

GET READY FOR THE BIG DIG

- 11:00** Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Campaigns Coordinator SFC
- 11:10** Big Dig history and 2019 relaunch – Sarah Williams, Programme Director, Sustain
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- 12:05** Ends





57 members





Sustainable Food Cities

6 Key Issues

- Promoting healthy and sustainable food to the public
- Tackling food poverty and increasing access to affordable healthy food
- Building community food knowledge, skills, resources and projects
- Promoting a vibrant & diverse food economy
- Transforming catering and food procurement
- Reducing waste & the ecological footprint of the food system.





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Things I will cover

- How it began
- Big Dig Day
- The Big Dig Platform
- The Harvest-ometer



**VOLUNTEER AT YOUR LOCAL
FOOD GROWING SPACE**



Big Dig

Saturday 17 March 2012

Register at:

www.capitalgrowth.org/jointhebigdig



MAYOR OF LONDON

The Original Idea



- Get people growing – new and existing
- Start of the season
- Use our London wide networks

More than a day...

- Share learning on volunteer engagement
- Support the support networks
- Programme events and training
- Online platform



Creating a UK Network



- Social Action Fund grant
- 16 towns and cities
- Programme of activities
- Recruited 7,500 new volunteers
- Created over 29,000 opportunities for volunteers to take part in community gardening.

1) The Big Dig Day



- Kicking off the season
- Engaging new volunteers
- Rallying old
- Giving ad hoc people a chance to get involved

