



Garden Gorilla is here to help you to grow your own food right in the heart of your community.

*Prepared for Paul Scriven Esq
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INTRODUCTORY PRÉCIS

The founders recognise the fragility of the current UK and world food system which depends heavily on imports, last minute ordering and a long distribution chain which are by their nature vulnerable to uncontrolled global price spikes, disruption to fuel supplies and the probable impact of climate change on growing and also transport infrastructure such as ports.

We realised that food production and distribution affects not just the countryside and environment but our own health, social equity and whether there will be sustainable food resources for our communities.

If we are to improve the health and well being of our communities we must improve the food that they eat, the exercise that they take and the waste that they produce.

We acknowledge and have looked in depth at the Cabinet Office's report "Food Matters" (2008) which highlights the vital connection between food and health as well as environment and flagged up food security as a pressing issue following which the Government has published the first National Food Policy document in 50 years "Food 2030".

This new strategy talks of the UK's "moral responsibility" to ensure that its consumption does not depend on depleting finite resources in other parts of the world, for example in the prolific use of palm oil from rainforest countries.

Garden Gorilla wants to bring about change in attitudes and awareness by putting the food and health agenda right at the heart of community development.

OUR STRATEGIC AIM & DIRECTION

Garden Gorilla's Aims are to

- Improve health and well being
- Engage and connect communities
- Educate, in particular of young people and the disadvantaged
- Create jobs in urban and rural areas
- Improve environmental sustainability

Garden Gorilla has developed a unique, sustainable and economic methodology of creating growing areas within community spaces that that allows rapid application of the organisations aims and forming working groups and initiatives to see the individual projects thrive.

We believe that we can achieve significant efficiency in delivering our aims through mobilising the private and public sector using techniques that benefit all parties. Since GG is a resource light organisation all funding is accurately targeted and existing networks brought into play that would not otherwise be applied to the purpose.

GG is ideally positioned to capitalise on current governmental policy thinking as outlined in recently published documents such as DEFRA's Food 2030 Strategy.

90% of people say that eating healthily is important to them, but only 14% of us eat the recommended 5 portions of fruit and vegetables a day. The best way to help us eat healthy food is through:

Education – learning about how food is produced, where it comes from, and how to grow and cook it. Preparing and cooking food is already on the school curriculum, and we can all learn more about food - at home and in our communities.

Making it easier to eat healthy food - especially for those on low incomes: for example Change4Life's Convenience Store Project, gives local convenience stores 'fresh fruit and veg makeovers'. These have already seen sales of fruit and vegetables increase by an average of 40% when they were first tried out in the North East of England. To help those on the lowest incomes improve their diet, Healthy Start gives around 450,000 families vouchers to buy healthy food.

We want more people to know about how and where their food is grown, and to grow some of it themselves. We will work in partnership with the government to expand the Growing Schools Programme to enable another 65,000 pupils, parents and staff to gain hands-on experience of growing food, and will help make more land for growing available to communities, for instance by supporting the development of 'meanwhile leases' (which let people use temporarily vacant land).

We aim to provide support to government in defining what a 'sustainable diet' is so that we can give consumers clear, consistent advice and information. We will also provide education advice on other key sustainability areas such as greenhouse gas emissions, water use, food production and transport and animal welfare.

WHAT GARDEN GORILLA IS DOING RIGHT NOW?

- GG has begun work with a number of schools as a phase 1 viability trail.
- Sheffield PCT have expressed enthusiasm for the GG plans to assist in delivering key health targets.
- Discussions are under way with potential private sector sponsors
- The Garden Tool Amnesty is planned for July 2010
- Preparations are being made for the first programme of installations in September 2010.

WHO IS BEHIND GARDEN GORILLA?

Patron

Sir David Richards

Managing Partners**Tony Carroll**

Tony has been involved in major property development and regeneration projects since the 1980's; first in architecture, then as developer and promoter of schemes and sites. As a consultant, developer, deal maker and strategist he has over twenty years of experience of creating, designing and managing commercial, residential and institutional property projects.

As the founder of Garden Gorilla Tony is bringing together business, educators and health professionals to re-introduce small community allotments to promote healthy eating and exercise alongside direct business and community involvement.

Dr Rav Naik

Currently practising Sheffield general practitioner with expertise in exercise and sports medicine. Delivered a solution to devolving secondary care clinics into primary care for Sheffield PCT and Sheffield Foundation Hospital trust in 2000 which was viewed nationally as a model of best care. Director of Social Enterprise 4 Health.

Andrew McCormick

Andrew has worked in the construction industry since 1989. He has extensive experience of developing and implementing business improvement activities, and the development of added-value propositions for major capital project and framework submissions. Andrew is a co-founder of Think Zero.

Richard Jarman

Richard has a background in teaching, healthcare management, and management of fundraising and charitable organisations. He set up The Simon Weston Foundation and was chief fundraiser for the Sheffield Childrens Hospital. He has managed a large primary care general practice and also a Darzi walk-in centre, and is currently working as a general manager for the PDSA.

Colleagues

Gian Bohan (cookery)
Anthony O Carroll (horticultural consultant)
Teresa Carroll (Business administration)
Dr Cindy Cooper (scientific research advisor)
Anne McCormick (childcare)
Dr Michelle Naik (oral health advisor)

Advisors

KPMG (Financial)
DLA (legal)
Suzy Cornwell Ball (3rd sector business)
Glennis Philiskirk (disability training)
David Cross (urban design)
Roland Bolton (planning)
Fairsnape (sustainability and waste)
Mason Hardy (corporate social responsibility)
SYFAB (3rd sector funding)
Three Consulting (schools support)

THE ORGANISATION

Garden Gorilla is a social enterprise Community Interest Company.

A social enterprise is a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners. Social enterprises tackle a wide range of social and environmental issues and operate in all parts of the economy.

By using business solutions to achieve public good, it is believed that social enterprises have a distinct and valuable role to play in helping create a strong, sustainable and socially inclusive economy.

GG's social aims will be delivered by working in partnership with national, regional and local bodies and organisations including PCT's, councils, RDA's, schools, charities, other social enterprises, and the voluntary sector.

WORKING IN PARTNERSHIP

Community well-being, health, nutrition and sustainable food are all areas where co-operation is needed from many partners, both at a local level and a strategic level. Working in partnership will frequently achieve more than when organisations work in isolation. Partnership working is increasingly acknowledged as a way of: generating solutions to problems that single agencies cannot solve, improving the services that users receive, and enhancing the coordination of services across organisational boundaries.

Partnership working is now also a requirement of almost all renewal and regeneration initiatives. Many funding bodies prefer to award grants to organisations that are working in partnership with others and for some funding streams it is a requirement.

WHAT DOES GARDEN GORILLA NEED NOW?

- Money
- Commitment
- Good will
- Time