



**GCV GREEN NETWORK PARTNERSHIP PROJECT BRIEF:**

**SOWING AND GROWING EVERYWHERE: (SAGE). A PRODUCTIVE LANDSCAPE PROPOSAL FOR THE GLASGOW METROPOLITAN REGION**

**1. INTRODUCTION**

The Glasgow and Clyde Valley (GCV) Green Network Partnership is a catalyst for the creation of a transformational, high quality Green Network across the Glasgow metropolitan area. The role of the Partnership is to act strategically to stimulate and facilitate the planning, delivery and sustainable long term management of the Green Network.

The aim is to create a step change in the scale and quality of the Green Network to improve the region’s competitiveness for investment, enhance quality of life, promote biodiversity and more sustainable use of natural resources, and encourage healthy lifestyles.

The GCV Green Network Partnership brings together the eight local authorities which comprise the Glasgow metropolitan region with five major government agencies that promote and deliver on the environmental, social, health and economic agendas throughout the GCV area, namely Communities Scotland, Scottish Enterprise, Glasgow Centre for Population Health, Forestry Commission Scotland and Scottish Natural Heritage.

Four themes provide the framework for project development: stronger communities; enterprise development; health improvement; and biodiversity and the environment.

**2. BACKGROUND**

There has been a huge surge of interest in restoring and creating new productive landscapes across the UK. A groundswell of community activists and enlightened city and regional councils has begun to work together to find innovative solutions to enable people to change their relationship with what they eat and to the natural world. Recently vegetable seeds outsold flower seeds for the first time.

At the heart of this cultural shift is the increasing desire of a wide range of groups and individuals to find positive ways to address one of the key issues of our time. How can we develop more fulfilling, healthy and engaged lives without continuing to deplete the natural world of its finite resources? Growing your own food is a simple, inspiring, social and deeply satisfying way to feel that as an individual, no matter on how small a basis, you can make a modest difference.

The initiative is without major financial impact and will be small in terms of national food production, but the symbolic power of taking a fundamental step towards improving the quality of your own life and surroundings cannot be underestimated.

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The facts:

- 80 per cent of Britain's population live in towns and cities
- Britain's food travels 17 trillion miles every year to reach our plates
- It costs four barrels of oil per person to feed us every year

There is a long history of democratic growing in urban areas. 350 years ago, Gerrard Winstanley started a movement called the True Levellers. Otherwise known as The Diggers, Winstanley and his followers wanted economic equality for all. Their key weapon was simply taking over common ground and planting food for consumption by all.

During the first and second world wars many vacant land areas were converted into allotments which have survived to this day. The demand for these allotments is as great now as at anytime in the last sixty years.

A modern version of the Diggers surfaced as 'guerrilla gardening' which was started in 1973 by the Green Guerilla group in the Bowery area of New York. The gardeners took over unloved rough ground in front of some tower blocks transforming it into gardens that were tended for years by volunteers. Now, the New York City parks service looks after the garden.

In Cuba, urban farms occupy some 86,000 acres, currently producing 3.4 million tons of produce annually – supplying around 90% of the fresh vegetables for the city of Havana alone. The origins of the system date back to the early 1990s, when Cuba was rocked by the loss of billions of dollars in annual subsidies after the collapse of its long time communist patron, the Soviet Union. In the crisis that followed called "the Special Period", food became scarce, along with nearly every other basic product, including fuel. In desperation the government looked at ways of converting as much derelict land in its urban areas as possible into self run vegetable and fruit gardens. Seeds and advice were made available through local outlets and to put it simply hundreds of thousands of people did not starve.

Lowland Scotland does not face the same level of desperation, yet the effects of long term poverty still deeply affect the health and aspirations of significant sections of the population. Changing the immediate physical environment around flats, tenements and estate housing is an important way to bring a sense of ownership back into people's hands, a way of actually seeing change for the better. As part of a wider programme of intervention and support, many key social and environmental benefits can be championed through turning derelict and vacant land into productive growing areas through the potential use of self-grow 'toolkits'.

Positive results are already being seen in localised programmes run by the Hidden Gardens in East Pollokshields and the North Glasgow Community Food Initiative. An exciting number of relevant programmes are also beginning to take root across Britain as a whole. These vary from village-scale growing schemes such as Todmorden in Yorkshire, which is aiming for total self-sufficiency within ten years; design-led initiatives like the What-If vacant lot scheme in London, to larger council led schemes in Sheffield and Middlesbrough. With exciting social enterprise strategies being developed in Glasgow, such as the redevelopment of Market Gardens to bring local produce into the food network, there has never been a better time to capture the public imagination and establish a cross-regional project on this scale.

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## 3. PROJECT AIM

The project aim is to franchise local ownership of community based growing initiatives while establishing support programmes with relevant public and private organisations in each area of activity.

