



## Newsletter

Hello and Happy New Year! Welcome to our first newsletter of the year. We thought you might like an update of how the project is progressing and our thoughts and aspirations for the coming year.

With Best wishes from everyone at People & Gardens



## **Kens roundup!**

It hardly seems possible that it was June 1998 that People and Gardens was born at Heligan Gardens. Given what has been achieved in that time, it comes as no surprise to me that the organisation and everyone involved in it has become so respected by many, from as far afield as Australia, South Africa and The Americas. From pulling brambles in the Heligan jungle, we now have a non profit making business which is striving to be self funding, and therefore in a position to offer many more disadvantaged people the opportunity to learn work and social skills, enjoy happier lives, and in many cases be able to take control of their own lives.

The Individual's needs are paramount, and determine how we work. This isn't specific to us, but is practiced by all the stakeholders who support us. It works and we will continue to develop this approach in the forthcoming year.

We have been working hard to attract commercial support for our growing , Bill will explain more about this later. I am delighted that we are now able to sell produce from salad leaves to dried chillies to commercial partners such as The Cornish Ketchup Company and stock farm shops and local venues.

We have been working with some great partners. In 2015 St Eval Candle Company approached us to support them alongside The RSPB and English Nature in creating wildlife meadows to encourage flora and fauna. We grow and plant wild flowers at St Eval. They are also fundraising for People & Gardens as their chosen charity , thank you! We are in the process of setting up a 'cooking' partnership with Knightor restaurant for people here to learn how to cook what we grow and to put it in context with the importance of healthy living.

For the coming year we are actively seeking funding for a trial project to run a series of markets around the county to enable disadvantaged people to have an outlet and business support to sell things they make or grow. We are also looking at the setting up and supporting social occasions for people of all colours, race, beliefs, abilities and genders to meet to learn about each other to promote harmony within our society.

We are really proud of our achievements and those of our participants. We couldn't do this without the support of our volunteers, supporters and partners so thank you.

## Bills Update - New Projects

We have spent the summer growing Oyster mushrooms and chillies, dried them, placed them in our own branded packaging and sold those to shops. It gives us a retail presence, so increasing the exposure of the project. Thank you to Heligan, St Eval Candle Company, Humfreys Farm Shop, Tregony, Purely Cornish in Looe, Quayfresh Farm Shop, Looe and Pinetum park Farm Shop for stocking the dried goods.

Our mushroom growing project is part funded by Cornwall Community Foundation's Cornwall Glass Fund. We have a processing area, dark store, and a shaded polytunnel. We also have all the necessary equipment to do this successfully. Our chillies are grown in our greenhouse, harvested, then dried. We have a large dehydrator machine imported from the USA. This gives us an efficient and safe preserving process.



This summer we are about to embark on a vertical growing process, funded in part by the Big Lottery Awards for All. It's a process of growing more effectively, both saving space but also making the job safer and easier for our service users to use. This will give us scope to try hydroponic forms of growing, which can produce larger amounts of produce for less cost. We hope to start growing strawberries by this method. A new item for us.

Both these projects not only increase the projects sales, it also gives our service users an opportunity to increase their knowledge and self esteem which comes with that.

Nick, one of your participants is involved in the Lottery funded project and has really enjoyed learning new skills.

'I have learnt lots in the summer. I enjoyed learning about feeding and watering our tomatoes automatically, measuring feed levels and keeping a large growing system going. We have not done this before, so it was a lot to learn. I feel confident to keep doing this.'

## Barefoot Media

We are lucky to have support from many organisations. Barefoot Media have been invaluable in supporting us with all our media activity, website and so much more. We talked to Ellie Michell, Director at Barefoot about how they found about about us and what the relationship means to them.

