



## **Seeking Researcher/Storytelling/Writer**

### **Contract Brief: **Walworth Community Gardening Network: Sharing the Story****

Brief Published: 27th September 2024.

Prepared by Richard Galpin, Director of Partnerships, Pembroke House.

Deadline for expressions of interest: Mon 21st October 2024

[Expression of interest form](#)

**Contract fee: £4,600**

### **Background**

Walworth Community Gardening Network are seeking an experienced researcher/writer to conduct a series of interviews with community gardeners, in order to summarise the story of Walworth Community Gardening Network since its foundation in 2018, and to reflect on its successes, challenges and opportunities.

### **Why produce a report?**

Objectives for the report:

- To inform those with an interest - what is WCGN - and where is it now?
- To serve as a record and tribute to the many contributions that community members have made to the network over the years.
- To share learning about the value of networks, and things to consider about the way others may seek to establish or run a network.
- To inform conversations about what next for WCGN

Although the formal organisational structure of the network has now wound down, we are particularly interested in capturing how the network lives on through informal peer-to-peer knowledge sharing and mutual support. We hope the report can help us to understand how best to nurture this informal knowledge-sharing in the years to come.

The report should distil WCGN's 6 years journey into something engaging, succinct, and clear in its messages and learnings. It should also offer insights into the mechanisms behind running a knowledge-sharing network.

Potential sections for the report to include

1. Organisational development/timeline: Origin of the initiative, key phases, where is it now?

2. Activities:

-Collective problem solving e.g. woodchip, manure delivery, tool share, knowledge share.

-Celebration events e.g. plantswap, Wassail, garden tours/visits.

-Group trainings - how were they organised, were they effective?

3. Gardens: Map, types of community garden, how many gardens involved, level of involvement. + 3- 5 short garden case studies.

4. Key Learning: What's been achieved? What worked well, what could have been better. Advice for other networks. What next?

Report format: Approx 15-20 pages A4 images & text. Digital download & print.

### **Detailed Brief:**

We are looking to award a contract to a researcher/writer to:

1. Deliverable: At inception of project, produce and share a research plan

2. Research: Review the files and existing reports on WCGN from the last 5 years to gain a picture of the network's evolution over time.

3. Analyse the WCGN Whatsapp group and evaluate the peer-to-peer support and exchange that takes place through that platform.

4. Deliverable: Produce and share an engagement plan and discussion guide

5. Outreach: Reach out to community gardens to conduct research interviews (approx 4 in-depth & 8 short interviews) to draw out some of the learning from WCGN. As a network: What worked well, what were the challenges, and what difference, if any, did WCGN make? What is its legacy?

*Note: introductions and suggestions from a central member of WCGN will be*

*made to assist with outreach.*

6. Collect, organise and select photographic materials from community gardens, and appropriate captions and credits.
7. Draw together findings. What were some of the common challenges that gardens faced? Did participation in WCGN help with these challenges? What are the wider conditions that enable Community Gardens to establish and sustain long term?
8. Deliverable: Propose and agree outline format and layout for the report.
9. Deliverable: Draft report shared for comment.
10. Deliverable: Final Report, incorporating feedback.
11. Deliverable: Co-organise an informal event/gathering to present the report to interviewees and interested parties.

### **Background documents:**

[Images](#) from this year's plantswap 2024

[WCGN Website](#) (not currently updated)

[Map of WCGN gardens](#)

[WCGN Timeline](#)

[A way forward: Options A-D](#)

[Annual Report 21-22](#)

[WCGN Annual report 20-21](#)

[WCGN conference report 2018](#)

### **Experience Required:**

The ideal researcher would have experience in collecting and analysing a large amount of qualitative data with the ability to distil it into clear and engaging insights. This project will require a mix of desk research and primary research, such as site visits, observations, and interviews.

Writing Style: We are *not* seeking objective evaluation, or academic or charity-sector institutional language. We are looking for someone who can capture and communicate accessible and relatable story-telling and insights and can use vivid details to tell a bigger picture.

Building Relationships: We are looking for someone with experience of

working with diverse communities, who will quickly and easily build relationships with our community members to put them at ease. We are looking for someone who wants to get out and visit the gardens in person, is willing to work hard to set up interviews and work around community members who may be reluctant to talk, or busy with other priorities. This may involve turning up, and being present to build trust, rather than diving straight into arranging an interview.

**This is not suitable for remote working.** Contracting meetings and interviews should be conducted in person, whenever possible.

**Contract fee: £4,600.**

**Included:** Research / writing time + any travel, digital or other expenses incurred. VAT, if applicable.

**Excluded:** Report design and printing costs.

Payment terms: 50% in advance, 50% on completion of a satisfactory report.

To submit an expression of interest for the contract [please use this form](#)