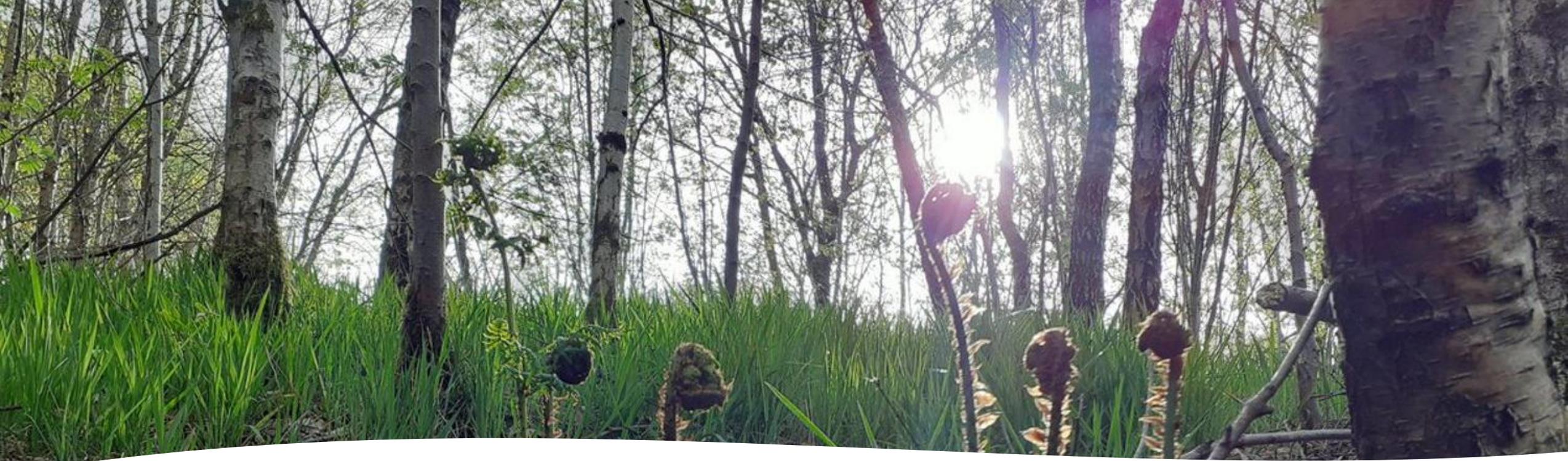




Growing Northern Roots: Delivering Social, Economic and Environmental Benefits from Urban Green Space

Anna da Silva, CEO



The Context?

CHALLENGES to traditional parks funding:

- Austerity
- Exacerbated by Covid
- And Cost of Living Crisis

OPPORTUNITIES

- Growing evidence re the importance of urban greenspace to health, community cohesion, ecosystem services
- New funding in response to this evidence
- Enhanced and accelerated by Covid

“Urban green space is a necessary component for delivering healthy, sustainable and liveable cities. Urban green space interventions can deliver positive health, social and environmental outcomes for all population groups, particularly among lower socioeconomic status groups. There are very few, if any, other public health interventions that can achieve all of this.”

WHO, 2017





Since 2016 I've lead two major urban green space projects:

RHS Garden Bridgewater, 154 acres in Salford

- First new RHS Garden in 20 years
- First urban Garden
- Significant support from Salford Council



And...

Northern Roots, 160 acres in Oldham

- UK's largest urban farm and eco park
- Instigated by Oldham Council

Two very different organisations and business models, but they have much in common:

- Two areas of neglected green space on fringes of GM, close to diverse, deprived urban communities
- Both seeking to deliver similar **environmental, economic & social outcomes**
- Both seeking to harness similar sources of funding
- And requiring similar skills



Northern Roots – the UK's largest Urban farm and Eco Park



OUR TOP 3 GOALS

For Northern Roots

1. Create jobs, training and business opportunities for local people!
2. Preserve and enhance biodiversity and the environment at Northern Roots 160-acre site
3. Improve the health and wellbeing of local residents and communities

#NORTHERNROOTSOLDHAM



I'm not a horticulturalist, farmer or ecologist..

