



MoreFood

*A local food growing and demonstration
garden project*

Run by Affinity Woodland Workers Cooperative Ltd

Business Plan

2010-05-28

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Introduction

MoreFood will be a project run by Affinity Woodland Workers Cooperative Ltd (AWWCL), based in a one-acre garden on land known as Steward Wood and owned by AWWCL.

AWWCL run the separate living/working project Steward Community Woodland, which is also based in Steward Wood and has for ten years attracted groups and individuals, for one-off visits, volunteering, and longer-term studies. A focus of the project is growing food organically for residents and visitors, and this has been mainly carried out on a 750m² section of the one-acre potential site. It has been clear for a long time that the site is ideal for a demonstration garden but this was never established due to resource constraints. However there is an exciting potential for a successful and unique public demonstration of long-term sustainable food production based at the site.

The main intention of the project is:

To contribute to a long-term increase in local small-scale food production that is

- self-sustaining
- cost-effective
- appropriate to the climate, soil and status of Dartmoor National Park and Devon
- and will enable local communities to mitigate, and adapt to, climate change.

To do so, it will:

- Demonstrate genuinely sustainable food growing that is applicable to the climate, soil and situation of Dartmoor and the South West
- Educate and disseminate information about wildlife, the environmental consequences of food production and resource use in an interesting and experiential manner
- Empower individuals and families to grow their own food using techniques that are relevant to their resources and scale.

Enabling accessibility is key to the last objective, so the project will also aim:

- To be accessible and enabling to those with limited mobility
- To be accessible to low-income families and individuals
- To be easily and safely accessible on foot and bicycle
- To challenge social exclusion by offering free and low cost opportunities for skill-sharing and education that are not always open to all
- To accommodate groups and families
- To offer opportunities for volunteering, networking, and community building
- To demonstrate the potential of community involvement.

Part 1: Why we need to grow more food

The context of our food supply

Global indicators

The total population world population in 2010 is estimated at 6.9 billion¹. United Nation median predictions for population growth put the population at between 7.8 and 9.7 billion people in the year 2050².

There are warnings that resource depreciation and the increase of extreme and unpredictable weather patterns, and other impacts of climate change, will put pressure on socio-economic and biophysical systems worldwide³. In the UK, continued resource depreciation and the potential reduction of suitable arable land (over half of the UK's farmland is less than 5 metres above sea level)⁴ require adaptation to existing land management strategies^{5, 6}.

The UK is the fourth largest importer of food and drink products in the world⁷. Around a third of food imports are fresh fruit and vegetables; the other major plant-based food imports being plant oils, tea, coffee and sugar, and cereals for human and animal consumption⁸. The major exporting countries are Brazil, the USA, New Zealand, South Africa and other countries outside the European Union⁹. Most of this produce has either been grown as permanent crops¹⁰ (for example, coconuts or oranges) or is grown using arable farming methods¹¹ (vegetables, sugar, cereals). Both types of farming are linked to loss of native forest and biodiversity. Outside the European Union the rate of deforestation is rising¹². Land that integrates permanent crops, such as agroforestry, offers an improved environmental profile and long-term economic stability in comparison with arable farming alone¹³.

Arable farming

Around twenty plant species provide 90% of our food needs¹⁴ with cereals being the most important food crop globally¹⁵. Cereals and vegetables are grown using arable farming techniques, defined as: the yearly cultivation, sowing, growing, and harvesting of a single plant crop. Arable accounts for more than half of the farmland in the UK, with 35% of the total arable crop being wheat¹⁶. Large-scale arable farming is possible through the extensive use of fossil-fuelled machinery^{17, 18}, and growing in large, single-species blocks to ensure economic viability. Other typical (non-organic) practices are the use of chemical preventatives of weeds and pests¹⁹, and application of artificial fertiliser²⁰. The use of 'oil power' and purified rock fertiliser offsets the majority of the cost of food production elsewhere, giving an economically and culturally false cost-yield analysis²¹.

Monoculture cropping over years leads to a steady reduction in yields, thought to be due to a build up of species-specific pathogens²². The high intensification of land use²³ and use of herbicides in conventional arable farming is associated with a dramatic loss of bat²⁴, insect and bird diversity²⁵, in the locality. This is occurring globally and within the Dartmoor National Park^{26, 27}.

DEFRA stated in 2009, "many of our soils have degraded... due to intensive agricultural production"²⁸. Arable farming necessitates the use of heavy machinery and intensive cultivation, causing soil compaction, loss of organic matter, erosion and increased sensitivity to extreme weather conditions²⁹.

Topsoil

“Soil is a fundamental and irreplaceable natural resource”³⁰, a layer of matter in a state of biologically active stability. It sequesters many times more carbon than forests³¹, regulates the water cycle and recycles organic matter. It is vital for the growth of ecosystems which also store carbon³². It takes far longer to replenish a healthy topsoil layer than it does to utterly destroy it. “Healthy” soil is more than a substrate, however, but a substance of unknown, vast and variable biodiversity³³.

Healthy soil is a vital resource for all forms of agriculture and biodiversity³⁴. Degraded soils are not, by themselves, capable of producing good crop yields. They must be treated with industrially produced fertilisers, the processing and transport of which is polluting. Their use is acknowledged as unsustainable³⁵.

Soil in the UK has and is being degraded due to industrial contaminants, compaction, intensive agricultural practice, urbanisation/soil sealing, loss of biodiversity and organic matter, peat extraction and the extremely wet/extremely hot, dry weather patterns that are now increasing in the UK³⁶.

Water

Clean water is essential for life. Sufficient water must be used in agriculture to maximise potential production of a crop. The quantity of water needed per area varies between species of crop, but in general annual crops require more water per quantity of food produced.

In the UK, the main agricultural contaminants of water include nitrates and phosphates (applied as artificial fertiliser), chemical pesticides and herbicides, silt, and fuel oil. Arable farming is responsible for much of the 'diffuse' water pollution that leaches into water courses through soil and ground³⁷. Depending on the type and levels of contaminant, contaminated water can become unsafe to drink, to use for domestic purposes or irrigation, and can become poisonous for the plant and animal life dependent upon it³⁸.

The rate of water use in agriculture is unsustainable. In the UK, standard irrigation and water management practices are steadily exploiting underground water deposits at faster than replacement rates, and an increase in 'short' droughts (lasting one season) is predicted³⁹. Similar issues around unsustainable water use occur globally, leading to scenarios such as unequal access to water – for example, sometimes irrigating crops for export has taken precedence over the water needs of poor communities⁴⁰.

Communities and individuals: the social consequences of food

“Most of us take it for granted that we can buy whatever food we want, whenever we want. We... have also become used to food, particularly fruit and vegetables, not having any blemishes or other marks. We don't tend to think about how farmers produce food or how it gets from the farm to the shops in "perfect" condition...[G]rowers have changed the way they produce food in order to meet the expectations of consumers, supermarkets and governments.”⁴¹

Food growers and UK food consumers have typically few geographical or and cultural connections. The separation allows the continuation of environmentally and socially costly methods of food production that would not be acceptable to many consumers if they occurred within the individual's direct experience⁴². These include such practices as: the use of child labour⁴³ to produce food, the application of potential carcinogens to food⁴⁴, and long-distance travel of dietary staples⁴⁵. One could also speculate whether the routine wastage of enormous amounts of food⁴⁶, and tonnes of packaging⁴⁷ would occur if consumers and growers were closer.

Agriculture has historically bound communities together^{48, 49}. Most modern viewpoints would compare our society favourably with agricultural communities of the past – for example, we have better prospects for social mobility⁵⁰ - but physical communal spaces are underutilised and face-to-face communication is much more likely to be impersonal⁵¹.

Associations are documented between fragmented communities, social inequalities, and patterns of lifestyle choices and diet. As can be imagined, these form an interrelated series of direct and indirect effects on the current and prospective health of individuals⁵². There is evidence that modern dietary trends strongly contribute to the UK's mortality and morbidity burden of chronic disease, diabetes, cancers, and coronary heart disease⁵³.

Pollinating insects

Pollinating insects directly and indirectly increase agricultural yields. Arable crops such as brassicas and beans, and permanent crops such as fruit, depend on insect pollination: the labour cost of equivalent hand pollinating is estimated at £1500 million a year. Indirectly, insect pollination is essential for plant and animal biodiversity; potential economic and ecological costs of losing insect pollination are unquantified, but undoubtedly profound. The decline of pollinating insects is thought to be due to a combination of stressors: herbicide and insecticide use, pests and diseases, loss of habitat for wild flowers, and climate change. Numbers of British beekeepers have also fallen in the past 60 years⁵⁴.

Use of animals to produce food

This subject has enormously divisive political and emotional connotations and public debate has formed around two opposing sides.

There is a body of evidence that indicates that food produced from intensively reared animals is costly in terms of water and fossil fuel use, and the health of water courses and soil. Intensive livestock production, by its nature, reduces quality of life for animals in comparison to non-intensive systems.

For the sake of balance, it should be stated that a modern animal-free diet is dependent on intensive arable farming and imported food (with its implicit costs).

Systems

We may prefer to separate the earth's geophysical, climatic and ecological systems and the human social and economic systems, but when considering affecting factors it is clear that they form a metasystem of integrated causes and effects^{55, 56}.

Due to the complexity and distance of cause and effect within such a system, the effects of food choices are separated from the consumer. Without the social will to acknowledge the externalities, the 'invisible' impacts and costs of food production, it is politically, culturally and individually easier to allow the process to continue⁵⁷.

Feedback is the process by which input into a system can be magnified throughout it. The economies of intensive food production and global food distribution are unplanned, unquantified and potentially huge inputs into our complex and ubiquitous metasystem, the earth, upon which food supply, water, quality of life and planetary biodiversity depends.

Humans need to eat and there are nearly seven billion of us to feed. We need to continue to increase the global quantity of food produced to keep pace with demand, whilst improving equality of access to food⁵⁸. We also need to address the damage done by all intensive food production, including that of the global arable systems that produce the world's most consumed food, cereals. To do so we will need to dual-purpose much more of our urban and institutional landscapes to produce food in addition to fulfilling a social function⁵⁹.

For many alternatives, economic and political viability is dependent on the additional benefits offered. This 'market pressure' has produced a wide variety of alternative model projects, many of which offer the added-value of social benefits to produce societal feedback, i.e. their resulting health improvements, social cohesion, lifestyle change, behaviour change and further research into sustainable solutions (a.k.a. education and inspiration) will produce a considerable return for the original investment^{60, 61}.

The intention of the MoreFood project is resource-effective education, inspiration and beneficial contribution to the cohesiveness and inclusiveness of its local community and economy.

The MoreFood proposal

Growing food within Dartmoor National Park

The MoreFood site is on the edge of Dartmoor, within the National Park, and must ensure that its activities and objectives to promote sustainable living contribute to the strategies and policies of Dartmoor's Management Plan⁶².

It should be stated that the project site does not encompass and is not close to known sites of special wildlife or archeological interest. It will not affect moorland views (it is close to the bottom of a valley) or ancient field patterns. The site itself is already clear of mature trees, and has a backdrop of approximately 50-year-old conifer plantation woodland with a mixed understorey of sycamore and hazel. The MoreFood site is on the edge of an area of scattered development, about a mile from Moretonhampstead and next to one of the busiest roads in the area. It does not constitute "significant or intrusive development" and therefore upholds the most important Key Principle of the Dartmoor National Park Management Plan⁶³.

It does share the characteristic granite bedrock, overlaid by thin, sandy soil⁶⁴ and the sometimes extreme weather patterns. The setting will enable demonstration of results of alternative means of small-scale food growing that works in lowland areas, where Dartmoor's human population is concentrated, and the remainder of Devon.

The first Key Principle of the Management Plan promises that "...all decisions that affect Dartmoor will... make every effort to mitigate or adapt to climate change in ways that conserve and enhance Dartmoor's special qualities"⁶⁵. As stated further on in this document, increasing local small-scale food production would bring potentially far-reaching and long-term environmental and economic benefits.

Dartmoor's resources - The nature and distribution of Dartmoor's soil and water resources are the underlying influences of its species distribution and traditional economies. Efficient, sustainable management of these resources is vital for the sustainable use of other natural resources and retention of biodiversity at global, national and local. The Dartmoor Management Plan states that "it is important not to destroy [resources]...that cannot be recreated"⁶⁶ but some commonly used gardening and farming techniques (including those used on Dartmoor⁶⁷) do just that.

The MoreFood project will emphasise the importance of these often overlooked resources. For example, cultivation of Dartmoor soil is relatively easy for gardeners, due to its fine texture, but organic matter and structure are very quickly lost. Techniques to domesticate Dartmoor soil without damaging its structure and ability to hold water must be more widely disseminated and accepted and their application will be demonstrated by the project.

Landscape considerations - The MoreFood project intends to follow good landscapes practice, as set out in the Dartmoor Management Plan⁶⁸. The site as a whole will have a low visual impact as stated above. The materials for benches, paths, the covered area and play area will be wood: sourced and sawn on the land. The wheelchair access ramp must of necessity be hardcore, but this is in-fitting with its situation next to a hardcore-covered cycle track. Regular visitors will be able to use the new cycle way to walk or cycle to the garden, rather than driving. Inevitably, there will be some visitors by car, and the project will encourage visitors to car share in all publicity and by use of an online car share feature. We do not anticipate that visitor numbers will have a noticeable effect on road use.

Landscape impacts of forest gardening - Agroforestry techniques are known in the UK at least since the medieval period⁶⁹, utilising the produce of hedgerows, wild, planted and grafted trees, sometimes in a mixture of designed and self-seeded, to contribute to subsistence needs and ornamental design⁷⁰. On Dartmoor as elsewhere, trees and hedges⁷¹ have always been retained within arable and pastoral management^{72, 73} for economic and boundary-marking reasons, the historic deforestation of much of Dartmoor for pasture⁷⁴ notwithstanding.

Increasing the land under “traditional orchard” use is an ambition of Dartmoor's Management Plan⁷⁵, and historically orchards made a significant contribution to the economy and food production of Dartmoor⁷⁶. Forest gardens are not an alternative but an addition, offering the same benefits of low-input sustainable food and benefits for biodiversity, whilst answering modern demands for high and diverse yields. Forest gardens can and should use local fruit varieties where available, and will contribute to the conservation of heritage varieties. They also utilise native trees with edible uses that are often not recognised as such, such as hawthorn, rowan and service tree.

Traditional local skills - Retention of traditional landscape and ways of life of Dartmoor is set out within the Management Plan as a priority⁷⁷ and it is historically and practically important to retain the skills and heritage of localities. The MoreFood project will share skills and information that have always been essential to smallholder gardeners, offer a venue for workshops teaching traditional skills, and facilitate networking for those who wish to take the learning of all traditional skills further.

The Dartmoor Management Plan argues against diffusion of skills⁷⁸, and here the MoreFood team would take a very slightly different approach in our specialised area, food growing – sometimes a new or combined method will be more functional *and more sustainable in the long term* than a traditional technique. This is not the same as advocating the loss of traditional knowledge. All local and traditional practices should be kept alive so they can be drawn on where necessary within our changing socioeconomic and ecological environments.

Traditional gardening - 200 years ago, ordinary people were less inclined to grow plants with no food or economic value⁷⁹. Common garden designs dominated by inedible plants became popularised by the very rich, who until relatively recently were the only people who could afford them. Using all available space for food growing has been given statutory support in times of national scarcity (most famously, during World War II)⁸⁰ and the government's recent strategy “Food 2030” that explicitly supports community growing initiatives is another example.

The MoreFood project will not seek to judge anyone's gardening – or lifestyle – choices. It will demonstrate the results of gardening with an alternative set of priorities. It will also be a vector for up-to-date results of agricultural and environmental research.

The future: more food for Devon? - A county-wide project to gradually replant and redesign suitable spaces (not wild) with edible trees, shrubs and plants would be a pioneering investment for the future. The project would be an internationally important demonstration of good practice, fulfilling regional strategies, attracting interest and funding and making an increasing contribution to the food requirements, skill base and community cohesion of the county.

Demonstration of sustainable water use

Planned food production systems of the future must prioritise water efficiency and drought management⁸¹, and the future of food growing is dependent on the dissemination and cultural acceptance of water conservation techniques⁸² which will be integrated and demonstrated by the MoreFood project. Forest garden systems, once established, require no or very little additional water in our climate (even taking into consideration 'short' droughts)⁸³. Traditional organic growing can also be adapted to conserve water through the use of simple techniques such as mulching. Simple, effective systems of rainwater collection and water recycling will be demonstrated to visitors and educational resources will be available to visitors.

Demonstration of sustainable soil management

In practical terms, the MoreFood garden and project will demonstrate simple techniques that encourage healthy garden soil without artificial fertilisers or the back-damaging practice of regular digging. The MoreFood garden will present soil education and management in an interesting and accessible way (for example, through a transparent 'worm box') highlighting relationships between soil, food, ecosystems and carbon and water systems, and the consequences of cultivation, peat extraction, deforestation and soil sealing.

The forest garden

The MoreFood site will include a demonstration forest garden. The space will be dual-purpose and cost-effective, as it will also be a beautiful and family-friendly area of the garden, integrating trees, shrubs and climbers that are ornamental and fascinating, as well as productive. Forest garden design will also be used outside the dedicated forest garden area.

A forest garden is a designed food production system based on trees, shrubs and perennial plants. These are mixed in such a way as to mimic the structure of a natural forest - the most stable and self-sustaining type of ecosystem in this climate⁸⁴.

The primary aims for the system are:

- to be biologically sustainable, able to cope with disturbances such as climate change
- it should be productive, yielding a number (often large) of different products
- it requires low maintenance and low input. As such it represents the most viable method of producing food without fossil fuels, artificial fertilisers, irrigation, or topsoil depreciation⁸⁵.

The crops which will be demonstrated by the MoreFood forest garden will include fruits, nuts, edible leaves, spices, medicinal plant products, poles, fibres for tying, and basketry materials.

For more information on forest gardens, and a list of species, please see Appendix 7.

It must be acknowledged that there is a delay between the work of establishing a forest garden, and the expected high level of produce. For this reason, it is important that the MoreFood project demonstrate other ways of growing food, even if they are not as self-sustaining, stable or high-output in the long-term.

Other food production

Traditional organic gardening of annuals – The MoreFood project site will include a 'community allotment' shared growing space. Individuals and families will be able to use growing space as mini allotments, or they can help to grow food in a shared food growing area, or both.

We anticipate that this will be a space for traditional growing of annual food crops such as brassicas and potatoes. The project will however demonstrate and encourage the soil-protecting and water conserving techniques of mulching, raised beds, green manures, companion planting and under-cropping. It will encourage seed-saving, experimentation with alternative annual food plants alongside the traditional species and demonstrate garden design that encourages pollinating insects and a predator/prey/pest balance. Space-saving designs for higher output and small gardens will be demonstrated.

