

VISION, MISSION, AIMS AND OBJECTIVES



St Werburghs City Farm is an inner-city oasis. Situated in the Bristol ward of Ashley next to 4 other wards which fall within the 10% most disadvantaged in the UK, the Farm has developed to meet local needs.

Our vision is to inspire and educate happy, healthy communities through green spaces, local food and each other

Many of the neighbourhoods that surround the Farm fall within the 10% most disadvantaged areas in the UK. Child poverty is a particular problem with more than half of children living in income-deprived households in 3 areas within walking distance to the Farm. The disadvantages experienced by people in these areas include: unemployment and low household income; low attainment in education/training; poor living environments; increased exposure to alcohol dependence, drugs misuse and crime; in foster care or at risk of going into care; caring for a family member; and lack of access to safe, green space. At the same time, Bristol's population is growing 1.5 times the national average which means more people are squeezed into the same space, especially in the Inner City area where the Farm is located. Around 16% of the overall population are from BME backgrounds but amongst children it is 28% on average, but 50% in Inner City/East Bristol. Bristol residents born outside the UK now rests at 15%, almost doubling in the last decade. Alongside this, sedentary lifestyles, food poverty and poor diet have resulted in an increase in health inequalities including mental health. For many people, they face multiple and complex disadvantages.

Using a 2 acre small holding, a 1 acre community garden, a 2.5 conservation site and 13 acres of community allotments, our mission is to offer targeted community services that equip people with knowledge, skills and confidence, and provide green sites accessible to all.

Our **aims** are to:

- **increase knowledge of where food comes from** through activities and educational interpretation
- **increase confidence and knowledge in growing, cooking and eating fresh food** through activities and services that showcase local produce
- **increase access to locally produced food**, especially Farm grown or reared food by supporting allotment holders, providing a cafe and other services
- **enhance access to and enjoyment of green spaces** through activities that develop people's awareness of, interest in and confidence to explore their environment
- **enhance health and well-being** through opportunities that enable people to develop, learn and play outdoors
- **enhance our sites** by developing them to be welcoming, accessible, playful and informative whilst supporting wildlife and biodiversity
- **improve communication, helping to create a supportive, friendly and understanding community** through events and activities that bring a diverse range of people together
- **improve skills and qualifications** through education and training experiences, leading to greater opportunities
- **improve engagement**, by building people's capacity and confidence, and supporting them to achieve change

With more than 3,500 service users, 15,000 people enjoying our events/facilities and more than 40,000 local visitors passing through the gates each year, we are a vital community resource, freely accessible to all.

Summary

St Werburghs City Farm is an inner-city oasis. Situated in the Bristol ward of Ashley and adjoined by 4 other wards which fall within the 10% most disadvantaged in the UK, the Farm has developed to meet local needs.

Our vision is to inspire and educate happy, healthy communities through green spaces, local food and each other

Using a 2 acre small holding, a 1 acre community garden, a 2.5 conservation site and 13 acres of community allotments, our **mission** is to offer targeted community services that equip people with knowledge, skills and confidence, and provide green sites accessible to all.

Our **aims and objectives** are to:

- **engage people** in activities that support greater happiness, health and wellbeing
- **equip people** with self-esteem, confidence and personal development
- **empower people** through knowledge, skills and experience
- **educate people about local food**, by cooking, growing, eating and understanding where our food comes from
- **inspire people to enjoy green spaces** and nature, increasing their access and enjoyment of the local environment
- **connect people to each other**, encouraging greater understanding, communication and engagement within the community

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Strap line

St Werburghs City Farm - inspiring spaces, educating people and connecting communities