

# ABOUT THE PROJECT

Together, you and your neighbours can colour your street in with bold Dahlias, swaying Sunflowers and bright Gladiolas.

Blooming Streets in 2020 works with the Street Party project so people can grow the bulbs and seeds in their own homes and gardens — and bring them out to celebrate the Street Party later in the year.

This project is fun, easy to follow and can transform the area. Your street will receive seeds and bulbs for colourful, bee friendly plants as well as everything needed to get growing together.

Blooming Streets is about getting everyone involved in germinating and tending for plants at home, and getting ready to bring them out as a burst of colour for the summer months.

How your street uses the kits is up to you. You could grow together to create a beautiful table setting for a street party, get children involved in a sunflower competition, or just sit back and watch the bees enjoying your handiwork.

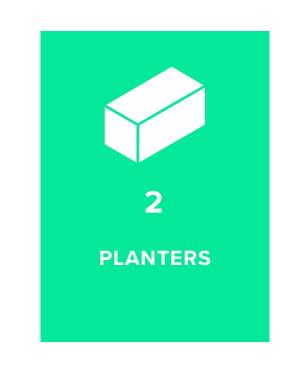


## WHAT'S IN THE KIT





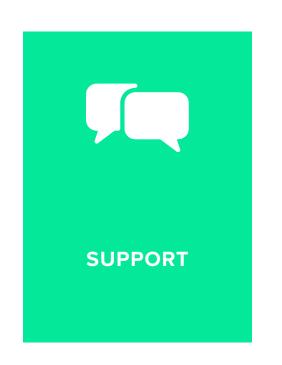
















# WORKSHOPS & NETWORKS

To help with the planning and organising of your Tomorrow Today Street, a number of workshops have been designed and scheduled across a 5 week period. These workshops will be scheduled at different times and repeated each week so everybody has a chance to join in!

Workshops will be informative and informal, guiding you and your neighbours through the nitty gritty details of the projects work and how you can start them on your street.

Follow the link to keep updates: https://www.facebook.com/pg/weareeveryone.org/events/?ref=page\_internal

#### **HOW WE WORK**

Learn about our principles and how they can help you to make your project inclusive and welcoming to all of your neighbours as the project grows.



#### HOW TO ORGANISE TOMORROW TODAY STREET

How to plan and organise a Tomorrow Today Street with your neighbours. Learn how to get others involved in your neighbourhood and start a team. We'll go through ways to asset map ideas to get you and your project started

Some of the projects require online Health and Safety training which we will explain how to carry out and complete.



#### **DIGITAL BRIEFINGS**

Introduction to the digital tools you can use to support the Tomorrow Today Street projects We'll go through the uses of different socia media platforms and softwares, and follow easy steps.



### INTRODUCTION TO BLOOMING STREET

Over the last few months we've had residents support each other in their growing endeavours. From hosting 'Gardeners Question Time' sessions on our online members platform to sharing plant watering tips via Whatsapp - there's a wealth of knowledge and enthusiasm. If you're new to growing, the following series of workshops are designed to resolve all the common reservations new gardeners may have. Whether you're a seasoned pro or an absolute beginner, they'll be tips and advice to help you master skills and develop those green fingers you never knew you had!



#### **HANGING PLANT POTS**

Learn how to make 'macrame' pots to hang in your window.

No problem gardening! We'll be hosting all types of workshops via our online platform helping your street break down any barriers you might have starting gardening projects. This includes making 'macrame' hanging baskets if you haven't got floor/windowsill space to hand. Hanging plants allows them to trail down or even gain vertical structural support. They also get a great amount of light through the window.



### **GROWING FROM KITCHEN SCRAPS**

Helping you save kitchen fruit and veg scraps to grow new plants from cuttings.

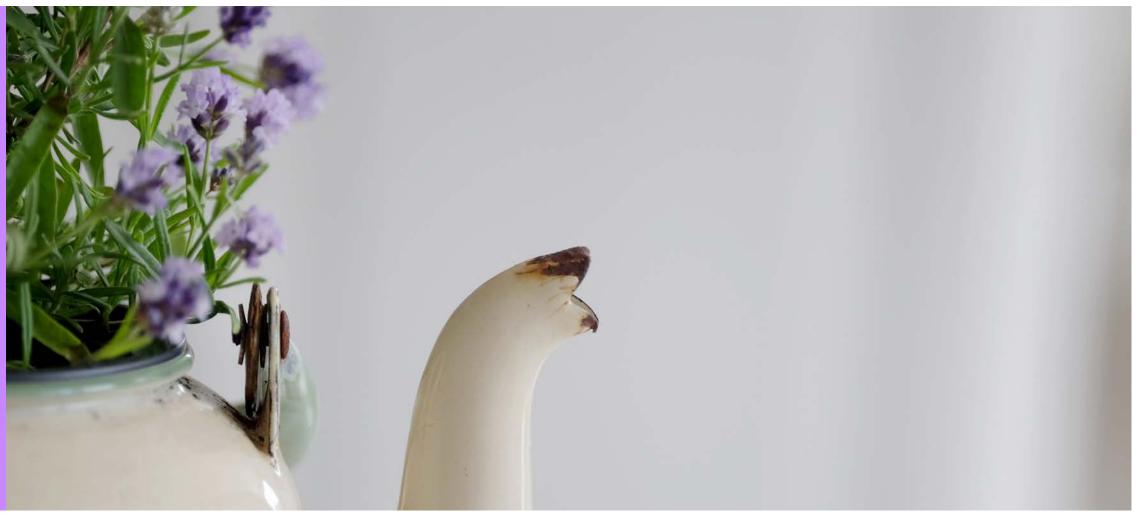
Did you know you can grow plants from kitchen scraps or seeds already in your kitchen produce? It may not be quite as simple as in the viral social media videos you may have seen but the Smithsonian Institute has put together a list of vegetables that you really can regrow in this workshop we'll be experimenting together.