Organic gardening of perennial crops – The MoreFood garden will include a shared 'community garden', and a garden initially worked on by staff only, of perennial plants. These include some very unusual plant, shrub, root and climbing crops, alongside more well-known perennials such as asparagus and some plants that are well-known but not thought of as edible. In general, perennial plants take longer to become established but are lower maintenance and produce crops over a few years for less work. Some of these plants have the potential to become very high-yielding in this atcountry and need a little experimentation for the best results.

Traditional orchard techniques – The MoreFood garden will have an area demonstrating the traditional Devon apple orchard undersown with native meadow species, and there will be information available on the irreplaceable value of ancient orchards, how to revitalise ancient orchards, and the potential for 'hybridising' some of the beneficial aspects of forest gardening with new orchards to maximise productivity.

A community organic herb space - Many of the well-known (and lesser-known) perennial herbs are high-output and low-maintenance, and the community garden will include a section inviting visitors to 'pick their own' herbs to taste them or take them home for dinner or tea. There will be information available on the nutritional benefits of using herbs, both for humans and wildlife. The project will not be able to discuss plants as medicinal but will demonstrate the herbs that are edible and have some simple first-aid or interesting/historical uses, for example marshmallow, chamomile, marigolds.

Mushroom growing – Techniques for inoculating logs with mycorrhiza and growing mushrooms on logs under trees will be demonstrated.

Education about the importance of natural environments and biodiversity

The MoreFood project will be a focus point and vector for information and research about the natural environment and habitats of Devon. It will concentrate particularly on issues that are relevant to local gardeners. From the discussion of researchers⁸⁶, statutory agencies such as the DNPA⁸⁷ and from our own experience many people are unaware of the consequences of their actions to wildlife.

In particular the project will present information about local rare species such as the blue ground beetle, pearl-bordered fritillaries, dormice and bats.

It will also focus on the importance of insect biodiversity, within the food web and for the human economy. It will discuss the potential for localised extinction⁸⁸ and demonstrate simple practices that encourage pollinating insects, such as retaining semi-wild and wild habitat and planting perennial and annual flowers⁸⁹. The project will offer more in-depth education and advice about the importance of local habitats for all insect species and will provide contact information for local and national insect and beekeeping groups. The garden design will include beehives and a bee educational centre to inform and inspire future bee keepers – in Britain, bee keeping skills and practical knowledge are kept alive by amateurs⁹⁰.

Please see Appendix 6 'Beekeeping' for the project's detailed beekeeping plans.

Fossil fuels

All of the small-scale food growing techniques above have a potentially reduced requirement for the use of fossil fuels in comparison to large-scale arable farming^{91, 92, 93}. The MoreFood project will demonstrate gardening and small scale land management using minimal fossil fuels and will also be open about the use of fossil fuels during the building of the garden, generating debate about when it is appropriate to use fossil fuels.

Contributing to community and individual health

Participation with food growing is empowering: it closes the perceived gap between “us” and a service-providing “them”. Empowerment is associated with a sense of responsibility for society and the environment, and a comprehension that our choices have consequences⁹⁴, for ourselves and for our social and physical setting. The feasibility of making healthy or responsible choices can change as the impact of the choice becomes relevant, encouraging individuals and families to start growing their own food and promoting the consumption of fresh, local food^{95, 96}.

Engagement with working gardens and the outdoors teaches the skills needed to grow food and awareness of the complex web of ecological and geophysical interactions that comprise the environment. The abilities of self-reliance and clear communication are also fostered within an outdoors work and social setting⁹⁷.

The MoreFood garden will be communal space and venue that facilitates community activities as a response to the stated needs for additional local community space. Participatory projects develop local identities, recognise contributions from all sections of the community, and provide neutral shared space in which friendships can develop without pressure⁹⁸. Effective projects increase social cohesion and active citizenship, directly and indirectly benefiting the community's health profile⁹⁹, economy and sustainability¹⁰⁰, in addition to providing food at reduced environmental and social costs¹⁰¹.

Part II – The Project

People

Initially the project will be staffed mainly by directors ('members') of AWWCL, as the group has a history of working together within the Steward Community Woodland project. Much of the knowledge and skills base of the group is derived from experience of broadly comparable projects in the community volunteering and conservation volunteering sectors. Such positions tend to be informal and poorly defined, generating a steep 'learning curve' of a range of interlinked skills including interacting with the general public, group talks, tours and activities, organising and running workshops, and public and media relations. In addition many members have more formal or specialised experience that is applicable to the MoreFood project.

Role within the MoreFood project	Name	Relevant qualifications and experience
Project manager	Ian 'Seth' Kirton	Health and Safety at Work (2008) NVQ Waste Management (2008) Project and site management, Proper Job (2 years) Management of other projects (total 3 years)
Deputy project manager	Merlin Howse	Permaculture Design Certificate Design and build of domestic systems including water and renewable energy (10 years)
Garden permaculture design	John Elsworthy	Permaculture Design Certificate
	Katherine Hayward	Certificate of Permaculture and Sustainable Land Use
Legal and secretarial	Dan Thompson-Mills	BA (Hons) Law
Website administration	Merlin Howse	Website development and computer support (12 years)
Other administration and secretarial	Merlin Howse	Company accounting (10 years)
	Christiana Tugwell	Company accounting (5 years)
	Dan Thompson-Mills	Company secretary (10 years)
Partnerships coordinator	Katherine Hayward	BSc Sociology Volunteering management (4 years)
Youth needs and partnerships	John Elsworthy	Youth and Care work (15 years) NVQ Level 3 Working with

		Young Children
Public relations	Melanie Davis	Public relations in voluntary work (5 years); volunteers at Moretonhampstead Primary School
	Rebecca Cruse	Public relations and media liaison (14 years)
Primary-age coordinator	Sonia Parsons	Outdoor/nature awareness with children and groups (15 years)
Perennial plants and herbs; propagation, identification and use	Rebecca Cruse	Organic gardening (12 years) Herb propagation course (1 year) Herb propagation and use diploma (current)
Health, nutrition and lifestyles research and policy	Christiana Tugwell	BSc(Hons) Health Studies
Arboriculture	Owen Kebbell	Arborist (12 years) Tree nursery and propagation (1 year)
Disability and mobility access research and partnerships coordinator	Rebecca Turner	BA (Hons) Conservation and Restoration Caring for physically disabled children (2 years) Customer relations (2 years)
Biodiversity, ornithology, plant biology and uses	Oliver Hornbeam	Conservation volunteering (7 years)
	Dan Thompson-Mills	Coastal and Countryside Leader Forest School leadership (3 years) Bushcraft and Nature Awareness skills and teaching (5 years) Wilderness Survival year course
	John Elsworthy	Wilderness Survival year course (current)

All adult community members of Steward Community Woodland are expected to liaise with the public and media at times. Facilitation of open days, tours, group visits to the woods, outreach visits to schools and meetings, and the running of a programme of courses and workshops at the woods, are examples of interaction with the public that must be carried out in a consistent, articulate and safe manner.

All members have up to ten years experience of organic gardening at Steward Wood. In addition all members have (sometimes many years) of experience of gardening, garden work, and landscape work on other sites in a range of community, private, voluntary and paid positions.

At present a total of four community members have current First Aid or Outdoors First Aid certificates. Renewal of first aid certificates for two community members annually has been budgeted for.

The MoreFood project will apply for a CRB check for all community members through a local CRB umbrella organisation (Devon County Council).

Volunteers

Steward Community Woodland is a member of the WWOOF (Worldwide Workers On Organic Farms) organisation and we will be using volunteers from this to carry out work on the project both in setting up and on an on-going basis. We expect to have two to four volunteer workers in the garden for two to three weeks of the month depending on the time of year.

The following organisations have expressed a demand for regular, consistent and interesting voluntary placements: Young Devon (Ivybridge), The Ivy Project/Workways (Exeter), Teignbridge Community and Voluntary Service (Newton Abbot). The local community will be invited to participate in the project. Volunteers will be coordinated by the paid staff who are working at the time.

Partnership Working

Below is a list of people and organisations who we will be working with on this project:

Informal partners

Permaculture Association – The national Permaculture Association are a gateway for networking with experts, researchers and similar projects, and disseminate information on sustainable and low-impact best practices. Marketing and publicity via the Permaculture Association reaches a large audience.

The Permaculture Association are informal partners with the project. We have been fortunate to have had support from development coordinator Andy Goldring and LAND coordinator Louise Cartwright and they and other PA members will continue to give advice and support to the MoreFood team when needed. The MoreFood project will be eligible for LAND status as an example of good practice. Please see letter of support (Appendix 12).

Neo Salak, beekeeping – The MoreFood project will educate the public about the vital importance of pollinating insects in temperate food production and incorporates bees and beehives into the garden design. Neo is a local (Doccombe) beekeeper who has been researching pollinating insects and keeping bees for a number of years and will continue to work with the MoreFood project team to design the garden to encourage bees and pollinating insects. Please see letter of support (Appendix 12).

Proper Job, Chagford – The nearest recycling centre and not-for-profit community venture, and an informal partner of the MoreFood project. This partnership will offer advice, social networking opportunities, and liaison to mutual advantage to the MoreFood project (for example, there is

potential for produce sales and shared publicity). Proper Job has an excellent reputation for reusing materials and is the most local producer of organic green waste compost.

Worker's Educational Association, South-West region – The WEA is an informal partner with the MoreFood project, and will be able to use the site as a resource for adult education, for example as a venue for accredited courses. Please see letter of support (Appendix 12).

Other partnerships

DNPA – We are in consultation with the Dartmoor National Park Authority about issues around the project including planning permission for a visitors centre and publicity for the project. We have also consulted with them regarding their support for the project. The DNPA are in agreement with the principles of the MoreFood project.

Teignbridge District Council – We are in contact with Teignbridge DC and a Community Projects Officer, Gary Powell, has visited the garden site and met with some of the project team. TDC have agreed to support the project and Mr Powell and other colleagues are available for further guidance regarding community partnerships. Please see letter of support (Appendix 12). Martin White, a TDC Science Officer, has also visited the site and met with the team, and is available for guidance regarding hygiene and food safety.

Moretonhampstead Parish Council – We have presented the project at a Parish Council meeting and are awaiting feedback.

The Dartmoor Circle – This consortium of Dartmoor-based climate change groups are working with the DNPA, local councils and residents of Dartmoor to produce the Plan for Sustainable Dartmoor. The Dartmoor Circle approached the MoreFood team and expressed interest in a long-term partnership including project support, social networking and exchange of information. The MoreFood project has become an ongoing case study in the Plan for Sustainable Dartmoor.

MAGS – Moretonhampstead Action Group for Sustainability are a local organisation with aims that are in-fitting with the MoreFood project. We have presented the project at a meeting and are awaiting feedback.

WWOOF – Worldwide Workers On Organic Farms is an organisation where members can exchange food and accommodation for labour. We are a 'Host' member of the organisation. Please see volunteering section above.

Devon Council for Voluntary Service – The community accepts local organisations and individuals for volunteering and skill-sharing opportunities via Devon CVS and Teignbridge Volunteer Centre. Please see volunteering section above.

Moretonhampstead Primary School – The MoreFood project has an ongoing relationship with the school, which is supportive of the project. Over a short term, children can grow annual crops and carry out experiments (for example by comparing the effect of different growing techniques on soil, biodiversity and food output). Longer term, children can help plant and maintain long-lived plants, shrubs and trees, contribute to the design of small parts of the garden as space becomes available, watch the garden develop over the seasons and help harvest food.

This will be a unique opportunity for local children to become involved in experiential and experimental learning over some years, in a garden accessible outside of school hours via a cycle and foot path. Please see letter of support (Appendix 12).

MAY – The MoreFood project will liaise with the Moretonhampstead Association for Youth to offer educational resources, recreational space and involvement in long-term projects to families within this local group. Again, this is an opportunity for children to take part in long-term food-growing and community building activities that can be visited outside the group hours. Please see letter of support (Appendix 12).

Moretonhampstead Allotment Society – The MoreFood project team have met with representatives of the Moretonhampstead Allotment Society to talk about the project. There is a long-standing waiting list for allotments in Moretonhampstead (there are currently 11 individuals and families on the waiting list). The MoreFood project will not offer allotments in the traditional sense but will offer growing space to local people on demand. Moretonhampstead Allotment Society are a natural partner organisation for informational exchanges and social networking.

Local disability organisations such as CEDA - Community, Equality, Disability, Action (Exeter) will act as advisors, representing the views of physically and sensory disabled individuals and their carers/personal assistants as the garden and project are planned in detail. CEDA is interested in the co-running of educational activities at the site.

Transport and cycling organisations – The MoreFood project will liaise with transport lobby and user groups to ensure that the project is as accessible as it can be to sustainable transport users. For example, it must ensure that workshop start and finish times are in-keeping with bus times.

Community Council of Devon is, through Home Grown – Community Owned, working with Devon communities to support local food-growing projects. It has offered to help publicise the project, will be able to involve MoreFood staff and volunteers in training and networking events and will use the MoreFood project as a 'Local Food Roadshow' case study. Please see letter of support (Appendix 12).

Products and Services

Products

The main aim of the project is not produce for sale however there will be a small amount of this.

Food - Any surplus food grown will be sold to the local community at a price which is fair or exchanged for labour. We will be able to sell bags of salad, herbs, and excess fruit and vegetables. We will also sell processed food such as fruit and vegetable preserves and dried tea mixtures, the added value of which is considerable in comparison with production cost.

Plants, trees and shrubs – A section of the polytunnel will be used as a nursery for propagating plants for the MoreFood garden, and excess plants can be produced at very little extra cost, the main limitation being space. All plants will have edible, medicinal or other uses and this adds interest and value to the sale price; many will be unavailable as plants elsewhere. The combination of a family day out and purchase of beautiful and unusual plants for the garden is capitalised upon successfully by many garden centres and we anticipate that plant sales will contribute significantly to the MoreFood income during the summer months. Tree and shrub sales increase during the winter months.

Seeds - Excess seeds will be free to visitors (we will suggest a small donation however).

Other goods – The MoreFood garden will have a small amount of space to make sales of other products made locally by independent craftspeople. Such products would remain with the gardening, food and sustainable themes of MoreFood. Some examples are cooking implements, garden tools, and gathering baskets. Again this offers the 'garden centre' appeal, and we anticipate that every sale would generate a small amount of income for MoreFood whilst supporting the local economy. These kinds of sales would only be possible whilst staff or volunteers were working at the garden.

Services

The main income generation of the project will be through courses and workshops on the land. These services are explained below:

Site tour – The site tour will involve a short walk around the site with explanations of the various different food growing techniques used in different areas. This will take two hours and could include a maximum of 20 people at a time and a minimum of 5 while still viable. The tour leadership will be the duty of the staff. The charge for such a tour would be a suggested donation of £5.

Workshops and courses - It should be noted that Steward Community Woodland hosts a residential, two-week Permaculture Design Course annually. The maximum number of students is 15 and in 2009 it was oversubscribed. From the interest and comments received by members of the community, there is a market for shorter courses in related and more specialised subjects, held at a venue that can combine demonstration with theory. We anticipate that the added value of courses run from the MoreFood garden will be complemented by the presence of the community and the situation of the garden on Dartmoor.

The MoreFood garden will act as a venue for both general or introductory courses and workshops, and more specialised courses. The subjects to be covered include organic gardening techniques, permaculture design, forest gardening design and techniques, soil structure, gardening for climate change, green woodworking for the garden, and preserving garden produce. Course tutor payments and other course running expenses will be covered with income from the course fees.

Half day workshops – Two, two hour sessions will include some theory time and a practical session on the land. These workshops will have a maximum of 15 adults and a minimum of 7. The cost will be £30 full rate and £20 concessionary rate.

One day courses – Four, two hour sessions will include a more in depth knowledge of the subject area, also including a practical session. These courses will have a maximum of 15 adults and a minimum of 7. The cost of a one day course will be £50 full fee and £30 concessionary.

'Round the year' course – A practical permaculture gardening course will run for a total of 11 days: a day per week for three consecutive weeks in April, a day per week for three consecutive weeks in July, a day per week for three consecutive weeks in September, and a day per week for two consecutive weeks in January. These courses will have a maximum of 15 adults and a minimum of 7. This course will include tutored sessions for which the tutors will be paid from the course fees and practical experience sessions the facilitation of which will be the duties of staff. The cost of the course will be low as it will combine theory with volunteering in the MoreFood garden, making it accessible to a wide range of people. £120 full fee and £50 concessionary.

Course field trips – The project will be an ideal demonstration of subject-matter for people running courses elsewhere. For field trips for external courses we will charge £50 per group and the tour will last 2 hours.

Market Research

Importance of the Wray Valley Trail

Strategic context

Devon County Council has committed to increasing the resources available to improving Devon's network of cycle paths. An increasing number of visitors to Devon wish to spend all or part of their holiday cycling (see Devon Cycle Strategy, Report of the Executive Director of Environment, Economy and Culture, 3 November 2009 and Tourism: Role and Action Programme 2008-2011, Devon County Council). The MoreFood garden is next to the Wray Valley Trail route and we expect that a significant proportion of its visitors will be users of the cycle and pedestrian path. This is relevant to the garden's accessibility and economic viability. The objectives of the MoreFood garden overlap with the strategic reasons to encourage cycling and the cycle path and garden are mutually enhancing.

Accessibility

The adjacent Wray Valley Trail broadens the range of people who are able to access the garden. The off-road nature of the Wray Valley Trail makes it suitable for pedestrians, wheelchair and pushchair users, and horseriders, enabling these transport users to reach the garden using sustainable transport.

A lack of affordable transport is a factor in the reduced uptake of educational and leisure opportunities by those on low incomes and young people. The MoreFood garden will improve social inclusion by offering the educational and leisure opportunities of social networking, volunteering, and inexpensive courses, safely and easily accessible by free or nearly free transport (see Devon Cycle Strategy, Report of the Executive Director of Environment, Economy and Culture, 3 November 2009).

Economic viability

We expect the MoreFood garden to attract some visitors partly or wholly due to its closeness to the Wray Valley Trail. Local public consultation showed an 87% support rate among respondents for the trail (see the Report of the County Environment Director, 23 November 2003) and it is reasonable to assume that the cycle path would have a high level of usage among local residents.

Well-used cycle paths are known to support nearby businesses and the Wray Valley Trail will provide access to potential users of the MoreFood garden (see Devon Cycle Strategy, Report of the Executive Director of Environment, Economy and Culture, 3 November 2009).

Market Research Strategies

Consultation with local organisations

As mentioned in the partnerships section above we are in consultation with organisations within both the voluntary/community and statutory sector. Community organisations in particular are representative of the needs of sections of the population. Please see the partnerships section for further information.

Allotments – As a result of consultation with Mortonhampstead Allotment Society the MoreFood team understands that there is a measurable need for allotment space in Moretonhampstead (there are currently 11 people on the waiting list for allotments).

