



## **An Open Spaces Project for William Morris Big Local**

### **INVITATION TO TENDER TO PILOT A FRONT GARDEN & BALCONY IMPROVEMENT SCHEME**

The William Morris Big Local is seeking to commission the piloting of a front garden and balcony improvement scheme in the William Morris area of Walthamstow. This document sets out the background and requirements of the project along with how interested parties can apply for the tender.

This tender is open to both organisations and individuals. Timescales for tender submission and project delivery can be found on page 4.

#### **Background**

William Morris Big Local is a National Lottery funded community organisation that aims to make the William Morris area of Walthamstow an even better place to live, work and play in. It is run and organised by local people who live in the area and they set the priorities for the funding in consultation with their local community.

WM Big Local has recently had a new three-year plan approved by the Lottery which centres around enhancing Open Spaces, supporting Enterprise and continuing to Strengthen the Community. (Full details can be found here - <http://wmbiglocal.org/our-big-local-plan-2/>)

The vision for enhancing Open Spaces is to *“make the outdoor spaces and external environment in our local area both useful and beautiful for the benefit of all”*. There are a total of 10 different projects that have been planned to help achieve this ranging from small scale to large scale projects as well as community learning and networking events. One of the projects being taken forward over the coming months is to pilot a Front Garden and Balcony Improvement Scheme and this brief has been put together to help find a delivery partner whose ambition, skills and experience will make it a real success.

#### **Project Overview**

We want to pilot a Front Garden and Balcony Improvement scheme in the William Morris area of Walthamstow. By improvement, we mean transforming grey dull spaces into green, lush and vibrant natural feasts for the senses. We see front gardens as an opportunity to really enhance people’s experience of where they live and help improve people’s physical and mental health. The environmental benefits that can also be gained from this opportunity make this a no brainer for us.

The main aim of the pilot is to test a Front Garden and Balcony Improvement scheme and through doing so:

1. Identify challenges and how to tackle these. (such as how to engage tenants and landlords in improving their front gardens, or tackling the trend of paving over front gardens).
2. Identify lessons learnt for improving and developing the scheme including options for scaling it up and providing wider reach.
3. Achieve the below anticipated outcomes of the pilot

Outcomes anticipated for a successful pilot include:

- The pilot area chosen is ten times greener than before the project began.
- 50% of the front gardens or balconies in the chosen area receive a noticeable improvement.
- People living in the area (both households and people who use the streets) feel a benefit from the improved front gardens or balconies, and feel better about the area they live in.
- More residents are inspired to improve their front gardens and balconies, and have access to basic information and skills needed to do so.
- People are more aware of London National Park City campaign to make London greener, healthier and wilder.

## **Project requirements**

We anticipate there being four main areas of work involved in delivering this project on behalf of the William Morris Big Local.

### 1. Develop the pilot scheme

- a) Develop and implement a way of identifying one suitable area for the garden improvements and one suitable location for the balcony improvements. This could be through assessing different locations' current uses of front gardens/balconies, volume of footfall, visibility and potential for good engagement with the community. The locations could be a single street, or part of a street if particularly long, and a single housing block for the balcony improvements.
- b) Carry out background research of where similar initiatives have worked well in other parts of London and other urban cities. You would draw on case studies, local and national resources to help put together a bespoke pilot scheme for the WM area that will deliver the project in the best possible way.
- c) Attend planning meetings with our Open Spaces sub-group which will help steer the project, provide ideas and approve the approach taken of locations suggested.

### 2. Promotion and engagement

- a) Carry out meaningful engagement with residents of the chosen locations with the aim of getting at least 50% of households on board with the scheme.
- b) Inspire the residents of the chosen locations through showing example streets, houses and balconies of successful improvement campaigns using videos and photographs (and possibly a visit to a case study location).
- c) Celebrate successes of the pilot scheme as it is delivered and help further inspire residents and the wider community through communication channels and local news.

### 3. Deliver the pilot scheme

The following elements will likely be needed from the scheme:

- a) Determine, based on research, consultations and costings, what the schemes 'package' entails. Households ideally will get assistance where needed with clearing their front gardens, any necessary ground work (minimal due to budget restraints) and then with the designing and planting up of their front gardens/balconies including selecting plants that are easy to maintain and suitable for the location.