#### **DIY PLANT POTS**

Make containers for your plants using everyday items found around the home.

You can make perfect containers for your plants just by using everyday items you'll find around your home. Yogurt containers, plastic bottles, glass jars - we'll give em a try.



#### HOUSEHOLD NUTRIENTS TO BOOST YOUR PLANT'S GROWTH

Want to give your plants a boost but don't have any plant feed to hand?

You can make a plant-pick-me-up from things lying around at home. Eggshells, pasta water, banana skins - we'll look at the results!



### EASY, NATURAL PEST CONTROL

Control pests, but without using nasty chemicals.

Cow's milk can be used as a deterrent to one of the more common pests - aphids. Combining vegetable or sunflower oil with soap can also keep the bugs at bay.



### TEA & COFFEE PLANT PICK-ME-UPS

USING coffee grounds or tea bags to give your seedlings a boost.

Drink coffee or tea? Did you know you can grow seeds in old tea bags? And that some plants like the acidic taste of coffee in their soil?



#### **DIY GREENHOUSE**

Create DIY greenhouses to help your little plants grow.

Many plants love a greenhouse environment - sheltered from wind, with moist air and a slightly higher ambient temperature. But very few of us have access to a greenhouse - until now!

Ask Blooming Street Team for more information.



### BREED NEW VARIETIES OF PLANTS AT HOME

Create your own cultivars - plant varieties that have been produced through selective breeding.

Hand-pollinate and give bees a break! Residents have already been hosting their own workshops on the online platform and they'll be plenty of opportunities to share tips and learn together.

Ask Blooming Street Team for more information on this workshop will run.



# THE BIGGER PICTURE

# ABOUT EVERY ONE EVERY DAY

For the past two years Every One Every Day has been working with people across the borough, joining together to share skills, start projects and make friends. Residents have been pouring their creativity and energy into these projects, ranging from cooking, making, sewing, playing, growing, sharing, composting, film and writing.

#### WHAT IS EVERY ONE EVERY DAY ABOUT?

There are five high street shops around the borough and one large public makerspace called The Warehouse in Thames.

People pop in to have a cup of tea and share their project or collaborative business idea and then work with the design team.

Over the last two years the project has grown a large enthusiastic network of over 6000 local people, who are doing practical things together to make everyday life better for everyone.

So far more than 150 neighbourhood projects have started with lots of local people participating, with as much or as little support as needed, including cooking, beekeeping, growing, making, repairing and much more.

Many small things done by many people really add up, and really do make friendly, healthy and happy neighbourhoods.

Lots of wonderful things are being achieved by local people, families, friends and neighbours!

#### **HOW DOES EVERY ONE EVERY DAY WORK?**

Practical hands on ideas – not lots of meetings Every One Every Day builds on the 'hands on' projects that people have been creating over the last few years in their own neighbourhoods. These types of projects welcome people from all walks of life.

#### These projects include:

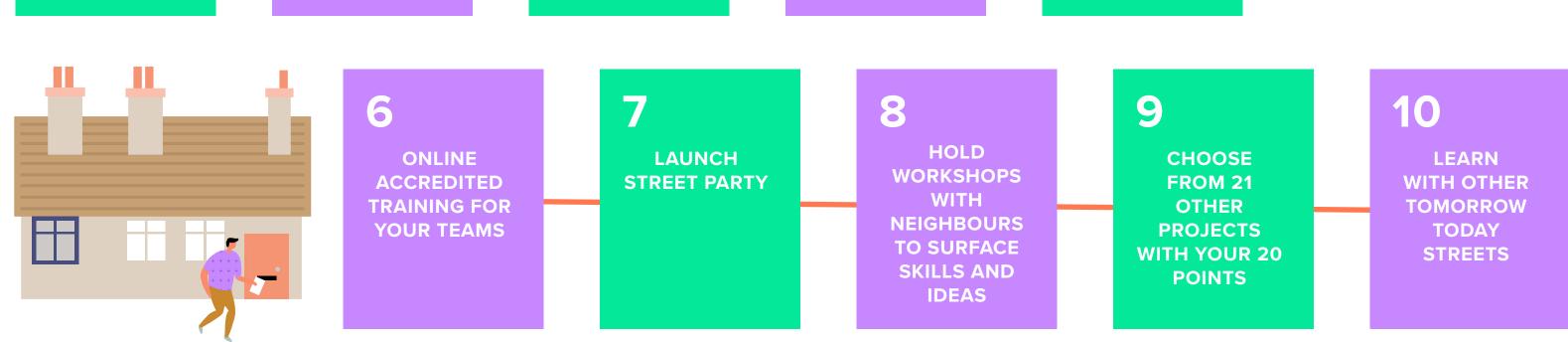
- Sharing skills, spaces and resources.
- Families working and playing together.
- Batch cooking and community meals.
- Food growing and tree planting.
- Trading, making and repairing.