The 
BIG
DIG
 Day

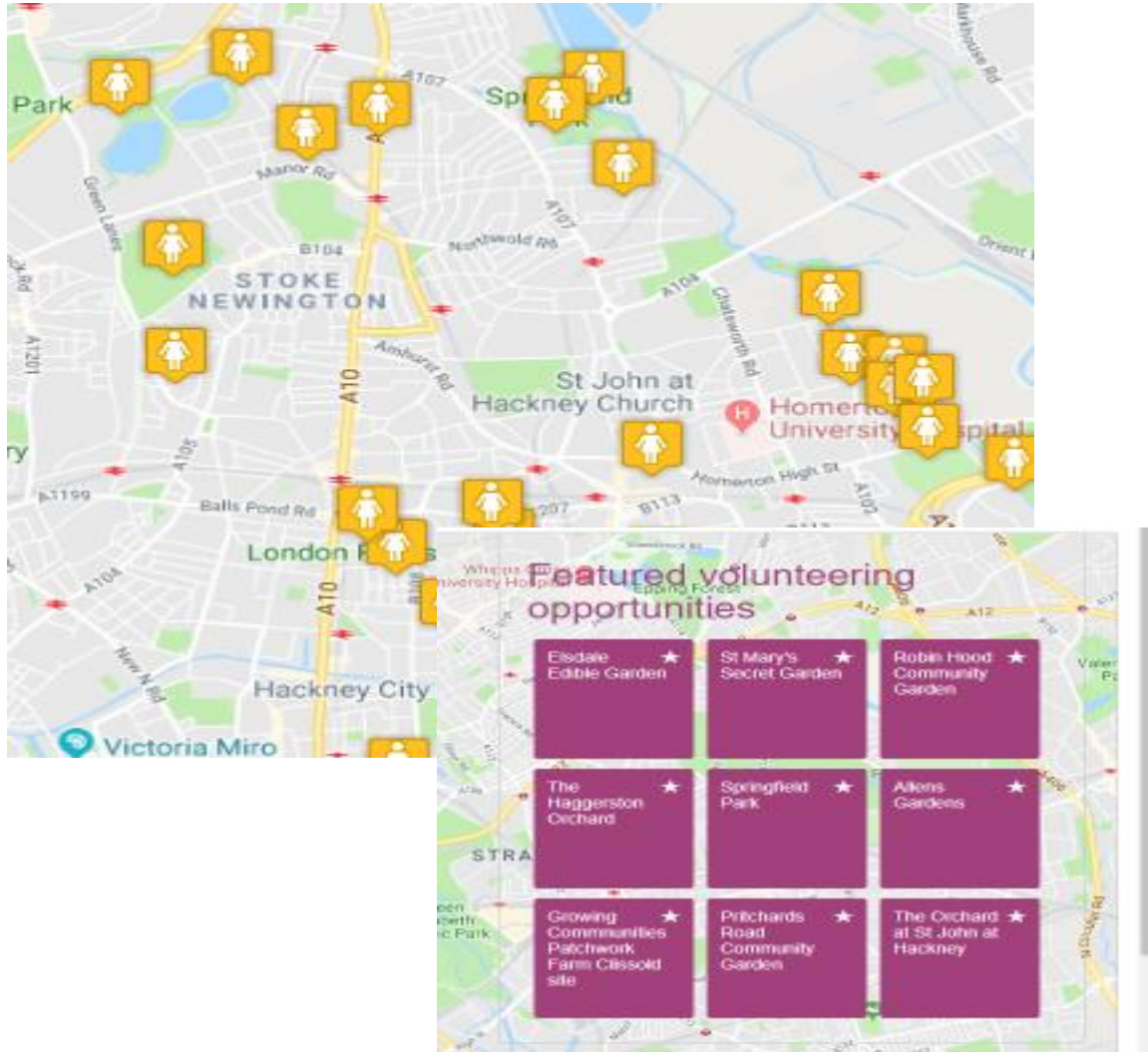
Garden Feedback - 2016

Helped us get organised for the new growing season	67.29%
Helped us find new volunteers	57.43%
Helped us engage existing volunteers	51.47%
Improved our profile/publicity	60.39%

In their words..

- The advice on how to prepare for the day, H&S and guidance was really useful.
- I like the fact that the Big Dig creates a focal point and a firm date for kicking off the community garden year and the communications that come from you guys keep us motivated toward it.
- The Big Dig event was a great way to start our new season of weekly volunteering sessions and helped promote it via the local paper and general 'buzz' on social media.!”
- We had a couple more new gardeners come along and some visitors who said they would come back on our regular dig days. We also had loads more people sign up to our email newsletter.
- We tackled three big jobs: Clearing an area for a new orchard, painting the trellis, re-laying all the paths with fresh woodchips.