Distribution of the MoreFood questionnaire

We have been distributing a questionnaire amongst the local community and on the MoreFood website (mentioned below). The questionnaire was redesigned once during the period of public consultation (in response to feedback from the general public).

So far we have had 97 responses to the questionnaire which we consider a reasonable sample. The full results are listed in appendix 1.

Questionnaires of this nature are unlikely to fully represent the local community as it is people who have an interest in the subject (in this case, local or organic food and growing) that are more likely to take the time to fill in the questionnaire. However, the number of positive responses reflects a need for local food and food growing education.

Summary of questionnaire results

Community garden - All 94 people who completed the questionnaire felt there was a need for a community garden in the Moretonhampstead area.

Education

Some of the skills people were interested in learning and sharing include:

- Basic gardening skills
- Organic veg. Growing
- Self sufficiency
- Forest gardening and Permaculture
- Unusual trees and plants for eating
- Orchard management and pruning
- Trellising, willow structures
- Smallholding skills
- Raised bed culture and how to overwinter food plants in this area

When asked what they would like to gain from such a project a common answer was 'Knowledge' or 'Experience' of some kind.

Involvement in the project – Around half of respondents answered positively that they would like to be involved in the project through volunteering or growing food.

Anecdotal evidence

Anecdotal evidence from the stalls - The MoreFood team has held street stalls in Moretonhampstead to directly acquire information from locals and visitors to the area, including a stall at the 2010 Moretonhampstead Festival of Food and Drink. The team also held a stall at the busy 2010 Permaculture Day and Seedswap in Exeter to gauge the potential market for visitors to the garden from Exeter.

The vast majority of visitors to the stalls felt that there was a need for more local food to be grown in the area (both Moretonhampstead and Exeter). Again this evidence alone is not representative of the total community – uninterested people just didn't visit the stall! However the community members running the stalls felt that there was a good response and high level of interest at the stalls in Moretonhampstead. Unsurprisingly perhaps, there was a nearly 100% level of interest at the Exeter Permaculture event.

This is summarised below.

Young people

In both Moretonhampstead and Exeter, young people (approximately 15-30) without children were interested in volunteering at the MoreFood project. There was a lot of interest in learning food-growing and other practical skills. Some people within this age bracket (including two families with children) indicated an expectation of reduced food, resource and skill availability within their lifetimes, due to climatic or economic change.

Families

In Moretonhampstead, families with children wanted a growing project that combined good access, educational resources with flexible options for participation. Some parents said that they wanted but would not be able to maintain an allotment due to parenting commitments and the lack of “something for the kids to do” at the allotment site. Predictably, a Moretonhampstead-based project was seen as less relevant for families in Exeter. However those families who said that they visited Dartmoor occasionally were positive about the garden plan and its relative accessibility via public transport and cycling.

People over 30 without children

People (approximately 30 and above) without families who visited the stalls were frequently growing food already. There was a high level interest within this group in finding out about alternative growing techniques. In Moretonhampstead there was specific interest in successful growing on the granite bedrock of Dartmoor and adapting to the increasingly extreme wet/dry weather that Dartmoor has had over the past few years. Many people had not heard of forest gardening and all of these were interested, although some were pessimistic about its potential for success. (“I'll believe it when I see it on this soil” was one comment.) In Exeter there was interest in forest gardening and other experimental food growing and several people thought they would visit as part of a day out.

There was interest across the age groups in both Moretonhampstead and Exeter in the potential for barrier-crossing and social networking (one woman (approximately in her 50s) said “it would be good to get to know some younger gardeners”).

Personal communication between residents of the Steward Community Woodland project and a cross-section of residents of Moretonhampstead – These occur during everyday visits to the village of Moretonhampstead. This data is unquantifiable but has the value of being fairly representative of the Moretonhampstead population, and of having accumulated over years, and indicates unmet community needs within the Moretonhampstead area. Often such conversations include a suggestion for a new project in Steward Wood: “why don't you do X up at the woods?” Regular themes are: consumer demand for more locally produced food; a wish to see increased community food growing; a need for a community orchard; a need for a low-cost venue for practical workshops; and a need for “somewhere to go” for local teenagers that is safe to walk and cycle to, and that ideally involves young people in some way.

Anecdotal and observational evidence of visitors to the Steward Community Woodland project – The visitors to the Steward Community Woodland project who are not resident in the immediate local area usually visit because they have a previous interest in permaculture or sustainable lifestyles, or they are curious. Visitors come for tours and group visits, for the annual open day, stay to volunteer, or they have paid to study on courses at the woods. They represents a district and national market for educational opportunities that teach a broad variety of skills for self-reliant, sustainable or permaculture living that will be a source of income for the MoreFood project.

Feedback from this group indicates a national demand for demonstrations of permaculture and forest gardening. There is additionally a more local demand for experimental demonstrations that are relevant to the climate and soil of Dartmoor. The community also understands there is a demand for educational garden/outdoors resources that place the physically less able on a more equal footing that is rarely met (and is not currently met at the Steward Wood site). It should be noted that the visitors to the community are not representative of the population. However the community does receive visitors from a broad section of the public.

Events and visitors

Some of our income will be from donations and this will be proportional to the amount of visitors we receive. The results of the questionnaire clearly show that there is a lot of interest in people visiting for both educational and recreational purposes with 83% of people saying it will be a good resource for day-trips out etc and 91% saying they would like a community garden they could walk or cycle to.

There was a good response with 98% of people interested in the idea of community seed exchanges. This will not only bring visitors to the site but will also offer the opportunity for sales of seeds, plants, shrubs, trees and food.

Trend of the market

The demography and number of visitors to events and courses offered at Steward Community Woodland can be used as an indicator of the size and trend of the local and regional market for MoreFood as a public resource and course venue. However the proposed MoreFood garden has a number of advantages: it is accessible to the physically impaired, including wheelchairs; it will be designed specifically to offer interest and education to the public; it will be open to the public every day; it is of more general interest.

The interest in the courses and learning opportunities offered by Steward Community Woodland is growing. Volunteering opportunities are oversubscribed at all times of year except winter and between 30 and 40 expressions of interest a year are received from film-makers, photographers and researchers. The community does not generally accept requests to film but the interest of journalists is an indication of the trend of growing public interest in food growing and sustainable lifestyle change.

The subjects that continually crop up, in the communication between the community and all visitors and interested parties, include sustainable food growing within the broader context of climate change, soil erosion, resource depletion, community building, self-sufficiency and the global food market's dependence on annual monoculture. In the community's experience, any demonstrations of ways of working that empowers individuals to tackle these issues attracts interest and visits from the general public and it is for these reasons the MoreFood garden will attract a viable and increasing number of visitors and course students.

We anticipate that interest and income will have a seasonal cycle, and that visits, donations and sales in particular will increase in warmer weather and peak in the summer holiday season. Pre-booked courses will also reflect the seasons, but to a lesser extent and will be planned and predictable.

Comparison with similar gardens

There are a large number of green spaces open to the public in this area of Devon. However the only local public or semi-public spaces that focus on food growing are allotments. There are no gardens that exist specifically as demonstrations of food growing within walking or cycling distance of Moretonhampstead.

The Chagfood project that has been given Lottery funding and planning permission to set up a community market garden will be approximately seven kilometres by road from Moretonhampstead. Chagfood is not a demonstration or an educational project. From communication with individuals involved in Chagfood we understand that MoreFood will not be a replication of the Chagfood project, with its greater emphasis on disability access, experimentation and offering an educational venue. Anecdotal evidence indicates that the Chagfood allotments will not meet the demand in the Moretonhampstead area for an easily accessible community garden and green space. However we believe that the proximity of the Chagfood allotments and MoreFood garden does offer opportunities for networking, joint publicity and co-operation and the two projects will complement each other.

There is a demonstration forest garden in Dartington, near Totnes, Devon. The Agroforestry Research Trust (ART) experimental garden and nursery has been established for a decade and is not generally open to the public. It makes its income from prebooked tours, courses, donations and seed, tree and plant sales. The plants and trees, some rare, all edible or useful, are sold by mail order and must be preordered as they sell out quickly. The MoreFood garden will be drawing on the research carried out by the ART in its design but it will be in a different setting and scale and is intended to be much more accessible to the public. We believe that the food growing demonstrated by MoreFood will be complementary to that demonstrated at ART.

Image

We intend to market MoreFood as a demonstration of techniques that anybody can use as a sensible reaction to environmental and economic issues. We will retain a neat and interesting site, and pitch the garden to a mainstream audience. We hope that by mixing some familiar food growing techniques with many less familiar ones, and by offering a play area and wheelchair access on the same site, potential visitors will be engaged and intrigued.

Who will visit the MoreFood garden, and why?

We anticipate that visitors to the MoreFood garden will have decided to visit for different reasons.

We aim to build up a community of local people who visit regularly using the Wray Valley Trail to travel; it will be convenient, safe, cheap and the visit can be as long or short as desired. We would expect that the combination of garden, play area, picnic space and the changing interest of the educational activities and social venue will continue to attract families and individuals for subsequent visits. We would expect to attract more visits during the holidays and during fine weather.

These visitors are likely to overlap with regular local volunteers, who again will be able to reach the garden by cycling, walking or horseriding regularly. Other volunteers will be drawn from the volunteers who are accommodated for a few weeks at a time at Steward Wood. Volunteering is more popular during the spring to autumn but we would expect it to take place all year round.

We also expect there to be visitors who decide to visit due to the garden's proximity to other attractions, for example whilst en route to Moretonhampstead village, the Miniature Pony Centre, or during a stay at the adjacent Budleigh Farm bed and breakfast and shooting range. Again many will be attracted by a free, family-friendly educational garden and we would expect a proportion to visit whilst using the cycle way.

The community at Steward Wood has attracted a relatively small but steady number of visitors for nearly a decade, drawn by the demonstration of low-impact living and by the permissive woodland walks. Depending on weather the community receives up to 100 visitors on its annual open day. The community and MoreFood garden will enhance the attraction of each project.

We will also attract visitors, who may come from much further afield, to visit the permaculture demonstration garden and forest garden. Demonstrations of forest gardening in Britain are so far rare, and every site and species choice is unique. These visitors will come for research purposes for personal, academic or business reasons. We would expect these visitors all year round as experimental food growing is of equal interest throughout the year.

We will also attract groups who will be able to visit by arrangement. Groups from schools, colleges and courses will be interested in the combination of practical demonstration of permaculture solutions, organic gardening, forest gardening and experimental plants. We will also be open to visits from groups of clients of care homes, respite care and social groups, as we are aware there is a demand for wheelchair-friendly, low-cost activities.

Marketing

Based on our market research, it appears that the market demand for the garden can be divided very roughly into four groups:

The local community – the local network of regular visitors. Beneficiaries of the project's community space, shared growing/allotment space, social networking and educational aspects; users of the project due to its proximity, accessibility and publicisation as relevant to them.

At district level – beneficiaries of the project's skill-sharing/accessible resources such as young volunteers who have been referred by statutory organisations due to its combination of accessibility and skill-sharing, experiential learning, personal development and social networking opportunities. This group will mainly be reached by partnership working with voluntary and statutory organisations.

Target groups (see below) that are likely to visit/use the resources if they are holidaying in the area or part of a organisation/club on a pre-booked day out. Local-based members of target groups are likely to become part of the network of regular visitors and 'pull in' more interest and groups of visitors.

A 'lifestyles' market – a group with interest in sustainable living and (often) disposable income; this group will come from further afield and have the means to pay for specialised, advanced and longer-length courses which are 'value added' educational opportunities. For this reason we anticipate a strategy of diversifying and expanding our marketing area for such courses and workshops.

It should be noted that it is this group that 'needs' the project the least. They are likely to already be aiming to reduce their carbon emissions, grow more food, and have had past access to educational opportunities. They are also likely to travel the most distance, perhaps by motor transport, to visit. However this should be balanced against the continued financial viability of the MoreFood project; 'added value' markets offer the most profitable options. In addition, offering these educational opportunities contributes to the objectives of the MoreFood project, as they will enable and inspire participants to grow food and live more sustainably.

Target groups

Our market research has identified the following groups and outlets for targeted publicity:

Cycling clubs; Organisations that represent disabled people and carers for disabled people; District and local volunteering organisations; Educational institutions and organisations working with young people; Local gardening and allotment groups; Climate change and sustainability groups; The national permaculture and sustainable living movement; Seasonal visitors to Dartmoor National Park.

Marketing strategies

Leaflet – The MoreFood team will produce a smart printed leaflet that promotes the garden, with a map, travel advice and including a list of the courses and workshops. Due to the cost involved we plan to update it every year, in the spring. In addition the team will produce a quarterly black and white A5 'newsletter' which will focus on gardening/project updates and will only be distributed through special-interest outlets (Proper Job, Bookcycle) and at events.

Connections with local outlets for the paper leaflet are essential. The following venues would 'stock' the MoreFood leaflet: Moretonhampstead public library; Moretonhampstead Development Trust; Moretonhampstead Tourist Information office; Proper Job, Chagford; Bookcycle, Exeter; the large public libraries in Exeter, Newton Abbot and Okehampton; health food shops in Exeter and Newton Abbot; noticeboards in urban community spaces (for example the Exeter Scrapstore, Exeter-based St. Sidwell's).

Events and festivals in Devon

The MoreFood team will raise awareness of the MoreFood project and its objectives at events in the SouthWest. Stalls at events are opportunities to communicate in a neutral environment, and the demography of attendees at many events will differ from that of visitors to the project site, so these are ideal places for continued market research and establishing the effectiveness of publicity to date.

A huge range of events are possible vehicles for outreach. Some represent a financial investment, and all stall-holding represents staff time so the MoreFood team will need to choose the most effective events for publicity. At each stall the MoreFood leaflet and newsletter will be distributed, there will be colour information/education boards, free seeds and produce to sample/buy. The informational aspect of the stall will be extended by offering information leaflets about local projects, forest gardening and food growing and (if space allows) other sustainable lifestyle issues.

Some annual events that are candidates for a MoreFood stall are: Moretonhampstead's Festival of Food and Drink, Moretonhampstead's summer carnival, the Chagford Tinner's Fair, the Devon County Show and the two-day Chagstock festival. There are many 'foodie' and seed swap events that are held throughout the year in the local area.

The MoreFood Website – The MoreFood project will be augmented with an extensive and regularly updated website with content on gardening, growing food, healthy eating, community land use, examples of local and national community projects, sustainable lifestyle choices, and photos of community events and the garden as it develops. We would expect several thousands of visitors to the website annually (the Steward Community Woodland website, www.stewardwood.org, receives an average of 350 unique hits a day) via search engine hits and links with external websites.

Regular gardening column – This would initially be produced on the morefood.org.uk website. It would include successes and failures of our experimental crops and would carry an 'angle' of sustainable solutions to food growing/garden resource use. We anticipate that within the second year an edited version could also be published by external local newsletters.

Magazines and newspapers – The courses and workshops we run will be marketed through the following paper publications :

Regional: 'The News in Moreton' (monthly paper magazine); 'Western Morning News'; the 'Exeter Echo'; 'Mid Devon Gazette'; 'The Source' (quarterly free magazine serving the South-West); 'Green Events Directory' (bi-monthly free directory); 'Mid-Devon Advertiser';

National: 'Permaculture Works' (quarterly); 'Small Woods' (quarterly); 'Earthmatters' (Friends of the Earth's member's magazine) 'The Permaculture Magazine' (quarterly); 'The Vegan' (quarterly magazine for members, strong connections to food growing); 'Kitchen Garden' (monthly);

Internet based advertising and publicity

Advertising on websites of national interest can be a substantial investment. It will be cost-effective (often free of charge) for the MoreFood project to be added as a link to websites of clubs/organisation that have similar philosophy or will be accessed by a target group. Similarly local link sites will be very low cost to link to.

National websites to reach target audiences for course, event and workshop advertising – There can be substantial financial investment involved in advertising nationally. However the potential for revenue from a targeted national audience for courses should not be ignored and will support the MoreFood project's objectives that may bring in less revenue.

The Permaculture Association's website will advertise MoreFood courses and workshops and will also carry articles and updates about the project.

'Green consumer' websites such as www.green-shopping.co.uk and www.greenchoices.org and local food websites such as www.big-barn.co.uk carry classified advertisements, including for events and courses, to an audience with disposable income and 'sustainable lifestyle' aspirations.

Special-interest national organisations whose members' lifestyle aspirations will include growing more food, perhaps as animal-free or local food choices, include the Vegetarian Society, The Vegan Society, The Cyclists' Touring Club, The Pagan Federation and The Green Party. These websites (and their accompanying members magazines) all carry classified advertising.

In addition the MoreFood project can be advertised for free as a tourist attraction on websites such as www.visitdevon.co.uk and www.dartmoor.co.uk.

Free 'blogging' space offered by the community/society web pages of, for example, The Guardian newspaper, offer a potential for national awareness-raising and information dissemination for free.

Local and district websites

It is much less costly (often free) to advertise via local websites.

Local education organisations such as www.devon-floodlight.co.uk and statutory links such as www.devon.gov.uk carry searchable listings of courses and workshops.

Local events and news websites charge for listing but are nationally searched and popular, for example www.thisisdevon.co.uk.

Local 'hub' websites such as the Chagford Hub and the (coming soon) Moretonhampstead Hub will host a permanent website link and will advertise up-and-coming events and courses on their front pages. The local-based 'The Cottage' online magazine lists events and advertises services for free. Home Grown, Community Owned (HogCo) is a district-level network of community growing ventures that lists courses and events.

District climate action/community websites are easily developed contacts. Many groups do not have paper mailouts for members, keeping in touch via the internet. The MoreFood team will ensure that publicity for courses and events remains current by regular email-outs using an email address book. Some examples are the websites of Bovey Climate Action, Proper Job, People's Republic of South Devon, Bristol-based EcoJam and the local permaculture groups such as Exeter-based POGOE.

Local link websites - Potential link websites are too numerous to list here. The MoreFood project would link with the websites of partner/supportive organisations and links would snowball from there via both statutory and community web-based communications.

Press Releases – To mark the opening of the project we will be making a full press release for local newspapers, radio and television. It would also be worth approaching national publications such as The Guardian and Observer (society or environment pages). Events at the garden (see below) will also be press released locally. The project will offer to make connections with local gardening journalists.

Events at the MoreFood garden - Holding special events such as open days and seasonal events (plant swaps, apple days, summer 'nibbles') that are pitched as a fun day/afternoon, with a 'hook' (free seeds/plants, something to do for children) are a good excuse to retain a high profile with local publications.

Signs – The MoreFood garden will be assigned a Tourist Information sign on the A382 and on the Wray Valley Trail. AWWCL will liaise with Ian James of Devon County Council to inform the Council of necessary signage changes.

