A. About the Awards

Lemos&Crane working with The City of London Corporation’s Charity, The City Bridge Trust presents The Growing Localities Awards. Total prize money of £2,500 is offered for projects based in London that demonstrate excellence in using nature to enhance and improve local communities and in particular the lives of vulnerable or socially excluded people, generating positive outcomes such as health and well-being, new skills and knowledge, new relationships, and a sense of purpose and belonging.

To apply for the award you will need to describe what your project already does and to explain how the prize money would be spent to further your work.

This year entries are invited for projects and initiatives in any London borough that involve any one or combination of:

- **Gardening and growing food**: for communal eating and small-scale enterprise
- **Introducing young people to nature**: encouraging young people to develop an interest in nature through bird-watching and similar activities
- **Keeping animals**: bees, chickens, pigs, etc for the experience of care but also to farm
- **Nature-themed arts and crafts**: woodcraft, photography, film-making, writing, etc
- **Reclaiming and developing wasteland**: especially led by residents and tenants
- **‘Green’ exercise**: groups for walking, cycling, running, etc with a nature theme
Entries are invited from non-profit organisations such as:

- Homeless agencies
- Supported housing (providing mental health services, substance misuse, etc)
- Social housing providers
- Residential care providers
- Health organisations
- Hospices
- Prisons
- Churches and faith groups
- Other community-based and voluntary organisations.

Entries will be judged based on criteria including:

- **Originality** – the distinctiveness and memorability of the project idea
- **Replicability** – how others could be inspired by and run similar projects themselves
- **Reach** – the numbers of people involved in the project, particularly in engaging the wider community
- **Diversity** – of people engaged, particularly those who are ‘hard to reach’ or have challenging needs and who are brought together with the local community
- **Impact** – of the project (demonstrated qualitatively or quantitatively) on people’s health, well-being, relationships, skills, knowledge, sense of purpose and belonging.

**B. Timetable**

- Deadline for entries – **Wednesday 17 December, 2014**
- Shortlist announced – **End of March 2015**
- Winners announced – **June 2015**

**C. Rules and procedures**
1. Entries must be completed using this entry form and submitted electronically [here](#).
2. Receipt of all entries submitted online will be automatically acknowledged.
3. Entrants may be asked to provide further information.
4. The judges' decision is final. Awards will be made at the judges' discretion and no correspondence will be entered into concerning any decision. Not all the awards advertised may be awarded if the judges consider the criteria have not been met. Additional commendations may be made at the judges' discretion.
5. The content of any entry may be used for informing other practitioners and also for publicity purposes unless the entrant withholds their consent to this in writing.
6. Entrants are deemed to have accepted these rules and procedures and to have agreed to be bound by them when entering this competition.
D. Your Entry

Please do not exceed 1500 words in total.

1. Name of project you are entering for The Growing Localities Awards

   Great Croft Garden

2. Describe your project in one sentence

   Our garden’s purpose is to enhance the lives of our members and local residents by growing vegetables, herbs and fruit for our kitchen and the community, as well as flowers to make it a beautiful place to sit and enjoy time with friends and family.

3. Specify the setting(s) where your project is delivered (e.g. homeless agency, social housing, prison, community, etc.)?

   We are a day resource centre for older people in King’s Cross. A high proportion of our members have dementia, and most of those who do not are physically frail. Many of our clients are of Bangladeshi origin, and some of these are keen gardeners. The centre is in the basement of a council block, and has permission from the Council to look after most of the garden area between our block and the next one. Most of our members live in flats with no access to a garden of their own.

   The garden has areas for growing vegetables, for flowers, for a lawn, a greenhouse and a small orchard, all of which have been developed with special grants over the years and much input from loyal volunteers. The garden has won a number of Camden in Bloom awards.
4. **What are the project’s objectives?**

The garden is a wonderful feature of our inner city location. Members benefit from the fresh produce and enjoy sitting out in the garden during the good weather. Most of the maintenance is currently done by our volunteers, as staff are fully taken up with care duties. Through gardening we help to break down cultural differences, and both communities integrate well with each other. We encourage our older members to get involved in actively gardening, and a few do so regularly.

We would be very keen to run specific gardening groups each week to improve the involvement in our garden of older people with dementia, and we also want to run a group for our Bangladeshi members (using a Bengali speaker). We also want to develop closer gardening links with other local organisations. Involvement in gardening significantly improves the health and well-being of those participating.

We would also like to develop new art initiatives based around the garden. In the past members have enjoyed creating mosaics to decorate planters. There is scope to create more mosaics and run other garden-themed art projects, possibly with one of our local schools. Additional funding would enable us to explore options with them.

5. **What are the project’s activities?**

Gardening in all its forms, from rubbish clearance to planting and pruning. In good weather members are particularly encouraged to join volunteers and work alongside them.

Growing Bangladeshi vegetables, which has proved very popular among the Bangladeshi community.
6. What has been the impact / achievement of the project?

The fresh produce has enhanced our lunches, and the garden’s beauty provides a lovely setting for sitting out and for parties and barbecues. Volunteers find garden work rewarding and enjoy making a contribution to the community. Those members who join in find it therapeutic. Most of our members who live locally don’t have gardens of their own, and they get great pleasure from the opportunity to work in or sit in the Great Croft garden. Some Bangladeshi members only come to the centre for the opportunity to take part in gardening.

7. How would you spend any prize money to further your project/initiative?

We would like to pay for gardening sessions to get more of our members involved in the garden, particularly those with mild – moderate dementia and people from the Bangladeshi community.

We believe that gardening in its gentlest forms (such as working at our raised vegetable planters) would be very good therapy, particularly for those who find conversation difficult. Even for those who are able to do very little, just being out in the garden in the company of a small group and a group leader who are engaged in gardening, would be soothing. There is also the possibility that people who used to garden earlier in their lives may find themselves using forgotten skills and experiencing the rewards they bring.

Another initiative we would like to investigate further would be setting up an organised gardening group for Bangladeshi women, to grow Bangladeshi vegetables. We have contact with many Bangladeshi women who are carers for their husbands, and we now have a part-time female Bangladeshi member of staff who could take on this extra project. In the past we have experimented successfully with growing a kind of pumpkin popular in Bangladesh.
E. Submitting your entry

Please return this entry form by **5pm, Wednesday 17, Dec 2014** by uploading it on [this page](#).

Please add any documents, photos, videos or other media that are relevant to your entry and email them to [awards@lemosandcrane.co.uk](mailto:awards@lemosandcrane.co.uk) quoting ‘Growing Localities award entry’ and your organisation name in the subject heading.

If you have any problems uploading your entry please also email [awards@lemosandcrane.co.uk](mailto:awards@lemosandcrane.co.uk)

Thank you for your time and effort which is much appreciated. Good luck!