



A COMMUNITY FARM FOR CAMBRIDGE  
FULL PUBLIC CONSULTATION REPORT, SPRING 2019

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## BACKGROUND TO THE PUBLIC CONSULTATION

These are the results of CoFarm's first open community consultation process to gather community views, thoughts, feelings and ideas for co-creating Cambridge City's first community farm. The farm site is on 7-acres of privately-owned farmland in Abbey ward - just off Barnwell Road and next to Coldhams Common.

The consultation process consisted of an open all-day participatory drop-in session held at Horizon Resource Centre, Coldhams Lane, on Saturday 30<sup>th</sup> March 2019. The day included hourly presentations about the project, as well as tours of the farm site. Horizon Resource Centre is the nearest neighbour to the community farm and will continue to be an important stakeholder and partner as the farm develops.

An anonymous online survey ([www.cofarm.co/survey](http://www.cofarm.co/survey)) was launched at the open day to gather the views of those who were unable to join us on the day and to help gather views, feelings and information that respondents may find easier to contribute privately online rather than in person.

The consultation was well-publicised through local businesses, community-based organisations, social and local media channels, including interviews on the two main local radio stations (BBC Radio Cambridgeshire and Cambridge 105 Radio) and formed the front page and leader stories in the Cambridge Independent newspaper in the week leading up to the consultation launch. Also, laminated posters were displayed in local shops, schools and community centres and attached to every entrance and exit gate and stile around and on Coldhams Common.

The drop-in consultation attracted at least **147 people** of all ages and backgrounds and a further **59 people** completed the online survey, which was open throughout the following month. Some of those who attended the open consultation day also completed the online survey, therefore a conservative estimate of the total number of contributors to this initial consultation process would be around **190 people**.

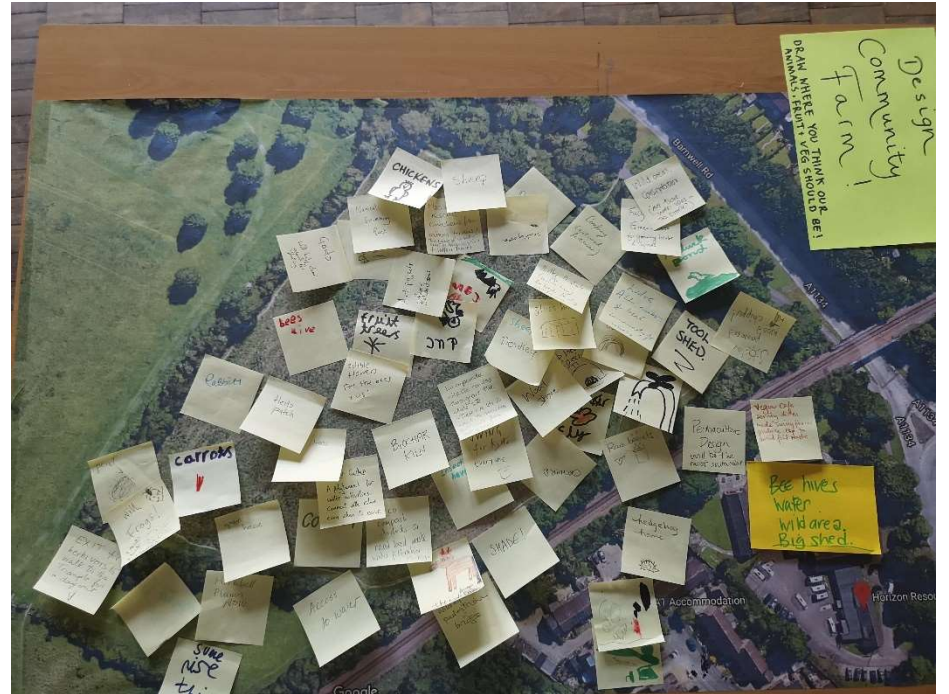
We are enormously grateful to all of those who contributed their time, thoughts, baking skills, dreams and aspirations to kick-start the process of co-creating a community farm for Cambridge.

All consultation contributions have been included in full, with redactions only used to ensure anonymity for participating individuals and organisations. In this report, we simply present the raw data gathered through the consultation process, without providing interpretation, comment or detailed analysis. We have, however, grouped responses into themes for ease of reading.

The consultation process has revealed that a huge amount of support exists for the project. Our next challenge is in channelling that support - along with the fabulous ideas that have been put forward – into practical, workable plans that can meet a very diverse set of community expectations and needs.

We very much look forward to working with you to do just this.