Office Manager,
British Council,
West Bank

Radio Producer,
BBC Arabic

BBC/Reuters/Economist
correspondent, Angola

Humanitarian Affairs
officer, Medecins sans
Frontieres

UN Humanitarian
Radio Project
Manager, Southern
Africa

Executive
Producer,
CBeebies Digital

French Teacher,
South Africa

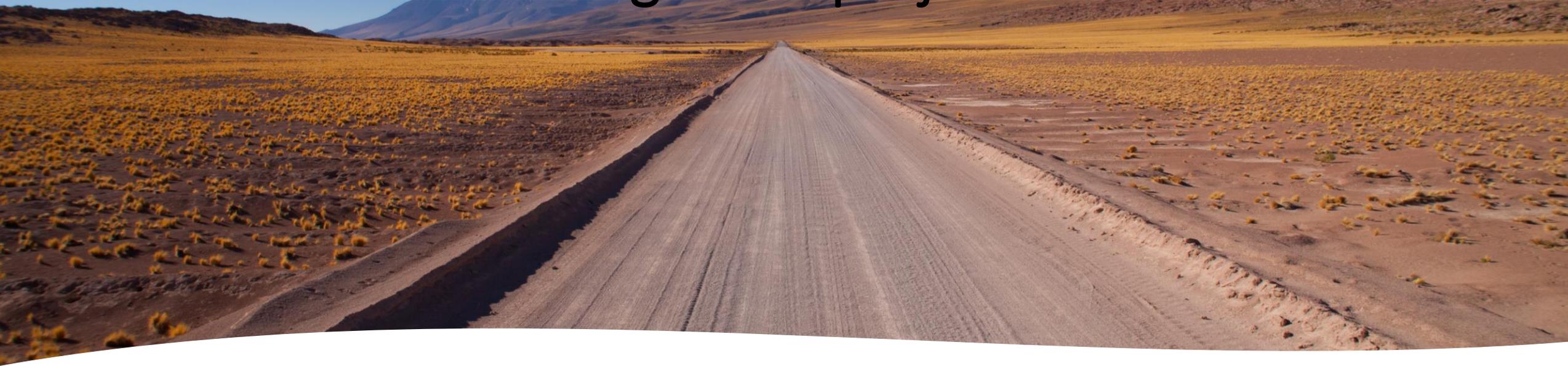
Africa Director,
BBC Media Action

Programme
Director, RHS
Garden
Bridgewater

Institutional
Funding Manager

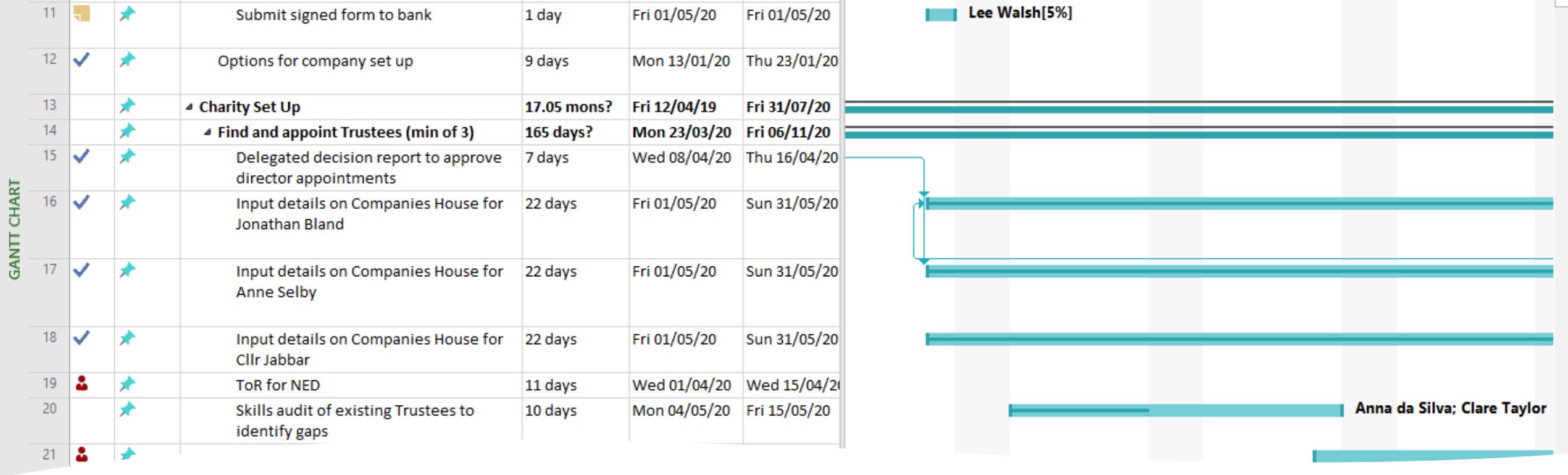
Head of Strategy,
BBC England

What steps and skills are involved in delivering these projects?



