

Royal Botanic Gardens

Kew

Grow Wild

Julia Willison, Head of Learning and Participation



Seed Packets

- UK native wildflowers
- Different seed mixes for England, Scotland, Wales, N.I.
- Each covers 2 square metres
- Over 700,000 distributed so far



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Grow Wild – seed kits

Collaboration with partners



Prince's Trust



Lemos & Crane
ideasforaction



Community Projects

**Awards funding
community groups that
want to bring people
together to transform a
community space**



Grow For It! Youth awards

- ✓ £500 awards
- ✓ Youth-led
- ✓ Transform a Space
- ✓ Get Creative
- ✓ 70 new youth projects funded in 2016



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Grow Wild - flagships

- ✓ Four high profile projects received £120K
- ✓ Following a public voting campaign
- ✓ Large scale urban regeneration and wide participation



England

Tale of Two Cities

2015



Scotland

Water Works

2014



Wales

Furnace to Flowers

2016



Northern Ireland

The Cornfield Project

2016





OUR FLAGSHIP PROJECTS TRANSFORMED!



Watch the time-lapse film >



Champion Mead: The Urban Meadow, England >



Friends of Kelvingdale Station, Scotland >



Meadow Champions, Wales >



The Cross Fire Trust, Northern Ireland >

Grow Wild – Social Media



facebook.com/growwilduk



youtube.com/growwilduk



twitter.com/growwilduk

Vlogging



Virtual seed sowing



Grow Wild – PR and Marketing











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