 Increased agency, self-efficacy and empowerment
Training, Employment and Volunteering	B1.2 Increased interest in community activities and importance of volunteering	B2.2 Increased volunteering and community participation
	B1.3 Inspiration and skills leading to a new found purpose in life	B2.3 Improved competence, engagement and purpose
	B1.4 Increased access to training through formal and informal education	B2.4 Improved employability
	B1.5 Increased knowledge of horticulture and other skills	B2.5 Improved life, work and leadership skills
Health, Happiness and Confidence	C1.1 Improved resilience and self esteem	C2.1 Improved mental health (anxiety and depression)
	C1.2 Increased social interaction and supportive relationships	C2.2 Increased sense of trust and belonging
	C1.3 Improved social confidence	C2.3 Improved personal confidence
	C1.4 Improved exercise and diet	C2.4 Improved physical health and vitality
	C1.5 More positive attitudes and patterns of behaviour	C2.5 Improved happiness and emotional well-being



## Hulme Community Garden Centre – Draft tool questions

**1. Shopping:** I generally try to buy things locally and to avoid shopping in superstores

0	1	2	3	4	5	6	7	8	9	10
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**2. Green behaviours:** I am doing what I can to care for the environment and to reduce my own impact on it

0	1	2	3	4	5	6	7	8	9	10
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**3. Agency:** I can do pretty much anything that I set my mind to

0	1	2	3	4	5	6	7	8	9	10
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**4. Participation:** I regularly volunteer or get involved in community activities (in addition to what I do at Hulme)

0	1	2	3	4	5	6	7	8	9	10
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**5. Purpose:** I feel that I am making a difference in my life

0	1	2	3	4	5	6	7	8	9	10
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**6. Skills:** I have a wide range of skills to help me at work or in training





- **Next Steps:**
- Collect pilot data for forecast SROI throughout Nov; obtain feedback on tool
- Assemble SROI Input data – numbers of stakeholders, areas of investment etc
- Populate and produce forecast SROI model
- Finalize outcomes tool and draft report with recommendations



Any questions?





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**Centre Manager**

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