

Case Study – Uplands Allotment Association

Amount Granted: £2,170.00 (Charles Henry Foyle Trust – Date Funded: September 2009)

The Project:

Uplands Allotment is the UK's largest, on 38 acres of land with over 250 members. We celebrated its 60th anniversary this year. To mark this occasion the association organised celebrations which promoted the use of the allotments in the wider community. We held our annual flower show, took part in Birmingham carnival and held a celebratory family fun day on our anniversary weekend with the grant we received.



Total number of people benefiting from this project: over 1,000 members of the community

Area of Benefit: Birmingham, West Midlands

Why was the project needed?

We needed to raise awareness of the resources the allotments have on offer. This event also provided us with the opportunity to raise some much needed funds to keep our allotment going for future generations to appreciate and enjoy. As an association we are actively involved in improving the environment, promoting organic gardening and recycling waste materials. We provide training and workshops on a regular basis, to educate our community on improving the environment and growing their own vegetables. Before our series of events we had difficulty attracting members of the wider community to our training and workshops.



The difference the project has made:

We have seen a steady uptake in members and community involvement since we started our promotional and celebratory activity. It's amazing that people did not realise we even existed! I now feel confident that we have gained some ambassadors and raised awareness to attract funding to secure the allotments for future generations.

Quote:

"I had a wonderful day, it was amazing to discover such a wonderful hidden treasure pretty much as close as my own back yard. It's made me want to get a plot now so I can take part in next year's organic gardening competition!"

(Local resident)

Charles Henry Foyle Trust is administered by:

Birmingham Community Foundation, Nechells Baths, Nechells Park Road, Nechells, Birmingham B7 5PD

Tel: 0121 322 5560 © Fax: 0121 322 5579

Email: team@bhamfoundation.co.uk © Web: www.bhamfoundation.co.uk

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