### Royal Botanic Gardens

# **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





### **Grow Wild – seed kits**

Collaboration with partners



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GRAW WILD

Read



#### **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





### **Grow Wild - flagships**

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



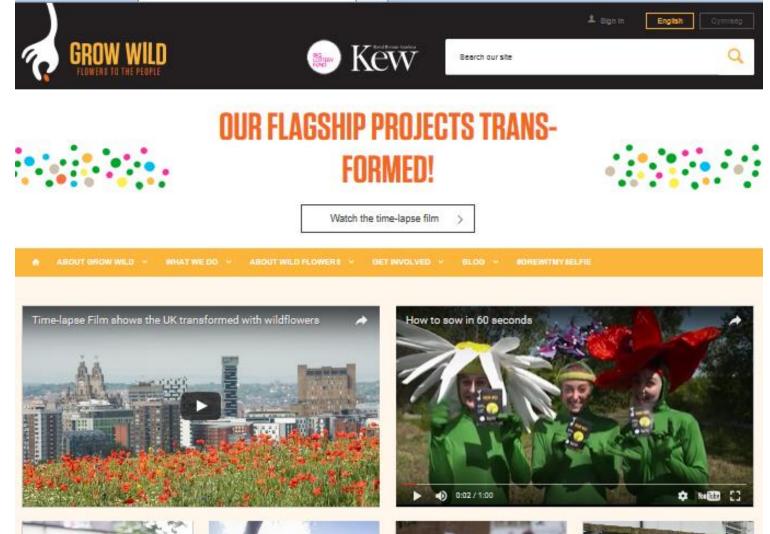
England	Scotland	Wales	Northern Ireland
Tale of Two Cities	Water Works	Furnace to Flowers	The Cornfield Project

2014

2016

2016







Champion Mead: The Urban Meadow, England

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Friends of Kelvingdale Station, Scotland

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Meadow Champions, Wales

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The Cross Fire Trust, Northern Ireland

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#### **Grow Wild – Social Media**



#### Vlogging



Virtual seed sowing



#### **Grow Wild – PR and Marketing**



















#### Julia Willison Head of Learning & Participation / SRO Grow Wild

j.willison@kew.org | 020 8332 5674 Royal Botanic Gardens, Kew, Richmond, Surrey TW9 3AB