Gavin Shelton, Founder, CoFarm  
Cambridge, June 2019

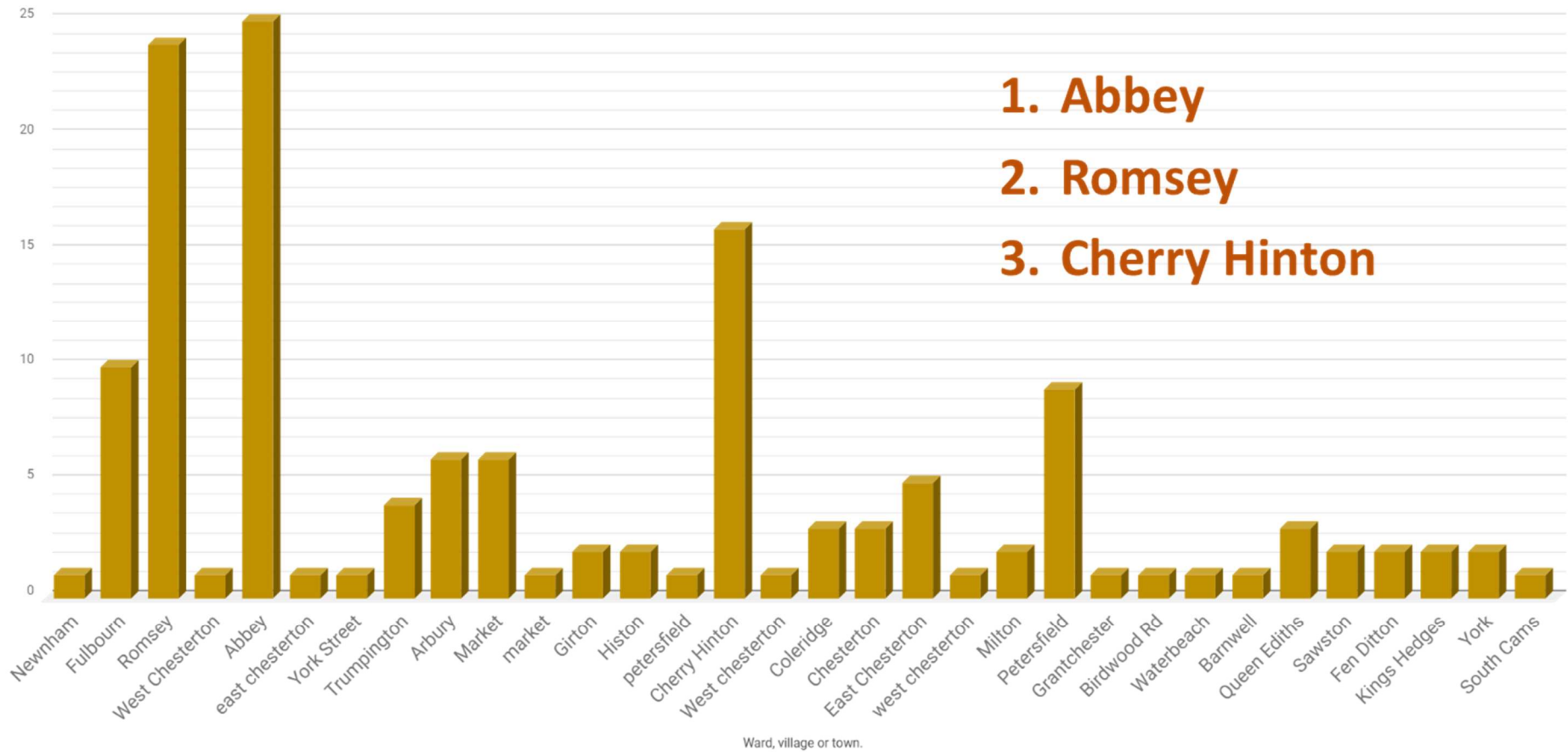




Images above and below courtesy of Iliffe Media/Cambridge Independent: Keith Hepple