# HOW IT WORKS







## INCLUSIVE PRINCIPLES

HOW THE TOMORROW TODAY STREETS WILL WORK WITH NEIGHBOURS AND THE EVERY ONE EVERY DAY TEAM

1

OPEN TO
EVERYONE
- NOT
EXCLUSIVE
GROUPS OR
CLUBS

Anyone can start a Tomorrow Today Street, as long as you live in the borough you're ready to go! If you need help connecting with your neighbours to get started the Neighbourhood Shop Teams are ready to help.

2

EVERYONE IS VALUED, ON AN EQUAL FOOTING

The whole street matters!
Starting a Tomorrow
Today Street means
creating space for
everyone to have a say in
picking projects, planning
and taking part.

3

PROJECTS THAT
BENEFIT THE
WHOLE STREET
- NOT JUST
INDIVIDUAL
HOUSEHOLDS

The projects are designed to work together and benefit everyone in your street. The Starter Kits are full of great bits for everyone on your street to use, it's important to make sure that material and equipment are accessible and are easy to borrow and keep safe.

4

PRACTICAL
SPEEDY WAYS
OF WORKING
IN PROJECT
TEAMS - NOT
COMMITTEES

It's important that when planning the projects to start on your street, you and your neighbours share responsibility and make decisions together so you can get started quickly. Different people will form small teams around each project, and those who are actively involved will have the most influence over the decisions.

5

CHILDREN
ENCOURAGED
TO BE INVOLVED
IN PRACTICAL
PROJECTS AS
MINI-MAKERS
- NOT JUST
SPECTATORS

There's always something for the kids! Across the 24 projects you'll find lots of activities that children and young people can host, take part in, learn from and enjoy! At Every One Every Day children are mini-makers, creating, learning and sharing their skills.

6

SUPPORT FROM EVERY ONE EVERY DAY

The Every One Every Day team will help you every step of the way. They will support your street with lots of tools, ideas and plans to kick off your Tomorrow Today Street the right way. We're learning and researching together to make everyday life better in your street.

# BIG TEAMING ON YOUR STREET

Every person on your street has something amazing they can contribute to making your Tomorrow Today Street wonderful! Big teaming is a different way of working, the aim is to get as many people in your street benefiting and contributing from these practical projects as soon you can.

Often with neighbourhood projects committees are established to control and direct activity. This is mostly done because small groups may be managing money and some kind of governance is required. Working through committees often leaves people working on them exhausted, it can slow things down, and make it hard to move things from talking to action and cause people to lose interest.

The Tomorrow Today Street project is set up so that people can get things done and done quickly, not wasting any precious enthusiasm.

The Starter Kits come complete with equipment, materials, insurance and support so there is no need for governance around money in the usual way.

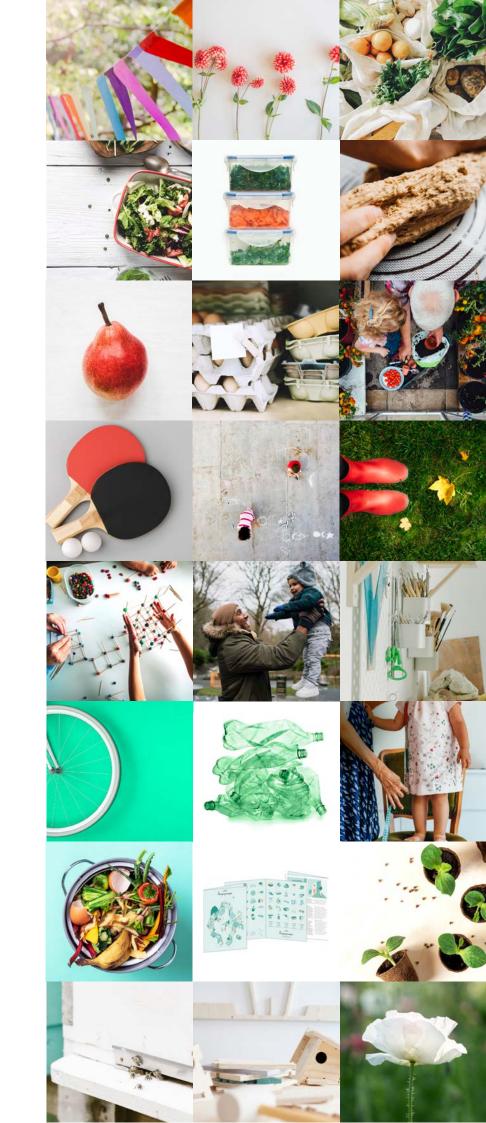
The aim of big teaming is to allow smaller groups of people to collaborate together on individual projects that engage their skills and ideas and fit within their daily life. For example 4 people may come together to start a bread making project like Loaf — that bakes regularly and shares this bread with neighbours. Another set of neighbours may come together to plant and look after an orchard, share the harvest or arrange jam making. A group of parents may collaborate to start a walking bus.