1) Working out where you're going

- Understanding your audience and context: demographics and economics
- Setting strategy: developing logic models, setting targets
- Understanding your progress: monitoring and evaluation



2) Working out how to get there

- Project planning, development & management
- Charity/Social Enterprise establishment, governance & management
- Pilot, learn & iterate

3) Finding funds to pay for it

- Fund-raising, grant and donor management



4) Moving from funding dependency to self sufficiency and local wealth building

- Commercial management, business modelling
- Branding, marketing, licensing, business support
- Entrepreneurship
- And possibly also ...small grants management



5) Drawing in help and support from others

- Harnessing diverse technical expertise – health, education, ecology, leisure etc
- Partnership management
- Stakeholder management, networking
- Organisational change, influencing
- Tracking and shaping local and national policy



6) Creating Stories: by enabling genuine ownership, opportunity & change for local people



- Community engagement & co-creation
- Volunteering, training, qualifications
- Heritage, Arts and Creativity
- Sports and Leisure
- Social Prescribing

7) Telling stories: to inspire and involve more people and partners

- Communications & Interpretation
- Editorial oversight

Look north for eco inspiration

Oldham in Greater Manchester is embarking on a regeneration project that puts people and planet first – from a farm to farm café and swimming ponds to an apatory that train locals in beekeeping. *Lorna Purves reports*

The landscape of Oldham is quite remarkable. One reason you can see a lot of trees around the town and along the canal is because of the fact that the town is built on a hillside. The fact that the town is built on a hillside is the first of the factors that make Oldham a unique place. The fact that the town is built on a hillside is the first of the factors that make Oldham a unique place.

There is a small part close to Oldham Council's Oldham Farm which is a great place to visit. It is a great place to visit because it is a great place to visit. It is a great place to visit because it is a great place to visit. It is a great place to visit because it is a great place to visit.



There are plans for a new park in the town. It is a great place to visit because it is a great place to visit. It is a great place to visit because it is a great place to visit. It is a great place to visit because it is a great place to visit.

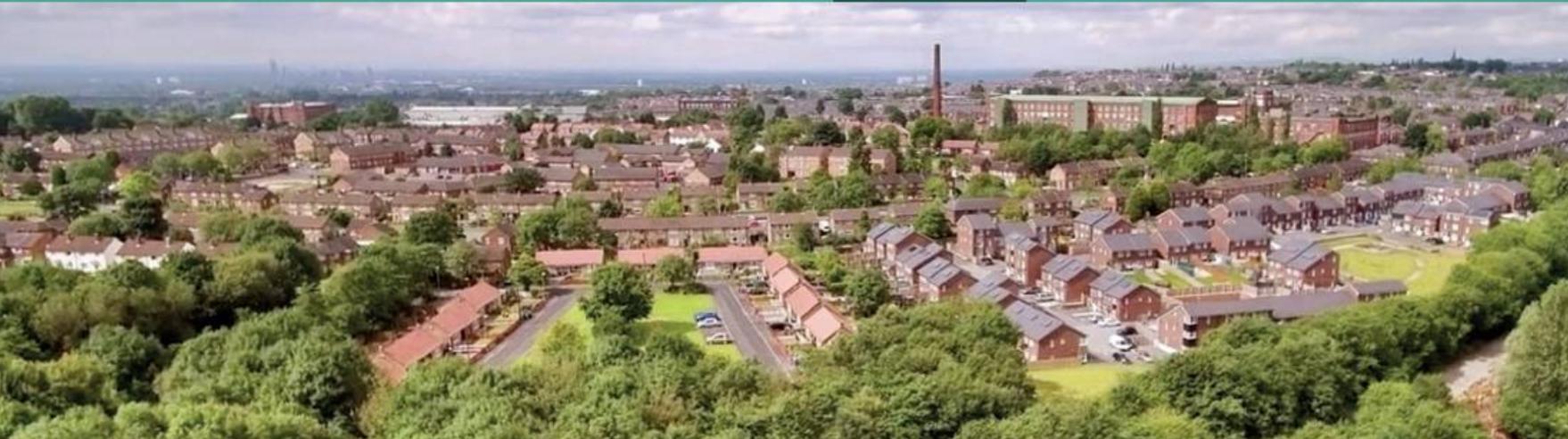
Green space that can be a deliver social