Partners – The project will liaise with Teignbridge District Council, Moretonhampstead Parish Council and Devon Youth to offer voluntary placements and contact potential beneficiary organisations. The project will remain in close partnership with other local organisations such as Moretonhampstead Allotment Society, Moretonhampstead Action Group for Sustainability, the Dartmoor Circle, Home Grown-Community Owned and the Permaculture Association which will be able to 'snowball' information throughout social networks.

Suppliers

We have an ongoing relationship with all the suppliers listed below and would not need to enter into contractual agreements to source supplies. Affinity Woodland Workers will be able to meet the initial demand of the MoreFood project for wood building materials. After the first year we will be able to grow the bulk of our plant needs.

Below is a list of the main suppliers of on-going supplies:

Plants:

Agro Forestry Research Trust – 01803 840776 – www.agroforestry.co.uk: a supplier of experimental and rare fruiting plants, organically grown, based in Dartington, Devon

Talaton Plants - 01404 841166 – www.talatonplants.co.uk: tree and plant nursery with extensive range of rare tree varieties, based in Exeter, Devon

Tamar Organics - 01579 371087 – www.tamarorganics.co.uk: source of organic seed potatoes,

Organic seeds:

Seed to Plate – 01647 281132 – www.seedtoplate.co.uk: organic seeds based in Drewsteignton

The Real Seed Catalogue - 01239 821107 - www.realseeds.co.uk

Tamar Organics - 01579 371087 – www.tamarorganics.co.uk

Organic Gardening Catalogue – 01932 253666 – www.organiccatalogue.com

Green waste compost:

Properjob – 01647 432985 – www.proper-job.org: local (based in Chagford) community recycling centre

Tools:

Bowdens - James Bowden & Son – 50-54 The Square, Chagford, Devon TQ13 8AH - 01647 433 271 – 01647 433 743 (Fax) (Have agreed to a trade account and can offer 25-30% bulk discount purchases on tools)

The Site

The area of land on which this project is to be carried out is at the western end of Steward Wood near Moretonhampstead, Devon.

The site is south-west facing, the most favourable aspect for food growing in the UK. The area is approximately one acre (0.4 hectares) in size and is relatively flat. It is mainly unforested, with around twenty sitka spruce trees that will need to be felled in the western corner.

A small part of the area is already in food production. This area will be redesigned to fit in with the new design for the entire area. See map on appendix ####

The land to be used for the MoreFood project is owned by AWWCL. No complications over land use or ownership can be foreseen.

Equipment

Below is a table of the tools needed and estimated costs:

Quantity	Name	Amount	Total
12	Shovels/Spades	£10	£120
12	Forks	£10	£120
12	Slashers	£10	£120
12	Hoes	£10	£120
12	Trowels	£5	£60
12	Rakes	£10	£120
6	Sledge Hammers	£20	£120
12	Small hand filks	£5	£60
12	Watering cans	£5	£60
2	Loppers	£50	£100
1	Hose pipe	£100	£100
4	Secateurs	£25	£100
24	Gloves	£3	£72
	TOTAL		£1,272

Transport

AWWCL already has a vehicle which can be used for the project. We will however need a trailer for transportation of plants, materials and compost. The cost of a suitable Ifor Williams LM105 is currently £1885.

Legal Aspects

MoreFood is a project administrated by the not-for-profit public limited company, Affinity Woodland Worker's Cooperative. It is not an organisation in its own right.

For the purposes of comparison, the Steward Community Woodland project:

- Has the same status as MoreFood (it is a project facilitated by AWWCL)
- Was (until MoreFood) the single project of AWWCL
- Uses the Steward Wood site, owned by AWWCL, rent-free
- Does not have employees
- Does not trade or bank as Steward Community Woodland; all accounting is carried out as Affinity Woodland Workers.

The MoreFood project:

- Will also use the Steward Wood site rent-free
- Will have employees (as AWWCL)
- Will be a subset of AWWCL accounting but will be publicised and trade under the name of MoreFood (see Finance section below)

Insurance

Public liability insurance to the value of £5 million is already covered by a policy with the insurance company British Conservation Volunteer Trust in the name of AWWCL.

AWWCL would upgrade its insurance to include stored tools and would add occasional business to insurance of its community car.

Licenses and permits

Planning permission

AWWCL will apply for permanent planning permission to the Dartmoor National Park Planning Authority for the structures within the MoreFood garden. It is anticipated that if the funding application is successful, it will be on the condition that planning permission be granted. The MoreFood team have met with representatives of the DNPA planning department to discuss the potential for planning permission (see the Partnerships section above).

Tree Protection Orders

There are no Tree Protection Orders on the MoreFood site (or indeed within Steward Wood). All tree work on the site has been approved under the Felling License granted by the Forestry Commission in 2007.

Legislation for protecting species and sites

Steward Wood is in places a bio-diverse woodland and the land has a long history of human use. However there are no endangered species, or designated areas of scientific or archaeological interest on the MoreFood site. Site works will be carried out outside the nesting season (March-September). An ecological assessment of the adjacent and overlapping old railway track site, the site of the Wray Valley Trail and works, took place before the Wray Valley Trail was given planning approval.

The MoreFood site is close to known sites of dormice, pearl-bordered fritillary butterflies, and three species of bats.

Beekeeping

The project does not require a permit for beekeeping. Please see Appendix 4.

Legislation

Sales of food products

All businesses that store, prepare or sell food must be registered with the local authority (at no charge) and will be inspected to ensure that it is sufficiently clean and pest-free. The project has received advice from Martin White of Teignbridge District Council that at least one person working in the project should be qualified in Food and Hygiene. Every person processing food to sell must be qualified in Food and Hygiene. Food and Hygiene courses for a sufficient proportion of staff have been budgeted for.

Sales of trees, plants and plant products

Certain plants require a Plant Passport if grown commercially, including many fruit and vegetable trees and plants. Small-scale growers are exempt if they only sell plants and trees locally. The MoreFood project will be exempt if it does not expand on its current plans.

When producing plants for sale, the MoreFood project will be guided by the Horticultural Trades Association code of practice (where applicable) and the guidance notes released by the Food and Environment Research Agency.

No plant materials will be sold as 'medicinal'. The sale of dried herbs for tea is covered by food legislation.

Waste management

MoreFood will register as exempt from waste management licensing as it will only produce a small amount of compost. It will not produce compost for sale, and it will not handle domestic food or catering waste (this is subject to a greater level of regulation).

The project will stay informed of any changes to waste management regulation via DEFRA and Teignbridge District Council.

Data protection

Businesses that store records of visitors' or customers' details must be registered as data users with the Information Commissioner's Office.

AWWCL abide by the Data Protection Act and are registered with the ICO.

Employment

It is planned that AWWCL will employ its members as staff for the MoreFood site. As an employer, AWWCL must operate Pay As You Earn (PAYE) and deduct tax from wages. Every month tax will be sent to HM Revenue & Customs (HMRC), together with the Employee and Employer National Insurance Contributions.

It will be AWWCL's responsibility to ensure that the correct tax and National Insurance (NI) contributions are deducted, taking into account all the employees' earnings from all their employments. PAYE records will be inspected by HMRC staff who will collect any arrears of tax and NI contributions in a lump sum.

It is the responsibility of AWWCL to ensure that staff are adequately qualified to undertake works.

AWWCL will employ both contractors and staff to work on site. The company must consider several pieces of legislation:

The National Minimum Wage Act; The Working Time Regulations; The Employment Rights Act; The Disability Discrimination Act; The Work and Families Act.

Under the Health and Safety at Work Act (1974) an employer must ensure that it has taken all reasonable steps to ensure the health and safety of employees, volunteers and visitors. Currently, AWWCL (under the name of its project Steward Community Woodland) has a Health and Safety policy. The MoreFood project Health and Safety policy will need some additions. The Health and Safety policy of Steward Community Woodland is attached as Appendix 7.

The Equal Opportunities Policy of AWWCL has been appended as Appendix 8.

The Environmental Policy of AWWCL has been appended as Appendix 9.

Finance

Accounting

The MoreFood project accounts will be calculated as a separate project. This will enable the project team and funding bodies to assess profit/loss for monitoring purposes.

The MoreFood accounts will be incorporated in the annual AWWCL tax return. This will not affect the MoreFood project.

AWWCL will open a separate bank account (AWWCL trading as 'MoreFood'), so that cheques and postal orders can be cashed more conveniently and to enable ease of accounting.

Income:

Grants

We have applied for the Changing Spaces, Local Food Main grant. If successful we should have funding over the first year of the project. We have also applied for match funding from the Dartmoor Sustainable Development Fund (DSDF). The amounts applied for are outlined below:

Local Food Grant:

DSDF Grant:

Donations

We expect passing visitors to make small donations when visiting the project. We also expect higher levels of donation on events such as open days.

Courses/Workshops

The figures below represent the estimated income for the courses and workshops we intend to run. They have been calculated by taking an average number of attendees between minimum and maximum multiplied by an average fee between concessionary rate and full rate. The tutor wages and other related expenses have then been deducted:

Site tours: £79

Half day workshops: £195

One day courses: £280

Round the year course: £64 per day

Course field trips: £10

The amount of courses run will depend on the time of year:

Month	Income per course	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Tours	£63	3	3	2	2	2	2	2	3	3	4	5	5
½ day	£195	1	1	1	0	0	0	0	1	1	2	3	3
1 day	£280	1	1	0	0	0	0	0	1	1	2	3	2
Round the year	£64	3	0	0	0	2	0	0	0	3	0	0	3
Course tours	£10	1	0	0	0	0	0	0	0	0	0	1	2
Total income		£865	£663	£320	£125	£253	£125	£663	£855	£1,200	£1,748	£1,670	£1,415

With the amount of courses increasing slightly in the second year

Produce

Produce includes the following products:

Food: Food harvested will be sold to members of the community and to visitors to the project. Any surplus after this will be sold at the local Moretonhampstead 'Tuesday' Market in the Parish Hall or at the entrance to the site. The amount of revenue will depend on the time of year with most of the income being in the Summer and Autumn months. It is expected that we will have between £100 and £600 income per month.

Seeds, Plants, Trees and shrubs: Income will also be made from the sale of these items. Most of this will be in the spring time. It is estimated that this will be around £100 per month.

Expenses:

Wages:

During the first year of operation 2 people will be employed full time:

£6 per hour x 40 hours per week x 2 workers = £2080 per month

Project management:

£10 per hour x 8 hours per week = £347 per month

Total wages per month: £2427

After the first year it is anticipated that less employment will be needed and even less between September and February. Due to the flexibility of the employment arrangement this shouldn't be a problem for staff involved. Work is usually needed in other projects associated with Steward Community Woodland over these months!

Total wages per month March to August after first year:

£6 per hour x 24 hours per week x 2 workers = £1248

Total wages per month September to February after first year:

£6 per hour x 16 hours per week x 2 workers = £832

Project management after first year:

£10 per hour x 4 hours per week = £173 per month

Total wages: Summer months = £1421 | Winter months = £1005

Infrastructure:

From the work plan on appendix 1 we can estimate times that the infrastructure will need paying for:

15 Jan 2011 Clearance	£1,492
20 Jan 2011 Fence	£5,581
31 Jan 2011 Swale and fence	£2,997
15 Feb 2011 Access ramp	£6,797
20 Feb 2011 Raised beds	£2,400
20 Feb 2011 Paths	£4,000
15 Apr 2011 Bee sanctuary	£3,250
20 Apr 2011 Polytunnel	£1,232
1 May 2011 Irrigation	£1,500
15 May 2011 Toilets	£2,105
1 Jun 2011 Visitors Centre and Tool store	£1,550
15 Jun 2011 Solar dehydrator/dryer	£254
1 Jul 2011 Compost area	£500
1 Aug 2011 Play area and picnic area	£2,250
15 Aug 2011 Signs and display boards	£400
1 Jun 2014 Infrastructure maintenance	£250

Tools and equipment:

Tools will be purchased at intervals throughout the project:

1 Jan 2011 Trailer	£1,885
1 Jan 2011 Tools	£224
15 Jul 2011 Tools	£424
1 Jan 2012 Tools	£224

Seeds, Plants, Trees and Compost:

20 Feb 2011 Compost	£1,500
1 Mar 2011 Fruit trees	£3,000
1 Mar 2011 Ground cover plants and mulch	£1,000
1 Mar 2011 Seeds	£200
1 Mar 2011 Plants	£1,000
1 Mar 2012 Plants	£300

Administrative tasks and website:

15 Apr 2011 Website	£800
15 May 2011 First aid courses	£569
1 Aug 2011 CRB checks	£500
15 May 2014 First aid courses	£388

Summary

The MoreFood garden will have a unique combination of accessibility and setting, and attract regular and local visitors and tourists. It will be a resource for those who cannot access similar opportunities due to transport or mobility limitations. Visitors will form a market for sales and courses that will be augmented by advertising courses, workshops, open days and events elsewhere.

It will be used by a wide range of people, many of whom will not be visiting primarily for its permaculture or demonstration aspects but simply because it is convenient, free to visit, family-friendly and welcoming. We will demonstrate food growing techniques that are relevant to everyone, foster understanding of the cycles and systems underlying food growing and gardening, and inspire visitors to grow their own food. The local people who become involved with the garden and social network will be empowered to become more physically, economically and socially active.

Contingency plans

We are in the fortunate position of owning the land the project is to be carried out on. For this reason our outgoings are very low and if things went wrong we could put the project on ice with little or no overheads until we were in a position to continue.

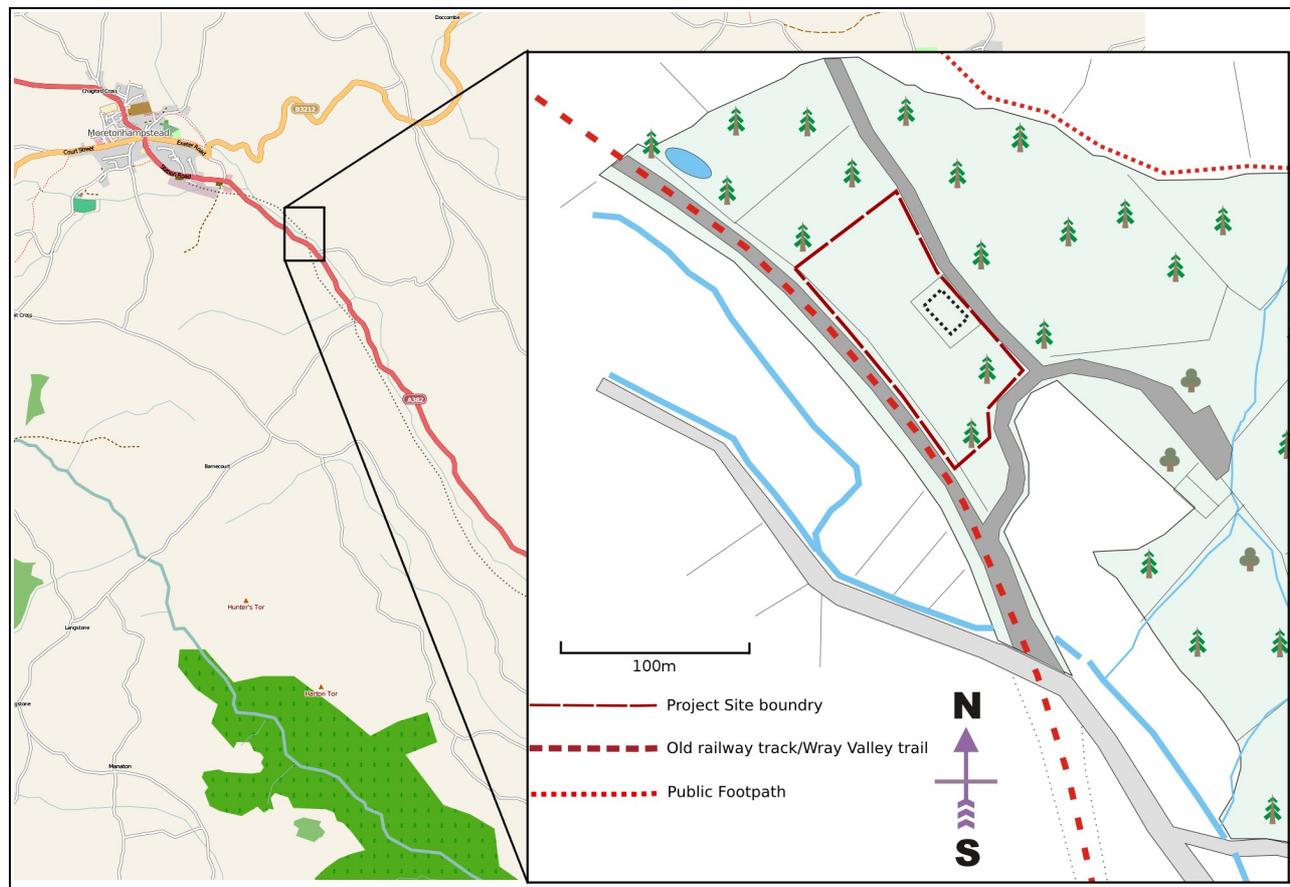
If unexpected physical damage were to occur on the site, such as weather damage or vandalism, we would use volunteer help to repair the damage. This is one of the advantages of being already involved in volunteer programs such as WWOOF.

