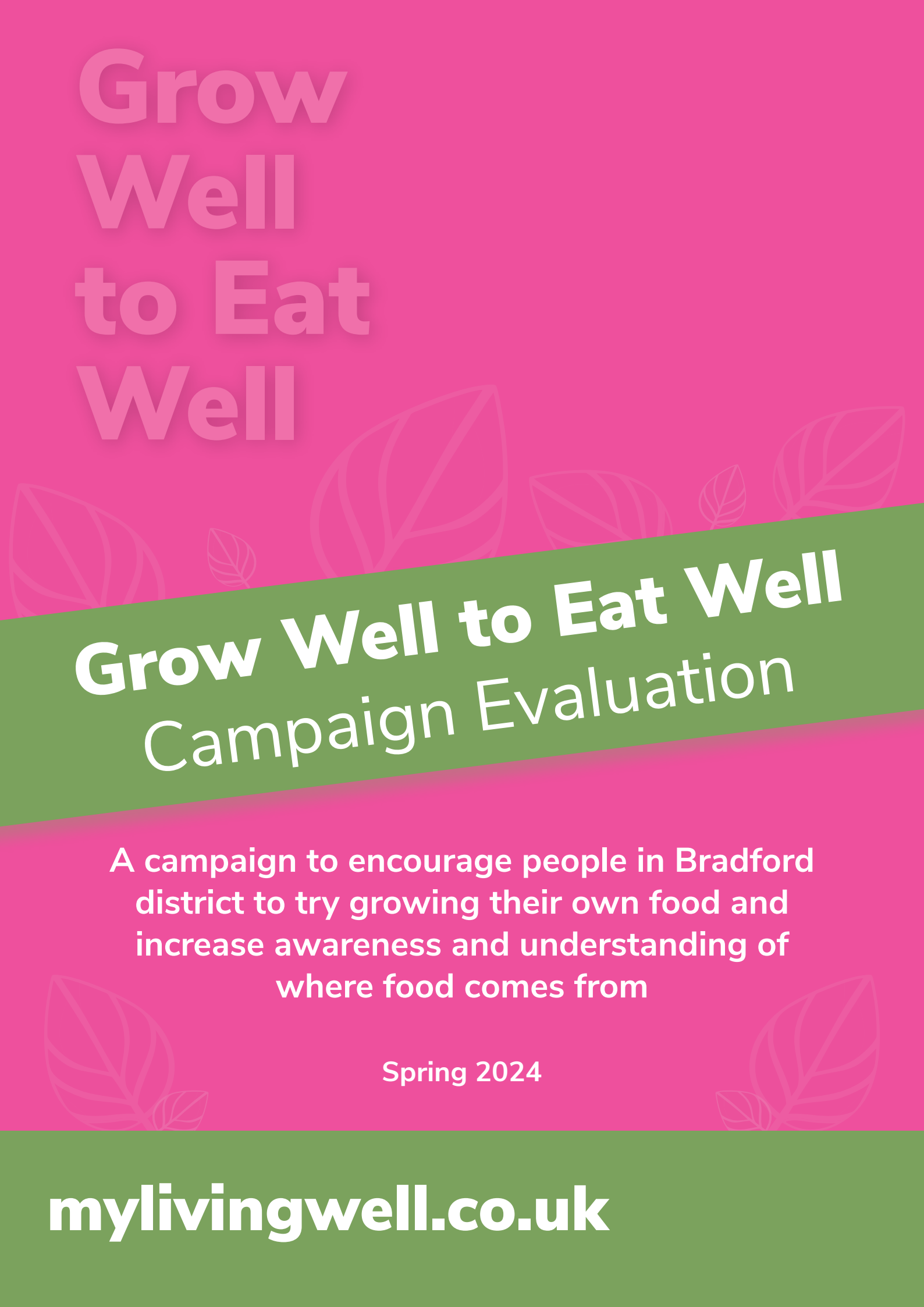


# Grow Well to Eat Well



## Grow Well to Eat Well Campaign Evaluation

A campaign to encourage people in Bradford district to try growing their own food and increase awareness and understanding of where food comes from

Spring 2024

[mylivingwell.co.uk](http://mylivingwell.co.uk)

## What was it?

A campaign designed to increase the number of people growing their own food, and increase awareness and understanding of where food comes from.

Community led growing is outcome 3 in the districts new 'Good Food' Strategy.