1. PLEASE TELL US WHICH PART OF CAMBRIDGE YOU LIVE IN. (ONLINE SURVEY AND OPEN DAY.)

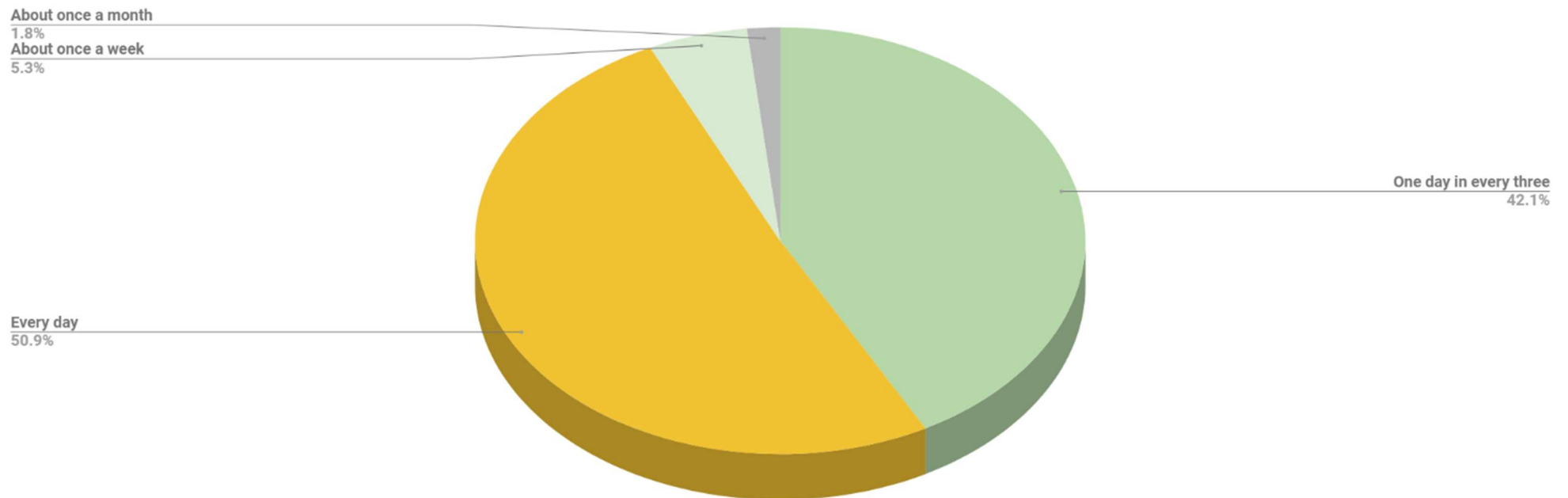


## 2. WHAT IS IT ABOUT A COMMUNITY FARM FOR CAMBRIDGE THAT INTERESTS YOU MOST? (ONLINE ONLY.)



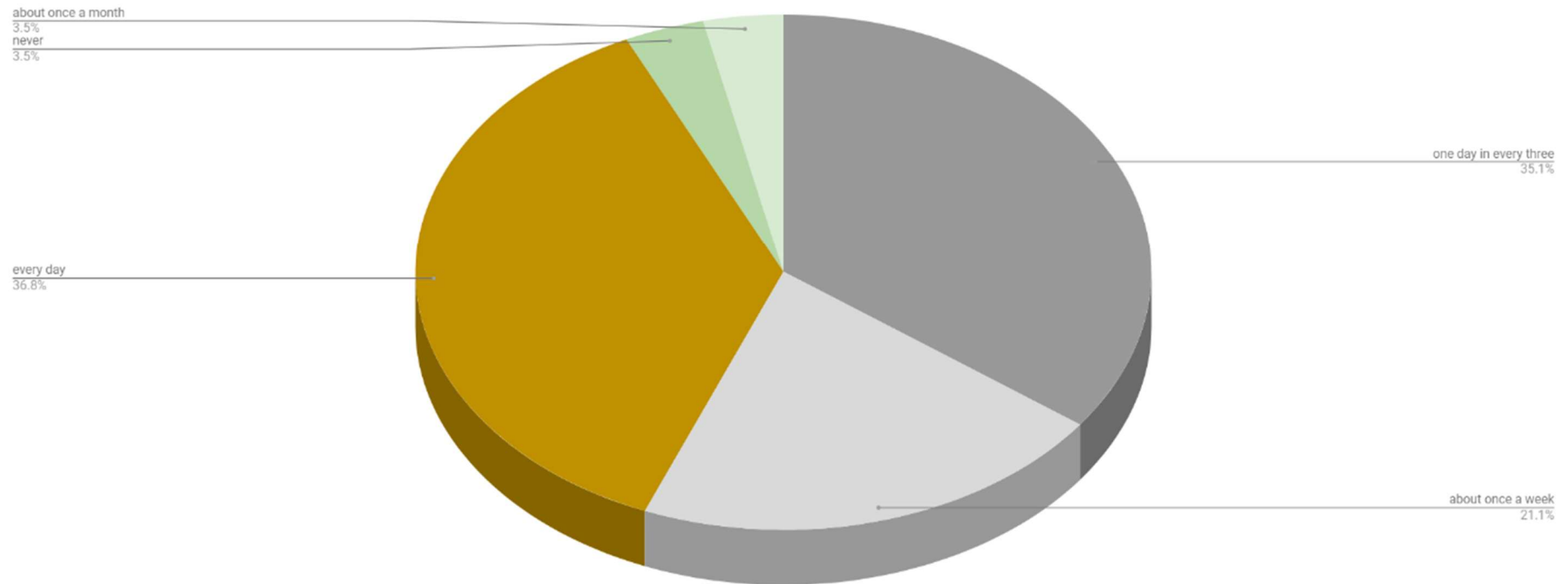
1. Action for nature and the climate
2. Stronger, more cohesive communities
3. Better access to nutritious and safe food

### 3. HOW OFTEN WOULD YOU SAY YOU EAT AT LEAST 5 PORTIONS OF FRESH FRUIT AND VEGETABLES IN ONE DAY? (ONLINE ONLY.)



- **51% eat '5 a day' every day**
- **42% eat '5 a day' one day in every three**
- **8% less than this**