As the teams and projects grow - many people will participate and be involved, get to know their neighbours and share ideas, food, skills and friendships.

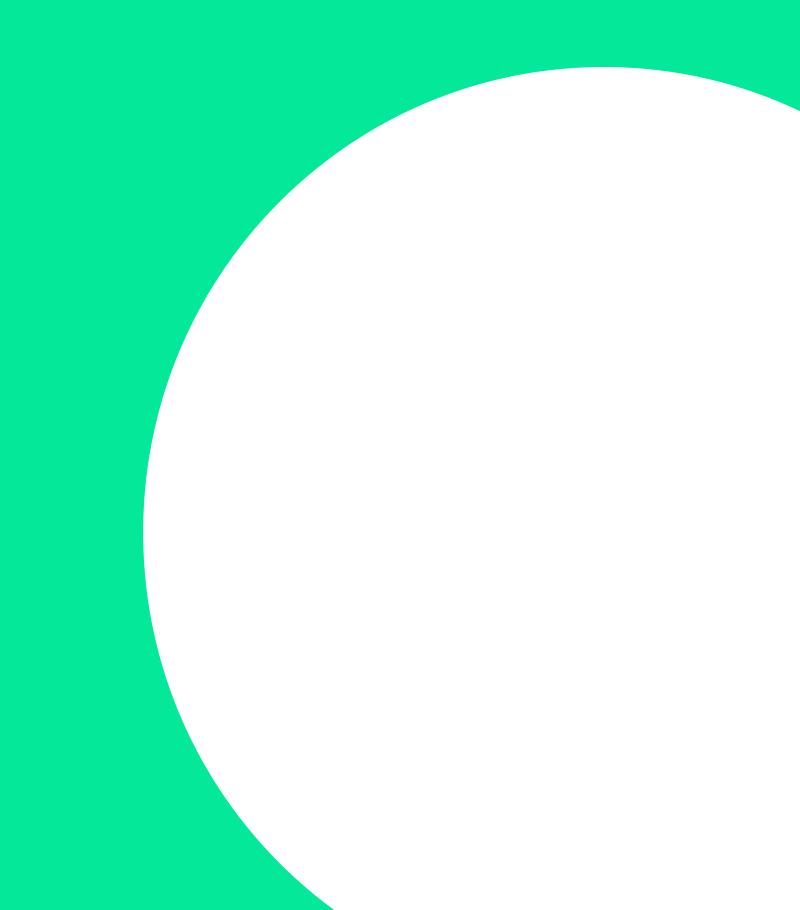
Every Tomorrow Today Street has automatic projects which will help neighbours get to know one another better. Decisions will need to be made about which other projects will be chosen for your street.

A Every One Every Day team will arrange a workshop for your street where this can be discussed and projects chosen. Importantly, skills and enthusiasms will need to be gathered from people who attend the workshop and those who couldn't make it.

If three people come forward during this process and want to start one of the projects together, all efforts should be made to make this happen as quickly as possible.



## TOOLS TO ACT



# DIGITAL TOOLS

There are many digital tools you can use to help you and your neighbours stay organised, plan together, share ideas and show your street to the world.

You will learn exactly how each digital tool could help you and which one is best for your street in the Digital Briefing Workshop (see workshop section).

The every one every day team will help you set up to organise your tomorrow today streets using some of these platforms.



#### **MIGHTY NETWORK**

A social platform where you can organise as a street, document your progress and find all information regarding workshops.



#### **WHATSAPP**

A great app for sending instant messages and pictures, Whatsapp is a great tool to chat and organise with your neighbours.



#### **INSTAGRAM**

You can use Instagram as a photodiary, sharing lovely pictures of your street with family, friends and the world!



#### **MONDAY.COM**

A great planning website which will help you create task lists with deadlines and assign roles to each person on your team. You can create a Monday's board with your Street Mentor so they can help you plan and stay on track.