This campaign directly contributed towards this outcome and the overarching aim of helping to gather and share learning from people, communities and organisations with expertise in food growing. Using their valuable experience of helping others to learn from people with a rich heritage of food-growing, who may not have had the opportunity to do so previously.

The campaign aimed to show people it's possible to grow their own food and to build skills, knowledge and capacity in communities to engage with future scaling up of local food-growing for a more sustainable local food system.

The campaign was delivered through a district wide social media, marketing and comms approach which encouraged people to sign up to receive (and download) the campaign resources and free home growing kits.

## What did we do?

- Provided residents in Bradford district with 1,000 growing kits with tailored instructional resources to help people have a go at growing their own food.

### Three growing kits comprised of:

- Kit 1:** Two seed packs: salad spinach and radish.
- Kit 2:** Two seed packs: salad spinach and radish a pot and compost.
- Kit 3:** Three seed packs: tumbling runner bean seeds, rainbow chard seeds and mixed lettuce seeds a small window box and compost.

The kits were created by Horton Community Farm and 'Grow to School'. They were distributed to the public by 16 Bradford Council libraries across the district.

- Fruit Works were commissioned to plant fruit trees at workplaces across the district.
- £10,000 of small grants were offered to local community organisations to help establish and improve local growing opportunities.
- Activity was funded at libraries to provide growing spaces and resources, as well as family seed planting events and community planting days.
- InnChurches were commissioned to embed food growing across their community networks.





## What were the outcomes?

- 1) A feedback survey was sent to everyone that signed up to the growing kits, 150 responses were received.

The information resource provided for growing your own food	85% Good/Excellent
The growing kits	85% Good/Excellent
Campaign communication	79% Good/Excellent
Collection of the resource	78% Good/Excellent
Do you think the campaign has (or will) change how and what you eat?	23% yes 56% maybe but it's too early to tell
Do you think that you will continue to grow your own food?	67% yes 33% maybe but it's too early to tell. 0% no!

*“The whole process was easy and well advertised”*

*“Information and kit itself was fantastic and the items I selected are already sprouting and doing well! I don't think I've seen any follow up emails about the campaign but haven't necessarily needed to, just always keen to hear updates about positive things like this”*

*“Great idea and my grand daughter (age 3) loves to see what's growing after her help planting vegetables”*

*“It is a brilliant scheme. I had never thought about growing food in a window box”*

*“Thank u for an amazing growing kit! The kids enjoyed planting their seeds and watching them bloom”*

*“Good child friendly instructions”*

The only critical comments were on the following 4 topics;

- Kits ran out too quickly and we needed more of them.
- I couldn't pick up the kit that I requested. (79% collected the kit that they requested).
- Communication when ordering the resource, and at point of collection could have been improved .
- It could have been advertised better. (Advertising had to be stopped when kits ran out).



# #GrowWellToEatWell

- 2) 200 fruit trees and fruit bushes were planted at 19 local organisations, with additional resource being leveraged through the relationship with 'Trees for Cities' and Fruit Works.

*“We are all really pleased with our fruit trees and bushes. We are all looking forward to enjoying the fruits of our labour”*



*“Getting the trees encouraged a small team to clear up the area in preparation. One of the team is an asylum seeker who was delighted to be able to help out in a practical way – he is now in charge of making sure the trees get watered and will be keeping the area around them tidy. Having the trees has also encouraged us to seek other funding to work with young people to develop the space further”*

*“We're really looking forward to the journey of watching the trees grow and bear fruit, and love the idea that as the years go by the folks who walk through the church grounds will be able to help themselves to a healthy snack!”*



- 3) Six local community organisations accessed small grants to improve growing opportunities. This included a children's woodwork and gardening project, a fruit and vegetable garden, a community gardening hub, and new raised beds.

*“It's been good for my mental health and for getting fresh air”*

*“We now have a lovely outdoor space to enjoy and a picnic bench”*

*“It's helped me learn new skills”*



- 4) Over 400 packs of seeds were purchased to establish growing at libraries, along with over 100 pots, gloves, watering cans and other pieces of growing equipment.

■ Fifteen libraries held family seed planting events – over 600 children and families attended.

■ Nine libraries held community planting events – more than 55 adults attended.



