

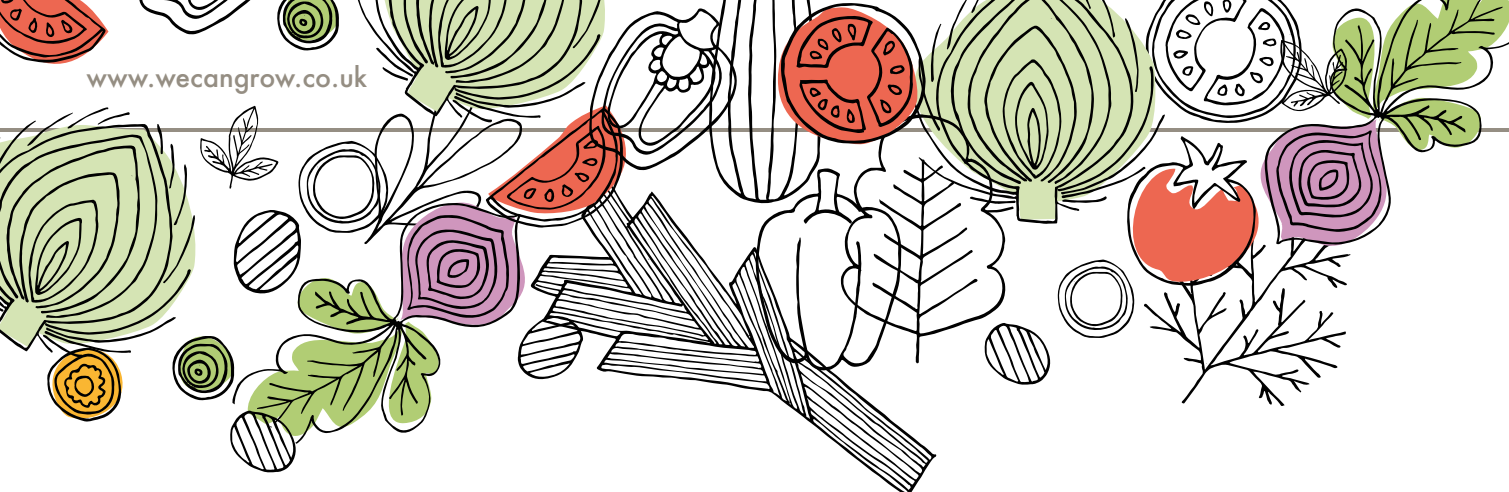


# We Can Grow

## Business Development Plan

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2020/23



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# Foreword

**Welcome to the We Can Grow business plan. It describes our ambitions for the future and it will help guide our activities for the next three years.**

We are a constantly evolving company responding to the needs of our young people, our schools and our older communities. More recently, we have also been helping people of all ages combat the effects of loneliness and social isolation.

We Can Grow regularly examine and review the way in which we can build the sustainability and impact of our services. During our business planning process, we have looked at the local needs of children, older people, schools, care homes and our wider communities to consider how we can help meet the challenges of obesity, poor diet, improving life skills, loneliness and social isolation.

Being in an environment that allows individuals to engage in educationally-based, enjoyable and meaningful activities helps stimulate that large number of people who want to be active in a different way, or who simply prefer to learn 'by doing'. Experiential learning allows us to successfully work with children who have behavioural issues. Academic research shows that practical working and learning engages individual motor skills, improves concentration, builds a sense of personal sense of wellbeing and confidence, whilst at the same time, reducing personal stress levels.

We Can Grow create authentic experiences that allow our participants to create a meaningful connection with nature, science and the personal reward of seeing something they have planted, grow into a living source of nutritious, organic home-grown produce.

Our programmes and activities can also be an enjoyable and therapeutic form of exercise for older people.

Vegiculture is a quantifiable resource. It is designed to stimulate an individual's neural connectors, evoking positive memories and an immeasurable sense of pride and personal achievement. These positive feelings can help restore misplaced feelings of self-worth, personal interest and combats social isolation.

Our range of simple to follow recipes mean that our growers can also become cooks in no time at all! We have lots of fantastic feedback from parents who have thanked us for helping introduce their family to fresh vegetables and for changing meal-time eating habits.



**Mr Steve White**  
Director

# About We Can Grow

## Our vision

Inspiring children, families and our older communities to grow vegetables, providing sustainable improvements in their health, wellbeing and diet through the power of our Vegiculture.