This will be achieved by:

1. Undertaking a detailed scoping study to establish a clear plan for action;
2. Piloting a scheme across a selection of geographically diverse locations; and
3. Fully engaging GCVGN partners

## 4. SCOPE OF STUDY

The project will strive to work in each local authority area across the GCV region and it will have particular relevance to the GNP themes of:

- Health Improvement
- Stronger Communities
- Biodiversity & the Environment

## 5. SUGGESTED METHODOLOGY

### Part A: making the case - why it matters (here and everywhere):

#### 1.0 *Why it matters (everywhere):*

1.1 Overview of key issues surrounding the idea of 'productive urban landscapes': why is it important in a global/international context?

1.2 What does it achieve: what are the social, economic and environmental benefits?

1.3 Review of international practice and working examples: Where has this been done? What are the different forms it has taken? Where has it succeeded and where has it failed?

#### 2.0 *Why it matters (here):*

2.1 An overview of the specific social, economic and environmental issues in the Glasgow metropolitan region: is it more or less relevant or important here? Review as a comparison to the examples of international practice investigated in the preceding section.

2.2 Overview of specific needs/opportunities for the region

2.3 Review of existing projects, networks and strategies in the region. What is already being done?

2.4 Overview of policy context

### Part B: scoping: where & how to do it:

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The scoping exercise is structured around a 'hands on' approach starting with people and recognising both need and unmet demand. Through cross-examination of issues and possibilities, a strategic vision will be generated that as well as ambitious is specific, pragmatic and well informed.

### **3.0 Scoping of community need and unmet demand:**

It is proposed that community need and community demand are investigated in parallel. These 2 approaches will illuminate the most significant and effective locations to focus intervention.

**3.1** Community need can be informed through dialogue with key agencies and review of available socio-economic and health data etc. highlighting areas of multiple deprivation. From this initial overview, specific areas can be targeted and dialogue opened up with key local stakeholders to determine whether there is a desire for this kind of activity to be introduced locally. This approach looks at which communities could really benefit from the productive landscape initiative, given the particular social, health, economic and physical characteristics of an area.

**3.2** The second line of investigation is to discover where community interest has already been expressed – in other words where there is known demand that isn't being met at present. This is not specific to particular socio-economic criteria, but is rather a comprehensive and inclusive review of where there is known interest. It is proposed that an understanding of 'demand' is developed through dialogue with key agencies/stakeholders. This will include a range of agencies across the Glasgow metropolitan region and review of existing information such as allotment association waiting lists etc. This information base may be expanded if gaps are recognised, through further research/investigation via existing community groups/networks. This could take the form of circulation of questionnaires etc. to develop a better understanding of views/demand in particular locations.

**3.3** A mapping of 'hotspots' of interest/demand covering the whole Glasgow metropolitan region.

**3.4** This mapping of 'hotspots' will be tested through direct dialogue with local representatives and finalised.

### **4.0 geographic and spatial scoping:**

**4.1** Through fieldwork – a spatial assessment of each of the 'hotspots' will be carried out. This will analyse the specific opportunities and issues relating to each area (ie. locations that may be a good fit for intervention and identification of significant issues that may inhibit implementation).

**4.2** Based on this analysis of each of the 'hotspots' – it is proposed that a representative shortlist of sites is prepared. These will be selected to:

- provide a broad spread of sites throughout the Glasgow metropolitan region
- represent (as far as possible) a cross section of likely situations/types of site that might be encountered (in terms of scale of site, form of neighbourhood, relationship between dwellings and site etc.)

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- 4.3** Select a number of 'test case' sites for further investigation. The number of 'test case sites' will be subject to the range of locations and situations identified in the shortlist.

### **5.0 detailed investigation of the 'test case' sites:**

- 5.1** an investigation of what are seen to be the main barriers to implementation for each site: This is likely to include:
- legal and governance issues
  - practical/physical issues of access/safety etc.
  - social and community issues
- 5.2** an investigation of the specific opportunities of each location: This is likely to consider:
- potential links to existing organisations/networks that can offer support/advice
  - potential local sources of materials/resources
  - particular physical/spatial benefits
- 5.3** an investigation (through consultation) of the views and aspirations of communities /interested groups:
- what do they want to get out of it?
  - what specific views/concerns do they have?
- 5.4** Summary of findings: define key issues and parameters for each area. This essentially defines a brief for intervention for each of the 'test case' sites.