“A little girl that planted the garlic at Eccleshill was so excited to see her plant had grown she was saying it was “Massive!” and was overjoyed with how all the plants looked. She was talking to us about the day and how much fun it was, her mum was saying the same, it was so nice to hear how much the day was enjoyed!”

(Eccleshill Library)

“We visited a local Dementia Group, about 16 participants including carers plus 7 or 8 volunteers. We talked about herbs and their uses then made pots from newspapers and planted nasturtium seeds.”

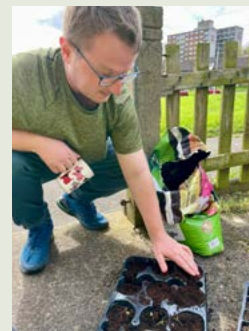
(Burley Library)

“We held a Family event at the library making pots from newspapers and planting seeds e.g. pea, radish. We also had a seed and plant swap. 8 adults and 6 children attended.”

(Burley Library)

“At Burley Library, people have begun to help themselves to salad leaves and chives.”

(Burley Library)



## 5) InnChurches Community Gardening and Cooking initiative.

In collaboration with The Rotary Club, InnChurches successfully produced 500 seed growing kits which were distributed to community members, including a special needs group, encouraging them to grow their own vegetables and fostering a sense of self-sufficiency and connection to nature.

The work also included a partnership with Neesie, an organisation providing supportive friendships and assistance to single mothers. They worked with a group of 10 mothers, focusing on building their confidence and knowledge to enable them to run a social café. As part of this initiative, they provided training in CIEH food safety level 2, equipping the participants with essential skills for safe food handling and preparation.

Building on this success, they have developed a comprehensive 10-week “Living Well” programme scheduled to run from September to December 2024. The course begins with an overview and integration of ‘Neesie’s’ principles, followed by sessions exploring the differences between commercial and home-grown food, emphasizing the mental, physical, and economic benefits of the latter.

Participants will learn about the importance of consuming five portions of fruit and vegetables daily and strategies for healthier eating.

Future plans are in place for another 1,000 kits.

## 6) Grow To School successfully secured additional funding to roll out resources and support for growing to 10 primary schools.

## 7) The Lynfield Mount Resource Library established a successful Seed Library.



## Communications outcomes

### Activation Pack

An activation pack was created with a toolkit of downloadable resources to enable partners, stakeholders and other organisations across the district to promote the campaign through their own channels.

#### The pack comprised:

- A social media planner with a selection of static and animated graphics along with supporting messages for use on Twitter, Facebook and Instagram
- Newsletter/web article with accompanying images
- A4 Poster
- A5 Top Tips growing leaflet

The campaign tool kit was downloaded 92 times and the top tips leaflet was provided in hard copy to 1,000 people that accessed the growing kits, and a further 1,000 people at various community events.



### Living Well Website

A new section was created on the Living Well website with all of the information people needed to join in with the campaign.

#### Web pages included:

- Getting Started
- Grow Your Own Food Instructions
- Resources

There were 665 visits to these web pages during promotion of the campaign.

## E bulletins (Newsletters)

An article was included in the monthly Living Well newsletter reaching **21,783** people.

This article generated **294** clicks through to the web pages for more information.

An article was also included in Bradford Council's weekly news update reaching **17,854** people.

## Organic Social Media Campaign

Living Well social media channels were used to promote the campaign across Bradford district.

### Facebook Followers (Spring 2024)

2,289

#### Impressions

1,639

Times post was visible on timeline or feed

#### Engagement

161

Likes, comments, shares, link clicks



### Twitter (X) Followers (Spring 2024)

3,823

#### Impressions

2,190

Times a tweet was seen by any user

#### Engagement

96

Likes, retweets, comments and mentions



### Instagram Followers (Spring 2024)

615

#### Impressions

284

Times a post was seen by any user

#### Engagement

37

Likes, comments, shares and saves





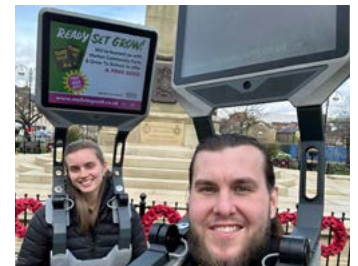
## OOH Advertising



Communicorp iVans and iWalkers were commissioned to deliver out of home advertising over the course of two days. This innovative technology generates a high level of interest and enables campaigns to be displayed in harder to reach communities where traditional advertising opportunities are often limited.

iVans covered agreed post code areas along with multiple supermarket car parks and retail parks. The iWalkers visited areas of high footfall including shopping centres and high streets in Bradford city centre and also surrounding towns to ensure the campaign was widely promoted.