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Northern Roots

3,294 Tweets

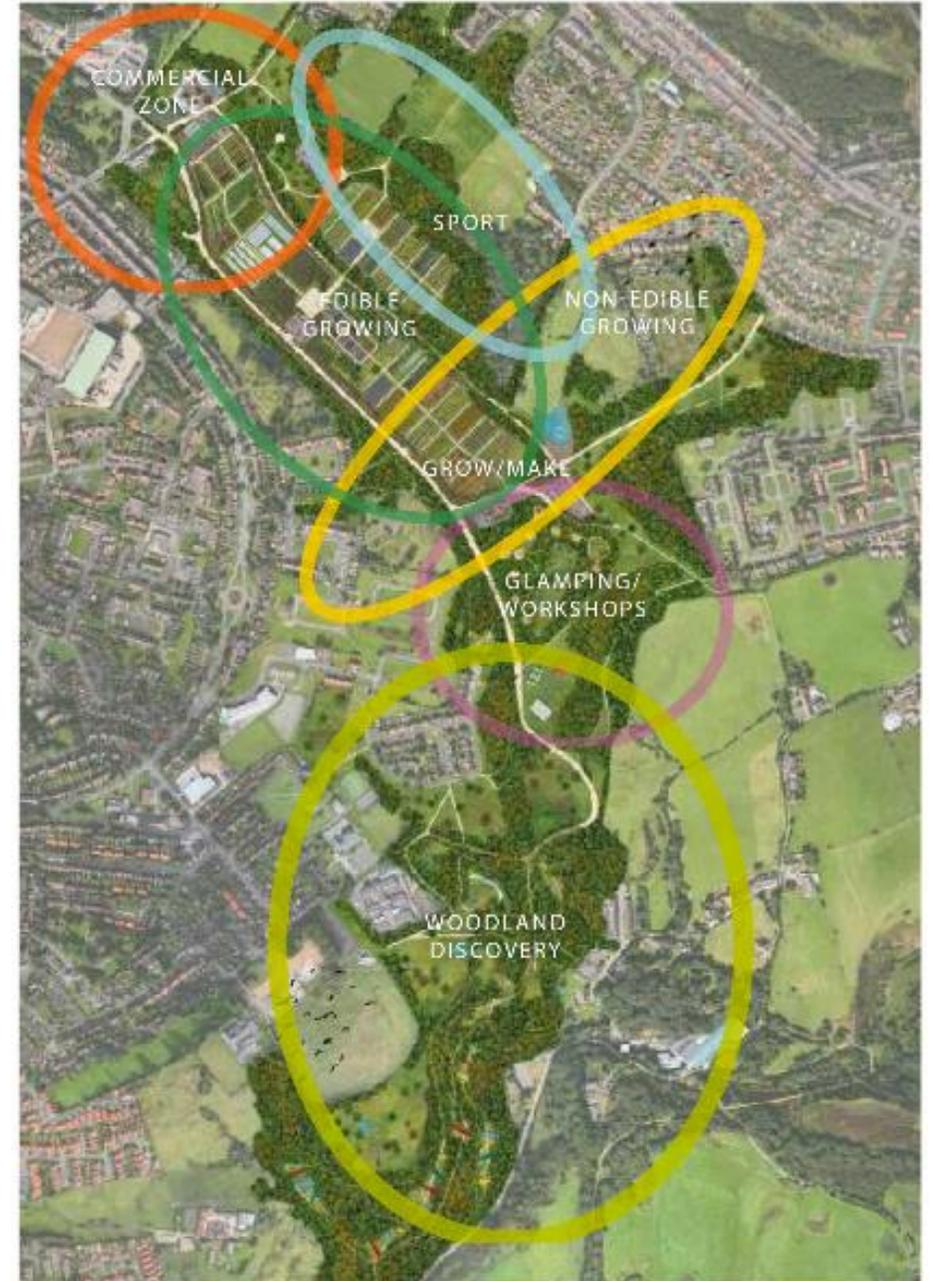
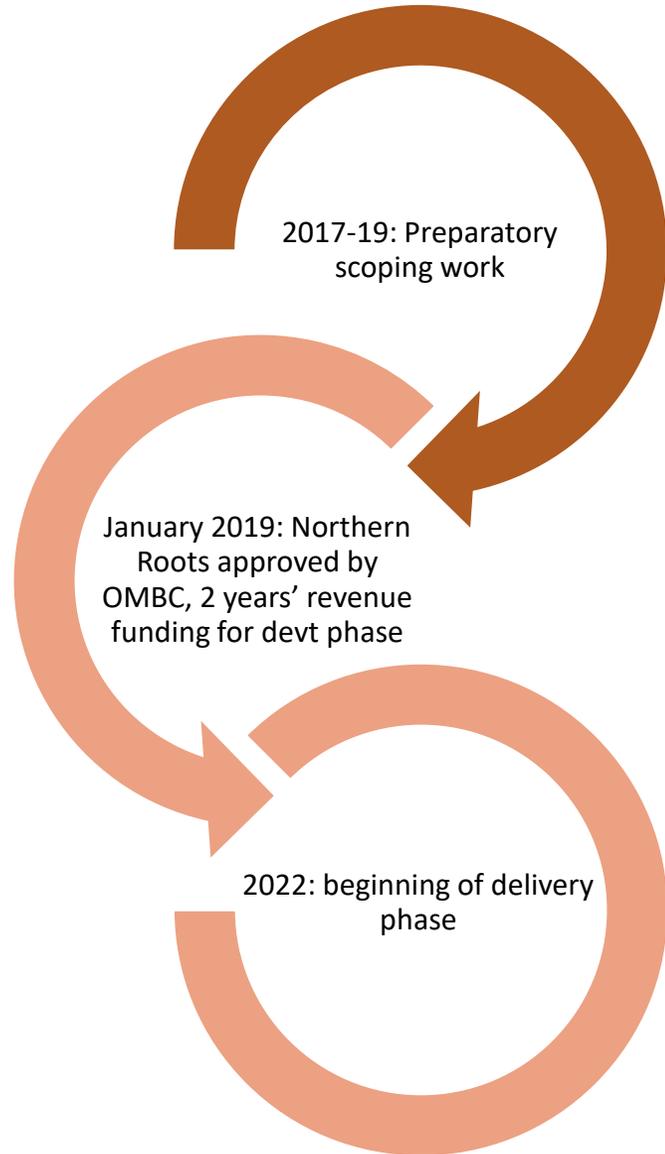
Northern Roots @NorthernRootsOL · Sep 8
Made out of recycled wood from the Northern Roots site, designed & constructed by @NorthernRootsOL Ranger Ste with a little help from #volunteers.