*How did you find out about People & Gardens?* I found out about People and Gardens from a friend, who'd sat next to Alistair Griffiths ( trustee) at a charity dinner. She thought I'd like what they did, so she dragged me along to meet Ken and gang, and she was right. We were shown around and I was so inspired by what they do that I wanted to help them. Ken and Lorraine in particular are such amazingly inspirational people who you can't help but like and admire in equal measure.

*Why did you choose to support this project and what is it you most enjoy about the partnership?* We knew they needed a new website and Ryan Mcfarlane (Liminal



Design - <https://www.liminal-design.co.uk/>) very kindly offered to build it at no cost and now hosts it free of charge. We (Barefoot) populated the site with content and now update the site as necessary and write blog posts, and will send out press releases on their behalf when required, all FOC. More importantly, we like to go and help, as a team, a couple of times a year if possible. The Barefoot team loves visiting Watering Lane – it's always something we look forward to, getting our hands dirty, laughing and chatting with the guys and girls who attend.

*Is there anything else you would like People & Gardens to do?* I don't know much about P&G's plans at the moment but I get the impression that if they could distribute their veg bags more easily, this would make a huge difference to their income.

*Can you tell us a bit about your business?* Barefoot Media is a PR and digital marketing agency based near Wadebridge. <http://barefootmedia.co.uk>



## Scrap Metal Appeal

In May 2014 we launched our scrap metal appeal to raise funds for a new packing shed for People & Gardens. Tesco St Austell kindly came onboard as our corporate support providing a collection point instore and Henry Orchard Scrap Metal collected the donations from the store. Since then local people, customers at Tesco, holiday makers and community groups have donated items from copper pans to baths in support of this project. We would like to thank everyone for their support, we now have our new packing shed and it's all kitted out. Special thanks to St Agnes and St Piran Rotary for donating over half of the scrap metal for the campaign , we couldn't have done it without you! If you still have any scrap metal you would like to donate please take it directly to Henry Orchard. Thank you.

[www.henryorchardandsons.com](http://www.henryorchardandsons.com)

## Candles and Flowers



In 2015 St Eval Candle Company asked People and Gardens to become their charity partners. We are so delighted to be working with this local candle making company and for all the hard work they are doing to raise much needed funds for People & Gardens.

Staff have been over to Watering Lane, rolling up their sleeves and helping to plant vegetables. They are acting as an important North Coast distribution point for our veg bags as well as selling our plants and dried goods in their shop. They hold factory tours and candle dipping all in aid of People & Gardens.

Ken and some of the guys are helping St Eval Candle Company transform some of the land on their farm into a meadow to sustain wildlife, all as part of the RSPB's "*Cornwall Corn bunting Recovery Project*". They have been planting wildflowers in the meadow that will provide a habitat to aid the survival of rare birds including the endangered corn bunting. Staff from both organisations and volunteers have already planted more than 600 flowers including devil's bit scabious, red campion and corncockle which are hoped to provide an attractive environment for the birds and people visiting the farm.

## Thank you to all our funders

We have been so lucky to have the continued support of our volunteers, local people, community groups and local business. We are able to run our project because of all your support and time you so generously give to us, thank you. Every year we receive vital funding from a number of trusts and foundations, some of which are now supporting us for the second, third or fourth time. In particular we would like to thank the trusts and foundations that have supported us in 2015.

These include the following:

The Claire Milne Trust

Cornwall Community Foundation - Cornwall Glass Fund

The Evan Cornish Foundation

Forbes Charitable Foundation

Big Lottery Awards for All

## Dates for your diary

9th March - we will be launching a crowdfunding project to raise money for a much needed fruit cage.....more details to follow soon

16th March - Barefoot Media Team to spend the day at Watering Lane helping out.

4th September - Annual Cricket Match People & Gardens vs The Eden Project

And remember if you would like a fortnightly veg bag please get in touch, more information is here [www.peopleandgardens.co.uk/veg-bags](http://www.peopleandgardens.co.uk/veg-bags). We now have a collection point on the North Coast at The St Eval Candle Company.