This technology is a versatile and cost effective way to promote campaigns with highly visible rotating graphics. Post campaign analysis is available as the screens provide GDPR compliant data.



### 53,587

Total number of times people viewed the iVan and iWalker content

### 3.4

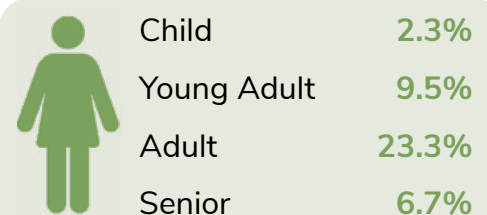
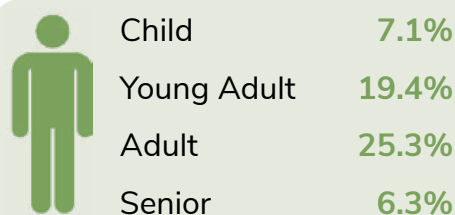
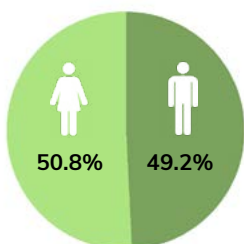
The average time people spent looking at the screens (seconds)

### 12.6

The average amount of time people spent around the technology (seconds)



On average out of home adverts are viewed for 2 seconds. Ours were viewed for 75% longer



## Public Event

An NHS walk in event was organised to promote Social Prescribing Day on Thursday March 14th in the Broadway Shopping Centre in Bradford.

Living Well was invited to attend the event along with other local health organisations. The event offered free health checks to the general public and raised awareness of health services available in the district.

The Living Well team raised awareness of the campaign and offered people free seed kits. The iWalker team were deployed to let people visiting the city centre know about the event to increase footfall.

200 people came to visit the event and the campaign was very well received.





## Campaign Summary

**1,000**

Free growing kits distributed to the public

**200**

Fruit trees and bushes planted at 19 local organisations

**400**

Seed packs distributed to libraries with other gardening resources

**600+**

Children and families attended 15 seed planting events at libraries

**53,587**

People reached with OOH advertising

**500**

Food Savers grow kits given to schools by InnChurches

**10**

Primary schools supported with new growing resources

**665**

Living Well website campaign page visits

**39,637**

People reached with newsletter articles to promote the campaign

**4,113**

Impressions on social media

**295**

Engagements on social media

**55**

Adults attended nine library community planting events

**200**

People engaged with at public event

**92**

Campaign tool kits downloaded from the Living Well website

**150**

Post campaign online surveys completed

**85%**

Of people surveyed found the information and resources good or excellent

**79%**

Of people surveyed found campaign communication good or excellent

**85%**

Of people surveyed found the growing kits good or excellent

**78%**

Of people surveyed found the collection of the growing kit good or excellent

**75%**

Longer viewing of our OOH adverts than national average

## Conclusion and Future Plans

The #GrowWelltoEatWell campaign was the first ever district wide public health campaign based upon food growing that Living Well has delivered.

The campaign was substantially more popular than expected, with 1,000 growing kits offered to residents being requested in just two weeks.

This presented its own challenges when managing people's expectations, providing timely communication, and running out of kits.

Everyone that requested a kit was offered a kit, but unfortunately not always their first choice. This will be an important learning for future editions of the campaign to ensure we order a larger number of the most popular kit (kit 3).

The small grants and the community fruit trees elements of the campaign were also oversubscribed which contributes towards demonstrating the high level of interest there is within communities for growing food.

Evaluating a campaign that is contingent on individuals success in growing food, and contingent on the weather and life cycles of plants/trees is challenging. However, we believe that the evidence collected and demonstrated in this report shows the successful impact of a community growing campaign and provides solid foundations for future campaigns.

The campaign resources will remain live on the Living Well website for people to access. The campaign will also continue to be promoted within communities through the Living Well Community Health Development Programme, and further growth of the campaign will be explored subject to funding.





# Grow Well to Eat Well



If you have any comments or would like to find out more about this campaign please email:

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**mylivingwell.co.uk**