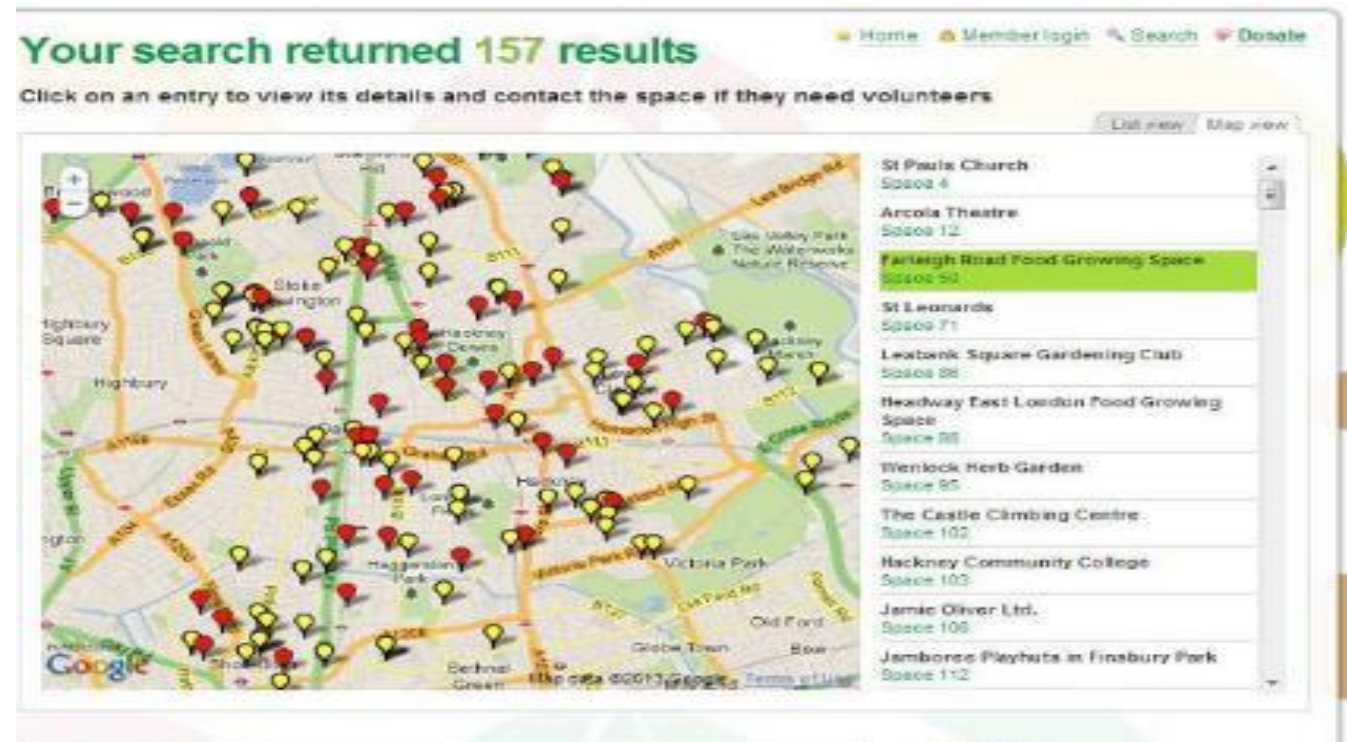
2) The platform



- Use our tech experience
- Signpost volunteers
- Local authorities and others
- Future potential with social prescribing
- Back office function

The back office

- A system suitable for your scale
- Useful contacts and monitoring data
- Work with us to keep up to date
- Scope for development



3) Harvest-ometer

- Grow More Food
 - Increase yields
 - Help people focus
 - Encourage records
- Reason to log on
 - Functions and graphs



3) Harvest-ometer

Set up

- Gardens join – added to the map
- Town or City page set up (optional)

Collect

- Gardens log in to members area
- Gardens recorded harvest data

Enter

- Enter data in easy to use form
- Data stored, downloaded and converted to graphs

The Harvest-ometer

The place to record all the fruit and veg that you harvest.

[Home](#)

What produce do you want to record a weight for?

Veg a-g ▾

Veg h-z ▾

Salad ▾

Fruit ▾

Other ▾

Items added

- Kale
- Leek
- Mange tout/peas
- Marrow (medium)
- Onion
- Onion (spring)
- Pak Choi
- Parsnips
- Peas
- Peppers
- Potato
- Potato (new)
- Radish
- Squash/pumpkin
- Swede
- Sweetcorn
- Tomato
- Tomato (Cherry)
- Turnips

growing season*

Name	Planted	Weight	Value	
Beans (Runner)	/2016	160g	£0.86	✗
Coriander	/2016	80g	£2.06	✗
Pea Shoots	/2016	22g	£0.44	✗
Spinach	/2016	160g	£1.39	✗
Parsley	/2016	160g	£2.30	✗
Asparagus	/2016	300g	£3.00	✗
Gooseberries	/2016	123g	£0.70	✗
Chilli	/2016	45g	£0.62	✗
Onion (spring)	/2016	10g	£0.08	✗
Peas	/2016	155g	£0.62	✗
Marrow (medium)	/2016	4000g	£6.40	✗

Harvest-ometer graph - see a what you have grown each month.

[Graph](#)

Download your harvest data - get a CSV file (including previous years) which you can open in Excel.

[Data](#)

Your totals - below you can see how much you have grown this year.