Appendices

Appendix 1 - Costs and work plan

Completion / purchase date	Description	Cost
1 Jan 2011	Permaculture design	£2,400
1 Jan 2011	Trailer	£1,885
1 Jan 2011	Tools	£224
15 Jan 2011	Clearance	£1,492
20 Jan 2011	Fence	£5,581
31 Jan 2011	Swale and fence	£2,997
15 Feb 2011	Access ramp	£6,797
20 Feb 2011	Raised beds	£2,400
20 Feb 2011	Paths	£4,000
20 Feb 2011	Compost	£1,500
1 Mar 2011	Fruit trees	£3,000
1 Mar 2011	Ground cover plants and mulch	£1,000
1 Mar 2011	Seeds	£200
1 Mar 2011	Plants	£1,000
15 Apr 2011	Bee sanctuary	£3,250
15 Apr 2011	Website	£800
20 Apr 2011	Polytunnel	£1,232
1 May 2011	Irrigation	£1,500
15 May 2011	First aid courses	£569
15 May 2011	Toilets	£2,105
1 Jun 2011	Visitors Centre and Tool store	£1,550
15 Jun 2011	Solar dehydrator/dryer	£254
1 Jul 2011	Compost area	£500
15 Jul 2011	Tools	£424
1 Aug 2011	Play area and picnic area	£2,250
1 Aug 2011	CRB checks	£500
15 Aug 2011	Signs and display boards	£400
1 Jan 2012	Tools	£224
1 Mar 2012	Plants	£300
15 May 2014	First aid courses	£388
1 Jun 2014	Infrastructure maintenance	£250
Yearly		
1 Jan	Tools	£200
1 Mar	Seeds	£100
1 Apr	Accounts	£150
Monthly		
	Office expenses	£20

Appendix 2 - Map



Appendix 3 – Financial Forecast

Year 1

Forecast £ Month	2011											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Income												
Grants	35,000		20,000		10,000		5,000		5,000		5,000	
Donations									40	50	50	50
Courses/Workshops									865	663	320	125
Produce											100	200
Total	35,000		20,000		10,000		5,000		5,905	713	5,470	375
Expense												
Equipment/Tools	2,309						424					
Seeds/Plants/Compost		1,500	5,300									
Admin, Office and Website	2,420	20	20	970	589	20	20	520	20	20	20	20
Infrastructure	10,071	13,197		4,482	3,605	1,804	500	2,650				
Wages	2,427	2,427	2,427	2,427	2,427	2,427	2,427	2,427	2,427	2,427	2,427	2,427
Total	17,227	17,144	7,747	7,879	6,621	4,251	3,371	5,597	2,447	2,447	2,447	2,447
Profit/Loss	17,774	-17,144	12,253	-7,879	3,379	-4,251	1,629	-5,597	3,458	-1,735	3,023	-2,072
Running Balance	17,774	629	12,882	5,003	8,382	4,131	5,760	163	3,620	1,886	4,909	2,837

Year 2

Forecast £ Month	2012											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Income												
Grants												
Donations	40	40	30	20	20	20	20	30	40	50	50	50
Courses/Workshops	253	125	663	855	1,200	1,748	1,670	1,415	1,597	858	600	125
Produce	300	300	300	200	100	100	200	200	300	400	500	600
Total	593	465	993	1,075	1,320	1,868	1,890	1,645	1,937	1,308	1,150	775
Expense												
Equipment/Tools	424											
Seeds/Plants/Compost			400									
Admin, Office and Website	20	20	20	170	20	20	20	20	20	20	20	20
Infrastructure												
Wages	1,005	1,005	1,005	1,005	1,005	1,005	1,421	1,421	1,421	1,421	1,421	1,421
Total	1,449	1,025	1,425	1,175	1,025	1,025	1,441	1,441	1,441	1,441	1,441	1,441
Profit/Loss	-856	-560	-433	-101	295	843	449	204	496	-134	-291	-666
Running Balance	1,981	1,421	988	888	1,183	2,025	2,474	2,678	3,174	3,040	2,749	2,083

Totals over five year period

Forecast £ Month	TOTALS					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income						
Grants	80,000					80,000
Donations	190	410	410	510	470	1,990
Courses/Workshops	1,972	11,107	11,169	11,169	11,169	46,586
Produce	300	3,500	5,100	5,100	5,100	19,100
Total	82,462	15,017	16,679	16,779	16,739	147,676
Expense						
Equipment/Tools	2,733	424	200	200	200	3,757
Seeds/Plants/Compost	6,800	400	100	100	100	7,500
Admin, Office and Website	4,659	390	390	778	390	6,606
Infrastructure	36,310			250		36,560
Wages	29,124	14,556	14,556	14,556	14,556	87,348
Total	79,625	15,770	15,246	15,884	15,246	141,771
Profit/Loss	2,837	-754	1,433	895	1,493	5,904
Running Balance	2,837	2,083	3,516	4,411	5,904	

Appendix 4 – Ecological survey

Appendix 5 - Questionnaire Results

Notes on questionnaires:

Two questionnaires were designed (see Appendix 6). The original questionnaire, which has been retained on the website, was a two-sided A4 sheet of paper. This enabled in-depth feedback from the public with lots of space for comments, but some members of the public felt it was too long (a sizeable proportion decided not to fill it in because of the length, instead giving verbal feedback). A second, much shorter, questionnaire was designed to be more friendly in appearance. It has certainly been easier to ask the public to fill this one in, but it misses out some questions (these were added to the 'Don't know' section when collating the data). It was also hard to read for individuals with limited sight. These issues have been valuable lessons for the MoreFood team.

Below the questionnaire results have been collated according to the original questions. A total of 99 questionnaires have been received to date via the website and on paper, with approximately 30 being the smaller design.

The MoreFood questionnaire

1: Do you feel a need for more organic food to be grown in your area?

Yes: 87 (87.88%) No: 0 Don't know/not answered: 12

2: Do you think there would be any benefit to you, your family, or an organisation you belong to, from developing a local organic food growing demonstration garden?

Yes: 92 No: 4 Don't know: 3

3: Do you have an interest in food security, sustainability, permaculture or forest gardening?

Yes: 84 No: 1 Don't know/not answered: 14

4: What skills would you like to learn or share?

- Enough to maintain my own organic veg garden - self sufficiency
- Hang out with family
- how to grow sustainable food
- gardening
- more on forest gardening
- fruit trees
- more permaculture courses
- no time at present
- spinning and use of my own sheeps wool. unusual plants and trees for eating
- general growing skills and some permaculture tips
- more about fruit and veg growing
- more homeopathy, learn more about growing vegetables
- fruit pruning trellising, willow structures
- smallholding skills, veg growing
- have grown veg before. would like to learn permaculture/polytunnels
- how to grow food all year long
- orchard management and pruning
- raised bed culture and how to overwinter stuff in this area
- organic selfsufficient food production

- basic gardening skills
- I'd like to learn the basics
- I'd like to learn permaculture pest control
- sheep hoof trimming, tree grafting
- would like to learn more about organic forest gardening and permaculture
- For myself and my children to learn how to grow our own organic food
- Permaculture
- Long-term veg growing
- Permaculture and sustainable farming
- Permaculture
- Permaculture, I would like to learn more about organic farming and sustainable ways of living that ensures a healthier people and environment
- Forest gardening, food forests, growing techniques, social integration
- Permaculture (to learn)
- Gardening and bike repairing
- hewing timber
- Growing organic food
- Learning more about growing organic sustainable and for the future
- Don't know enough about it yet
- Basic gardening skills/knowledge to learn
- self-sufficiency, teach my children (all with special needs) how to grow veg and crops and gain practical experiences
- learn about propagation/cuttings and general veg etc.
- bio diversity
- growing food
- organic growing skills, project management, environmental issues, local food coop, bread making
- basic gardening
- permaculture, art, growing food with kids to learn
- woodland work
- hewing timber, timber framing, carpentry, mechanics
- general gardening, bee friendly plants
- sustainability and indepth veg growing
- Forestry

This was not a 'tick box' question. 50 respondents in total gave a written answer.

5: Would you like a community garden that you could walk or cycle to?

Yes: 91 No: 5 Don't know: 3

6: Could this initiative be a useful resource to you? i.e. daytrips out, family picnic, play area.

Yes: 77 No: 10 Don't know: 12

7: Would you be interested in being part of this new project? If so what would you seek to gain from it?

- Yes (&No) - would like to learn more (time commitment?)
- Yes, rest and relaxation
- To be involved with & be part of a really interesting project which would for me be beneficial in so many ways
- - Especially like the idea of community garden
- knowledge and community interest
- better health
- knowledge
- knowledge
- interest in learning more all the time
- yes more confidence about growing food
- no time at present
- possibly
- friendship and likeminded activists
- in a limited way
- be great to have local organic food to buy in moreton- there is a gap in the market
- depends on time commitments transport
- interested but unable to take part
- greater awareness
- might be - time committing - sorry
- experience in food growing
- sounds like a good idea
- locally produced food
- knowledge, skills and insight
- I would like to learn more about permaculture
- Yes, learning experience for me and my family
- New skills and networking
- Involving my child
- Yes – good food! New skills!
- Yes shared space for my family with other families
- I would be interested in seeing this project develop – I would like to extend my skills at growing and eat organic food
- Developing local methods of growing organic food

- Space to grow food
- Networking with like minded ones
- Community spirit in an environment where awareness of the environment is priority
- A sense of community in growing and learning to grow our own food in harmony with nature as opposed to against her
- Knowledge, friendships
- Sharing knowledge with own community garden
- Volunteering, attending courses
- if I have the time, participant of courses
- Volunteering, attending courses
- Yes, as BCA partner, and Dartmoor Circle case study
- Yes

This was not a 'tick box' question. 48 respondents in total gave a written answer.

8: Do you have any special requirements eg disabled access?

- Yes (family - at least lots of seating around)
- on foot/bike bus?
- - to small kids
- disabled access
- disabled access - WIDE size for wheelchair essential
- 2 young children – family friendly/safe
- Pushchair access

This was not a 'tick box' question. A total of 6 respondents answered this question.

9: Would you be interested in having an allotment?

Yes: 26 No: 66 Don't know/not answered: 7

10: Would you like to have a local veg box scheme?

Yes: 49 No: 28 Don't know/not answered: 22

11: Do you think it would be useful to have community seed exchanges?

Yes: 89 No: 3 Don't know/not answered: 7

12: Are you interested in composting?

Yes: 76 No: 5 Don't know/not answered: 18

13: Would you be interested in participating in courses or workshops on food growing or permaculture?

Yes: 86 No: 12 Don't know: 1

14: Please add any other comments or suggestions below:

- Would like to participate at a later date.
- This would be great as a learning & visiting centre for all.
- 10: if i could afford it A Great idea
- 9-17:Back not completed
- 9: already have one
- more natural methods of farming is always beneficial
- 5: moreton has a lot to offer already.9: have one already. waiting list operating10: have one already
- hedging courses
- 5: for the community
- 13: done
- 9: got one
- good work
- great plan fantastic to have community projects
- definite need for local veg to be available in moreton
- good luck
- thankyou
- 10: not sure
- 10: not sure depends how successful my patch isi would be interested in the science bit of why plants grow/what they need/soil types which foods from which organic mulches etc etc
- I would like space and likeminded people to share small scale livestock keeping.
- 10 and 13 possibly
- good ideas
- My no to the veg box is a personal no, because we (the royal we)grow a lot of our veg already (or Richard does!)But I would like there to be a local veg box scheme.
- Im interested in permaculture but cant afford the course! .
- Making it affordable or run on a LETS scheme
- Demonstration growing areas which work. Can conduct workshops in candying roses and using your allotment gluts.
- Great idea – now is the time for these projects to really take root!
- Am interested in how non governmental organisations develop with an ethods of sustainability
- I feel very excited about the possibilities socially and with regard to our health and well being eating organic, locally grown food can be truly good for us
- I believe there's a lot to be said about the qualities of organic food. The world has gone mad,

it's time to stop eating food from around the world and start eating local grown food.

- More power to you!
- Music, woodworking and horse handling
- propagating
- Good luck! Looking forward to working together on this and other projects.

Appendix 6 – Beekeeping: information and rationale

OUTLINE PROJECT PROPOSAL FOR:

A COMMUNITY BEE SANCTUARY

as part of the...

‘MOREFOOD’ COMMUNITY GARDEN PROPOSAL

(v1.4)

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1 Project Context

The health of the honeybee is under threat locally, nationally and globally. Ongoing losses of honeybee colonies are staggering. In the UK, colony losses have been as high as 30% over the past 5 years, in Scotland even higher, up to 80% in places. This pattern has been repeated globally. In some provinces of China, crops are now pollinated by hand due to widespread loss of managed colonies and the extinction of native pollinators at a cost of trillions of dollars. Wild honeybee populations in Europe are declining at a rate of 25% a year. In the UK, our wild native black honeybee is almost extinct, our native bumblebees are under serious threat, some are extinct, whilst our managed honeybee populations are also in decline.

Honeybees are essential to the well-being of many of our natural systems, for the diversity and genetic health of plant and animal life. They are also essential to many of our social and economic systems. The honeybee pollinates many of our local food crops, both directly or indirectly, for example, through the pollination of animal feed crops. The loss of our local honeybee colonies, their decline in health and inability to resist disease, is a cause for serious concern.

These declines are due to a number of contributing factors. There are external environment factors, including:

- habitat loss
- a reduction in habitat biodiversity
- continuing pesticide use on bee forage crops
- mass transit of bee colonies
- increased prevalence and spread of bee diseases
- international trade and movement of bees

There are also internal, hive management based factors, including:

- excess sugar feeding of bees during winter
- over extraction of honey
- widespread use of chemicals in the beehive
- artificial management of bee genetics, queen selection and drone control
- continued use of prefabricated wax foundation

There are also important social factors, including:

- a reduction in the number of beekeepers nationally over the past century
- a resulting increase in large-scale beekeeping operations
- a loss of traditional beekeeping culture & wisdom
- insufficient access to bees and different beekeeping methods
- cultural fear of bees

2 Project Outline

This project proposal aims to create an inspiring and innovative bee sanctuary within the proposed MoreFood community garden. The bee sanctuary would bring together informative and attractive examples of natural beekeeping method from around the world, providing practical, simple and sustainable solutions to the many problems facing the honeybee.

The provision of a bee sanctuary would address the factors listed above as follows:

- By **re-educating** people about the external environmental factors affecting bees
- By **re-skilling** people in sustainable, natural beekeeping techniques
- By **re-connecting** people about the entire process of keeping bees

Using natural hive designs and sustainable beekeeping techniques are ways to address the primary problems facing the honeybee by reducing the need for inputs of chemical treatments, reducing the need for invasive hive inspections and allowing the bees space to build their own natural honeycomb. These are all factors which improve honeybee health and improve resistance to environmental stress. The bee sanctuary would be designated as a place where sustainable beekeeping techniques are practised throughout and where the long-term health of the honeybee is sought, through education and through demonstration.

This would be a hugely attractive project, both as a place and as a concept, as an educational resource and as a community enterprise. A bee sanctuary would be a facility with high amenity value, providing a unique teaching space, unique learning opportunities and an inspiring focal point for a whole range of potential users, including schools, children, families, food producers, businesses and visitors as well as beekeepers.

It would provide easy access to honeybees for the whole community with a range of levels at which to get involved, from simply experiencing the bees first hand foraging in the community garden, to learning more about bees in the specially designed educational area. From attending hands-on workshop sessions, to taking on the management of a hive for a year or longer as part of the community hive scheme.

There is a growing community of local beekeepers and a rapidly rising national interest in beekeeping and in the health of the bees. A bee sanctuary would make an excellent provision for this community, furthering their development and assisting their learning.

In short, a bee sanctuary would:

- provide numerous opportunities for community involvement
- act as a key training centre and knowledge base
- stimulate pilot projects, innovative design and wider participation
- provide a focus for the growing local community of natural beekeepers

- help to restore health to our honeybee population

3 Aims & Objectives

- To provide working examples of innovative, bee friendly hive design.
- To educate and convey the importance of honeybees, wild bees and other pollinating insects, to our environment, with particular relevance to food production.
- To generate wider understanding of the bees' current decline.
- To act as an informative resource on sustainable beekeeping technique.
- To encourage wider participation and enthusiasm for beekeeping.
- To provide a teaching and workshop space for visiting groups.
- To provide safe and informative access to bees for people of all ages through specially designed observation hives.
- To create a high quality and healthy environment for the bees through the use of natural materials and natural beekeeping techniques.
- To integrate closely with other elements of the community garden, especially in selecting plants for bee forage and improved hive health.
- To provide accessible, community-run beehives, operating on a similar basis to community allotments.
- To establish a skill base amongst the local community that will enable sustainable beekeeping to become part of life for years to come.
- To become a working model for effective, informative natural community beekeeping.
- To assist individuals and organisations in starting up their own natural beekeeping projects locally through the production of healthy bee colonies and practical hive building workshops.
- To convey the unique therapeutic and spiritual qualities of the hive.

- To generate a wider appreciation and understanding of hive products.
- To create a beautiful and inspiring physical space for the sanctuary.

4 Project Detail

4.1 Hive Siting Plan

- A dedicated bee sanctuary containing a variety of hives within a specifically designed hedge/fenced area would be created. This space would be for practical workshops, community use, demonstrations and for rearing new bee colonies for community use. Though the number of hives in this area would fluctuate, a workable number could be 4-8 hives.
- In addition, one or more educational hives could be situated within the main MoreFood garden area with various windows providing safe observation of the bees.
- [An attractive alternative to the proposal of a single bee sanctuary could be to create a number of smaller enclosed areas rather than a single large space, with each area containing just a single hive. This plan would contain its own specific benefits and challenges but would certainly provide a viable alternative.]
- The bee sanctuary should be sited well away from the central garden area ideally in the quietest corner possible and would be well signposted, marked and with clear information provided.
- Hive entrances would be aimed towards a high fence in order to encourage the bees to fly upwards thus minimising disturbance.
- The location of hives must be dry, away from any sources of damp, away from frost pockets, sheltered, with a good amount of early morning sunshine. Such a microclimate could be manufactured through the skilful arrangement and design of trees and shrubs in the garden. This would be a key element of the project design.
- The bee sanctuary would be stocked with hives only to a level which was in proportional to its size. Hive spacing must be sufficient. Overcrowding of hives would not be acceptable.

4.2 Hive Design

The following traditional and contemporary hive designs might be considered as part of the bee sanctuary design:

- Top-bar hive
- Warre hives
- Traditional skeps
- The Einraumbente hive

However, I would recommend beginning the project with Top-bar hives for ease of use and ease of access. I have established a local contact who is willing to construct hives for the project.

4.3 Hive Management

The 'Demeter international standards for beekeeping and hive products' should be adopted as the basis of a hive management plan which will be produced as part of the project. This plan should be made available in summary form on site and in detailed form on request, and to all participants involved in the project. (See appendix 4 for a full copy of these Demeter standards.)

For example, the following practices would be adopted throughout:

- **Bees should be allowed to build their own natural honeycomb.** This disrupts the breeding cycle of the varroa mite and give the bees a high degree of control over drone production.
- **Mite and disease treatments should use non-chemical methods at all times.** This releases our bee colonies from chemical dependence and creates long term genetic strength. I would suggest that organic acids could be used if appropriate, in combination with other natural methods.
- **Bees should over-winter on their own honey, not on sugar feed where possible.** This ensures that the bees have access to the best possible medicine and food with which they can begin to fight disease and varroa mites for themselves.

I would propose that these Demeter standards might be modified, improved or added to in places, to provide a comprehensive site and situation specific hive management plan that is in accordance with the objectives and aims of this proposal.

4.4 Community Hive Design Features

Some hives would be available for lease on site by groups, individuals or families from the local community. This concept would work in a similar way to community allotments, with users maintaining control over the hive, gaining experience and possibly receiving a crop of honey in return for a hire fee, with the option to cede control over the

hive at any time. This would run in tandem with a natural beekeeping course aimed at providing the skills necessary to work safely and confidently with the bees.

This proposal would:

- Encourage regular visitors to the community garden.
- Provide a unique and gentle introduction to natural beekeeping within an inspiring, educational garden setting.
- Generate new social networks and new knowledge bases.
- Stimulate discussion and a revived interest in bees, honey and pollination.
- Create a valuable new local community of sustainable beekeepers.
- Provide a working model for sustainable, community based beekeeping.

The integration of educational and community-beehive features would be given careful attention throughout the project planning process. I would expect to see a first class community resource created with the potential to provide excellent opportunities for personal and social development amongst a range of users, providing multiple benefits to a wide sector of the community. I would also expect that the benefits of this project would be felt beyond the regional level, providing a resource of greater significance.

