



- Hulme Community Garden Centre is a unique community led inner-city horticultural project.
- The seeds were planted in 1998 by 3 local residents to encourage healthy living through gardening and food growing.
- Volunteers have been integral from day one and they continue to be at the heart of everything we do.
- In turn we provide somewhere people can learn about horticulture and, for many, use as therapy and rehabilitation.
- We are a 'garden centre with a difference, that makes a difference'...

A bit of history

The Hulme
Crescents



Humble
beginnings





Diggers!!!!



Structures!!



Plants!!



Things just kept coming!



A different kind of green space?

- **What do we look like today?**
- **<https://www.hulmegardencentre.org.uk/>**
- **Income breakdown:**
- 60% earned income
- 40% grant income
- **Challenges...**
- **Cashflow**
- **Marketing**

- **Sales and services:**
- Ornamental plant sales
- Training
- On site sessions
- Off site sessions
- Off site project work
- Corporate Challenge Days
- Edible plant sales

- **Monday:** AQA training course in Basic Horticulture for unemployed adults and seasonal Art Club for people with support needs.
- **Tuesday:** Gardening Club for people with support needs - 60% accompanied by carers. Home Education group - 15 children.
- **Weds:** Mainstream volunteering day – from 11 – 3.30pm activities for up to 45 volunteers – free communal lunch from the Community café to keep energy levels up!
- **Thursday:** year round toddler session in the mornings (up to 40 children attend) and then tours and inductions for new volunteers and placements.
- **Friday:** Gardening Club for adults with support needs runs all day with most people staying for a communal packed lunch. Wellbeing session specifically aimed at people with mental health issues.
- **Saturday and Sunday:** weekend volunteering programme runs 11 – 3pm both days and often attracts people who work during the week.

- **Getting customers!**
- The public don't know what we are, who we are or what we do!
<https://www.hulmegardencentre.org.uk/>
- Some of them don't know where we are!
- Who are the staff?
- Signage in the centre...why shop with us?
- Networking
- Outreach work

Keeping customers:

- Events throughout the year
- E-newsletter
- Social media

Customer satisfaction:

- Survey in shop
- Follow up with Survey Monkey
- Use an incentive...

Increasing profit margins:

- Buying in versus DIY
- Seed versus plug
- Time restraints
- Business to business sales
- Minimising wastage

What have we done to further this?

- Accessed business support: Locality and Business Growth Hub
- Team visits using bursaries
- Team planning days
- Role play exercises
- SROI with Growing Health network
- Good Leaders programme (Volunteering Matters)

Grant funds to support growth:

- Awards for All
- Power to Change

In 2014 Tudor Trust observed that we were not good at measuring outcomes...they were right!

Offered a development grant to look at this...

I attended a Growing Health conference in London, met Paul and my mind got whirring!

We asked for a lot more grant funding and made a bigger proposal.



Apple & Pumpkin Day

Sunday 25th October 2015
11am till 4.30pm

A day for all the family with ...
conker fight, apple pressing and tasting,
longest leel competition, apple Flour tower,
pin the maggot on the apple, human fruit
machine, autumn crown making, monster's
picnic, witch broom making, pumpkin carving
and the Gardener's Arms with Moss Cider is
back by popular demand.

There will be the launch of the exciting
'Helping Britain Blossom' project too!

Kath's delicious soup will be available at Cafe
Ooh La La along with food and refreshments.
See you by the fire ...



**THE
MOSS
CIDER
PROJECT**

What did we propose?

‘To conduct a forecast SROI and create a Monitoring and Evaluation framework’

So, eventually, we found time to get started and it has been a really positive experience for all involved.

Best thing is it has forced us, as a team, to really look at our outcomes and think hard about how to demonstrate them.