2016

£18.58
saved

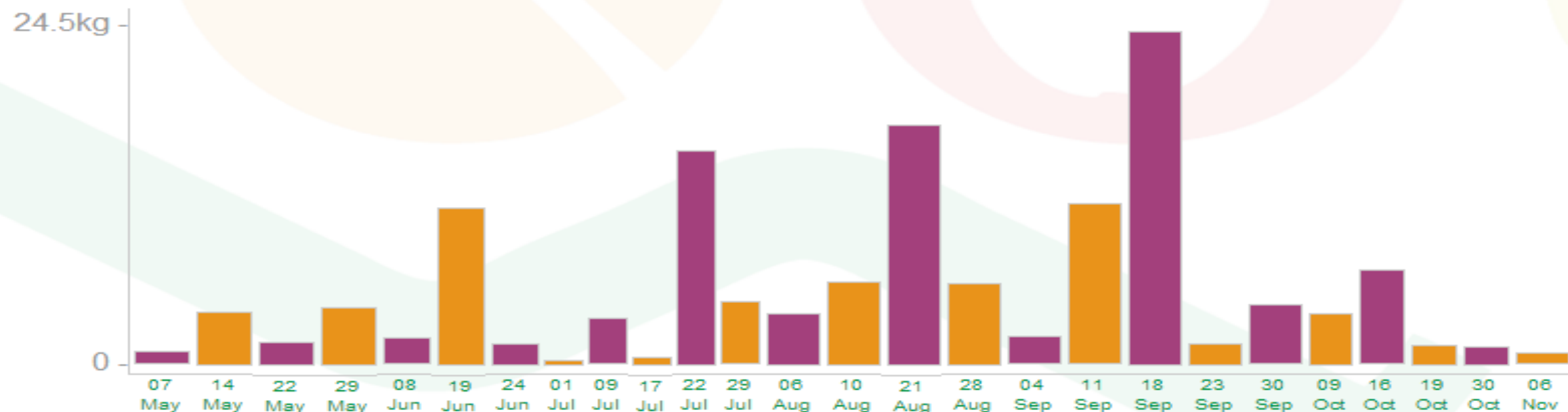
5.24kg
produced

65
meals

Members area: harvestometer graph

Weight of produce grown each week in the 2015 season

Filter



Totals: 140.6kg harvested £725.58 saved 1758 meals produced

Our growing seasons now run from the 1st of January each year

REAPING REWARDS

Can communities grow a million meals for London?



54,000
sq. m
growing
food



40
tonnes
harvested



502,000
meals
grown



£288,000
of produce
grown

Q: what could the Capital Growth network grow?

A: **357 tonnes**

(equivalent to this whole list)



1 million
bags of salad



750,000
tomatoes



300,000
squash and courgettes



150,000
apples and pears



120,000
bags of leafy greens



100,000
eggs



80,000
potatoes



75,000
bags of herbs



75,000
punnets of berries



25,000
cauliflowers and cabbages



10,000
jars of honey



**We
need
YOU!**

volunteer today

www.bigdig.org.uk



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Manchester case study – Jon Ross, Director, Sow the City

