



# Propagation Place E-Learning Content Developer Brief 2019



*Growing a community propagation business that improves volunteer health and wellbeing and reinvests in green space through seedling sales*

## **1. St Werburghs City Farm: Our vision, aims and objectives**

---

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

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.

**Using a two-acre small holding, a one-acre community garden, a 2.5-acre conservation site and 13 acres of community allotments, we offer targeted community services that equip people with knowledge, skills and confidence, and provide green sites accessible to all.**

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.

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 wellbeing** 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 and facilities and more than 40,000 local visitors each year, we are a vital community resource, freely accessible to all.**

## **2. Propagation Place Overview**

---

Propagation Place is a community growing space and propagation polytunnel that has been developed and managed by local volunteers. The aim of the project is to increase the health and wellbeing of local adults experiencing disadvantage, to support local food production across Ashley Vale and to create a sustainable income stream for St Werburghs City Farm. Propagation Place is the Farm's first project which seeks to balance social-value impact with income generation. This signifies a sea-change in our approach as the majority of our targeted services are reliant on grant funding. With the end of local authority core funding in 2017 and competition for trust and foundation funding stronger than ever before, we need to diversify our income further to safeguard our community services. Our projections suggest that Propagation Place can become fully self-financing within two years and generate a surplus in three years which will be reinvested back into these targeted services.

Propagation Place grew out of recommendations in the Farm's Food Strategy and launched in April 2016 with two-year investment from the People's Health Trust and other funders. Over the next two years, we engaged more than 240 volunteers (80% of whom were facing disadvantage) to transform three overgrown plots into a community growing space with raised beds, wheelchair-accessible paths, fruit bush borders, demonstration beds and a hazel-hurdle boundary.

Central to the project is the 20x6 metre polytunnel which houses a range of heated/unheated tables to raise the seedlings, irrigation systems, packing stations and storage areas. Vegetable and herb plug grown by volunteers in the polytunnel are available for sale online and to our local community of allotment holders. We run volunteer sessions three times a week, and generally work with about 20 volunteers each growing season.

We launched our own eCommerce website in January 2019, and have been successfully building our national customer base over this growing season. We are now moving into the second stage of our business plan which includes the development of online horticulture courses. These courses will be available to our volunteers to support their learning experience and also available for sale to the public.

The new horticulture courses are an important part of our business plan and will form one of our foundations of success as a community business. We are currently inviting proposals from experienced horticultural course writers who have demonstrable knowledge of developing curriculums, as well as confidence in their ability to work effectively with a web developer and video and animation teams.

## **3. Project Objectives**

---

We want our new courses to offer high-quality, engaging and accessible learning to our customers and volunteers alike. The courses will be delivered in a range of media, including video, animation and interactive content. The courses are aimed at entry-level gardeners that want to learn how to grow their own vegetables, and will walk our learners through designing, planning, planting and caring for their garden. Each module will need to work as a stand-alone unit; however we will also make the complete course available with additional bonus materials.

The course will be available for people to buy and study 'at their own pace' without any marking required, however we anticipate that we may do a 'live launch' once a year to facilitate a more interactive experience. This may be supplemented with feedback on the customers work/progress, an interactive Facebook group, as well as live trainings via zoom. Our content will be hosted on Vimeo Pro, and used on our Wordpress website using an integrated learning management system (Lifter LMS - <https://lifterlms.com/>).

Our new e-learning course contains 10 modules, each with approximately 1 hour of content. There are also 4 bonus modules, which will contain approximately 20 – 30 minutes of content.

#### Modules:

- Mapping and design
- Container growing
- Plant structure intro
- Crop rotations, plant families & their growing needs
- Soils
- Plant nutrition & composting
- Pests & diseases
- Weeds
- Propagation – seeds, seed sowing, watering
- Herbs

#### Bonus content:

- Social and community gardening - how to find places and communities to garden with.
- Gardening for wildlife and organic gardening
- History and uses of plants
- Protecting vegetable crops

#### **Our ideal candidate will have experience designing and creating:**

- Videos of people demonstrating an activity
- Slides with voiceover
- Simple animations for demonstrating ideas, concepts and activities
- Creating graphics/diagrams and simple illustrations from source material provided
- Content that fits within an existing brand identity

#### Some examples:

- A video on plant health may consist of slides containing bullet points and images or diagrams, with a voiceover explaining the concept in greater detail.
- A video on pruning may contain some slides with voiceover, and then cut to footage of someone demonstrating the skill.
- A video explaining a garden design activity may contain an animation of a map of a garden being drawn, while voiceover explains the activity. The video may then cut to a slide comparing a photograph with a map, while the voiceover explains further details.

The content creator will be working with a team including an experienced project manager, web developer, a subject specialist course writer and experienced horticultural staff members.

## 4. Target audience/markets

---

- First-time gardeners and allotment holders
- Our existing Propagation Place customers - our customer base varies in age and ability. Many of our customers are older and have more gardening experience so may be more likely to buy individual modules to add to their existing knowledge. Our beginner level customers may be more interested in buying the complete course.
- Our ideal customer is the beginner gardener who is excited to learn to grow their own vegetables but is not necessarily drawn to more traditional online horticultural courses. They are members of online communities such as Instagram and are excited to share their progress with their friends. They want to learn how to do things well and they really value the social and cultural contexts of food growing, with a specific interest in environmental issues. They are concerned with finding natural approaches to gardening and avoid using harsh chemicals. They are committed to using sustainable techniques and materials and often compliment us on our plastic-free packaging. Their age group tends to be gen X and early millennial.
- Propagation Place volunteers - Our volunteers have various levels of educational needs and often English is a second language. Materials available in different formats such as audio, video and animation as well as written will benefit different learning styles. The resources from the course may be used in fragments in order to assist a physical lesson; other times it may be used in succession. Some of our volunteers may like to explore more depth around a subject (i.e. the nutritional needs of plants -NPK etc ) and others may prefer to receive more basic instruction (i.e. how to make a certain type of tea and what signs show us that the plant needs it.)

## 5. Timescales

---

Our deadlines for the project are as follows:

Deadline for applications:	Monday 2 <sup>nd</sup> December 2019
E-learning visual content creator appointed	Friday 6 <sup>th</sup> December 2019
Course ready for testing and launch	April 2020

## 6. How to apply

---

Please provide a proposal that includes:

- your skills and relevant experience
- your suggested design approach to the project
- a detailed quote for the work
- a short show-reel or portfolio

Please send proposals to [grow@swcityfarm.co.uk](mailto:grow@swcityfarm.co.uk) by 12 noon on Monday 2<sup>nd</sup> December 2019. Please feel free to email or call us on 0117 9428241 if you would like any further information about the project or the application process.