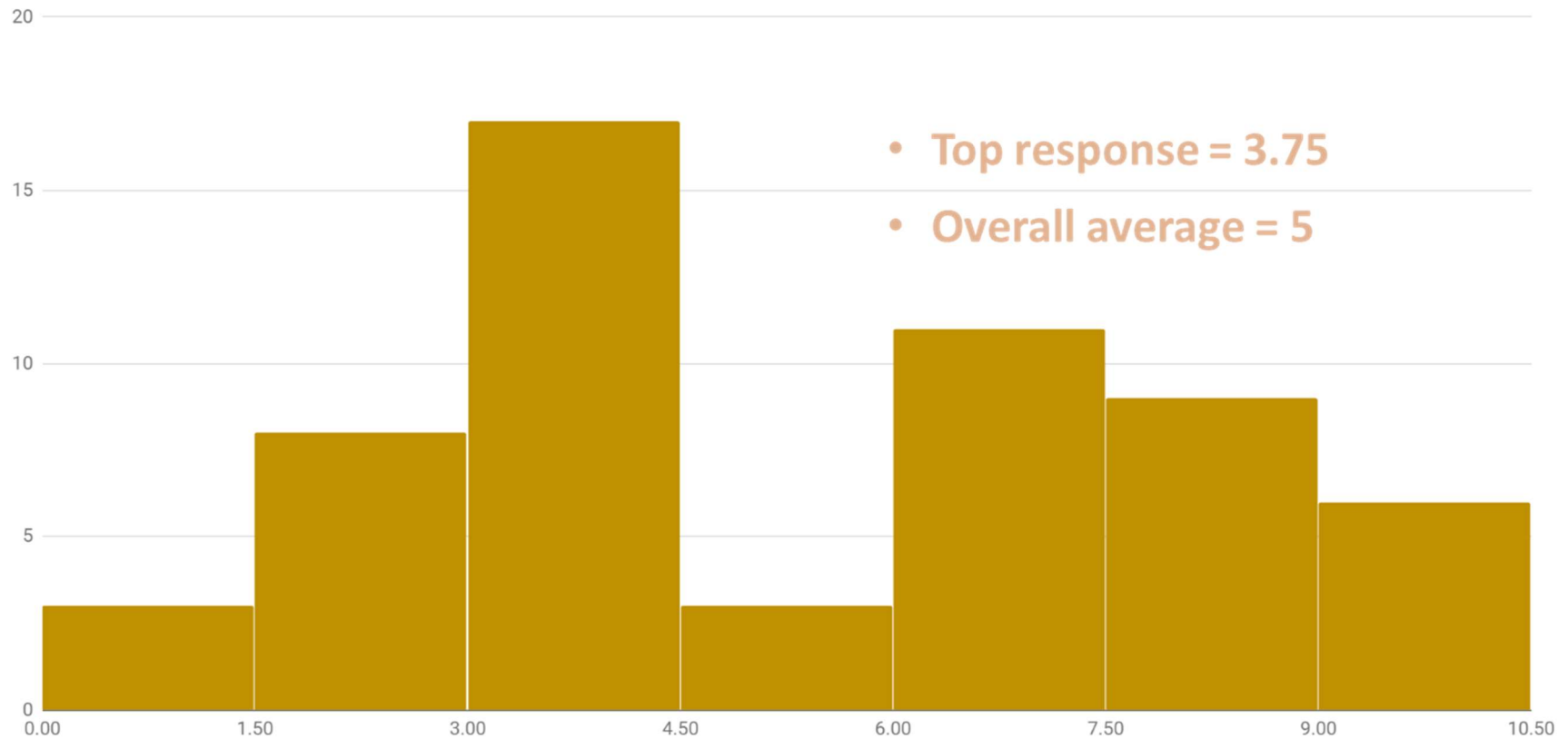
4. AND HOW OFTEN DO YOU SPEND AT LEAST AN HOUR OUTDOORS\\*, TAKING SOME EXERCISE (LIGHT OR VIGOROUS) IN A NATURAL SETTING? (ONLINE ONLY.)



- **37% exercise outdoors every day**
- **35% exercise outdoors one day in every three**
- **7% exercise outdoors once a month or never**



5. "I FEEL REALLY CONNECTED TO MY COMMUNITY AND HAVE A PLACE/S WHERE I CAN SOCIALISE, FEEL WELCOME AND THAT I BELONG." *HOW CLOSELY DOES THIS STATEMENT REFLECT HOW YOU FEEL? 0 MEANS NOT AT ALL AND 10 MEANS COMPLETELY. (ONLINE ONLY.)*



## 6. WHAT IS THE REASON YOU GAVE THAT SCORE? (ONLINE ONLY.)

### 6.1 Those who gave lower scores said:

*“No community facility on our estate.” “I think community spaces are severely lacking in my area.”*

*“I think community spirit could be better.” “Can't think of a nearby community space like that.”*

*“More community spaces close to home, away from drug dealing, anti-social behaviour and littering are needed.”*

