• 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!!!!
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 ...
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 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

- Reduced vulnerability and improved self worth
- Community is stronger and more participative

Improved health and well-being

More empowered communities and individuals

Increased sense of trust and belonging

Improved competence, engagement and purpose

Improved confidence

Medium to long term outcomes

- Strengthened local multipliers

Opportunities for the Local Economy and Environment

- Increased local sourcing
- Pro-environmental behaviours

Improved Access to Training, Employment and Volunteering

- Improved life, work and leadership skills
- Increased volunteering

Improved Health, Happiness and Confidence

- Increased agency
- Improved emotional well-being
- Improved exercise and diet

Conditions

Short term outcomes

People feel empowered

People feel healthier and happier

Re-connection with Nature and the Environment

Increased Social Interaction and Supportive Relationships

Pathways

- Garden Centre Vists and Sales
- Volunteering
- Well being services
- Education, training and outreach

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

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 |

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 |

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 |

5. **Purpose:** I feel that I am making a difference in my life

   | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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?
Rachel Summerscales
Centre Manager
*(my usual working days are Weds, Thurs and Fri)*
call: 0161 227 8198
email: rachel@hulmegardencentre.org.uk
web: HulmeGardenCentre.org.uk
twitter: @hulmeCgardenC
facebook: HulmeGardenCentre
visit: 28 Old Birley St, M15 5RG