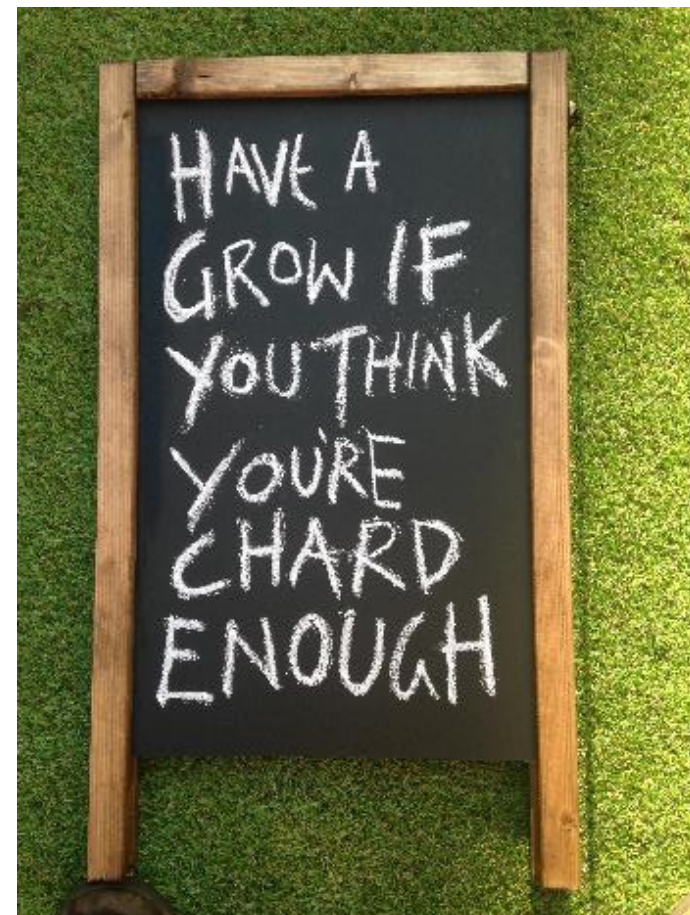
About us

- A social enterprise set up in 2009 and based in Manchester.
- We've converted over 5 football pitches of wasteland in food growing spaces, and taught over 7000 people to grow their own.
- We're a team of 4 supported by various specialists.
- We work with over 100 community food growing groups in Greater Manchester including sheltered housing projects, community groups, homeless projects, schools etc.

**Building a
healthier
city where
everyone
can grow
their own
food.**

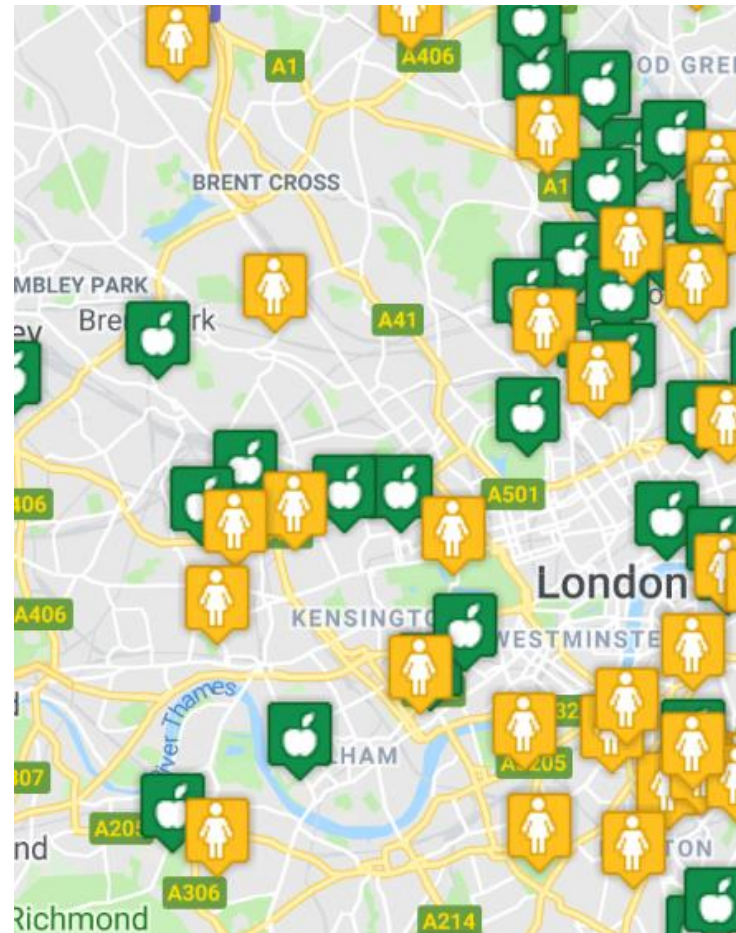
Services

- **Workshops and food programmes** (intro courses, horticultural therapy, ecotherapy, healthy eating, practical skills e.g. DIY, forest schools)
- **Landscape design and build** (edible and wildlife gardens, community gardens, balconies, rooftops)
- **Research and consultancy** (GIS mapping, food policy)
- **Events** (installations, corporate volunteering days)
- **Policy** (food, environmental, health)



Big Dig Map

- Maps community gardens.
- Covers the whole of Greater Manchester.
- Provides groups with access to the harvest-ometer.