## Our mission

To make a positive difference to the lives of children, families and older people by delivering creative programmes and activities that seek to address childhood obesity, improve diet, build life skills, tackle loneliness and improve social isolation.

## Our strategic objectives

### Governance

Manage the business of the company to the highest possible standards, setting a clear vision, mission and strategic direction.

### Business development

Influence the reach and growth of the company by increasing profile, awareness and effective 'two way' relationships/partnerships with strategic organisations/funders.

### Customer service

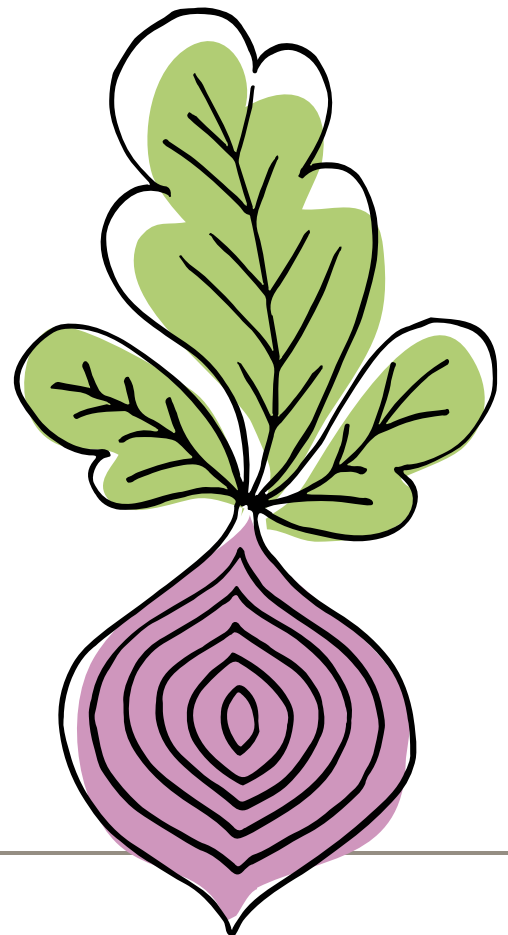
Aligned to insight and need, increase the number and quality of our programmes, activities and participants across our key themes of work.

### Facilities

Our ambition is to provide a Vegiculture growing centre of excellence in the area/region.

### Marketing and communications

Our marketing and communications strategy is to prioritise the breadth and depth of the company offer amongst the education, adult social care and retail sector, whilst also celebrating the success of programmes and activities across multi-media platforms.









## Our Values



Promote equality, diversity and inclusion.



Responsive and agile to the challenges and needs of children, families and older people.



Operate with excellence, passion and commitment.



Be respectful, reliable and trusted.



Act with professionalism and integrity.





## What we do

- Inform and contribute to an ongoing strategic vision for the public health, wellbeing and education of children and young people.
- Inform and contribute to an ongoing strategic vision for the public health, wellbeing, inactivity and social isolation of people within the adult social care sector.
- Engage with children, families and communities to highlight the direct health, wellbeing and diet benefits that the horticulture and agriculture sector can bring to their lives.
- Support the continued availability of an effective and sustainable local NHS social prescribing offer.
- Contribute to the fulfilment of the wider local partnership priorities for children and young people, public health, adult social care and their associated strategies.







# Our Products

**We Can Grow offer an agile service, flexible to the organisational, or personal, needs of our customer.**

Whether you are in the education sector, the adult care sector or the health sector, we are able to provide equipment, resources, maintenance and expertise to help you choose one of our excellent value for money programmes.

We install raised purpose-built wooden bed planters. These come in a variety of sizes and heights to suit your environment. For schools, they are at the ideal height for children and wheelchair users to fully access without the usual mud bath associated with school gardening, reducing preparation and clean-up time to just a few minutes.

All of our planters are also fitted with vertical worm farms allowing the planters to fertilize themselves!

A perfect mixture of soil, compost and nutrients approved by the Soil Association ensure an excellent standard and quantity of crops are produced.

The We Can Grow Online service allows customers to access a wide range of practical support tools, including our online planner, practical videos and information which supports our programme delivery. One of the most powerful tools is our We Can Grow Online Journal! After every We Can Grow Vegiculture session, a full digital summary is automatically provided which outlines the activities carried out, the curriculum links and expected outcomes achieved. We include photographic records as well as teacher and pupil comments. Week by week this builds into an incredibly powerful progress report which is invaluable for Ofsted inspections, pupil premium spending reports and future staff training to name but a few of the many benefits!

