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Dates of Social Accounting: 1 April 2014 – 31 March 2015

Purpose:

Martineau Gardens aims to integrate learning, well being and care of the natural environment. It offers opportunities for therapeutic horticulture and education activities for the people of Birmingham. It provides access, free of charge, for visitors to experience the pleasure of a natural environment.

Values:

- 1. Social inclusion, accessibility and a welcoming approach**
- 2. Environmental sustainability**

Objectives:

1. To improve the mental and physical health of the people of Birmingham including those with mental health issues and learning disabilities by delivering therapeutic horticulture

- 1.1 Training volunteers in skills that contribute to their progress towards further learning, volunteering and employment
- 1.2 Measuring outcomes and progress of participants
- 1.3 Maintaining and developing the restorative environment of the Gardens
- 1.4 Securing sustainable funding from the statutory sector and other sources

2 To provide educational opportunities for the people of Birmingham in environmental issues, the sustainable use of resources, therapeutic horticulture and the value of organically grown produce

- 2.1 Demonstrating organic practices, sustainable use of resources and good habitat for local wildlife
- 2.2 Promoting the work of the Gardens by organising special events, producing interpretive literature for visitors, communicating our core values to the people of Birmingham through the

securing of media coverage, maintaining an up to date and informative web site, attending local events and giving talks at local groups

2.3 Providing education events, activity- based learning and opportunities for sharing knowledge

2.4 Hosting and promoting school visits, Forest School and Outdoor Learning activities with an Environmental Education programme

3 To conserve, protect and improve the natural environment of Martineau Gardens

3.1 Providing opportunities for volunteering in horticulture and conservation

3.2 Conducting surveys and recording wildlife to monitor the outcomes of conservation management work

3.3 Maintaining a balance between the educational, therapeutic, productive, recreational, aesthetic and wildlife-friendly aspects of the Gardens

3.4 Managing the land using organic principles so that it produces high quality food and plants

3.5 Implementing the management plan for the SLINC (Site of Local Importance for Nature Conservation)

4. To ensure the continuity of Martineau Gardens by refurbishing and adding to the buildings in ways that enhance the Gardens

4.1 Securing funding for the development

4.2 Refurbishing and reconfiguring the Studio/office and potting shed

4.3 Refurbishing and reconfiguring the Pavilion as a Visitor Centre and cafe

4.4 Installing a 50 m² sectional building for school groups

4.5 Constructing covered spaces to link the buildings and provide shelter

5 To be a well run, effective and sustainable organisation

5.1 Training volunteers in skills that contribute to the organisation's income (e.g. propagation, gardening and people skills)

5.2 Recruiting and training of specialist staff for projects

5.3 Securing income from a range of sources including grants, contracts for services, donations and selling goods and services.

5.4 Using Social Accounting and Quality Assurance systems to measure and improve our effectiveness

5.5 Increasing the public use of Martineau Gardens

5.6 Involving the residents of the Priory Estate in activities at Martineau Gardens

5.7 Building a supportive community of volunteers, members and staff

5.8 Developing a Friends scheme, encouraging tiered regular donations while increasing our membership by 10% per year

5.9 Identifying new products and services for our current markets and new markets for our current products and services

5.10 Recruiting Trustees with suitable skills to oversee the long term direction of the organisation