



Government Office for  
the East of England



## Case study – Waveney Mow and Grow

“Cutting Grass, Cutting Crime, Cultivating Futures” is the motto for an award-winning neighbourhood gardener scheme that has helped to transform a community in one of the most deprived wards in Suffolk.

Waveney Mow and Grow’s innovative project to help solve social issues through gardening, has been heralded as a unique and successful enterprise in a regional awards ceremony, after benefiting from European funding.

The scheme was a joint winner of the Enterprise Award at this year’s second annual East of England Celebrate Awards at The Maltings in Ely, Cambridgeshire, which was hosted by BBC Look East presenter Susie Fowler-Watt.

The volunteer-based Mow and Grow started after founder, Trevor Lynn, began a neighbourhood watch scheme to help improve the local area and reduce crime on Harebell Way, Carlton Colville. From there he went on to learn about social enterprise on a Business Link course and his “life was changed forever” when he came up with the idea for a gardening project that could help to solve social issues.

Waveney Mow and Grow was launched in June 2006, following a successful pilot in the Carlton Colville area of Waveney.

The basic concept for the enterprise is that by working with residents and volunteers to improve local gardens and neighbourhoods people gain pride in their community and litter, crime rates and safety improve. At the same time, Mow and Grow helps elderly and vulnerable people receive a free or low-cost service and provides training for the volunteers who work on the scheme.

Initially the project started out with a mower and a computer but was then offered a conditional grant from the European Structural Funds Global Grants scheme, which provides small grants to community organisations through European Objective 3 funding. From there Mow and Grow took off and the enterprise has now received over £80,000 from various grants.

Trevor Lynn said: “When I was in the Neighbourhood Watch group I had this crazy idea that gardening could help to combat some anti-social behaviour. People used to walk across my front garden and drop litter and use it as a right of way. I planted a hedge and this was enough to stop people cutting through the garden but it also made it look nicer and it didn’t cut people off. Since then there have been lots of solutions that we discovered that made a difference and improved quality of life.”

The project has now achieved a staggering 75% drop in the fear of crime in the Carlton Colville community, has trained 32 people and helped many of their volunteers into paid employment or work experience. Mow and Grow also now accepts referrals from over 70 professional bodies in Suffolk and works in partnership with other organisations including the Probation Service and Princes Trust.

David Morrall, Director Europe at the Government Office for the East of England, said: “Waveney Mow and Grow has shown how European funding can be used to great effect to not only produce a sustainable enterprise but also benefit the wider community and make a substantial difference.”

The Celebrate Awards, which are the brainchild of the East of England Development Agency and the Government Office of the East of England, honoured just a handful of the projects, people, businesses, places and communities that have been made possible thanks, in part, to European Structural Funds. The ten award categories reflected the wide reaching benefits that European Funding has brought to the East of England, such as economic regeneration, environmental sustainability and equal opportunities.

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## **Notes to Editors**

### **European Structural Funds**

- The Government Office for the East of England (GO-East), The East of England Development Agency (EEDA) and the East of England Regional Assembly (EERA) are jointly responsible for delivering European Structural Funds across the six counties of Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire and Hertfordshire. More than £140m of European Funding has already been allocated to projects across the region.
- European Objective 2 funding is designed to address economic regeneration needs in specific parts of the East of England whereas the European Objective 3 funding helps to tackle skills development across the whole region.
- To find out more about structural funds in the East of England, visit the GO-East website at [www.go-east.gov.uk](http://www.go-east.gov.uk). For local case studies or photographs contact Shorthose Russell.