Welcome to Northern Roots!



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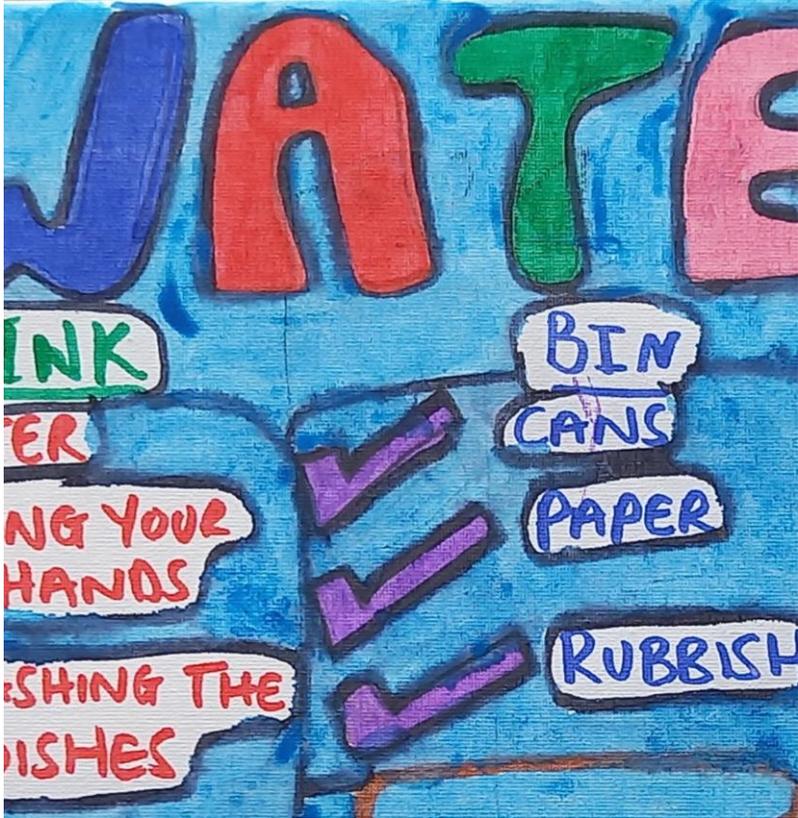
So where are we up to...?



Project Status

- Targets set
- NR Charity established & small base set up on site
- £8m external funding so far
- 3 Planning Applications approved
- 4000+ people engaged
- 25 jobs/traineeships created
- Youth, education, environment, food, arts and small business projects ongoing
- Partnerships developing
- Profile growing





Community Engagement and Co-Creation 2022

Schools, Skills, Volunteering and Qualifications



Community Engagement and Co-Creation 2022

Social Enterprise and Local Wealth Building



Community Engagement and Co-Creation 2022

Biodiversity and Habitat Creation



Community Engagement and Co-Creation 2022

Arts, Culture and Heritage



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View of the Visitor Centre reception courtyard and elevated café with terrace



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View of the boardwalk towards the Visitor Centre



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View from the amphitheatre to the Visitor Centre looking west

Bike Hub Planning Application Proposals



- ① Pump Track Refer to plan by Bike Track
- ② Skills Track Refer to plan by Bike Track
- ③ Bike Hub See detailed plan
- ④ Proposed Car Park
21 spaces and 1 mini bus space
- ⑤ New vehicular Access from Cherry Avenue
- ⑥ Existing Games Court
- ⑦ New route of diverted PRow
- ⑧ Existing Woodland retained
- ⑨ Existing poor quality scrub and trees removed
- ⑩ Existing track retained
- ⑪ Existing track widened and resurfaced for vehicular access



View of the Learning Centre looking south



View of the Classrooms from the central outdoor classroom



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Aerial View from the Bunkhouse looking east



Quantified Outcomes for Year 5

Environmental Impact	Health and Wellbeing	Jobs and Opportunity
<p>Biodiversity – 27% increase Trees Planted – 10 hectares Carbon stored – +18k tonnes (2050) Green Energy generated – 300KWP Water Quality improved and run off reduced</p>	<p>Health & Social Care prescriptions – 300 p.a</p> <p>Measurable Individual Health improvements</p>	<p>Volunteers – 150 p.a Apprentices – 8 p.a Trainees – 20 p.a Licensees – 35 - 45 New Businesses – 35 - 40 Jobs Created – 60 – 80</p>
<p>100,000 Visitors per annum</p>		

Monetised Benefits using HMRC Formulae

Economic benefits	Value of benefit (2021 prices, core appraisal scenario)
Carbon sequestration	£5,853,000
Health benefits from reduced pollution	£139,000
Land Value Uplift in the area surrounding the Northern Roots site	£14,081,000
Employment impacts	£247,000
Health benefits to participants in walking and cycling at the site	£5,427,000
Wellbeing benefits to visitors at Northern Roots	£18,366,000
Costs avoided by Oldham Council	£439,000
Total quantified economic outcomes	£44,552,000

Next steps

- First five businesses operational on site
- Bike Hub build – by Spring 2023
- Visitor Centre & Phase 1 build – autumn 2023 – spring 2024
- Lease of site to Charity
- Secure further revenue grants, expand activity programme.
- Secure further capital grants, start to generate revenue to invest back into the project
- Devise sustainable operating model



Any Questions?



<http://northern-roots.uk/>



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