### **Part C: develop site specific & strategic proposals:**

#### **6.0 *develop outline/concept proposals for each 'test case' site:***

Based on the findings for each site and the 'brief' defined in the previous section – develop design proposals for each site that consider the following:

- 6.1** Physical infrastructure (containers, barriers, furniture etc.): it may be that different kinds of physical infrastructure/elements are required in different situations.
- 6.2** Supply strategy for materials: as well as the 'hardware' where will the consumables come from? Soil, compost, seeds etc. – consider opportunities for local sourcing and recycling etc. - the aim being for a 'closed loop'
- 6.3** Strategy for support network, training, management etc.
- 6.4** Analyse which aspects of the above need to be/should be locally specific and which elements should be co-ordinated / consistent across the Glasgow metropolitan region, increasing branding recognition and visibility to the wider public.
- 6.5** Develop a strategic view on the relationship between the temporary productive landscape interventions, allotments and market garden scale production. The complementary nature of these elements and their interaction needs to be explored.

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- 6.6 Define/analyse the limiting factors on expansion/rolling out of the proposals on a larger scale.

### 7.0 develop a 'kit of parts' for the common/repeatable elements:

- 7.1 Following on from the outputs of the 'site specific' response and an analysis of what the 'common' elements may be – these should be developed in detail. This will form the basis of a common 'kit of parts' of physical infrastructure (where appropriate).

### Part D: delivery: demonstration projects and wider implementation:

#### 8.0 define a shortlist of demonstration projects for rapid delivery:

- 8.1 Define the demonstration projects (from the test case projects outlined previously)
- 8.2 Prepare outline costings for all aspects: site specific works, common infrastructure elements, support and running costs etc.
- 8.3 Develop a cohesive marketing plan capable of attracting local attention with a clear and distinct visual identity and high quality imaging attracting wider press and media coverage.

#### 9.0 collate baseline data and monitoring of outputs from demonstration projects:

- 9.1 Develop a strategy for baseline and monitoring of outcomes: define common measurable indicators (social, economic and environmental).

#### 10.0 proposed next steps to delivery / detailed action plan:

- 10.1 Define the steps & timescales to deliver the demonstration projects
- 10.2 Define the steps and timescales to roll out the strategy more widely – taking account of any limiting factors identified

## 6. PROJECT OUTPUTS

The project outputs will include:

- A report and executive summary, with appendices and maps as appropriate, and including:
  - a. A description of the methodology adopted.
  - b. Overview and analysis of the research.
  - c. An Action Plan detailing the proposals and identifying a potential lead partner, outline cost, likely timescale and priority for implementation.
- Following acceptance of the final report, one presentation of the findings to the partners.

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The structure and format of all reports must be agreed with the Steering Group prior to production.

The consultants are required to provide 5 bound copies of the final report. In addition, an electronic version of the document (including a web-ready PDF), together with any accompanying maps, appendices and diagrams should be provided on 5 CDs.

**Note:** Diagrams should be available in a vector based format to allow conversion to Freehand or Illustrator for use in Mac-based graphics packages. This will allow diagrams to be easily incorporated into project promotional material.

## 7. PROJECT MANAGEMENT

### Lead officer

The lead contact for the project will be:

Ally Corbett

GCV Green Network Partnership  
Lower Ground Floor  
125 West Regent Street  
Glasgow  
G2 2SA

Tel: 0141 229 7738

Fax: 0141 221 4518

Email: [Alastair.corbett@gcvgreennetwork.gov.uk](mailto:Alastair.corbett@gcvgreennetwork.gov.uk)

### Steering Group

A Steering Group will oversee delivery of the project and will comprise:

- GCV Green Network Partnership
- Glasgow Centre for Population Health
- SNH
- Glasgow City Council, DRS
- Kelvin Clyde Greenspace
- Scottish Government, Housing and Regeneration Directorate

## 8. TIMESCALE

Inception meeting w/c 9<sup>th</sup> February

Study Reports/Steering Group meetings tbc

# DRAFT

Draft Final Report

August 2009

Final Report

September 2009

## 9. BUDGET

A budget has been set for the study of £32,000 exclusive of VAT. The budget includes provision for both fees and expenses.

Consultants must also include the following within their budget:

- attendance at 3 Steering Group meetings;
- a presentation at an event yet to be determined to launch the guidance.

Consultants are invited to propose an appropriate set of staged payments linked to the production of identified outputs.

## 10. RESPONDING TO BRIEF

Consultants seeking to carry out the work should supply the following:

- detailed, justified proposals for meeting the aims for the study;
- details of proposed personnel, their relevant skills and experience, details of any similar work the contractor has undertaken and evidence of innovative solutions;
- a work programme identifying the timescale and completion date for each phase of the work;
- detailed costings for carrying out the work detailed in the Brief which are clearly itemised and indicate day rates and number of days allocated for individual personnel, travel, subsistence, overheads, project management, presentation costs and any other anticipated costs. VAT should be shown separately (please indicate your VAT status); and
- contractors should also include costs for attendance at three project meetings to be held in Glasgow.

GCV Green Network reserves the right to accept a tender other than the lowest or not to accept any tender at all and will not be held liable for any costs incurred in the preparation of the tenders.