Local Heroes
A campaign to benefit you!
This booklet explains all you need to know about how you can join in and benefit from the new ‘Local Heroes’ awareness campaign launched by the Growing Together initiative. Read on and help us to help you...

What is Growing Together?
Growing Together is a Big Lottery funded partnership project, led by the Federation of City Farms and Community Gardens (FCFCG). Our aim is simple – to support groups and projects just like yours to unlock income, land and skills and become financially self-sustaining.

Growing Together has been awarded £800,000 by the Big Lottery Fund. As a result we have a team of expert advisors across the UK who offer information and workshops on alternative and innovative income generation, help you develop business and technical skills through training events and help forge links with the business community in your area. We also have a website with useful resources and case studies to act as inspiration.

By spreading key knowledge about generating your own income (or saving money) and being less reliant on grant funding, we hope to help community growing groups flourish well into the future.

Ultimately, we want to get more people more actively engaged with community growing groups across the UK as visitors, business partners and volunteers. And one of the ways we are doing this is through our exciting new Growing Together ‘Local Heroes’ Campaign.

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What is the Growing Together ‘Local Heroes’ campaign?

Growing Together ‘Local Heroes’ is a national campaign to raise awareness of how people can support local community growing groups and related projects by becoming a Local Hero. Why heroes? Because heroes are all about taking action! We want to encourage people to do something that benefits your project by taking one simple action - for example signing up to a veg box scheme, bringing their children to events or workshops, offering specialist skills as a volunteer or providing business sponsorship.

The more Local Heroes we can create, the more other people will be inspired to become Local Heroes themselves and spread the word about the fantastic work you do in your community. And this increase in support and public profile will not only help you right now, but will benefit your long-term financial future.

We also want to hear about Local Heroes who already transform their neighbourhood and make their community a better, healthier, friendlier place by supporting you. We want groups and projects to nominate these Local Heroes so we can celebrate their contribution and use their stories to inspire others.

The sort of support and actions that people carry out will vary according to each group or project’s needs, but we will be encouraging people to become Local Heroes in five main ways (see page opposite).

There are many ways in which people can be a Growing Together Local Hero:

- **Land Hero**
  Access to a decent site can prove a real stumbling block to community growers, so landowners can support a local community growing group by turning over unused land for cultivation.

- **Time Hero**
  Volunteer time and skills to help a community growing group that needs it.

- **Food Hero**
  Support local growers by buying their produce on a regular basis.

- **Business Hero**
  As a local business, forge partnerships with community growers through sponsorship or donations of equipment or skills.

- **Young Hero**
  Get involved by attending events for young people or visiting local community growers through their playgroup or school.
How will the ‘Local Heroes’ campaign work?

The Growing Together ‘Local Heroes’ campaign will launch across the UK in October 2016 and will run until September 2017.

We need as many people as possible to hear about the campaign so they can support you. We have lots of exciting activity planned to spread the word about becoming a Local Hero including:

• Celebrity endorsement
• Social media (please make sure you’re following us!)
• Media activity with both the local and national press and broadcasters
• Online promotion, including blogs, emails and through websites
• Promotional materials for you to use, including posters, leaflets and activity sheets for children
• Networking activities with local businesses

We are aiming to work with some famous faces to create ‘Britain’s Local Food Heroes’ recipes for you to share. And we will be finding plenty of inspirational ‘Local Hero of the Month’ stories that we can disseminate through social media and with the press.

We want to grow this campaign into something that will inspire a nation full of heroes who want to support your work and help create better, healthier, more engaged communities. But we need your help…
How you can get involved

To make this campaign a success we need to inspire people together. There are millions of people in the UK who don’t know about community growing who could become a Local Hero. Help us reach out to them and spread the word among your own local community, but don’t worry – we’re not asking you to do much and we’ll help every step of the way!

Spreading The Word
To get things started, we have created a poster and a leaflet for you to use to help spread the word about the ‘Local Heroes’ campaign. There is also a banner available to put on your website, and a template email that you can send out to your supporters and visitors telling them all about becoming a Local Hero.

Finding Heroes
Nobody knows your Local Heroes like you. If you know people who fit the bill, tell us and we can use their stories in words and on video to help inspire others. As a thank you, we’ll give you the opportunity to win regular rewards for your local group – which could be anything from equipment, tools, seeds or other prizes. Nominate your Local Hero of the Month each month on Twitter using #localheroes and be in with a chance to win.

Using The Media
Do you have great contacts with your local newspaper or radio station? Help us by telling them about our great ‘Local Heroes’ campaign and getting them involved in some of the upcoming activity – we can help you by providing ready-made press releases, imagery and logos.

Social Media Buzz
If you have Facebook, Twitter or Instagram then follow us, share our posts and retweet us. You can also post your own Local Hero stories or activities online for us to share, make short videos, or create galleries on Instagram. Use the hashtag #localheroes and help us create a buzz!

Join our ‘Local Heroes’ campaign and support a community growing group or project. You can help make your neighbourhood a better, healthier, friendlier place and inspire others to do the same. It is easy to get involved and make a difference!

Visit www.growingtogether.community

Download the A5 Leaflet here: Growing_Together_web_banner.pdf

If you send out emails or e-newsletters, download the ready-made text below to help promote the campaign. A Word version of the text is also available via www.growingtogether.community/campaigns

Click on the image below to download a banner to add to your website. Or ask us for a copy of the banner via: localheroes@farmgarden.org.uk

Ready-made promotional material for you to use

If you are reading this online, click on the poster or leaflet images below to download full-size copies, then to share via email, put on your website or print and display. Alternatively, order a printed copy from us via: localheroes@farmgarden.org.uk. Don’t forget to include your name and contact details.
Contact details

For more information about Growing Together visit:
www.growingtogether.community

✉️ localheroes@farmgarden.org.uk
👍 www.facebook.com/growingtogether.community
🐦 @gtcommunities
📸 www.instagram.com/gtlocalheroes/

If you have any questions about the Local Heroes campaign, or would like to request printed copies of the poster or leaflet, please contact localheroes@farmgarden.org.uk Remember to include your name and which group or project you are from.

Growing Together is a partnership initiative comprising:

• Federation of City Farms and Community Gardens
• Groundwork UK
• Incredible Edible Network
• Permaculture Association
• Plunkett Foundation
• Development Trusts Association (Scotland)
• Wales Cooperative Centre (Wales)
• Cooperative Alternatives (Northern Ireland)

The work is also supported by a wider network of supporting stakeholders.