- b) A budget per garden/balcony will be set with a menu of options available for what can be achieved. Additional fundraising or resident contributions will be needed where households want to go further than the set budget.
- c) Households will learn how to maintain and nurture the improvements into the long term. They will also get inspiration and ideas as to what else they could do. A return visit 6 months later would be beneficial to achieving this.
- d) Households will have access to the tools they need to maintain the improvements and encouraged to use the newly formed Big Local Tool Lending Library, a project being launched in parallel.
- e) Emphasis will be given to the fact this is a community project and not for individuals working in isolation. Residents will be encouraged to work together and share an interest in what everyone is doing with their gardens. A celebration event such as a street party could be planned for the end of the pilot, or a competition for the most improved garden.
- f) Residents will be encouraged to take the pilot scheme further, for example; by entering Britain in Bloom competition, forming a gardening group, planting up their tree pits, or adding additional plant life to their street/block.
- g) All necessary measures should be taken to ensure the Health & Safety of the public during the project. A risk assessment will need to be developed as part of the project deliverables.
- h) Make a recommendation on what ongoing support and resources are needed for participants.

#### 4. Monitoring & Evaluation

The organisation will need to be able to monitor and evaluate the success of the pilot in collaboration with WM Big Local. Evaluation criteria would need to be agreed upon with WM Big Local prior to the launch. Initial thoughts around measuring success include:

- Recording the number of residents and households involved in the scheme
- Perception study of chosen locations before and after pilot
- Skills and knowledge learnt by the community
- Follow up 3 months, 6 months, 12 months to see if gardens/balconies still cared for
- Most significant changes reported by residents as a result of the project

Further to the monitoring report, we would also seek recommendations on whether the pilot could be scaled up along with guidance on how this could be done.

#### **Budget**

We have a budget of up to £12,000 for the pilot scheme and a further £24,000 for scaling up the project in years 2-3.

## Submissions of Interest

Organisations and individuals interested in delivering the Front Garden and Balcony Improvement scheme should respond to us in writing via post or email setting out details of:

- Why you or your organisation is suitable to run the project
- Examples of similar projects and work you or your organisation has been involved in
- Your intended approach in meeting the project requirements, namely; how you would develop, deliver, promote and monitor the scheme and encourage maximum resident participation
- Budget for the project based on your intended approach (if costings look like exceeding our budget please let us know what the additional costs would be)

Proposals will be considered based on the information provided above, and you may be invited for an interview/presentation as part of the selection process.

## Expected Timescales

Deadline for responses to tender	by midday Monday 29 <sup>th</sup> October 2018
Shortlisting	Week of 5 <sup>th</sup> November 2018
Interviewing shortlisted applicants	Week of 19 <sup>th</sup> November 2018
Appointment of organisation	Week of 26 <sup>th</sup> November 2018
1 <sup>st</sup> Project meeting with organisation	Week of 3 <sup>rd</sup> December 2018
Project development	December 2018, January, February 2019
Promotion & Engagement work	March, April 2019
Project delivery	May, June 2019

All responses to this tender are to be received by **midday, Monday 29<sup>th</sup> October** and sent to:

Paula LeSurf  
Crest Waltham Forest  
Peterhouse  
122 Forest Rise  
Upper Walthamstow Road  
London  
E17 3PW

Or by email at:  
*paula.lesurf@crestwf.org.uk*

If you have any questions regarding the process for applying please contact:  
*Paula LeSurf at Crest Waltham Forest on 0203 869 9390 or paula.lesurf@crestwf.org.uk*

If you would like to talk through the project or have any questions about the project's aims and objectives please contact:

*Gabriel Edwards at William Morris Big Local on 07947 766 251 or via email on devwmb1@gmail.com*

## **Appendices**

### **Appendix 1 - Local & National Inspiration**

- Local: Cleveland Park Road and Cleveland Park Crescent, Walthamstow Village, Queens Road Boundary.
- London: 10 x Greener in Hackney (Friends of the Earth), National Park City campaign
- National: RHS Greening Grey Britain

*“Green space makes us feel better, **fact**. As a nation, we're becoming aware of the impact nature and green spaces have on our physical and mental well-being but it's not all rosy in our front gardens. They're disappearing at an alarming rate - more than **4.5 million of them contain no plants at all**, and a quarter of front gardens are now totally paved over.”* - RHS Greening Grey Britain Campaign.

### **Appendix 2 - WM Plan**

[http://wmbiglocal.org/wp-content/uploads/2018/04/WMBL\\_THE\\_PLAN-2018-2021.pdf](http://wmbiglocal.org/wp-content/uploads/2018/04/WMBL_THE_PLAN-2018-2021.pdf)

### **Appendix 3 – WM Ward Map**

<http://wmbiglocal.org/wp-content/uploads/2013/09/WM-Ward.jpg>