Harvest-ometer
Record and view the progress of your harvest

[Click to download a PDF version](#)



Stage 1
Join Capital Growth and activate your Harvest-ometer in your personal members' area



Stage 2
Weigh and record your harvest in the field



Stage 3
Log in to members area, select a produce type and enter your quantities



Stage 4
View your harvest and compare with previous seasons. Export a record of all your harvest data!



Stage 5
Check progress on your personalised harvest-ometer graph



Big Dig Map – our experience

What's worked well

- Low maintenance and self managing.
- Easy to use.
- Effective way to recruit new volunteers.
- Linked from other sites.
- Used as part of STC referrals system.

What's worked not so well

- Not all projects on map.
- Patchy uptake.



Big Dig Day

- Annual event to promote edible gardens
- Manchester has taken part in 2013 and 2016
- Tours, workshops, food and drinks, signing up new volunteers.



Big Dig Day – our experience

What worked well

- Good timing
- Good attendance
- Useful supporting docs
- Breadth of organisations

What worked not so well

- Insurance issues
- Purdah
- No press coverage
- Fairly time intensive



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Join the network

If you grow food at a school, home, allotment or community garden, you can join us for free.

Registering is free and takes about five minutes. Simply set up a password, agree to a short list of terms and conditions, and then enter in details about you and your growing space(s).