Plus points:

- Brought the team together
- Gave us time to celebrate achievements
- We had a consultant that understood our work

Negatives:

- Finding time to put aside
- Keeping the process moving

Three fold aim:

- Help HCGC understand their impact and to articulate its value through an SROI
- Develop a monitoring and evaluation framework to include an outcomes tool to track ongoing impact
- Provide both HCGC and the Growing Health network with an adaptable and replicable tool for assessing the impact of similar organisations or projects

Hulme Community Garden Centre – Draft tool questions

1. Shopping: I generally try to buy things locally and to avoid shopping in superstores

0	1	2	3	4	5	6	7	8	9	10
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2. Green behaviours: I am doing what I can to care for the environment and to reduce my own impact on it

0	1	2	3	4	5	6	7	8	9	10
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3. Agency: I can do pretty much anything that I set my mind to

0	1	2	3	4	5	6	7	8	9	10
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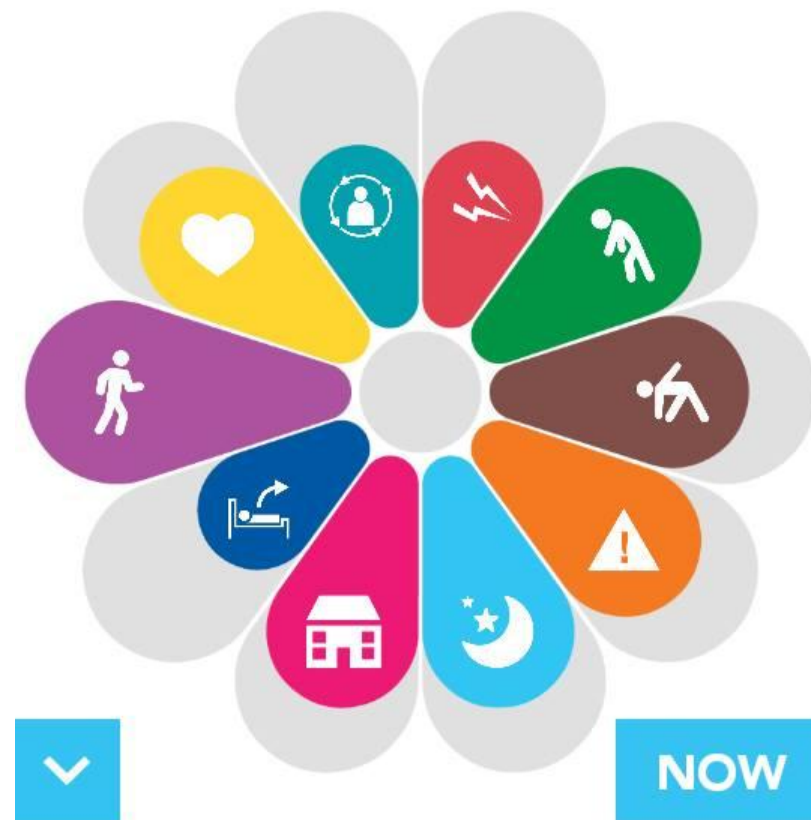
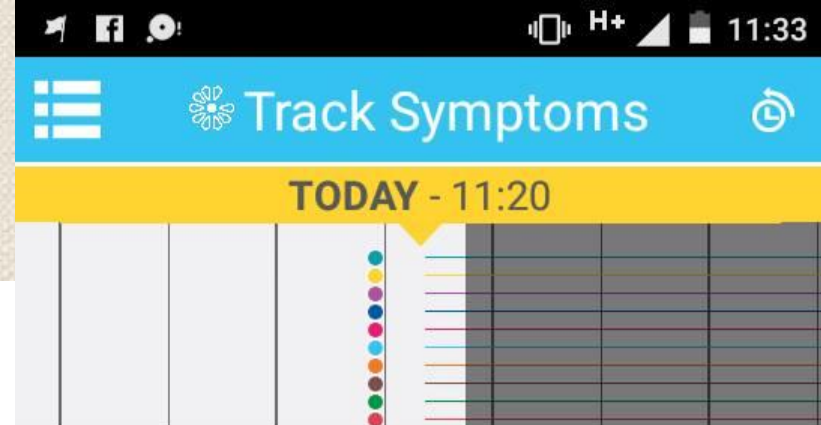
4. Participation: I regularly volunteer or get involved in community activities (in addition to what I do at Hulme)

0	1	2	3	4	5	6	7	8	9	10
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5. Purpose: I feel that I am making a difference in my life

0	1	2	3	4	5	6	7	8	9	10
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6. Skills: I have a wide range of skills to help me at work or in training



NOW

Future Plans



Any questions?



Rachel Summerscales

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...a garden centre with a difference that makes a difference...