Our little grower programmes and activities compliment many of the science, maths and creative design elements of the national school curriculum. Customers can choose between monthly or weekly visits by our RHS trained and fully DBS checked outdoor educator staff, who will provide tuition, help and advice to all involved.

Our pledge is that we will work with your staff and groups to provide fun and meaningful activities that help young growers learn, and bigger growers remember, the value and pride of growing your own vegetables.



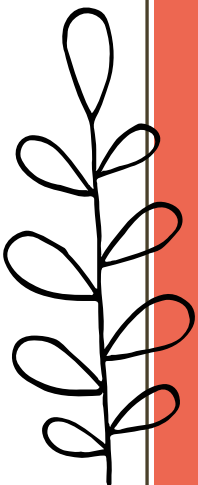


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“I loved Steve’s passion and enthusiasm for his company, and I was extremely proud to have him in our school teaching our children about gardening.

Our children were amazed to be eating the food that they had grown, with one child stating that the ‘We can grow’ afterschool club had changed their life as they now eat vegetables.”

Adele Ward – West Road Primary School



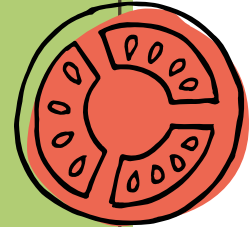


“

Together, your organisation and flexibility, generosity of resources and knowledge and passion allows seamless and stress-free use of the garden and the children are accessing learning in a way that they don't even realise it!

The children are really relaxed, behaviour is impeccable and they are all fully engaged.”

Kate Bratt - Tranmoor Primary School



“

“We Can Grow has been an amazing after school club! Steve and Katie were outstanding with the group and their enthusiasm, skills and knowledge really enthused and engaged our children. Each week the children were taught a different skill of gardening which they have taken away with them and shared with their families.”

Lauren Heyes - Grange Lane Infant Academy



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“The whole school has shown a real interest and respect for the plants, vegetables that they are seeing grow. Children are showing more care for plants and respect for what the club have been doing.”

Cathy Walker - Rosedale Primary School





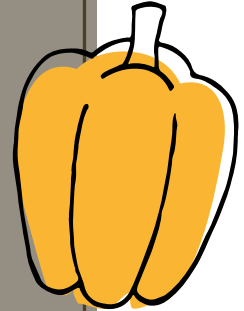


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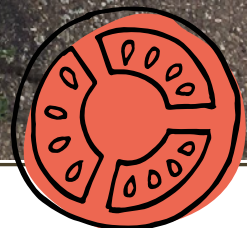
“The children absolutely adore the We Can Grow club. Each week they are keen to share their ideas with Steve and Katie.

Our Ofsted inspector was so impressed with the club that she mentioned it in our recent report. This type of work has helped the school to reach its ‘Good’ judgement.”

Ann-Marie Mason - Castle Academy









“

“The partnership between We Can Grow and Levett has been beyond what any of us ever imagined. Our learners have been engaged and they have genuinely looked forward to each week. A child getting out of their taxi at the PRU and picking a carrot or spring onion from our beautiful planters to eat as they walk into the building is an amazing sight.”

Mrs K Green - The Levett School



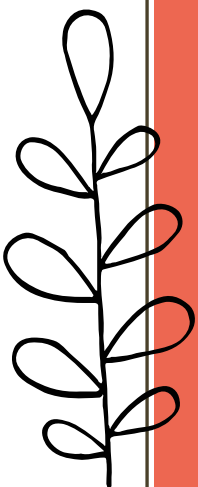




“

Parents have commented to on the manner in which the club has affected their children. They have stated that the children have really taken ownership of their plants and observe them daily; one pupil went so far as to ask for a miniature greenhouse as an Easter present from his grandparents having been inspired by your club”

Mrs S Groarke - St Peters Catholic School



# The 2018/19 Essential Life Skills Programme for the Department of Education

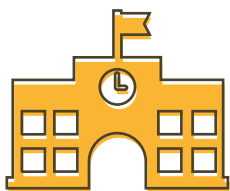
## DESIRED OUTCOMES

- Resilience, perseverance and persistence
- Hard work, self-control, discipline and good time keeping
- Self-confidence, leadership and team working
- Honesty, integrity and engaged citizenship
- Attitude, respect and empathy
- Curiosity and problem solving