4.5 Long Term Project Management

In the short to medium term, it would be necessary to establish the necessary networks, skills and interest base amongst the local community in general and amongst the beekeeping community, from which the bee sanctuary and associated elements could be easily maintained successfully, long into the future.

This would be achieved effectively in a number of ways;

- Through opening the bee sanctuary to regular workshops, skill sessions and events, and particularly as part of events taking place in the rest of the community garden.
- Through creating a new natural beekeeping interest group using the bee sanctuary as an educational focus.
- Through engaging local, supportive beekeepers into the project.

- Through networking with other local beekeeping groups.
- Through establishing a strong online community in support of the project.
- Through establishing a strong publicity base for events taking place and for the general work that is being undertaken.
- Through establishing a reliable volunteer group.
- Through careful planning and publicity of the project's ethos and direction.

Over the longer term, the bee sanctuary offers many opportunities for growth and development. These include:

- The potential for new sister projects, new ventures and collaborations.
- The potential for consultancy, advice and tuition services.
- The potential for new design, new techniques and innovation of approach on site.
- The ongoing potential for new user groups and new educational groups.
- The inevitable challenges and opportunities brought by changing economies, climates and attitudes.

I would like to personally express my support for the project in all areas, particularly in facilitating the skills base which would take the project forward into the future. Given the relevance and importance of beekeeping today, I would suggest that levels of public participation and support for the project could be extremely high.

5 Security

- The majority of the hives would be located within a fenced/walled area with a lockable gate. This would be sufficient to deter theft since heavy beehives are very difficult to manoeuvre over large obstacles.
- In general the hives would be very unappealing to thieves since their design would not be compatible with standard beekeeping equipment.
- The hives should nonetheless be sited well away from roads as a precaution.
- Full insurance to cover any losses would be held.

6 Health & Safety Considerations

6.1 Public Safety

Honeybees are in general, far more placid creatures than public perception would suggest, being much more concerned with honey than with humans. Most incidents of stinging generally occur from wasps, and from honeybees mostly when they are deliberately or accidentally provoked in their nest or when they unwittingly enter human habitation.

Honeybees are routinely kept in busy urban settings, on allotment sites, universities and schools without major incident. Given proper attention to the design of the site, I would suggest that bees might be very safely housed within a purpose build, walled or fenced area.

I would strongly recommend referring to the document, 'Beekeeping on Allotments guidance notes for local councils' which is provided in appendix 6. Beehives located on allotment sites would probably form the closest parallel to the situation within this community garden. I would recommend that these guidelines were adhered to closely during project planning with close consultation with appropriate authorities and experts.

Although it may be an attractive option to provide publicly accessible observation hives within the garden area, it is equally possible to restrict all of the hives to the proposed bee sanctuary area which would be completed secure, fenced, locked and publicly inaccessible. Observation windows in the wall of this facility could be provided if this option were preferred.

Safety would form a central consideration of this project design and a rigorous safety plan would be created which would include, for example, the following guidelines:

- The main bee sanctuary area would be located behind a high fence/hedge and away from the main community garden in a clearly defined separate location.
- This area would be secured with a gate and would be locked at all times except when being used for workshops.
- One or more educational hives could be displayed in the main garden area. These would contain small colonies with entrances pointing away from the public space with perspex windows providing safely accessible viewing opportunities.
- These observation hives would be sealed units and would be tamper-proof. Such hives are often used for educational purposes in similar scenarios.

- Observation seating areas and site design would make it very difficult for the public to approach the front of the hive, with only the rear, observation area being viewable.
- Surrounding vegetation would be designed to encourage the bees to fly up into the sky rather than along the ground. This is standard practice in urban environments and is easily employed.
- Clear safety information would be provided on signs at all times.
- An alternative to providing separate observation hives in the main community garden could be to create an observation hive built into the wall of the bee sanctuary area. This would mean that all of the hives would be located in a completely sealed, locked area. This could provide an even safer alternative to locating an observation hive in the main garden.

Additional important safety elements would be implemented at the level of design.

- By providing enough space around each hive
- By providing clear instructions and information
- By ensuring that rules are clearly formed and understood
- By ensuring that protective clothing, first aid kit and insurance is provided.

It should be remembered that bees forage over a distance of several miles and do not pose any increased problem to a community by being located in a particular geographic area. Once out of the hive, they will often travel long distances in order to forage for nectar and pollen.

The only major cause of potential serious injury comes in the form of a bee-sting allergy. A comprehensive first aid kit, procedure and full insurance would be held to cater for this. Anyone suffering from this condition should already be well aware of it. Again, I would recommend referring to appendix 6 for more guidance on this.

I would suggest that the multiple therapeutic, educational and environmental benefits of this bee sanctuary would outweigh the risk of injury, which is can be minimised to a low level through careful attention in the design process. I would recommend implementing the guidelines or beekeeping on public allotments as part of the project design.

6.2 User Safety

For all workshop attendees and for anyone operating community hives or opening the hives in any way, a specific set of rules would be drawn up, clearly displayed and rigorously adhered to, as is standard practice in any apiary. These rules would include, for example:

- Hives may only be opened by a practising beekeeper as part of a designated workshop or at a designated community hive session.
- No hives may be manipulated outside of these times.
- An experienced beekeeper must always be present when hives are manipulated.
- Full protective clothing should be worn by anyone opening hives.
- Only one hive to be opened at a time.
- A first aid kit must be held on site at all times.
- A first aider should be present whenever practical workshops are taking place.

The full set of rules and requirements would be comprehensive and informative in order to ensure that the experience of beekeeping is both comfortable and harmonious for beekeeper and honeybee.

It is important perhaps to underline that natural beekeeping techniques cause very little disruption and disturbance to the beehive. Suits, smoke and expensive beekeeping equipment receive less use when employing natural techniques. Natural beekeeping provides a gentle beekeeping experience where the object is not to remove every comb from the hive during every visit, but to spend far more time simply observing the everyday activity of the bees and allowing them the space and freedom to build natural honeycomb.

When working with the warre style hives, for example, the hive can be opened as little as once per year, quite different to the conventional practice of checking every week during the summer. Indeed, it is this constant manipulation of the hive that has caused many of the health problems facing the honeybee. The approach within this bee sanctuary would be to minimise any cause of disturbance for the bee and to design ways of working with the bees that are less invasive, causing less stress for the hive. As such, the bee sanctuary would be an exceptionally safe and pleasant environment to work and learn in and would provide low risk to public safety. User safety would nonetheless be taken very seriously indeed and a comprehensive set of guidelines based on the above bullet points would be designed and implemented into the project.

7 Project Outcomes

The **environmental** value of the honeybee has been discussed (section 1), as has the **community** and **social** value (section 4.3). In addition to this, I would emphasise the following benefits:

7.1 Educational Value

- Clear information about the hives, the bees and about the project would be provided within the community garden so that the bees remain accessible to people of all ages and at all levels of expertise. This would demonstrate the value of bees in the wider context of gardening, food production and health.
- Careful design and implementation of an observation hive would provide a powerful educational tool for many users. It would give an insight into the workings of the beehive without the need for wearing safety equipment and without the need for any special level of expertise. Various small doors would show the interior of the beehive at different stages of development.
- The creation of a regular beekeeping workshop programme would provide the opportunity for learning new skills and techniques.
- Clear opportunities exist for vocational training, for research opportunities and for curriculum based learning.
- The educational aspects of this proposal remain extremely broad in scope and very rich in practical value. I would envision the space being attractive to a wide range of potential users and of special relevance to visitors interested in the gardening and growing elements of the project.
- The potential for collaborative learning, for creating informative events and for evolving a powerful educational network is both unique and exciting.

7.2 Cultural Value

Bees carry a unique place in our local and national heritage. Historically, the benefits of beekeeping would have been accessible to many more people than they are today. The number of beekeepers has fallen, public understanding in beekeeping craft has diminished. The preservation of pre-industrialisation beekeeping methods and the discovery of new techniques, help to combine new and old cultures into something of genuine value. As our world undergoes a period of transformation, maintaining the ancient beekeeping wisdom and practices remains important, especially in providing inhabitants of the future with a cultural heritage of great beauty and great utility also. The project could stimulate a renewed interest and practice in the traditional arts of mead making, apitherapy, wax candle production along many other ancillary uses of the hive.

7.3 Economic Value

Bees carry immense economic benefits both through their role as a pollinator and through the value of hive products. There are numerous economic benefits that would come with an increased interest in sustainable beekeeping, potentially through an increase in trade for local carpenters and potters as well as for a range of other skilled trades.

The bee sanctuary proposal would provide new forms of income for the community, improved economic resilience and revenue for numerous potential workshop and event leaders. It could stimulate and inspire a thriving local production of honey and other hive products, stimulating a new economy based on the sale of hives, bees and beekeeping expertise.

In addition, a proliferation of beekeepers practising natural techniques ensures the success of many valuable primary and secondary food products through the honeybee's pollination services.

8 Finance & Planning

FINANCE – ESTIMATED COSTS

I Site development costs

a) Bee sanctuary area creation	£500
b) Bee sanctuary plantings, habitat creation	£200
c) Seats	£20
d) Signs	£100
e) Information Areas	£200
TOTAL:	£1020

II Bee-related start-up costs (based on 4 hives)

a) Hives	£200 per hive x 4
b) Protective clothing	£70 per set x 4
c) Bees	£60 per colony x 4
d) Other beekeeping equipment	£80
e) Office and educational materials	£80
TOTAL:	£1480

III Personnel costs

a) 150 hours project implementation	
TOTAL:	£750

IV Yearly project costs

a) Site maintenance	£20
b) Hive maintenance	£40
c) Increasing bee, hive and clothing stocks	£60 + £200 + £70 (=1 hive)
d) Other hive related costs	£20
e) Insurance	£50
f) Office, written resources & printing	£50
g) Advertising	£15
h) Admin	£20
TOTAL:	£545

V Yearly project income

a) Course & workshop fees	£350
b) Hive sponsorship scheme	£100
c) Community hive fees	£40
d) Sale of bees and other hive products	£80
TOTAL:	£570

ESTIMATED INITIAL SETUP COSTS:	£3250
ESTIMATED YEARLY COSTS:	£545
ESTIMATED YEARLY INCOME:	£570

OUTLINE PLAN OF ACTION

- a) Establish working personnel group
- b) Create precise finance & costings plan
- c) Create overall work plan including timescale
- d) Site design plan
- e) Hive management plan
- f) Planting, bee forage plan
- g) Community hive plan
- h) Volunteer/bee interest group
- i) User safety plan
- j) Public Safety plan

Appendix 1 – Quotes

“We are facing a fundamental problem with the decline of bees and other pollinators. They have an absolutely crucial role in pollinating many of our important crops –without them we will face higher food costs and potential shortages.”

Professor Douglas Kell
BBSRC Chief Executive, April 2009

“A bee sanctuary is a place in which the underlying ethos of the project is primarily one of improving honeybee health and furthering sustainable, natural beekeeping practice.”

Appendix 2 – Contact

I would be very happy to discuss any of the information presented in this proposal, if required. I can be contacted as follows:

<i>Name</i>	Mr Neo Salak
<i>Address</i>	Broomcroft Docombe Moretonhampstead Devon TQ13 8SS
<i>Mobile</i>	07974534365
<i>Landline</i>	01647440303
<i>Email</i>	wiseoldoak@gmail.com

Appendix 3 – Letters of support

“Your proposal for a honeybee sanctuary as part of a community permaculture garden sounds like an excellent idea, and one that would receive my full support.

As a natural beekeeping teacher and writer, I would welcome the opportunity of teaching at such a place, and I'm sure it would prove popular as an educational site for both children and adults.”

Best regards,

Philip Chandler, Devon-based
Author of 'The Barefoot Beekeeper'
www.biobees.com

Appendix 4 – Pictures



an example of a top-bar beehive with observation window

Appendix 5 – Beekeeping on Allotments



Beekeeping on Allotments

Guidance Notes for Local Authorities

These Notes are intended as a guide to good practice for Local Authorities and other bodies having responsibility for Allotments and similar plots of land used by the public in the UK.

1. Background

As pollinators, bees of all native species are unquestionably vital to our food supply, and are kept by a large and growing number of enthusiasts. They are the primary pollinators of our 'top fruit' crops, such as apples, pears, plums, peaches, etc. as well as soft fruit, such as strawberries, raspberries, blackberries, etc.

However, they can be viewed with suspicion and even fear by some people. Bees are often blamed for stings actually caused by wasps. Mostly, fear of bees is groundless, as in the UK we have no actively aggressive species, and people are unlikely to be stung unless they disturb a nest or, in the case of the honeybee, cause hived bees to think they are under attack. In rare cases (considered to be less than 1 in 200 people) such fear may be to some extent justified due to a potentially life-threatening allergic reaction, but most of these people are likely to be aware of their sensitivities and will know what action to take should they be stung. A number of them will routinely carry an EpiPen (self-medicating adrenalin injection) and in any case, health professionals consider that they can reach virtually anyone in the UK quickly enough for successful treatment.

The species of most concern in these Notes is the honeybee (*Apis mellifera*), which is the only native bee that is kept for its honey. Bumblebees (*Bombus* spp.) are considered to be endangered and should be conserved wherever possible.

2. Beekeeping and Public Safety

Notwithstanding the above, public safety must be taken into account when considering the siting of beehives on allotments and similar plots of land.

The principal safety issue is the potential for stinging incidents, and how this can be minimized.

We suggest a three-point approach:

1. Restricting the number of hives in a given area
2. Ensuring that beekeepers are advised of their responsibilities
3. Design the site to maximize public safety

Hive Density

Given the nature of allotments - i.e. many plots within a contained area - consideration must be given to the potential for numbers of beehives to accumulate within a relatively small area of land. While this scenario is, in practice, unlikely, Local Authorities may wish to impose a limit on the number of hives per plot.

Beekeeper Responsibilities

Landowners should satisfy themselves that allotment holders wishing to keep bees understand that:

1. Beekeepers placing hives on allotments should have appropriate Public Liability insurance.
2. Hives should be opened between mid morning and mid afternoon, and not while other allotment holders are nearby.
3. Beekeepers are responsible for ensuring that their bees do not cause a nuisance to the public or other allotment holders.
4. Hives should be placed as far as possible from any public walkways adjacent to allotment boundaries.
5. Hives may be surrounded by a 6 ft./1.8m fence, to cause bees to enter and exit the area above head height.
6. A contact telephone number should be displayed on or close to the hives, so the beekeeper can be reached if an emergency should arise.

Site Design

Where landowners have control over the overall design of the allotment site, a special area may be provided specially for beekeeping, away from gardening areas and boundary paths.

3. Consultation

When introducing beehives to an allotment area where they have not previously been kept, a consultation process with all interested parties will be an important step to ensuring good relations between beekeepers and other gardeners.

A number of Local Authorities already take a constructive approach to beekeeping on allotments, which we encourage. Given an open-minded, consultative approach, we feel that common-sense solutions can be reached in most circumstances, and the benefits to gardeners of having a healthy, local pollinator population will outweigh any small increase of administrative work involved.

Appendix 6 – Demeter Standards



STANDARDS FOR BEEKEEPING AND HIVE PRODUCTS

FOR THE USE OF DEMETER, BIODYNAMIC® AND
RELATED TRADEMARKS

June 2009

to be implemented by each member country by the June 2010

Demeter International e.V.

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1. Validity and basis

The validity of the International Demeter Standards for the certification of Demeter beekeeping is additional to existing legal requirements and in particular those of EEC regulations 834/2007 and 889/2008, the 'US Organic Food Production Act' of November 1990 and the 'Australian National Standards for Organic and Biodynamic Production' of February 1992. These must be adhered in addition to the standards which follow. The Demeter Beekeeping Standards are published as a free-standing section of the Demeter Production Standards. Issues concerning the Identification of various Demeter hive products is addressed in chapter 10.

Beehives have accompanied human development since the earliest times. It's construction from the community, the relation to the light and their nutrition from the blossoms excite reverence and admiration at all times. Bee colonies are however more dependent on human care today than ever before. The fortification of the beehive is a very important aim of the Demeter-bee keeping.

The extent of their flying range means that bees cannot be expected to fly solely or predominantly over biodynamically managed areas. What is essential for Demeter Beekeeping is therefore not the direct link to forage areas as is the case with other livestock, but the way in which bees are kept and how closely this accords with their true nature.

Beekeepers working in the context of Biodynamics and orientate themselves primarily towards meeting the natural requirements of the colony. Management is so structured that the bee is able freely to unfold its true nature. Demeter beekeepers allow the colonies to build natural honeycomb. The basis for their reproduction, growth, rejuvenation and breeding is the process of swarming. Its own honey is the mainstay for supporting the colony through the winter.

Due to their activities as pollinators and as disseminators of the bee poison which has such a stimulating effect on the life of plants and of nature, bees are of great importance to the whole web of life. The beneficial effects of having bees in the cultivated landscape can be experienced in the increased yield and quality of many cultivated fruits. Their presence is therefore very important and the keeping of bees is recommended for every Biodynamic holding.

2. The Siting of Apiaries

Biodynamically and organically managed land or uncultivated and wild areas should be selected as preferred sites for setting up beehives. The Biodynamic preparations should be applied each year to at least the immediate surroundings of the overwintering location.

Only so many beehives may be established at a given site as can assure each colony an

adequate supply of pollen and nectar.

In choosing a site great care must be taken to make sure that environmental pollutants will not contaminate the hive produce. If a high level of pollution is suspected all products must be tested and if contamination is confirmed, the site must be vacated.

The location of apiary sites (permanent, over wintering and temporary) should be accurately recorded. Seasonal hive movements should be recorded as part of a migratory plan and include exact details as to time period, nature of the site (property ownership etc.), honey yield and the number of colonies.

3. Beehives

With the exception of fixings, roof coverings and wire meshing, hives must be built entirely of natural materials such as wood, straw or clay.

3.1 Interior Treatment

The inside of the hive may only be treated with beeswax and propolis obtained from Demeter beekeepers.

3.2 Exterior Treatment

Only natural, ecologically safe and non-synthetic wood preservatives may be applied to the hive exterior.

3.3 Cleaning and Disinfection

The cleaning and disinfection of hives may only be undertaken using heat (flame or hot water) or mechanically.

4. Management System

4.1 Colony Increase and Selective Breeding

Swarming is the natural way to increase the number of bee colonies and is the only permitted means for increasing colony numbers. Pre-empting swarming by creating an artificial swarm with the old queen is allowed. For the further increase the remainder of the hive can be divided into artificial swarms or scions.

As with all forms of livestock management some selective breeding is necessary. The production of queen cells is part of the swarming instinct.

The replacement of an old queen through the swarming process is permitted for breeding purposes.