*“Not enough places to drop in.” “Few community groups.” “I don't feel part of my community.”*

*“There is rightly a focus on the elderly, children and for those facing different challenges in their lives but if you don't fit in to any of those groups, where do you go, to feel that you 'belong'?”*

*“A place where I feel comfortable to socialise doesn't exist other than a pub. Since that no longer interests me as a family man, I find I don't meet people in (my community).”*

*“We are a little isolated, but also quite new to the area at the moment. Have just got an allotment and have met some lovely people there.”*

*“Life has become so anonymous. I am new to Cambridge, coming from (country name) and it's not so easy to build a new network of relationships. This project is a way to connect with people open to new relations and sharing a common interest in sustainable world.”*

*“Just recently moved in and I don't know many people in this new neighbourhood.” “New to the area.”*

*“I feel I do have a sense of community, but I could expand it more and get to know different sorts of people.”*

*“Socialise with friends only.”*

*"I feel part of a community with shared values, but I don't have enough time/energy to be as involved with community activities as I would like."*

*"I mainly feel part of my Cambridge College." "What is community if not a sense of belonging?"*

*"There are some community events I participate in but I'd like something more."*

*"There isn't a strong sense of community where I live, and no real venues for the community to gather that are pleasant, enjoyable locations."*

*"I do not feel that I know many of my neighbours, or anyone much outside my group of close friends."*

*"We know a few people locally but think there are improvements that could be made."*

*"I feel connected to a particular dancing community in Cambridge, though this is not based exactly round where I live."*

*"Community seems to have fallen apart. Don't feel connected to people."*

*"I have lived here a long time and brought three children up here."*

*"I find I'm too busy to spend time with people in my community. I'd like to spend more time with them."*

*"Lack of a suitable venue to meet likeminded people with shared interests."*

*"No one speaks to each other round here." "Single near retirement." "Mostly too busy."*

*"I feel that there are a lack of opportunities to connect meaningfully with others in Cherry Hinton."*

*"We haven't lived in our area long, there is some sense of community but mostly through the playgroups we take our son to."*

*“There’s just nothing like this around.” “I don't know of anywhere in Romsey that serves this purpose.”*

*“I know some of my neighbours but I spend little time in the wider community and am not involved in any local activities. “*

*“I only moved to Cambridge in January.” “New to the area.”*

*“There is not really a heart to the community here in (community name). We moved here from (place name) nearly 3 years ago and I still can't say I have made a place within my community. We miss our friendly neighbourhood in (place name).”*

*“Because mainstream society is not designed to help people grow their own food with others.”*

*“I’m a wheelchair user and so little here is accessible. People do not prioritise Access when designing spaces or booking rooms for community and therefore people like me have less access to community.”*

*“Mobility problems have curtailed my activities - Recent operations have improved that situation; giving me the chance to be communally active again 😊”*

*“I have chronic illnesses which make it impossible for me to commit to being anywhere at a specific time. I would love to have somewhere to go where I can just turn up when I feel well enough. My illnesses are severe which means my energy is very limited indeed. In fact at the moment, I only leave home for medical appointments, apart from maybe give or six times a year. Having no transport adds to these problems: I cannot use public transport so rely on taxis which are expensive as I am unable to work. I only found out about the farm today. It is exciting for me because I am quite near. (Community name). There really is nothing like this in this part of town. I buy healthy food as much as I can afford it; it would be fantastic to be able to afford more. To have a place to go to socialise on a drop-in, non-committal basis would be the icing on the cake. It is very isolating to have a chronic illness and live alone. I don't think I could support the project in any practical sense but would hope to be able to be a customer of*

*produce. It would also be lovely to have somewhere to sit and have a cup of tea and look at a peaceful scene and meet local people. I have a wildlife-friendly garden, but my immediate neighbours don't appreciate it, because it is natural - which is depressing and isolating. It would be nice to meet other locals who appreciate the outdoors and wildlife."*

## 6.2 Those who gave higher scores said:

*"I have a great community but we don't have a lot of shared space."*

*"I feel part of a strong community." "Although I would like to feel more included, I think that this is about right for where we live!"*

*"I am an active allotmenteer and meet and mix with others in my community." "I have lots of friends locally and I get on well with my neighbours." "I'm very happy to live in the area and found the people around very friendly and I don't feel isolated."*

*"Friends, neighbours, choirs." "It's quite easy to meet nice people in Cambridge."*

*"Lots happening in the community and very welcoming." "Lived here for many years and quite a social leader person."*

*"I live in a village which has good community networks and a lot of caring neighbours." "Live in a lovely village with a lovely school community."*



## 8. WHAT WILL WE NEED TO DO, OR TO PROVIDE, IN ORDER TO HELP YOU (AND THOSE YOU ARE RESPONSIBLE FOR) FEEL THIS WAY? (ONLINE SURVEY AND OPEN DAY.)