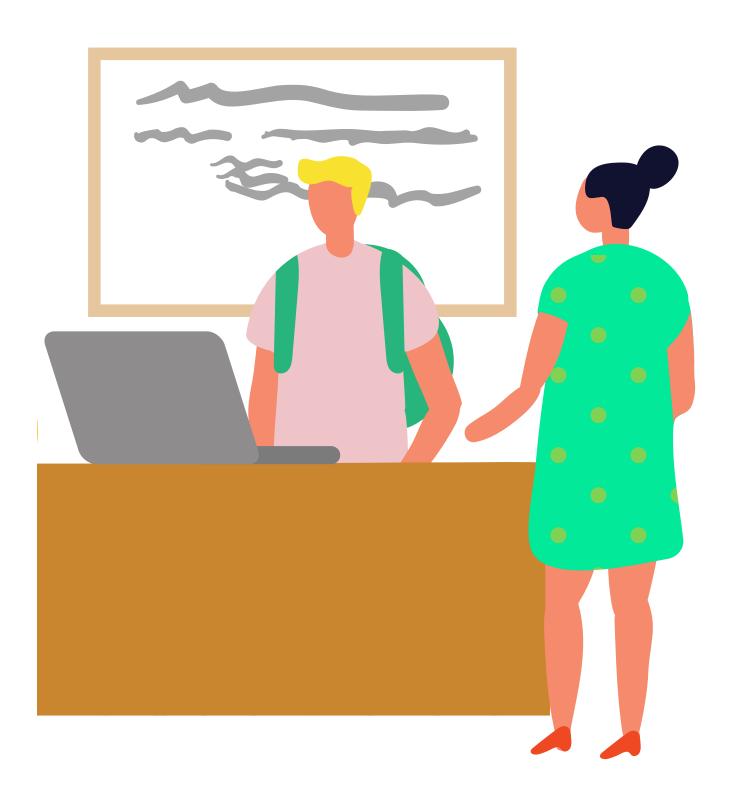


#### **MURAL**

A giant online notepad you can use to draw plans, create moodboards and workflows.

### RESEARCH

#### SHARE THE STORY OF YOUR STREET



# BECOMING A MEMBER OF EVERY ONE EVERY DAY

As your Tomorrow Today Street grows and more of your neighbours become involved, it's important that they become members of Every One Every Day so they are covered by the insurance policy and can take part in the programmes evaluation. A simple online digital sign up form has been created for you to share at sessions.

# INTERESTING RESEARCH ROLES

Research isn't just about writing notes and recording numbers. You and your neighbours can take on different roles to keep track of your project and showcase all the amazing work you'll be doing together. The Photographer, The Counter, The Maker and The Writer are all roles for people to find creative ways to tell your streets story.

- How many flowers and bulbs have been planted?
- How many people took part?
- Take a picture of your plants as they grow.
- Make a list of new tips and skills you learn together.
- Can you think of any more?

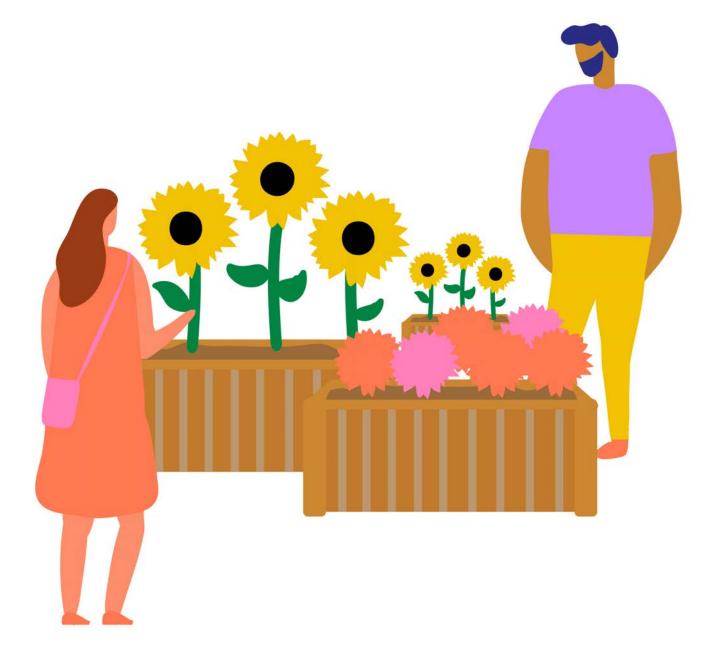
#### EVERY ONE EVERY DAY PRIVACY POLICY

Download and share the privacy policy with neighbours taking part in sessions so they know exactly how their information will be used.

# HEALTH & SAFETY

To ensure the safety of everyone, we ask that residents running Blooming Streets have certain training prior to the event. This is to align to our insurance policy - just incase!

This simple training will make sure that we know how to keep ourselves and each other safe. There are some simple things to bear in mind and share with others when taking part in growing activities together.



#### **HANDWASHING**

Getting hands on with planting is all part of the experience, but there are a few things that live in soil that can make you ill if they get into your mouth or open cuts. Wearing gloves is the best way to make sure you don't get anything into open cuts. Make sure that everyone washes their hands after planting, even if they've been wearing gloves.

#### **WATCH YOUR BACK!**

Tending to plants can mean lots of bending over and plenty of kneeling which can take its toll. Even when you're not picking up anything heavy, it's best to make sure your back is straight and bend your knees to get down to ground level. One great tip is to take something soft to kneel on. Not only does this save your knees, it reminds you to get down to the ground and relieve pressure.