Exceptions are possible only in certain specific situations and with the agreement of Demeter International or the respective national organisation. Artificial queen breeding (grafting etc.) is prohibited. Instrumental insemination and the use of genetically modified bees are prohibited.

4.1.1 Buying-in of Colonies and Queens

The system of management cannot rely on the continual introduction of colonies, swarms and queens from elsewhere. Any bees or queens purchased must wherever possible stem from Demeter beekeepers. If these are not available they may be sourced from organically certified beekeepers. Colonies of neither Demeter nor organically certified origin must be integrated without comb.

4.1.2 Wing Clipping

Clipping the wings of queens is prohibited.

4.2 Methods for increasing Honey Production

Multiple and routine uniting of colonies as well as systematic queen replacement is not permitted.

4.3 Breeds

A locally adapted breed of bee suited to the landscape should be chosen.

4.4 The Comb

The comb is integral to the beehive. Therefore all combs should be constructed as natural combs. Natural combs are those constructed by the bees without the help of waxed midribs. Natural combs can be constructed on fixed or movable frames. Strips of beeswax foundation to guide comb building is permitted.

4.4.1 Combs in the Brood Chamber

The brood area naturally enough forms a self-contained unity. Both comb and brood area must be able to grow as the bee colony develops through building more natural comb. The brood chamber and frame size must be so chosen that the brood area can expand organically with the combs and without being obstructed by wood from the frames. Separation barriers are not allowed as integral elements of the management system. Exceptions to this are possible during the conversion period.

4.4.2 Combs in the Supers

Only in the supers may waxen midribs be used. It is nonetheless desirable to avoid their use here too.

4.4.3 Origin of wax

Wax used for guiding strips or midribs must be natural comb or capping wax and sourced from Demeter beekeepers. Where this is unavailable comb or wax from organic certified sources may be used. Comb of conventional origin must be phased out according to the national organic regulations, at the latest after 3 years or replaced by comb or wax from Demeter sources. (See also Chapter 8 on Conversion)

4.4.4 Wax Processing

Wax must not come into contact with solvents, thinners, bleaching agents or other similar materials. Equipment and containers used must be made of non-oxidising materials or with non-oxidising coating.

4.4.5 The Storage of Combs

Only the substances listed in appendix 2 may be used to protect stored combs from wax moths.

4.5 Feeding

4.5.1 Over Wintering

Honey and blossom pollen are the natural foods for bees. The aim should be to winter them on honey. Where this is not possible supplementary winter feed must contain at least 10% honey by weight. This must come from a Demeter certified source. Camomile tea and salt should also be added to the feed. All feed supplements must be of organic if not Biodynamic origin.

4.5.2 Emergency Rations

Where feeding is necessary prior to the first honey flow of the season, the same procedure as for winter feeding may be carried out. If emergency feeding is required later in the season and before the last harvest of the year, only Demeter honey should be used. The use of sugar is not allowed in such rations.

4.5.3 Stimulative Feeding

No form of stimulative feeding is permitted.

5.5.4 Feeding of Swarms and Residual Colonies

In order to build up the strength of swarming bees and those remaining behind, supplementary feeding may be carried out as in the winter.

4.5.5 Pollen

All pollen substitutes are forbidden.

5. Honey Extraction

5.1 Centrifugal Extraction and Pressing

During the extraction, pressing, sieving, purifying and subsequent bottling of the honey, temperatures should not exceed 35°C. Pressurised filtration is not permitted. Any additional heating of the honey is to be avoided. As a rule the honey should be filled into the glass or metal jars which they are to be sold in, immediately after extraction and before any solidification occurs. In certain situations subsequent refilling may be permitted subject to the conditions in appendix 3.

5.2 Honey Storage

Honey must be stored under air tight, dark conditions at a steady cool temperature. Plastic containers are not permitted for storage.

5.3 Quality Analysis

The legal requirements and criteria listed in appendix 1 must be fulfilled.

6. Bee Health

A bee colony should be able to correct any occurring imbalances out of its own resources. Measures taken by the Demeter beekeeper should aim to reinforce and maintain its vitality and capacity for self-regeneration. The occasional loss of colonies particularly susceptible to certain pests and diseases should be accepted as a necessary part of natural selection. Where the implementation of pest and disease control measures is unavoidable, only those treatments listed in appendix 2 may be applied.

7. Certification

Certification of a Demeter beekeeping operation will be granted if the beekeeper or the person responsible can demonstrate sufficient aptitude and show that the Demeter Standard requirements are being met. Hive products and beehives may be tested for prohibited substances if felt necessary.

If residues are discovered their cause will have to be addressed and the problem removed through consultation between beekeeper and assessment officer.

8. Conversion

A conversion plan is required leading to full certification after, at most, three years. "In conversion to Demeter" status may be granted if 12 months have elapsed since the last application of prohibited substances and if the old wax used in the combs has been excreted or replaced by wax of certified organic origin. This initial wax replacement is not necessary if an analysis of the original wax undertaken at the start of the conversion period or during the first year of conversion, can demonstrate its purity. This means that wax from the original combs

must be shown to contain no residues from prohibited substances. The assessment officer may require wax samples to be taken. .

Standards guidelines must be followed when the first year of conversion begins. The following derogations are allowed during this period:

- Partitioned brood chamber
- Separation Barriers
- Existing brood chamber combs made with waxen midribs. These must (at least 30%) be replaced with natural comb by the end of the first year of conversion.

9. Trading with Bought-in Products

The sale of bought in products on market stalls or in farm shops is possible in principle. It should be noted however that:

- Separate records must be kept for bought in products.
- Their identification and in particular their origin and manner of production must be clearly stated.
- Home and bought in products must be accounted for separately.
- Products from conventional sources may only be stocked if a similar product is unavailable from Demeter or organic certified sources.
- Products from conventional sources must be clearly labelled as such.
- Products from Demeter or organic sources and those from conventional sources cannot be offered for sale simultaneously.

10. Demeter Hive Product Identification

If the bee-keeping department of a Demeter farm develops beyond home supply and its products are marketed more widely, it is necessary to observe the national organic regulations concerning bee keeping and hive products. Identification of hive products in whatever way Demeter may be mentioned (e.g. "honey from a Demeter farm"), is only permitted if the products come from a certified Demeter beekeeping operation. This requires observance of the Standards for Demeter Beekeeping.

For the identification of Demeter hive products, the guidelines issued by Demeter International or the relevant national organisations should be followed. All labelling requirements for bee products are to be detailed in the Demeter International labelling standards.

The labelling and repackaging of honey or other Demeter hive products using the Demeter symbol is to be implemented according to Chapter 4.1 of the "Standards for the Identification of Demeter Products" (Table: General Identification of Demeter Products - Additives) or Chapter 4.4.1.2 (Table: Special Forms of Identification of Demeter Products). The following text must be printed on honey labels:

"The special quality of Demeter honey derives from a unique, species appropriate approach to bee keeping. Due to their extensive flying range, bees cannot be expected to fly solely over biodynamically managed areas."

Appendix 1 Measurable Honey Quality Requirements

Water content - measured according to DIN/AOAC - 18% maximum and for heather honey 21.4% .

The HMF content - measured according to Winkler - 10 mg/kg maximum .

The Invertase level - measured according to Hadorn - must be at least 10 (except honeys with a low content of enzymes like honey from acacia).

Appendix 2 Allowable Treatments and Permitted Substances

Brood removal, warmth treatment, artificial swarming, herb teas, formic acid, acetic acid, lactic acid, oxalic acid, non-transgenic bacillus thuringiensis, sodium carbonate for disinfecting of 'American Foul Brood' organic produced sugar, salt.

Colonies requiring emergency treatment must have their harvest removed before hand.

Products originating from treated colonies cannot be marketed using the trade mark during the same season.

Appendix 3 Transportation, Decanting, Heating.**Transportation Containers**

Using containers of artificial materials for honey is only permitted for the purposes of transportation and special contracts.

Decanting of Honey:

In the event that yields of particular kinds of honey exceed the average amount sold during a year, honey may be stored in larger containers and transferred later into jars for retailing so long as the following conditions are met:

- At least the average amount of each kind of honey sold during the year must be filled into the retail jars (glass or metal) immediately after harvest and before it starts to consolidate. Where wholesaling and export is concerned this is of course not possible.
- Full documentation is needed to show how much of which kind has been filled into what size of container.
- Honey should only be heated to a stage where it can flow (creamy consistency). It should then immediately be filled into the appropriate jars.
- Under no circumstances should the honey be liquidised.

It is important in the context of this derogation that exact records are kept of warming the honey and decanting it. The full details including date, quantity and process need to be accessible to the assessment officer.

Only an indirect warming of the honey can be considered. Heating beyond 35 °C is to be completely avoided.

Appendix 7 – Forest gardening: additional information

“[F]ew of us are in a position to restore the forests... but tens of millions of us have gardens, or access to open spaces...where trees can be planted” (Hart, 1996). A forest or agroforestry garden can be designed for small or large gardens and enable the web of ecological interactions to work for the gardener to produce food.

Agroforestry is a dynamic, ecologically based, natural resources management system that, through the integration of trees on farms and in the agricultural landscape, diversifies and sustains production for increased social, economic and environmental benefits for land users at all levels. In the tropical and semi-tropical regions it is a traditional land management system (World Agroforestry Centre, 2010); in the UK there is currently little land that is deliberately managed as an agroforestry system (Royal Forestry Society, 2010).

British agroforestry is however an ancient agricultural strategy. The exploitation of wild and planted trees, shrubs and hedges growing in or around arable fields and growing spaces is at least centuries-old, if not millennia. There is also evidence of multi-functional and forest garden land management within medieval monastery gardens, cemeteries, and recreational parks (Rotherham, 2008). Land managed for tree crops has a long tradition of fulfilling social functions that contribute to the cohesiveness of communities (Common Ground, 2008).

It should be made clear that planting out and establishment of a forest garden or agroforestry design requires large numbers of plants and substantial work. The antiquity of some multi-functional growing spaces, with surviving rootstocks, perennial plants and layout, indicates that the work is an investment for the food security of the future.

Forest gardening in temperate regions must be carefully planned to include plant crops that tolerate the shady conditions beneath trees and to include sunny 'forest edge' spaces. They are usually small in area, from tiny back gardens to up around 2.5 acres (Agroforestry Research Trust, 2010).

The key features which contribute to the stability and self-sustaining nature of this system are:

- the large number of species used, giving great diversity
- the careful inclusion of plants which increase fertility, such as nitrogen fixers and dynamic accumulators (deep rooting plants which can tap mineral sources deep in the subsoil and raise them into the topsoil layer where they become available to other plants)
- the use of plants specially chosen for their ability to attract predators of common pests
- the use of plant species and varieties chosen to be suitable for the local micro-climate and be pest and disease resistant (reducing chemical use and increasing potential yield)
- recognising the role of tree cover, leaf litter, mulches, which improve nutrient cycling, drought resistance, and retains and builds topsoil (as opposed to the many food production techniques that reduce top soil).

A forest garden is organised in up to seven 'layers' . Within these, the positioning of species depends on many variables, including their requirements for shelter, light, moisture, good/bad companions, mineral requirements, pollination, pest-protection, etc. The layers consist of:

- Canopy trees; the highest level of trees.
- Small trees and large shrubs, mostly planted between and below the canopy trees.
- Shrubs, mostly quite shade tolerant.
- Herbaceous perennials, several of which are herbs and will also contribute to the ground cover layer by self-seeding or spreading.
- Ground covers, mostly creeping carpeting plants which will form a living mulch for the 'forest floor'.
- Climbers and vines. These are generally late additions to the garden, since they obviously need sturdy trees to climb up.
- The final 'layer' is the root zone or rhizosphere. Various beneficial fungi can also be introduced into this layer.

A summary of the benefits of forest gardening

- The forest garden is a long-term, biologically sustainable system for growing food and other household products.
- Once established, little work is needed to maintain the forest garden.
- Forest gardens are high output systems. Food is produced throughout the year and is diverse.
- Established forest gardens provide stable and diverse habitat.
- Choice and range of plants that encourage a long-term pest-predator balance thus reducing pest damage and need for pesticide use.
- Forest gardens allow small-scale food growers to provide subsistence living and to contribute to the local economy.
- Forest gardens facilitate the development of local and micro economies: reducing reliance on the global food economy and contributing to healthy socio-economic status of communities.

List of species that are suitable for forest gardens in Devon

- Canopy trees - the highest layer of trees. May include species such as Chestnuts [*Castanea* spp], Persimmons [*Diospyros virginiana*], honey locusts [*Gleditsia triacanthos*], Strawberry trees [*Arbutus* spp], Siberian pea trees [*Caragana arborescens*] Cornelian cherries [*Cornus mas*], Azeoles and other hawthorn family fruits [*Crataegus* spp], Quinces [*Cydonia oblonga*], Apples [*Malus* spp], Medlars [*Mespilus germanica*], Mulberries [*Morus* spp], Plums [*Prunus domestica*], Pears [*Pyrus communis*], highbush cranberries [*Viburnum trilobum*].
- Small trees and large shrubs, mostly planted between and below the canopy trees. May includes some of the canopy species on dwarfing rootstocks, and others such as various bamboos, Serviceberries [*Amelanchier* spp], Plum yews [*Cephalotaxus* spp], Chinkapins [*Castanea pumila*], *Elaeagnus* spp, and Japanese peppers [*Zanthoxylum* spp]. Others may be trees which will be coppiced to keep them shrubby, like medicinal Eucalyptus spp, and beech [*Fagus sylvatica*] and limes [*Tilia* spp] with edible leaves.
- Shrubs, mostly quite shade tolerant. May include common species like currants [*Ribes* spp] and berries [*Rubus* spp], plus others like chokeberries [*Aronia* spp], barberries [*Berberis* spp], Chinese dogwood [*Cornus kousa chinensis*], Oregon grapes [*Mahonia* spp], New Zealand flax

- [*Phormium tenax*] and Japanese bitter oranges [*Poncirus trifoliata*].
- Herbaceous perennials, several of which are herbs and will also contribute to the ground cover layer by self-seeding or spreading. These may include Bellflowers with edible leaves [*Campanula* spp], Comfrets [*Symphytum* spp], Balm [*Melissa officinalis*], Mints [*Mentha* spp], Sage [*Salvia officinalis*], and Tansy [*Tanacetum vulgare*].
 - Ground covers, mostly creeping carpeting plants which will form a living mulch for the 'forest floor'. Some may be herbaceous perennials (see above), others include wild gingers [*Asarum* spp], cornels [*Cornus canadensis*], Gaultheria spp, and carpeting brambles (eg. *Rubus calycinoides* & *R. tricolor*).
 - Climbers and vines. These are generally late additions to the garden, since they obviously need sturdy trees to climb up. They may include hardy kiwis [*Actinidia* spp], and grapes [*Vitis* spp].
 - The final 'layer' is the root zone or rhizosphere. Any design should take account of different rooting habits and requirements of different species, even if root crops are not grown much. Some perennials with useful roots include liquorice [*Glycyrrhiza* spp] and the barberries [*Berberis* spp] whose roots furnish a good dye and medicinal products. Various beneficial fungi can also be introduced into this layer.

References

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Appendix 8 – Health and Safety Policy at Steward Community Woodland

Health and Safety Policy at Steward Community Woodland

This is the statement and policy of Affinity Woodland Workers Cooperative.

We recognise that we have a duty of care to all volunteers, visitors and to community members and children to ensure that our community is as safe and healthy as possible. Affinity Woodland Workers is not an employer and is not bound by the Health and Safety at Work Act (1974).

Statement of policy	Responsibility	Arrangements
To prevent accidents and cases of work-related ill health and provide adequate control of health and safety risks arising from work activities	All community members; specifically, community members facilitating visits, tours, educational sessions, and work activities	Relevant risk assessments completed and action arising from the risk assessments taken. Retaining good communication with volunteers and visitors
Ensuring that all volunteers and visitors understand potential hazards when undertaking activities	Community members facilitating work and visits	Verbal communication to ensure everybody is aware of risks; observation of volunteers to check comprehension
Ensuring that all volunteers are able to use tools safely	Community members facilitating work with tools	Demonstration of safe tool use; verbal communication with volunteers; observation of volunteers
Ensuring that volunteers are offered safety wear	Community members facilitating work activities; volunteers	Community members must offer use of safety wear and show volunteers where safety wear is stored. Community members must use own judgement if volunteer does not wish to wear safety gear whilst working
Provision of prompt first aid in the case of accidents	Community members facilitating work; volunteers	Ensuring that volunteers and visitors know where first aid kit is stored; ensuring access to first aid kit during outdoors work

First aid kits are located in: communal kitchen, growing area shed, all personal structures
Accident book located in: communal kitchen. Last reviewed: Feb 2010 subject to review every 12 months

Health and Safety Policy

Statement of Intent

This is a commitment to ensuring that our community and woodland is as healthy and safe as possible for visitors, volunteers and the adults and children of the community.

The responsibility for health and safety rests with all community members.

Organising ourselves for health and safety

Work at Steward Wood is usually outdoors. It may involve groups of volunteers, or community members working singly. It often involves potential hazards such as: heavy lifting; rough terrain; use of sharp tools.

We recognise that volunteers are able to make decisions regarding their ability to carry out activities, use tools and so on. However, community members facilitating work sessions with groups of volunteers must use their own judgement and limit activities if they decide that a work session cannot be continued safely or is injurious to health.

The ultimate responsibility for safe practice during work sessions rests with the community member/s facilitating each work party, project or session.

Implementing our health and safety policy

Whilst setting up a session of group work with volunteers, community members must:

- carry out a risk assessment before beginning work;
- ensure they are carrying sufficient spare safety wear;
- ensure a first aid kit is accessible.

They will then carry out the following:

- inform the work group of potential hazards to health and safety during the work session;
- check that all members of the group are wearing appropriate safety wear;
- ensure that all volunteers are confident and able to use any tools: and never
- requiring individuals to use tools or carry out activities they are not comfortable with;
- ensure that all members of the group know where the first aid kit is located;

When working singly, community members must ensure that:

- they are aware of any potential hazards that may arise during their work session;
- another community member knows the location and type of the work; or they have access to communication (within shouting distance or a mobile).

When setting up a session with visitors, for example a tour or forest school session, community members must:

- carry out a risk assessment;
- ensure a first aid kit is accessible;
- ensure that group members are comfortable with the terrain they will encounter.

Appendix 10 – Steward Wood (AWWCL) Environmental Policy

No one can doubt the scale and urgency of the environmental challenge facing humanity at this time. The far-reaching consequences of climate change are already upon us and will increase over time. Soon, if not now, the peak in world oil production will occur bringing about the end of the era of cheap oil. The vast majority of things that we rely on in our modern society depend on the availability of cheap oil for their production and delivery to us.

These twin challenges of enormous proportions require action now if we are to avert the worst negative effects and transition to a sustainable society. MoreFood is part of that solution. The project is pioneering the way to a lower carbon future.