### 8.1 Infrastructure/design/access considerations:

*“Design it as environmentally friendly from the start, and plan it to be a social space as well as a working one (e.g. community cafe, evening events, local bar).” “Space to socialise.”*

*“Maybe have variety (market garden, agroforest, poultry) and close whatever cycles it make sense to close in this context.”*

*“Have zero pre-digestion, cafe / kitchen for people to make their own food, be 100% plastic free, help the homeless and addicts to recovery, bike operated deliveries etc.”*

*“A space to relax as well as work (water provision, community bringing snacks etc, places to sit down).”*

*“Create a safe environment where all members of the community are welcome.”*

*“Accessible for a large mobility scooter. Provide plenty of comfortable padded chairs for indoor seating (café?). An area where people could bring their own food and drink.” “Clear signs, ramps.”*

*“FULL wheelchair access in all areas. Raised beds, no cobblestones, (portable) rubber matting to allow us to traverse ground outside, long handled tools to allow gardening from chairs, wide enough thoroughfares in greenhouses and walkways, accessible toilets, disabled parking, surfaces/tables in greenhouses designed to make sure our legs can tuck underneath, push-button doors or handles/ropes to allow us to get through independently, a wheel-wash so that we can hose off our wheels after being in the mud before getting back into our cars/going back into our houses (vital) signage telling people not to block access routes, clear visual cues so that accessible provisions aren't misused*

*(emergency bathroom cords tied up “out of the way”, items left in manoeuvring spaces, accessible surfaces used as storage etc.)”*

*“Gates.” “Visible, effective, security.” “Good lighting.” “Secure place so I can bring the children.” “Den (play)” “Swing for kids everyone 😊” “Family orientated.” “Area for children, first aid points, school.” “A swing for kids-everyone 😊” “Swing” “Somewhere welcoming for parents and young children to learn and experience”*

*“Secure access from Barnwell Road, fenced off with walking area still for pets, area to sample foods, planting of fruit trees round boundary.”*

*“Amenities such as kitchen, WCs, covered space.” “Tea.. cake .. shelter .. trees.” “Somewhere to sit with tea and cake.” “Tea making facilities.” “Outdoor seating area where you can watch the sun go down - I'd go there just for that!”*

*“Vegan café, serving dishes made from farm’s produce. Esp. to avoid food waste.”*

*“Cob bread oven (+ for pizza too!)” “Shelter: on wheels (like mobile home) for breaks/meeting space for small community group meetings (e.g. transition projects)”*

*“I think you will need a building (and toilets) where people can gather, store equipment and tools, make tea and get warm.”*

*“Create a welcoming, inclusive and accessible space with a place for volunteers to take a break together.”*

*“Café selling goods from the farm” “A shop to buy fresh produce.”*

*“Fully insulated greenhouse: for growing herbs and spices.” “Glass house/greenhouse” “Storage area” “Lockers”  
“Renewable energy sources” “Solar panel green house for off-grid power”*



*“Picnic area” “Shade and shelter” “Social area (and BBQ)” “Shade.” “Develop a community hub – a space where everyone can come together and work”*

*“Organised and pathways”*

*“Water troughs” “Water supply (irrigation and washing)” “Water!” “Toilets and water” “Composting toilet” “Eco compost toilets and reed bed waste water filtration thingy!”*

*“Fire pit to sit around/cook on” “Social space with fire” “Summer night parties with fire” “Fire pit – eat together”*

*“Park benches” “Meeting/gathering place” “Places to relax and chat (as well as work)”*

*“BIG shed” “Tool shed” “Wood store”*

*“Compost” “Vermicompost unit” “Biochar kiln” “Solar powered wood-chipper”*

*“Seating area” “Create sensory garden and herbs”*

*“Winter Garden: A polytunnel for winter activities. Connect with nature even when it’s cold.”*

## **8.2 Management/programme development/social considerations:**

*“Lots of community events, volunteer opportunities to help run the farm (like Cropshare in Lode). Box system.”*

*“Community ground rules so everyone is respected and has a way of contributing. “*

*“No alcohol policy. No smoking policy. No drugs policy.”*

*“Plans, guidelines on how to get involved.” “Easy ways to help out, good communication.”*

*“Education, tools.” “Good training for volunteers, regular newsletters and updates.”*

*“Somebody on the site every day” “People that are the same here so you can feel good about whatever you're doing here so that it's helpful! “*

*“Wide range of ages and abilities” “Pop up food workshops – (not boring!)”*

*“Art projects and outdoor exhibitions” “Connect to social initiatives in Cambridge and beyond”*

*“Information and costs!” “Be well organised and have a plan!”*

*“Sun rise? (Difficult to decipher the rest of this post-it note)”*

### **8.3 Farming/livestock/agroecology/biodiversity/ecosystem service considerations:**

*“Wild butterfly meadow” “Wild! Not tidy” “Butterflies” “Wildlife” “Nature, farming and animals”*

*“Wildflowers, pollinators and fruit and veg” “Wildflower area” “Flowers” “Wild flowers” “Beehives” “Bees” “Bee hives” “Edible flowers for the bees + us!” “Bee friendly crops and flowers”*