### PLANT FOOD IS FOR PLANTS

Plant food and fertiliser will keep your plants healthy and happy, but even organic versions are not good for children. Keep any containers out of reach of little people, and make sure that you put the cap back on immediately after use.

# GETTING NEIGHBOURS INVOLVED

# ROLES IN YOUR STREET

Tomorrow Today Street projects include a variety of roles that allows different people on your street to get involved in ways that best match their individual interests, skills and abilities. Here are some examples of roles that you might need for your street.

#### **TEA MAKER**

You will have the very important role of spreading positivity and putting smiles on faces by making and sharing warm beverages as everyone joins in with activities, sessions and games.

#### **MEETER & GREETER**

Help your neighbours feel welcomed as they show interest and join in with your project.

#### **PHOTOGRAPHER**

As the photographer, your role will be to capture memories and moments that shows your street as you take part in projects together. Ideas: how neighbours make decisions, how ideas grow and how much fun you have and what you learn during projects.





GAMES MASTER (HEAD OF GAMES)



BEE BUDDY



**STORYTELLER** 



CHICKEN WHISPERER



FIRST AIDER



PING PONG
PLAYER



**SHOPPER** 



WASHER UPPER



COOK



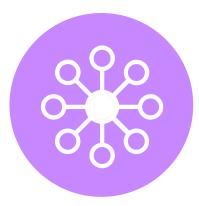
**PHOTOGRAPHER** 



NATURE LOVER



TEA MAKER



**CONNECTOR** 



**RECYCLER** 



COMPOSTER



MEETER & GREETER



CLOTHES MENDER



FILM MAKER



BADGE MAKER



**BAKER** 



**KNITTER** 



**WRITER** 



DIY EXPERT



**RESEARCHER** 



DOG WALKER



**LISTENER** 



**MAKER** 

# HOW TO COMMUNICATE

There are as many ways to communicate as there are ways to help each other out! For your group conversations, you can use a WhatsApp or Facebook group that everyone can join to stay up to date.

People over the world have different ways to talk to their neighbours, from putting up a note on their windows to writing nice messages on post-it notes... let your imagination fly!

A phone call to check in, a chat over the fence or on the street are also all good ways to share some neighbourliness.

For the less tech savvy amongst the group, these add a personal touch that all the other formats may not, so don't underestimate how far a text can go!

There are loads of ways to get neighbours involved, and a simple conversation is usually a good way to get things going. If there are neighbours you know that have children around a similar age, a knock on the door and a quick chat never goes a miss.

You can also put one or several posters up on your street to describe what the project is about and how your neighbours can get involved.



#### **WHATSAPP**

Whatsapp groups have become very popular because they allow people to send and receive messages, pictures, videos and voice notes.

Your Street Mentor can help you moderate your group if you need or give you advice on how to manage the group.

### LEAFLETS, POSTERS & NEWSPAPERS

Posting leaflets through doors, and putting posters in the area helps inform those who you may not reach through door knocking.

You can leaflet to get people involved in your Tomorrow Today Street or inform them of an upcoming event.

#### **FACEBOOK**

You may want to create a private Facebook page, it's a popular way people can share videos, photos and plan! It's also a good way to create events and keep track of whose coming along to sessions.

It's also a great way to save memory on your phones and computers by keeping it all online.

#### **NEXT DOOR APP**

The app is localised, so people living on nearby streets can recommend message each other, reach out for support or invite people to events.

# GETTING OTHER PEOPLE INVOLVED

Don't forget that some of your neighbours might not be online so phone calls and chats over the fence or on the streets are also a good way to communicate and get people thinking about the future together.

It's really useful to have a way of staying in touch with everyone who's involved. Some people may want to be super involved, and others may want to help out for a little and take a pause, whatever the circumstance, you'll need to have an easy way to talk to each other.

#### **BUDDY UP**

There may be some people that aren't online, or have access to the internet that you've spoken to about the project. To keep them in the loop, buddy that person up with someone who preferably lives nearby who can hand deliver the message, or give them a ring about important changes, meetings and fun goings-on.





#### **MEETINGS**

It's very easy for meetings to become a bit tiresome! But by asking everyone at the beginning if they need any time from the meeting to think things through, give an update, come up with ideas together, try to gather this at the start and allocate time for each individual request. You'll soon see that you've created an entire meeting content together!

Planning and attending meetings can be a bit tiring. So it's best if meetings are kept to a minimum. However, if you would like to meet with your team, it's best if everyone has a chance to share. You could message people beforehand to find out what questions they have or do this together at the beginning of the meeting. You'll soon see that you've created an entire meeting content together!

