

CASE STUDY: ECOCITY

Repurposing empty retail spaces into a space for the community to actively engage in sustainability

OBJECTIVES

Teaming up with Fleet Street Quarter, we aimed to transform an empty retail unit in the heart of Fleet Street into a flourishing community farm, creating a solution for neglected spaces. The goal was to foster community participation through locally grown produce, environmental revitalisation and also to create an educational space for BID community members where events for health and wellbeing initiatives could be held.

SOLUTION

We transformed this space by installing 7 Farmstands and 2 Farm Walls, growing 294 edible plants. Throughout the month of installation we conducted community workshops and harvesting sessions. These included two community-led Harvesting Days, daily lunchtime herb-harvests and a Pesto Making Workshop to create 'low emission pesto.' To encourage home gardening further, we distributed 100+ seedlings and our expert Urban Farmers instructed how to grow the produce..

RESULTS

1. Community Engagement

Harvesting Days, workshops, and events encouraged curiosity and environmental stewardship, inspiring residents to explore sustainable living, engage in discussions on topics like ethical food and actively champion eco-friendly practices. This shared curiosity transformed the local area into a hub of environmental awareness, where residents were able to actively contribute to a greener future.

2. Landlord Benefit

Converting vacant retail spaces into Urban Farms not only revitalized the area but also earned the landlord business rate relief. This initiative showcased the economic advantages of sustainable practices, demonstrating how repurposing unused spaces can contribute to local economies and promote environmentally friendly solutions.

3. Educational Impact

The Urban Farm raised awareness about sustainable food practices through workshops and harvesting sessions, inspiring conversations and encouraging the local community to support their health and well-being through sustainable food choices. The educational impact extended beyond the project, fostering ongoing efforts within the community.



AT A GLANCE



100 +

Seedlings Distributed



350 +

Visitors



100 +

Bags of Locally Grown Produce Given Away



ON SOCIAL MEDIA

FleetStreet Quarter on Instagram:

"The Urban Farm underlined the BID's aims to foster environmental and community stewardship, empowering the local community to support their health and wellbeing while re-invigorating the ground floor offering to enrich the local offering that stimulates a progressive and lively area.

From produce being used in delicious daily salads [JavaJava Cafe](#) to herb-harvesting lunchtime workshops, pesto-making sessions, food sustainability talks, cooking sessions and more, it was a pleasure to bring people together each day in the space."