Whereas the average company environmental policy attempts to reduce harmful emissions whilst still maximising profits, we aim to have a positive impact environmentally by caring for the land we live on and providing an alternative, more sustainable way of living. We hope that this will not only benefit ourselves but will also be an example for everyone of how we can and should be living lightly on the earth.

Our community is based on the ethics of love, earth care, people care and resources for need not greed. We aim to practice a positive impact lifestyle by:

- increasing biodiversity;
- improving topsoil;
- not polluting the rivers, ground water or using harmful chemicals on the soil;
- managing the garden and our lives using permaculture principles (see addendum), and limiting use of fossil fuels;
- growing much of our own food, organically;
- reducing vehicle use, sharing vehicles and using biofuels, and
- encouraging visitors to use sustainable forms of transport;
- generating renewable energy and exploring alternatives to the use of fossil fuelled woodland machinery;
- learning from our experiences and mistakes, and passing on our knowledge.

Addendum: Permaculture Principles

- Relative location.
- Each element performs many functions.
- Each important function is supported by many elements.
- Efficient energy planning: zone, sector and slope.
- Using biological resources.
- Cycling of energy, nutrients, resources.
- Small-scale intensive systems; including plant stacking and time stacking.
- Accelerating succession and evolution.
- Diversity; including guilds.
- Edge effects.
- Attitudinal principles: everything works both ways, and permaculture is information and imagination-intensive.
- Work with nature rather than against.
- The problem is the solution.
- Make the least change for the greatest possible effect.
- The yield of a system is theoretically unlimited (or only limited by the imagination and information of the designer).



- Everything gardens (or modifies its environment).
- Source: Permaculture Association website.

Appendix 11 – Letters of support from other organisations



Please ask for: Gary Powell
Direct dial: 01626 215895

Christiana Tugwell
The More Food team
Steward Community Woodland,
Moretonhampstead,
Devon,
TQ13 8SD

11th May 2010

Dear Christine,

Re: Moor Food Project

Teignbridge District Council is pleased to provide a letter of support for the Moor Food project Lottery application.

The project supports the quest for rural sustainability by improving access to locally grown food, increasing social inclusion through local volunteer and training opportunities that can be accessed easily.

In a wider context the project underpins a developing green infrastructure, which operate via network of green corridors from Dartmoor to the sea.

Yours sincerely,

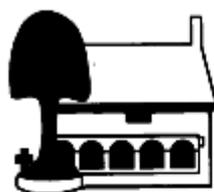


Gary Powell
Community Projects Officer

We're working to.....

- increase prosperity
- improve well-being
- be well managed
- promote communities
- protect and enhance the environment





Moretonhampstead Primary School

Betton Way, Moretonhampstead, Newton Abbot, Devon TQ13 8NA
Telephone: 01647 440482 Facsimile: 01647 440517

Email: admin@moretonhampstead.devon.sch.uk
Website: www.moretonhampstead.devon.sch.uk

4 May 2010

**Re: Funding application to the Local Food Fund by Affinity Woodland Workers
Co-operative for the MoreFood project and community demonstration garden.**

I would like to express support for the MoreFood community garden project on behalf of Moretonhampstead Primary School.

The resources offered by the project and garden that could benefit the school and will demonstrate responsible resource use include:

- A group venue
- Full wheelchair access
- A scented and feely garden space
- A play area and picnic area
- Education and skill-sharing opportunities
- A programme of free and low-cost events
- A venue for outdoor courses and workshops, with a covered space
- A demonstration forest garden, orchard, permaculture garden and bee sanctuary
- Free seeds and low-cost herbs and food plants for sale
- A place for a day out
- A link with woodland walks and footpaths on Dartmoor

Demonstrating food growing in an interesting and practical way changes perceptions of food growing – it becomes more accessible and relevant, encouraging individuals and families to start growing their own food and promoting the consumption of fresh, local food.

The educational opportunities offered by the project will encourage visitors to consider the environmental consequences of food production and to take responsibility for their own food and lifestyle choices.

Engagement with a working garden and the outdoors encourages confidence, self-reliance, and a clear communication, and will offer health, social, educational and vocational benefits.

I hope to see the project up and running in 2011.

Yours sincerely



Nina Newington
Headteacher

Name: *Katrina Dougherty* Address: *Revelal farm
St Martins, Looe
Cornwall*

Name of organisation represented: *ONE COMMUNITY LTD.
+
REVEAL COMMUNITY OF GROWERS* Postcode: *PL13 1PA*

Re: funding application to the Local Food Fund by Affinity Woodland Workers Co-operative for the MoreFood project and community demonstration garden.

I would like to express support for the MoreFood community garden project on behalf of my organisation.

The resources offered by the project and garden that could benefit my group/organisation and will demonstrate responsible resource use include:

- a group venue
- full wheelchair access
- a scented and feely garden space
- a play area and picnic area
- opportunities for volunteer placements
- education and skill-sharing opportunities
- a programme of free and low-cost events
- a venue for outdoor courses and workshops, with a covered space
- a space for social networking
- a demonstration forest garden, orchard, permaculture garden and bee sanctuary
- free seeds and low-cost herbs and food plants for sale
- local fruit and vegetables sold at a low price
- a place for a day out
- a link with woodland walks and footpaths on Dartmoor

Demonstrating food growing in an interesting and practical way changes perceptions of food growing – it becomes more accessible and relevant, encouraging individuals and families to start growing their own food and promoting the consumption of fresh, local food.

The educational opportunities offered by the project will encourage visitors to consider the environmental consequences of food production and to take responsibility for their own food and lifestyle choices.

Engagement with a working garden and the outdoors encourages confidence, self-reliance, and clear communication, and will offer health, social, educational and vocational benefits.

I hope to see the project up and running in 2011.

Yours sincerely



Please return to: **FAO the MoreFood team, Steward Community Woodland, Moretonhampstead, Devon, TQ13 8SD** and it will be appended to the funding application.

Alternatively, email www.morefood.org.uk requesting an electronic copy of the letter.

Thank you for your time and support of the project!

MoreFood team,
Steward Community Woodland,
Moretonhampstead,
Devon, TQ13 8SD

17 May 2010



Home Grown – Community Owned
Community Council of Devon
The Old School Huts
County Hall
Topsham Road
Exeter EX2 4QB

T: 01392 383443
F: 01392 382062
E: info@devonrcc.org.uk
www.devonrcc.org.uk

Dear MoreFood Team,

Re: funding application to the Local Food Fund by Affinity Woodland Workers Co-operative for the MoreFood project and community demonstration garden.

I would like to express support for the MoreFood community garden project on behalf of the Community Council of Devon (CCD). In 2009, CCD commenced a Local Food Lottery programme called 'Home Grown Community Owned' (HogCo) Programme.

We aim to support 70 groups over a five year period to begin food growing projects and work in partnership with a range of public and private landowners. Groups that receive support are prioritised according to their inclusiveness, innovation and work with partnerships.

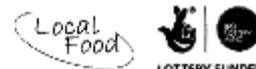
The 'MoreFood' programme sounds as though it shares many of our objectives, and we would be delighted to support your work. As our funding is derived from the same source, we could not offer you direct support as a HogCO group.

We could however:

- signpost local groups to your project,
- use your project as an inspiring 'case study' in our 'Local Food Roadshow',
- host a 'Roadshow' on your site to generate local enthusiasm,
- highlight your programme on our website,
- invite you to our networking and training events and
- develop different forms of informal partnerships as our projects progress.

Your goal of inspiring people to learn more about food – right from the seed to the plate – is essential due to the environmental challenges that are ahead.

We would like to meet your project team and talk about developing these ideas further.



I hope to see the project up and running in 2011.

Yours sincerely

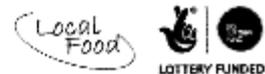


Sophia Elek
Project Officer,
HogCo
www.hogco-devonrcc.org.uk



Home Grown - Community Owned
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The Old School Huts
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Exeter EX2 4QB

T: 01392 383443
F: 01392 382062
E: info@devonrcc.org.uk
www.devonrcc.org.uk



Originally received as an email 12 April 2010

Dear MoreFood Team,

The Dartmoor Society has now had their committee meeting at which your MoreFood project was discussed.

The Dartmoor Society welcomes your food growing initiative and feels it will be of significant importance to the local community. It will be of great educational, recreational and cultural benefit, encouraging people to explore the whole concept of growing organic produce in an enjoyable and sustainable way.

We do hope you are successful in your application for a Local Food Grant, as the MoreFood initiative is a deserving project.

Yours sincerely,

Elisabeth Greeves

Acting Hon. Secretary
The Dartmoor Society,
P.O. Box 38,
Tavistock,
Devon
PL19 0XJ
Telephone: 01822 617004

*Neo Salak
Broomcroft
Docombe
Moretonhampstead
Devon TQ13 8SS*

1st May 2010

Re: bee sanctuary / bee space aspects of the Morefood community garden project

Dear Sir/madam,

I am responsible for designing and overseeing the proposed bee sanctuary and bee education space as part of the Morefood community garden project. I have attached to this letter an outline plan of this proposal, for your information.

Though the inclusion of bees in the project proposal may be recognised as something of great value, this particular concept of a 'community bee sanctuary' is a rather innovative proposal and would provide unique social, environmental and economic benefits.

I would like to strongly express my support for the project as a whole. As part of a fast developing network of beekeepers throughout the Teign Valley and across Devon who use natural techniques and sustainable methods in their beekeeping practice, this proposal would be of interest and great benefit to many. The proposed natural beekeeping educational area and bee sanctuary would provide a valuable resource for the rapidly growing natural beekeeping community in the local area and would further encourage others to take up this valuable pursuit.

Changing methods of honey production and bee management are absolutely relevant and inestimably important for our communities and economies, locally, nationally and globally. I see the inclusion of a honeybee sanctuary, education space and specially designed, natural community hives in the project proposal as being pivotal in designing sustainable food systems, in addition to providing numerous benefits to our health and well being.

Therefore, I wholehearted support the aims and values of the Morefood project and offer my sincere support in helping the bee aspects of this proposal to be implemented effectively.

Yours sincerely,

Neo Salak

Bee Space 

...bringing the honeybee back to life...

broomcroft · doccombe · moretonhampstead · devon · TQ13 8SS · 07974534365 · 01647440303 · wiseoldoak@gmail.com



BCM Permaculture Association
London
WC1N 3XX
T/F 08454581805
office@permaculture.org.uk
www.permaculture.org.uk

Dan Thompson-Mills
Steward Community Woodland
Moretonhampstead, Devon
TQ13 8SD

24th March 2009

Dear Dan

RE: Application to the Local Food Programme

As the network coordinator for the Permaculture Association's LAND project, I am writing to give our support for your application to the Local Food Programme.

Steward Community Wood applied to be a LAND learning centre, a centre within the Permaculture Learning and Demonstration network. The project was turned down on the basis that it would be difficult for disabled people to have access to the site and visitors to the project would find the toilet facilities uninviting. If Steward Wood were to resubmit their application the Permaculture Association LAND project would look for:

- a) Improved infrastructure by incorporating paths which could be used by less able people,
- b) Improved accessibility and usability of the compost toilet,

The 'MoreFood' project would involve creating disabled access into and around the demonstration permaculture garden incorporating a compost toilet fully accessible by disabled people coupled with a visitor centre. If the application is successful and the 'MoreFood' project goes ahead, Steward Community Wood would meet the criteria to become a LAND learning centre. The LAND project advisory group believe that Steward Community Wood has a lot to offer in terms of educating people on low impact community living and eco-building techniques, thereby making the project a valuable addition to the Permaculture Learning and demonstration network.

The Permaculture Association would be happy to act as an informal partner to the 'MoreFood' project and provide advice and support when needed.

We wish you every success with your application to the Local Food Programme,
Kindest Regards



Louise Cartwright - LAND Network Coordinator



LAND c/o: BCM Permaculture Association, London, WC1N 3XX

Telephone / Fax: + 44 (0)845 4581805

Email: office@permaculture.org.uk Website: www.permaculture.org.uk

Company no. 05908919

Charity no. 1116699

Moretonhampstead
Association for
Youth

John Willis, Chair
28 Cross Street,
Moretonhampstead
Devon TQ13 8NL
Tel: 01647 441050
Fax: 01647 441050
Email: johnwillis@ukoloway.com

To whom it may concern

Re: funding application to the Local Food Fund by Affinity Woodland Workers Co-operative for the MoreFood project and community demonstration garden.

I would like to express support for the MoreFood community garden project on behalf of this organisation.

The resources offered by the project and garden that could benefit the members of our group, especially Moretonhampstead Youth Club and summer play-schemes, are

- a group venue for children and young people
- full wheelchair access
- a programme of free and low-cost events
- a venue for outdoor courses and workshops, with a covered space
- a demonstration forest garden, orchard, permaculture garden
- a bee sanctuary and bee education centre
- a place for a day out

We agree with the promoters that "Demonstrating food growing in an interesting and practical way changes perceptions of food growing – it becomes more accessible and relevant, encouraging individuals and families to start growing their own food and promoting the consumption of fresh, local food."

The educational opportunities offered by the project will encourage visitors to consider the environmental consequences of food production and to take responsibility for their own food and lifestyle choices.

Engagement with a working garden and the outdoors encourages confidence, self-reliance, and clear communication, and will offer health, social, educational and vocational benefits."

I hope to see the project up and running in 2011.

Yours sincerely


(JOHN WILLIS)



Re: Funding application to the Local Food Fund by Affinity Woodland Workers Co-operative for the MoreFood project and community demonstration garden.

I would like to express support for the MoreFood community garden project on behalf of this organisation. The WEA would like to be an informal partner with the project, providing opportunities for adult education with leisure and accredited courses. These have been offered in the past and the WEA looks forward very much to being able to offer courses in the future in a much-improved venue.

The resources offered by the project and garden that could benefit my organisation and will demonstrate responsible resource use include:

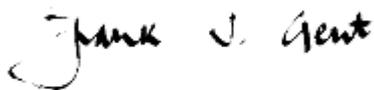
- a group venue
- full wheelchair access
- education and skill-sharing opportunities
- a programme of free and low-cost events
- a venue for outdoor courses and workshops, with a covered space
- a demonstration forest garden, orchard, permaculture garden

The educational opportunities offered by the project will encourage visitors to consider the environmental consequences of food production and to take responsibility for their own food and lifestyle choices.

Engagement with a working garden and the outdoors encourages confidence, self-reliance, and clear communication, and will offer health, social, educational and vocational benefits.

I hope to see the project up and running in 2011.

Yours sincerely,

A handwritten signature in black ink that reads 'Frank J. Gent'.

Frank J. Gent
Learning Manager, Devon and Torbay

Workers' Educational Association
South West Region
Bradnich Court, Castle Street
Exeter, EX4 3PL
Tel: 0845 458 2758 · Fax: 01392 474330
Email: fgent@wea.org.uk · www.wea.org.uk

Registered charity number: 112775. Company limited by guarantee in England and Wales no: 2800910. Registered office: Third Floor, 70 Clifden Street, London, EC2A 4EJ

Appendix 12 – MoreFood questionnaires

MoreFood Questionnaire

MoreFood will be a public demonstration of long-term sustainable food production, showcasing alternative food crops and methods, including perennials, multi-use plants, and an orchard of traditional Devon fruit trees.

MoreFood is a project based at Steward Community Woodland, Moretonhampstead, Devon TQ13 8SD.

Answering as many questions as you can will help us establish the needs of the local community.

- Do you feel a need for more organic food to be grown in your area?
 Yes No
- Do you think there would be any benefit to you, your family, or an organisation you belong to, from developing a local organic food growing demonstration garden?
 Yes No
- Do you have an interest in food security, sustainability, permaculture or forest gardening?
 Yes No
- What skills would you like to learn or share?
- Would you like a community garden that you could walk or cycle to?
 Yes No
- Could this initiative be a useful resource to you? i.e. day-trips out, family picnic, play area.
 Yes No
- Would you be interested in being part of this new project? If so what would you seek to gain from it?
- Do you or your family have any special requirements eg disabled access?
- Would you be interested in having an allotment?
 Yes No
- Would you like to have a local veg box scheme?
 Yes No
- Do you think it would be useful to have community seed exchanges?
 Yes No
- Are you interested in composting?
 Yes No

- Would you be interested in participating in courses or workshops on organic food growing or permaculture?
 Yes No
- Please add any other comments or suggestions below:
- If you would like to be kept informed about the project please leave you contact details:
 Name:
 Tel:
 Email:

For more information please visit the MoreFood website at: **www.morefood.org.uk** or contact Steward Community Woodland on 01647 440233.

Please complete and return this questionnaire to: Steward Community Woodland, Moretonhampstead, Devon. TQ13 8SD

There is also an on-line questionnaire at: www.morefood.org.uk

Thanks for your time and support

The MoreFood team



A new community garden project near Moretonhampstead planned to open in spring 2011

We want to inspire everyone to **have fun and grow food**
 The garden will be free and open all year round to visitors and volunteers.




Let us know what you think - your ideas will help shape the final design. Please help by filling in the questionnaire overleaf and returning it to us.

So what would I find in the MoreFood garden?
 Here are some ideas, what are yours?

- a play and picnic area
- wheelchair-access gardening
- a demonstration forest garden and bee sanctuary
- a venue for groups
- an educational centre
- food growing techniques and unusual food crops you can use
- a scented and feely garden
- a venue for seed and plant swaps
- a venue for skill-sharing, outdoor courses and workshops






What about getting there?
 The garden will be easy to find - just off the A382 and the Wray Valley cycle and foot path (to be built in 2010)
 It is based at Steward Community Woodland, less than a mile from Moretonhampstead



Please turn over for the quick questionnaire

What would you like to see in the new garden?
You can fill this in online at www.morefood.org.uk

Would a play area benefit your family?
 Yes No Would not use

Would you consider attending free events e.g. seed swaps and open days?
 Yes No Unsure/would not use

Would the project be useful to you as...
 an individual? Yes No
 a family? Yes No
 ...or to an organisation or group? Please state which one(s):

Would you be interested in volunteering or networking opportunities offered by the project? Yes No If I get time!

Would you be interested in courses, workshops or skill-sharing...
 as a participant/student? Yes No Perhaps
 as a tutor/mentor? Yes No Perhaps

What skills and topics would you like to share/learn/teach? are there any specific skills you think should be more widely known? Any other comments, suggestions or thoughts?

If you live in the Moretonhampstead area...
 Would you be interested in having an allotment?
 Yes No I already have one but we need more

Would you like a community garden you could walk or cycle to?
 Yes No

If you would like to be involved in the future, or kept informed, please leave your name and phone no. or email:

Please return to Steward Community Woodland, Moretonhampstead, Devon, TQ13 8SD
 Contact info@morefood.org.uk or **01647 440233**

Thank you for your time and support

Appendix 13 – Artist's impressions of the garden





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