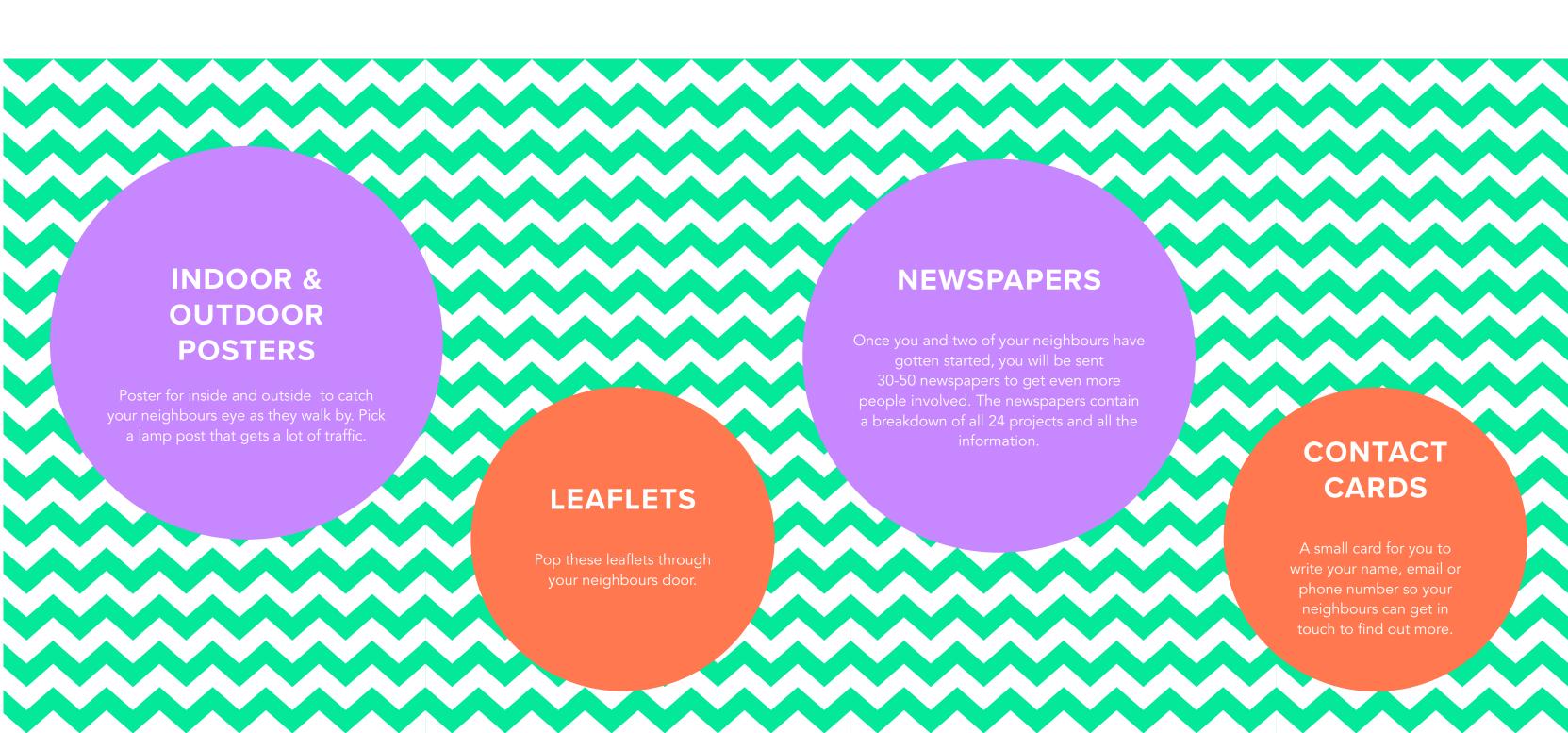
# MAKE MAGIC COMBINATIONS WITH NEIGHBOURS BY MIXING UP PROJECTS TOGETHER!





# PROMOTIONAL MATERIALS

These bright and colourful leaflets and posters will help you get your neighbours excited and let them know their road is about to become a Tomorrow Today Street!



# OTHER MATERIALS

Posters, leaflets and social media are the best way to promote your event, you can place them on your street, at nearby cafes, communities spaces (such as libraries) and your front window. Our Every One Every Day shops will be more than happy to promote your event with posters and leaflets.

#### THIS KITS INCLUDES:

- Poster and Leaflet 1 are short, snappy and eye-catching and will help you get your neighbours excited about the Blooming Streets project. It's also a good way to invite them to share their ideas.
- Poster 2 will help you organise a meetup with interested neighbours to discuss how to distribute and best plan where to plant your seeds and bulbs!



# HOW WILL THIS WORK ON YOUR STREET

### **GET ORGANISED**

It's really useful to have a way of staying in touch. You can share pictures of sprouting plants, share tips and just get to know each other. It may turn out that one neighbour has lots of spare pots or compost, but you won't know until you ask! Here are some ways you can start to build a network, and find a space to communicate.

## **BEFORE** about your growing plans. Ask around and see if other residents have tools or materials that you could swap and share. Think about where to get soil and compost. Often vou'll find free sources on websites like Freecycle and StreetBank. get involved in our Waste Works and Leaf Banks

# **DURING** address and from there can be shared amongst who needs what to get started. Use some of the pointers in the Starter Kits and get DIY Greenhouse & DIY Plant Feed will help.

