

FROM IMAGINATION TO REALITY



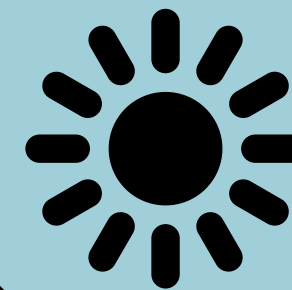
Our **VISION** is to make
Southampton a creative,
data-powered
neighbourhood and
transform spaces, lives and
livelihoods



1 SUNDAY



**A PICTURE
IS A 1000+ WORDS
AND A MILLION FEELINGS**



Problem

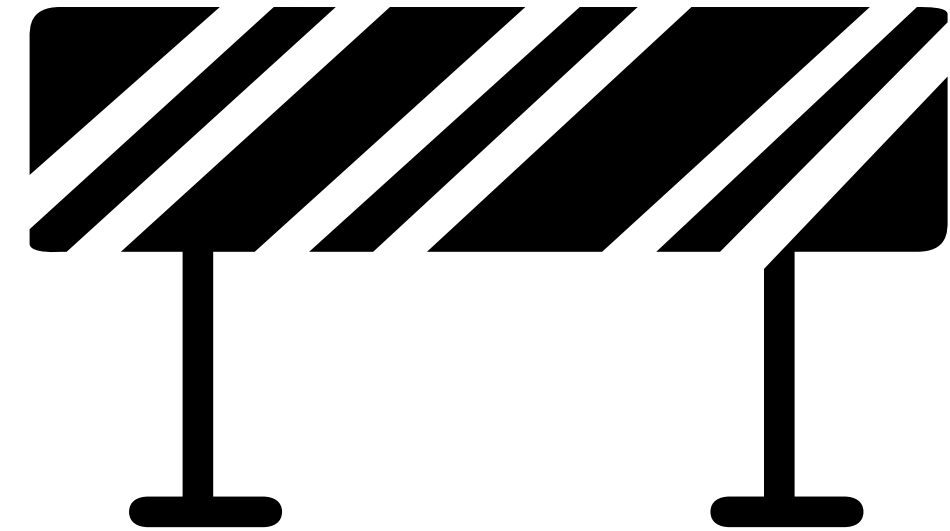
The SO14 area is one of the most diverse but also deprived areas of Southampton.