*“Permaculture” “Organic veg” “No pesticides” “A healthy mix” “No chemicals.” “Vegan farming”*

*“Growing special veggies ‘normal’ people don’t grow on allotments”*

*“More diverse species of trees” “More trees (for birds)” “Fruit trees” “Orchard” “Fruit trees” “Mirabell plums NOW” “Trees”*

*“Large pond” “Grasses and reeds” “Natural swimming pond” “Pond with frogs, newts, toads, waterboatmen and a salamander” “Create grass snake habitat” “A duck pond”*

*“Access to water” “Water” “Water taps” “Rain barrels” “Potential for bore hole for water supply”*

*“Keeping the fine balance between nature and crops (permaculture design can do this)” “Permaculture design will be the most sustainable”*

*“EXIT for herbivores to walk to the Triangle for a day out”*

*“Adopt an animal (sponsoring) like at Spitalfields City Farm in London”*

*“Could there be chickens?” “Moving pen for animals – revitalising the soil”*

*“Parent tree and fruit trees = shade for animals”*

*“Chickens (please rescue from battery farms. You can sign up with British Hen Welfare Trust for this).”*

*“Llamas will protect the chickens from foxes and supply ready-to-use manure”*

*“Goats – will help clear ground for planting”*

*“Ducks” “Hedgehogs” “Sheep” “Donkeys” “Rabbits” “Horses” “Cow” “Pigs” “Worms”*

*“Wildlife and pedestrian bridge” “Incorporate wildlife corridors throughout the whole site” “Wild area”*

*“Wild areas, conservation. (Are there water voles in the brook?)”*

*“Involve ALL members of local community for success”*

*“Hedgehog home” “Insect homes” “Horse home”*

*“There are lots of ways to discourage animals from eating crops”*

*“Comfrey – natural fertiliser”*

*“Herb patch” “Carrots”*

## 9. WHAT WOULD STOP YOU FROM GETTING INVOLVED WITH THE COMMUNITY FARM AND COMING TO US FOR YOUR FRUIT AND VEG ETC? (ONLINE SURVEY AND OPEN DAY.)

### 9.1 Infrastructure/design/access considerations:

*“Tricky transport, lack of parking.” “Too much traffic or cars parked in the facility.” “No parking.”*

*“Getting there safely with kids (Coldhams Lane is dangerous to cycle on)” “Distance from my part of the city.”*

*“I’m a bit far from the site, so distance might be a problem.” “Lack of mobility, there is no direct bus service from north Cambridge.”*

*“Lack of wheelchair access.”*

*“Any people coming to vandalise the place!” “Locked gates, high levels of security, lack of information.”*

### 9.2 Management/programme development/social considerations:

*“If volunteering with young children is not possible. My only ‘free time’ is when parenting and I’d love my little girl to be involved.”*

*“If it was difficult to access/be there with a buggy/small person.” “Not being able to bring young children.”*

*“Unnecessary rules.” “Fixed views about the right way to do things. ““Unethical processes, but not much else. ““Bad dictatorial management.” “Pointless rules....and those pointless rule enforcers!!” “Bureaucracy”*

*“Not knowing how to contribute” “Lack of support/direction” “Significant winter “LUL” – low term” “Insufficient momentum” “Bickering within the community”*

*“Non respectful behaviour towards people or towards nature.” “Use of chemical fertilizers pesticides etc” “Smug gardening experts.” “Too many chemicals and tractor work on the farm 😞”*

*“In fighting, power/ego battles. Lack of kindness and empathy, shown to those who struggle for any reason. Judgemental stances, and of course bullying of any kind. “ “Anti-social behaviour, littering, unfriendly people.”*

*“If I felt it was cliquey/dominated by a few strong personalities who weren't welcoming, and I didn't feel there was anyone there I had anything in common with. “ “People always changing, feeling of individual ownership by only a few ones. “*

*“Stop me coming as a community place - if I felt obligations to participate regularly or more than I am capable of, were put on me. “ “Lack of time or energy (I'm getting old!)”*

*“If it was not really a community farm but just for those in the know. “ “Hostility or elitism.” “A sense of it being exclusive.” “Unfriendliness.”*

*“If the place was too noisy and "busy". Need peaceful, quiet activities. “*

*“Will there be animals?” “Any killing of animals at all” “If animals/animal products are involved”*

*“Stop me buying fruit and veg - price. Not being able to buy small quantities.” “Too expensive. ““Cost potentially.”*

*“It would help if it (veg) could be washed there, even if I had to do that myself, as it is difficult for me to do that at home. “*

*“Time (lack thereof). ““Lack of time. ““Time. ““If the only times you could get involved were during the day in the week... “ “Time and it has got to be fun” “Availability (time) is irregular – need various engagement options/rules” “Work on own allotment” “Time (very busy life)” “Time or not using time well enough”*