First name*

Surname*

Email*

Correspondence address*

Correspondence Postcode*

Contact number*

Organisation name

Password*

Confirm password*

Terms and conditions

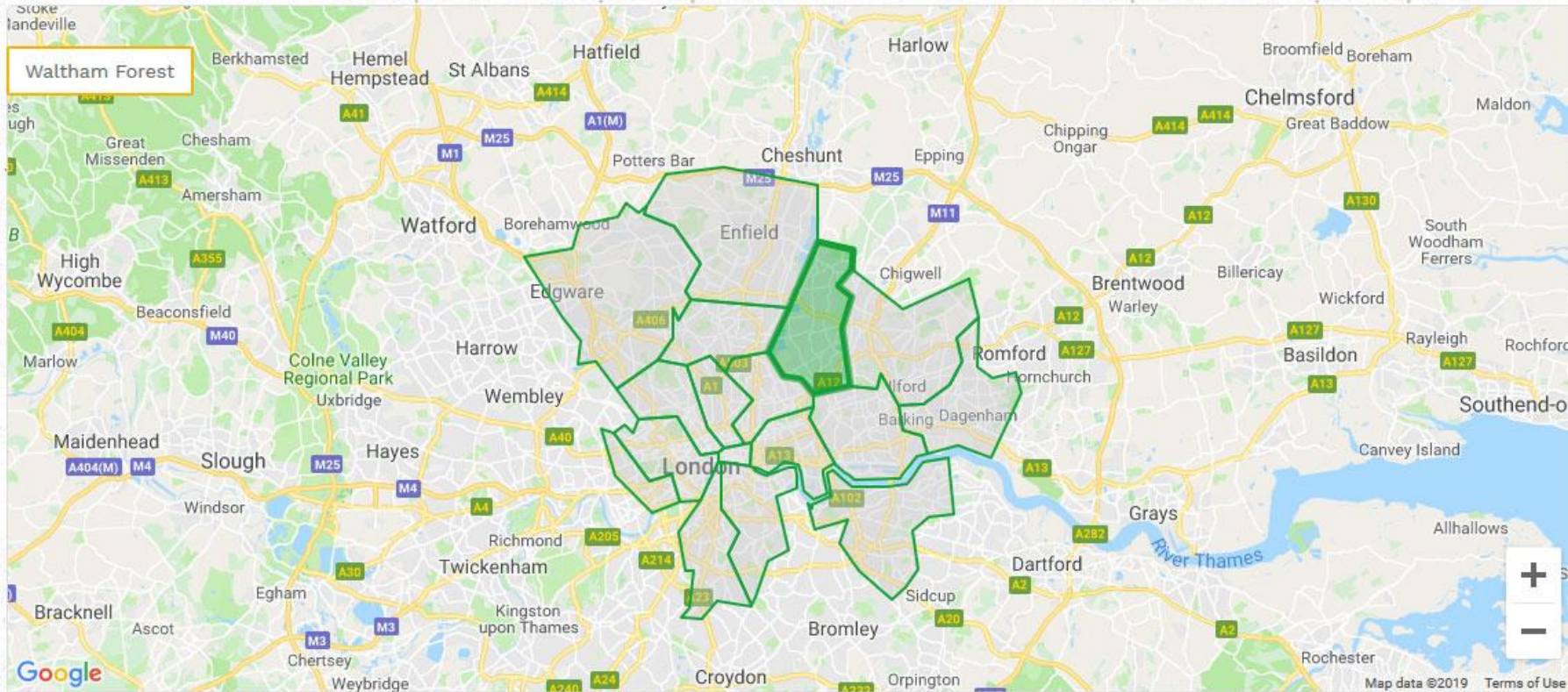
TERMS AND CONDITIONS

1. To join Sustain's Big Dig Network you must:

i. Have permission from the landowner and some terms of agreement with the landowner on how the land is used and managed. At no time does Sustain accept any legal responsibility for your growing

We need to know what area your garden is in

The map below shows the areas nearest to your postcode.
Please click on your local area on the map.



Select Waltham Forest and continue

Dashboard

[+ New garden](#)

Add your garden details

Please complete the form below. Fields marked with an * are required.

Garden name: please give an identifiable name (this may be the same as your organisation name)*

Garden address*

Garden postcode*

Describe your growing space: If you choose to publish your garden on Big Dig map this text will be displayed publicly. Note: you will be able to edit/update this information in your dashboard. [Open example description](#) (max 500 char)*

✔ Your details have been updated

Where is your garden?

Drag the red marker on the map below to the location of your garden and click 'Save location'.



Save location

Cancel

✓ Image uploaded

Upload an image of your garden

Please click browse to search your own files to select a photo. It needs to be a landscape (ie wide, not tall) JPG, JPEG, PNG or GIF file. We will crop, resize and convert your image.

By uploading the image, you are granting Sustain and the Big Dig permission to publish the image, and confirm that you are not breaching copyright.

Select your image*

[Browse...](#) No file selected.

 [Upload image](#)

Saved image



Dashboard Gav's School Growing Space

[Switch garden](#)[+ New garden](#)

The Big Dig Day 2019

Need volunteers to help get your garden ready for this years growing season? Host a Big Dig Day on Saturday 27 April.

[Sign up](#)

Volunteers

You **are not allowing** volunteers to connect with you.

Click 'Get volunteers' to add a 'Volunteers required' button to your entry on the gardens map.

[Get volunteers](#)

Insurance

We are partnering with Access Insurance Services to provide a highly competitive insurance scheme for your garden.

[Get insured](#)

Harvest-ometer

Thanks for using the Harvest-ometer. Your totals are:

2019	2018	2017
£7.79 saved	£14.49 saved	£1.40 saved
0.9kg produced	0.6kg produced	0.4kg produced
11 meals	8 meals	5 meals

[Harvest-ometer](#)

Your details

Gavin Dupee
Gav's Test Organsiation
gavin@sustainweb.org
94 White Lion Street N19PF
020 1234 1234

Help and support

Information for new members
Materials to help you start your food growing space.

The Big Dig Day resources
Posters guidance and other assets to support your garden on The Big Dig Day.

Schools
Resources, guidance and lesson plans to help you and your school garden get growing.

Contact us

Please get in touch with **Chris Speirs** at Capital Growth on 0203 5596 777.



