



MAYOR OF LONDON

20 years  
**sustain**  
the alliance for better food and farming

# Overview

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- What we did?
- Why we did it?
- What difference it made?
- How we did it?





# Why grow food?

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- Local environment
- Reclaim disused land
- Communal Growing
- Sense of place
- Health and Wellbeing
- Education and Skills

# The big idea...

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Create 2012 new  
community food growing  
spaces by the end of  
2012

- Interest in growing your own
- Eyes on London – 2012 Olympics
- Access to land
- Advice and support
- Influence policy and decision makers





**From this... + local enthusiasm + permission to use land + £500 =.....**

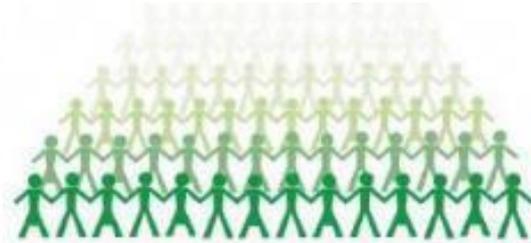


**Space no. 68: Cranbrook Community Garden**

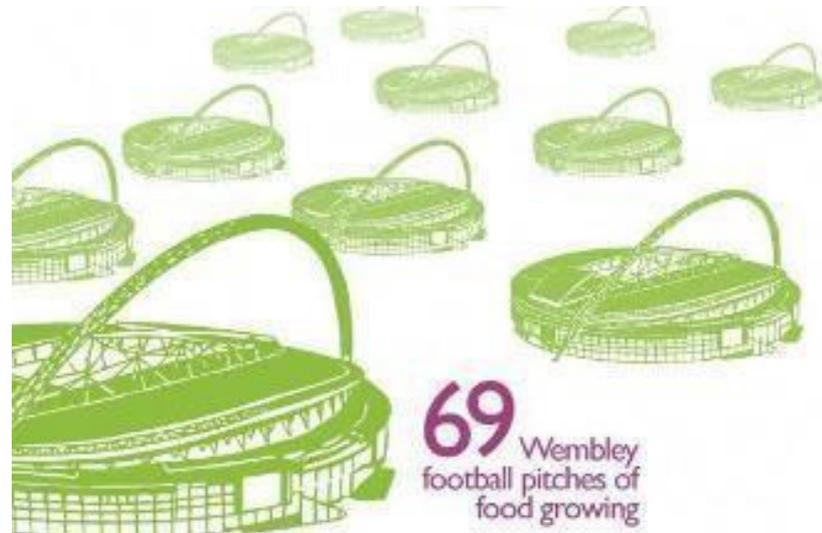
# Worked at Scale

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- Across all London
- Big numbers
- High profile
- One stop shop
- IT systems and maps



**99,000**  
people involved



**69** Wembley  
football pitches of  
food growing

# Our focus

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- Inclusive and ‘trial and error’ approach
- Remove barriers
  - Access land
  - Small grants
  - Advice and training



# Different motivations

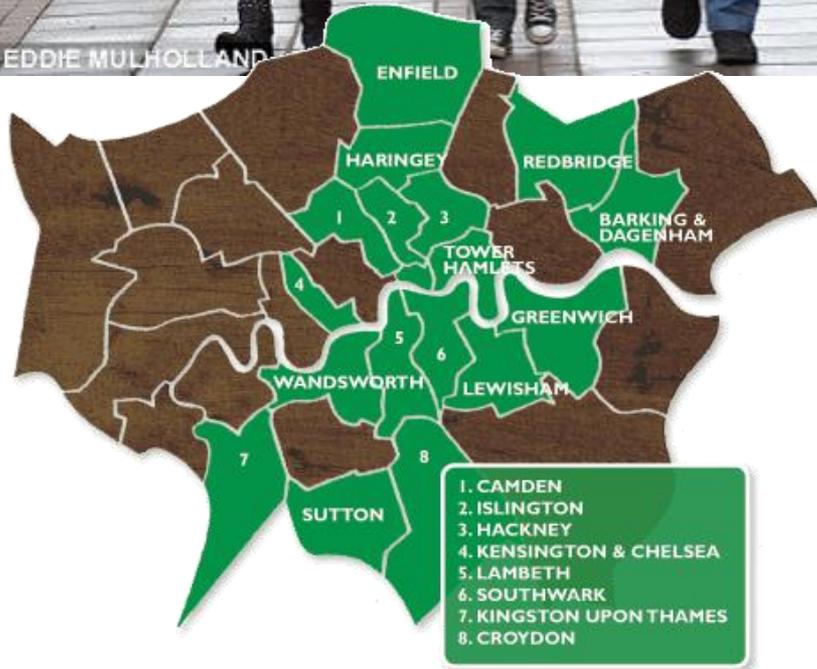
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- Schools
- Competition
- Edible Estates
- Health and Wellbeing
- Faith Groups
- Training and Skills



# Political & Other support

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- Mayoral Support
- Local Support
- Public Administration
  - Funding
  - Profile
  - Opened doors

# Local action

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- Worked with smaller NGOs
- Run local events
- Contact local housing providers
- Eyes and ears on the ground





# Bringing Communities Together

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- Physical space
- Shared tasks
- Celebrate diversity
- Create friendships

# Making Communities Stronger

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- Reclaim land
- Eyes and ears
- Feel safer
- Build connections





# Supporting people

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- Volunteering
- Learning
- Engaging organisations
- Supporting voluntary sector

# What we learned

- Money – a little can go along way
- Land - public land owners
- Volunteers
- Wider Movement with local identity
- IT systems

