



# How to get started – Cultivation Street Street Starter Pack

## 1. Get people involved

Start by inviting people to join you! Chat to all your neighbours and ask them to tell everyone they know too. Why not tell your local Community Support Officers and ask them to spread the word? Talk to scout and guide group leaders too, because they'll know tonnes of people. It really is that simple! – in other words talk to anyone who is likely to be interested.



Then think about how your local takeaway or window cleaner promotes new services and events – leaflets! How about producing postcards or flyers which you can easily drop through everyone's letterbox or local shop window? It doesn't have to cost a lot.

This is also a great way to involve the children. They're brilliant with computers and could do the design for you.

## 2. Spread the word

Get your message out to a wider audience using the Internet too! Put a post on your community Facebook page – you're bound to have one. Find it by searching for your town or village. If not, you can also set up pages on Facebook and Twitter for your community project – it's so easy. Try tagging your local towns and garden centres into your posts.

Get in touch with your local radio station and newspaper and ask them for a shout out. Or offer to give them an interview. It might be a new experience for you, and you can raise the profile of the community project. Don't forget to ask for plant and equipment donations from readers and listeners!



Local garden centres are a great source of advice too.

[Find your closest Cultivation Street Garden Centre Ambassador here.](#)

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### 3. Choose what to grow

The most important thing to agree on when you start a community gardening adventure is what to grow! People have lots of dreams, so get together with your fellow gardeners over a coffee (or a glass of wine) and have a chat about what you want to achieve. Sketch out some ideas to see what everyone comes up with. Start with deciding what the garden is going to be – a vegetable garden? a place to sit and relax?



You can divide up the growing area so everyone gets a plot, or create a community space that meets lots of needs. [Check out the specialist category winners from 2016](#) – see the different ways they have used space and community spirit.

Just remember to be realistic. The timeframe is short and some things take a lot longer to grow than others. Plan what you want it to look like, and work backwards from there to decide where to start. Finally remember to plan ahead to ensure the garden will continue to grow for seasons to come!

[Check out David's guide to the best plants for pollinators.](#)

### 4. Identify your resources

Get together and list the skills and resources available in the community – this could be someone lots of spare tools in their shed, or someone who is good at budgeting. Resources come in many shapes and sizes from the neighbour who can gain

sponsorship and raise money, to donations of old garden furniture.

Gathering all you can at the beginning can assist in forward planning, and may save time and money along the way.

Don't forget to look at the space available to you, identify what would work best. Are there any disused planting areas or some paving that could do with sprucing up?

[Here are some helpful ideas for urban gardening.](#)

### 5. Get the kids involved

Kids love gardening projects and it's easy to get them to join in. Many children now have a school garden as part of the curriculum, so try linking your project with what they are doing at school.

Gardening has plenty of educational



St Johns College, Cardiff

benefits. Counting seeds for maths, composting as part of sustainable activities, growing food and learning how to cook it, plus studying plants as part of history and geography, and wildlife as part of biology. And letting kids choose what to grow will get them enthusiastic about the garden –and give you little helpers!

[Here's a few ideas to keep them busy in the garden.](#)

But the garden is also about fun!

[Why not try your own Garden Olympics?](#)

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## 6. Get plants for free

Plants can be expensive, so ask local community members to donate plants and seeds. Local farmers, allotment holders and plant nurseries may be happy to help you too. Go and have a chat with them – you don't get if you don't ask!

Also, the council are often happy to give away plants when they put in new ones. Call them to ask when they are replanting and if they'd be happy to donate the old plants to you.

## 7. Stock up on a shoestring

Car boot sales are fantastic for buying second-hand tools. Just clean them with some soapy water and wire wool. You can usually get plant pots and all sorts of containers too.



Go with your neighbours – it's a great way to get to know each other better. If you tell the seller what you're using it for, you might even get it cheaper or for free!

Plus, have a look at [Freecycle](#) to see if anyone is offering gardening goods. This is a brilliant site where people offer things for free to those in their local area – all you need to do is go and collect them. You can find anything, including gardening equipment, plants and supplies.

[Here's some more great money saving tips for you.](#)

## 8. Recycle containers

Save money by recycling household objects as quirky plant containers. Tins, pans, buckets, barrels, car tyres, old wellies and milk cartons make great plant pots.



Make seed trays from plastic containers that mushrooms and salads come in. You can also pick up materials from recycling centres – often for free. Remember to punch holes in the bottom of containers if you can to make sure water drains away.

Wooden pallets are also popular in the garden. Stand them on one end and plant flowers or salad leaves to make an eye-catching display.



If anyone in your community is handy with a hammer and nails, you can even make planters and raised beds from scrap wood.

[Get some saving and recycling advice here.](#)

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## 9. Start fundraising

The best thing you can do is ask, ask, ask! Approach local shops and businesses to see if they would like to donate something to help you. Many of them will jump at the chance to get involved with local community projects – most large companies have Corporate Social Responsibility programmes, so this could tick their boxes too.

What about hosting a bake sale? It's an easy way to raise money and awareness for your project. You could even try swapping grub for greens! Get people to bring a plant, gardening tool or some seeds and swap it for a slice of cake.

Garden open days are becoming increasingly popular. Gain greater community support by welcoming visitors to come and enjoy your creation. Try advertising on local college or garden centres social media pages. Raise money by selling produce from your garden. If you're asking for financial contributions, make it easy for people to give. [Set up a Just Giving page under their community project site, Yimby.](#)



**So, what's stopping you? Join our Cultivation Street campaign and get gardening. You won't regret it!**



**Shettleston Community Growing Project in Glasgow were the overall winners in 2017!**

**Enter today for the chance to win incredible prizes for your community garden project!**

**[Find us on Facebook and share your own story!](#)**



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