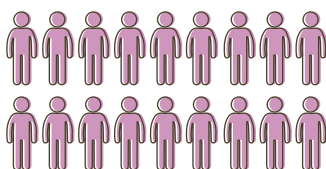


## ACHIEVED!

- ALL desired outcomes were obtained.
- Improved child school attendance
- Participants learnt by doing!
- Tangible improvements in behaviour reported by teachers



**10** Number of Doncaster schools that took part



**249** Children and young people aged between 5 - 14 attended

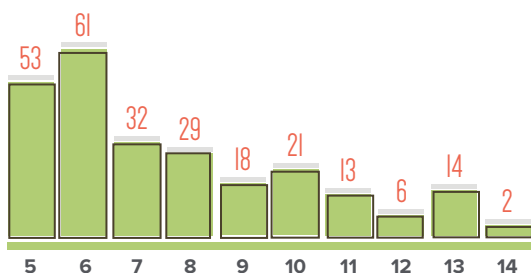


**136**  
Boys



**113**  
Girls

Took part in the programme



Amount of participants by age



**100%**

School satisfaction



**4,108**

Hours of individually tailored delivery across 11 activities

**44%**



of participants identified as vulnerable or from a disadvantaged background

## OUR ADDED VALUE

Our Vegiculture makes a positive difference to the lives of children, families and older people by delivering creative programmes and activities that seek to address childhood obesity, improve diet, build life skills, tackle loneliness and improve social isolation.







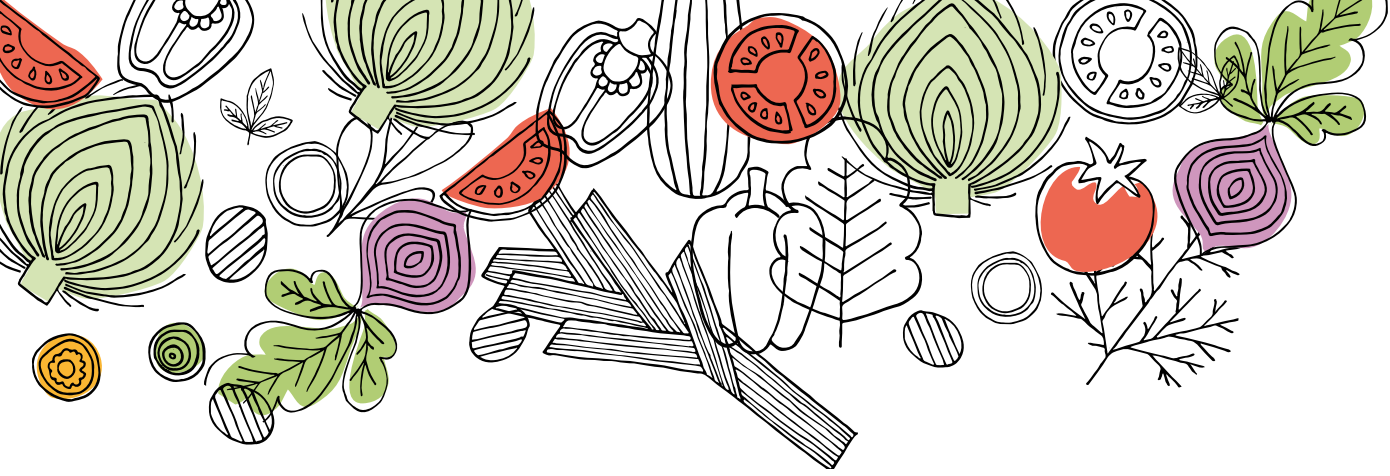
# COVID-19 Safety Statement

We Can Grow programmes are an ideal curriculum activity during these difficult times.

They are always delivered in a safe, hygienic environment and our staff provide direct support to teachers, children and parents. We aim to help alleviate as much personal strain as possible at this uncertain time.

We Can Grow programmes comply with the latest Government guidelines by maintaining social distancing protocols, hygiene standards and educational group 'bubbles'.

- We operate a strict hand washing protocol
- Children will wash hands before and after each session
- All equipment is cleaned by We Can Grow staff at the end of each session
- Hand sanitiser and disposable wipes are available for each participant and are disposed of appropriately
- We regularly promote each school's key messages of hygiene, mask wearing where appropriate and personal wellbeing during each session
- All We Can Grow staff have completed a certified online Covid-19 safety course



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