Lack of
investment

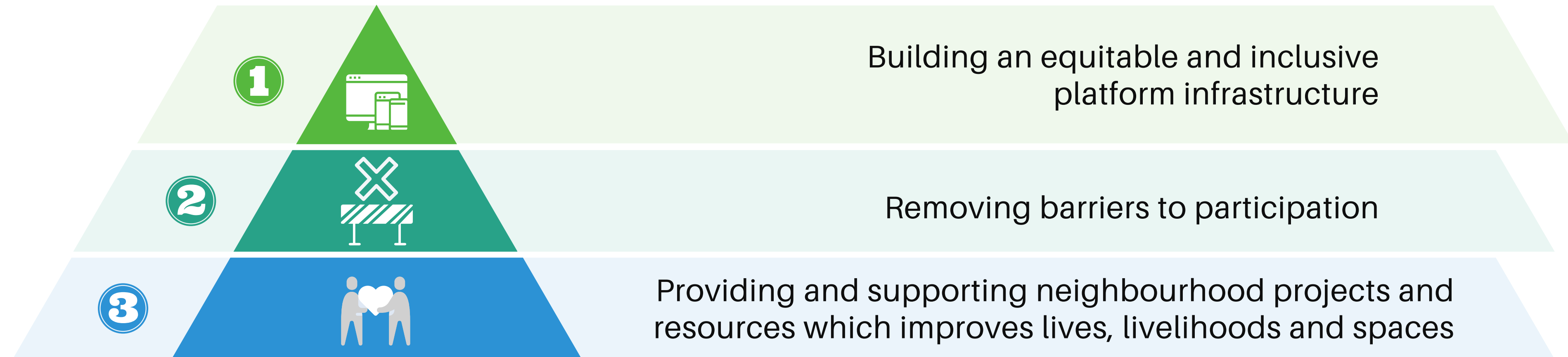


Lack of high value
community assets



High barriers to
participation

HomeGrown's Objectives



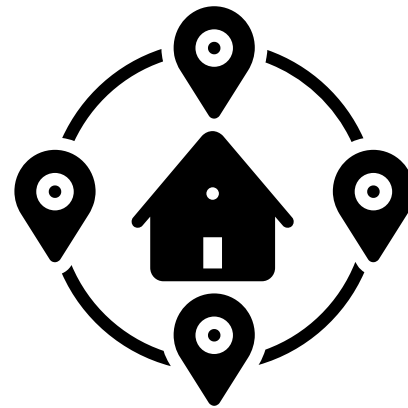
Our activities are guiding by the following principles



be low time
commitment



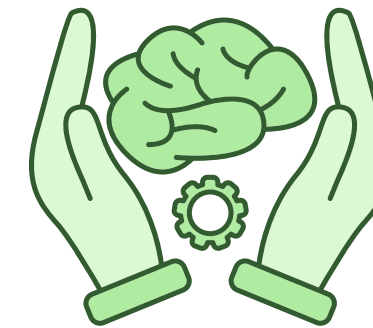
Be designed
around the
principles of the
circular economy



be within a **10-
minute**
walk of residents'
homes



be fully inclusive
and equitable as
possible



Be practical, with
clear pathways to
social and
environmental
impact



Maximise the usage
of existing
community assets



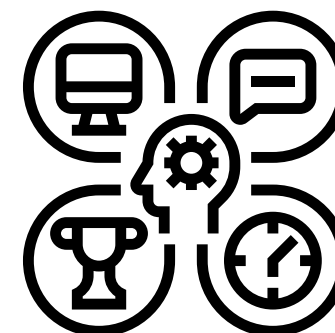
free to participants



Offer benefits
both to the place
and participants



Welcome beginners
through to experts



Be enhancing
people's digital and
creative skills
(gardening)



Be co-designed with the
community and various
other groups



be leveraging large
scale data such as
the Southampton
Data Observatory

Who is HomeGrown?

Organisations included in the project:



Social Impact Lab - UoS
for social impact leadership



Southampton National
Park City



Winchester School of Art- UoS
for professional development
in Arts and Creative Industries



Zest Collective- young creative
artists from the UoS,
Winchester and Solent



NIHR Biomedical Research
Centre-UoS-pioneering
innovative approaches to
healthcare

Major participants:



Dr Pathik Pathak
Director and Impact Lead



Dr Nazneen Ahmed Pathak
Creative Lead



Dr Christelle Blunden
Health and Environment Lead



Dr Lisa Ballard
Behaviour Change Lead



Harvinder Rathore
Community Engagement Lead

The Current Projects

Ropewalk Community Garden (RCG)



- RCG meets once a month on a **Sunday morning (30 participants)** to maintain and **grow produce** in the unique green oasis of the Ropewalk Garden in the heart of inner-city St Mary's
- People also **participate in designed activities** and **share a vegetarian lunch**.

Sew-Change project



- Is a project happening **weekly (8 participants+1 paid facilitator)** by the artist **Debbie Goatley-Birch** to **enable local women** St Mary's and Northam to **develop sewing machine skills**
- Also helps them learn how to **transform scrap material into usable garments and items** that could be sold or reused.

The Current Projects

HomeGrown Catering (HGC) Project

- A project that **supports women from SO14** to a **start up home-based catering businesses**.
- Provides **help on developing skills and knowledge** of menu design, operations, sustainable packaging etc.
- 1 x weekly meeting (6 participants; 1 unpaid facilitator) = **7 per week**

Space 2 Create

- A **collaboration** between London-based project The Agency and Northam and St Mary's Art Collective **led by local young creatives** .
- **Young people** in St Mary's, Northam and Newtown **have been leading peer initiatives to improve the appearance of streets** in the area **using poetry and street art**.
- The **first** pilot series of **workshops ran from September – December 2021**.
- **2 x weekly meeting** (10 participants; 3 paid facilitators) = **26 per week**



HOMEGROWN'S GROWTH

FIRST PHASE+POST 2025