Your garden

[Update location](#)[Update details](#)

Garden image





Dashboard Gav's S

The Big Dig Day 20

Need volunteers to help get your garden ready for this year's growing season? Host a Big Dig Day on Saturday 27 April.

[Sign up](#)

Harvest-ometer

Thanks for using the Harvest-ometer. Your totals are:

2019	2018	2017
£7.79 saved	£14.49 saved	£1.4 saved
0.9kg produced	0.6kg produced	0.4 produced

Volunteering



Promote your growing space to volunteers online?

- Yes, allow potential volunteers to make contact (your email is not shared)
- No, do not promote my growing space to volunteers

Describe your growing space (max 500 chars.)

Typical volunteer tasks (max 500 chars.)

When can volunteers attend?

- Monday
- Thursday
- Saturday
- Tuesday
- Friday
- Sunday
- Wednesday

[Save](#)

DAY

[DASHBOARD](#)

[SIGN OUT](#)

[Switch garden](#)

[+ New garden](#)

nce

Partnering with Access Services to provide a competitive insurance for your garden.

red

arden





Dashboard Gav's S

The Big Dig Day 20

Need volunteers to help get your garden ready for this year's growing season? Host a Big Dig Day on Saturday 27 April.

 Sign up

Harvest-ometer

Thanks for using the Harvest-ometer. Your totals are:

2019	2018	2017
£7.79 saved	£14.49 saved	£1.4 saved
0.9kg produced	0.6kg produced	0.4kg produced

The Big Dig Day 2019

To take part, just answer these few short questions about what's happening on the day. You will appear on the map of gardens for promotion to volunteers.


Whats happening at your event: this will show on the public map (max 500 chars.)


When is your event happening? E.g. 11am to 2pm (max 255 chars.)

Activities and services - please tick all that apply

- Family activities
- Talks
- Toilets
- Disabled toilet
- Parking

Save

DAY [DASHBOARD](#)  [SIGN OUT](#)

 [Switch garden](#) [+ New garden](#)

nce

Partnering with Access Services to provide a competitive insurance for your garden.

red

arden



Map data ©2019 Google [Terms of Use](#) [Report a map error](#)

Harvest-ometer Gav's School Growing Space

[Switch garden](#)[+ New garden](#)

Add a weight **or** quantity of **Okra** and click 'Save'.
Please only enter produce that you have already harvested.

By weight

 grams

Enter a weight in grams of the item

Or

By quantity

 handful(s)

Enter a number or a fraction.
E.g. for half of the measure enter 0.5

When did you harvest the Okra?

 [Save](#)[Cancel](#)



@VegCities #BigDig2019

Get growing with your local community food garden this spring



www.bigdig.org.uk



Enjoy the fresh air, meet new people and learn how to grow your own food.

Find your nearest garden taking part on our online map.

Help your local community garden

Location

When

BIG DIG DAY TOOLKIT

- . logos
- . A6 postcard and A4 poster that gardens and food growing networks can print locally and personalise with their details;
- . Template press releases and social media tips;
- . Documents to help you plan and execute a successful and safe event.

Available on your participant dashboard after registration on www.bigdig.org.uk and with the PPTs and recording of this webinar.



www.bigdig.org.uk



NEXT STEPS – GARDENS

- . Register your garden!
- . Check the resources available on your dashboard and start planning your Big Dig Day 27 April.



NEXT STEPS – FOOD GROWING NETWORKS

- . Would you like to co-ordinate a food growing network in your city or local area? Get your local gardens mapped and participating in The Big Dig Day 27 April. We would like to hear from you! Send me your name, email and organisation logo.
- . By end of Match we will create a city-wide dashboard to allow a co-ordinator to manage a network of gardens in your area and a city-wide map of gardens e.g. www.bigdig.org.uk/maps/manchester
- . Online registration for volunteers will shortly be available on www.big.dig.org
- . What other resources you need? We would like to hear from you: sofia@sustainweb.org



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