# **AFTER** There'll be opportunities to swap plants and seeds Join with other residents to discuss what worked and

# IDEAS FOR GROWING



#### **SEED SWAP**

Are you a seasoned pro and have seeds already at home? Or perhaps you've followed some online tutorials and were able to collect seeds from kitchen scraps. However you got your seeds, a great way to start growing with your neighbours is by starting a seed swap.

The Plant & Seed Exchange Starter Kit has everything you need to start swapping seeds on your street.

#### **PLANT SWAP**

If you have plants that are easy to propagate, or have begun sowing seeds and have more than you need, a great way you can encourage your neighbours to grow together is by initiating a plant swap in your front garden or somewhere suitable on your road.

The Plant & Seed Exchange Starter Kit has everything you need to start swapping seeds on your street.

#### **ONLINE**

Not everyone has a Whatsapp or access to the internet but those who do can join a Whatsapp group or Facebook group so you can each share what each other is growing. It's a great way to have conversations, sharing tips on how to garden or other useful materials.

### PLANTING INSTRUCTIONS

To get blooming great flowers, your seeds and bulbs will need the best conditions to help them spring to life. These simple instructions will get you started, but are no substitute for your neighbours experience.

### FEEDING AND WATERING YOUR PLANTS

All of these plants like to be kept well watered. Keep an eye out for soil drying out during hot weather. These instructions don't cover feeding the plants and providing extra nutrients. Get neighbours to share their methods for doing this, or try out different recipes (compost, fish fertilisers).



#### **SUNFLOWERS**

- 1. Sunflowers can either be planted in a pot to get them started, or straight into the soil. To plant indoors, you'll need a small pot, this can be made from an old newspaper (search online for instructions!).
- 2. Fill the pot with compost.
- 3. Then place in one seed per pot before covering with the same depth of soil as the size of the seed (ie. for a 1cm seed, cover with 1cm of soil).
- 4. If you're planting straight out into the ground, they like free draining soil, so if you're really serious you can use a garden fork to loosen the soil they are going to be planted into.
- 5. As the name suggests, Sunflowers like lots of sun. If you want a truly giant plant, make sure they are somewhere that gets 6 to 8 hours of sun a day.



#### **GLADIOLI**

- 1. These bulbs are best planted directly into the soil or in a deep pot. Plant a couple each week and they will continue to flourish throughout the season!
- 2. Plant one bulb per pot and 10cm deep with the pointed end upwards.
- 3.If planting directly into the soil outside, they like plenty of light, so find a sunny spot and loosen the soil with a garden fork.
- 4. Plant your bulb and cover with 10cm of soil. If planting other bulbs to create a patch of gladioli, leave 12cm in between each hole so there's room of root growth.
- 5. Give them a good watering and they're ready to go.



#### **DAHLIAS**

- 1. These bulbs are best planted directly into the soil or in a deep pot. Before planting, soak tubers in a bucket of tepid water for an hour so they can fully rehydrate.
- 2. Dig a shallow hole, and place the 'tubers' with the bit that was the old stem facing upwards (it looks a bit like a withered old plant stem).
- 3. If planting directly in soil, select a planting site with full sun but with a bit of protection from wind.
- 4. Cover with 3-4cm of soil. As the stem sprouts, fill in with soil until it is at ground level.
- 5. Bedding dahlias can be planted 20-30cm apart. The planting hole should be slightly larger than the root ball of the plant. Incorporate some compost into the soil but don't water the tubers right after planting; this encourages rot. Wait until the sprouts have appeared above the soil to water.

### DISTRIBUTING & SHARING MATERIALS

There should be plenty of seeds and bulbs to go around your street, and one of the key tasks is to make sure that everyone that wants to grow can get involved. There are a couple of items that might be best to keep somewhere accessible, or at a house of someone that is happy to make them available.







#### **STREET PLANTERS**

The kit contains two planters that can be placed somewhere visible on the street. Plan with where the best place for this is, and consider making it part of a get together - it could be combined with a chance for people to take seeds and bulbs home!

### COMMUNAL POTTING COMPOST + TROWELS

To make sure that people can pot and sow when it suits them, it might be easiest to put any compost you may have and the supplied trowels somewhere accessible like a front garden hidden from view. Or if someone is happy to store these items and let people drop round and use them, that can be a great way to stay social and share good advice at the same time!

### MAKING SURE EVERYONE GETS A CHANCE TO GROW

It would be a shame for anyone to miss out on being part of the Blooming Street, so make sure that you give clear instructions to everyone about when and where they can pick up materials. It might be as part of a get together or mass planting session, or they could be available for pick up from somebody's house. Repeat instructions on how to get seeds regularly for any new joiners of Whatsapp groups, and keep some back just in case anyone misses the messages but wants to get involved later.

# ENJOYTHE PROJECT

IF YOU HAVE QUESTIONS OR NEED ANY HELP, PLEASE CONTACT ONE THE TEAM OR VISIT THE WEBSITE.

WWW.WEAREEVERYONE.ORG/ TOMORROWTODAY