*“Being disorganised about accessing the supply or lack of discipline with pitching in on the farm itself.”*

*“High demand on time.” “Restricted times.” “Requiring too many hours.” “Not having varied opportunities.”*

*“If it wasn't organic and sustainable! :-)” “If it wasn't organic.”*

*“Busy roads.. bad weather.. poor quality.” “Poor weather.” “I can't think of anything - except, maybe, bad weather occasionally.”*

*“Loyalty to suppliers on the Sunday markets.” “Poor quality produce.”*

*“The organization being dominated by too many ideological, esoteric ideas.” “Lack of clear direction.”*

*“Not feeling part of it, anyone who acts with entitlement-enough of that in Cambridge! ““Not community really involved”*

*“Timing and unwelcome and unfriendly attitude, high prices.” “Excessively high prices. Limited times to access the produce or to volunteer. “ “Low yields, high costs!”*

*“High cost.” “If it was very expensive.” “If it became about money.” “If it were too expensive or required minimum contribution hours or prohibited kids.”*

*“If I thought that someone was profiting it would put me off, and if it wasn't organic, improving wildlife habitats and providing good animal welfare.”*

*“If it felt exclusive (e.g. managed in a very top-down way) - participation is key, so people feel a sense of ownership.”*

*“A poor welcome. When you have so much choice of what and where to eat, I think it is the person to person experience that makes the difference.” “Angry discussion, a sense of exploitation.” “If people were unwelcoming or 'cliquey'.”*

## 10. WHAT COULD WE DO TO HELP REMOVE THOSE OBSTACLES? (ONLINE SURVEY AND OPEN DAY.)

### 10.1 Infrastructure/design/access considerations:

*“Encourage cyclists or run a mini-bus pick up.” “Cycle routes...”*

*“Good parking.” “Improve public transport - a big ask! I can currently cycle.”*

*“Provide a suitable shed.” “Running track”*

*“Consult with local wheelchair users at ~every step~ of the design process. “*

*“Gates!” “Make the area secure and lots of opening availability.” “Friendly well-designed approaches to the farm, good interpretation of the site.”*

*“Have a pizza oven/place to gather and eat produce together/have a drink/snack”*

*“Pizza oven, great idea! (People love eating outdoors & would pay to use it I think!)”*

### 10.2 Management/programme development/social considerations:

*“Make prices affordable.” “Subsidies etc.” “Grant funding.” “More volunteers.”*

*“Awareness, insight, education, A code of behaviour, A de-escalating but honest and open approach to interpersonal issues when they arise. Kindness at the core.” “Be considerate to all people.”*

*“Be transparent about how things work, and what is used. ““Reaching out to a more diverse community. Good organization and facilitation.”*

*“Create a welcoming and inclusive atmosphere and have different times people can come along at the weekends, evenings etc. Which I'm sure will be the case!” “Have times to visit outside working hours.” “Make it clear that people who aren't farming experts can still contribute and learn.”*

*“Make sure there is a system in place people can find what needs doing and communicate if it is done or being done? Possibly an app or site to list and claim jobs? Ones that need doing regularly (feeding animals, weeding, etc) could update/refresh automatically daily/when needed.”*

*“Design rules of operation, finding a fine balance between welcoming more people, and working with regular ones (but leaving room for various time availability for each).” “Code of conduct? Zero tolerance to litter and single use plastics. Keep the farm organic and pesticide-free. Have a dog-friendly area.”*

*“Apply permaculture principles and ethics, people care, fair share and earth care. Considering bartering methods, time share or credits.” “Grow good quality and a wide variety.” “Keep true to the objective.” “Not much... :- (“*

*“Organic growing, sensible management, transparency.” “Have a good hierarchy of organisation among volunteers and workers at the farm.”*

*“Don't require minimum time commitment? ““Keep prices reasonable and take into account that some of your volunteers will have full time jobs.”*

*“Have a plan for what is grown, where it will go, set people’s expectations!”*



*“Plan to maximise year-round activity” “Scheduled activities” “Workshops in cooking on a wood fire.”*

*“Connect to/partner with other local initiatives that make sense”*

*“More one pitches in, the more food they can access for free' kind of model could work to motivate people to be involved regularly.”*

*“Set out a clear ethos and stamp on any non-community-minded attitudes.” “Be nice!!” “Encouraging a supportive and inclusive atmosphere.” “Friendliness and affordability of produce.” “Make people stakeholders and fans.”*

*“Offer alternative collection points.” “Activities away from the farm to attract those who may feel it is not for them or just being imposed on them - art projects are good for this.”*

*“Maybe being able to see what is currently available to buy on a website before going all the way?”*

*“Consensus decision-making” “I’d want to have some input into deciding what happens” “And yet avoiding seemingly endless back and forth. ☹️”*

*“Open up to other groups. Bring people in.”*

*“Promote physical activity benefits so that people go to the farm instead of to the gym.”*

*“Connection to the common clear i.e co” “Potential for walks”*

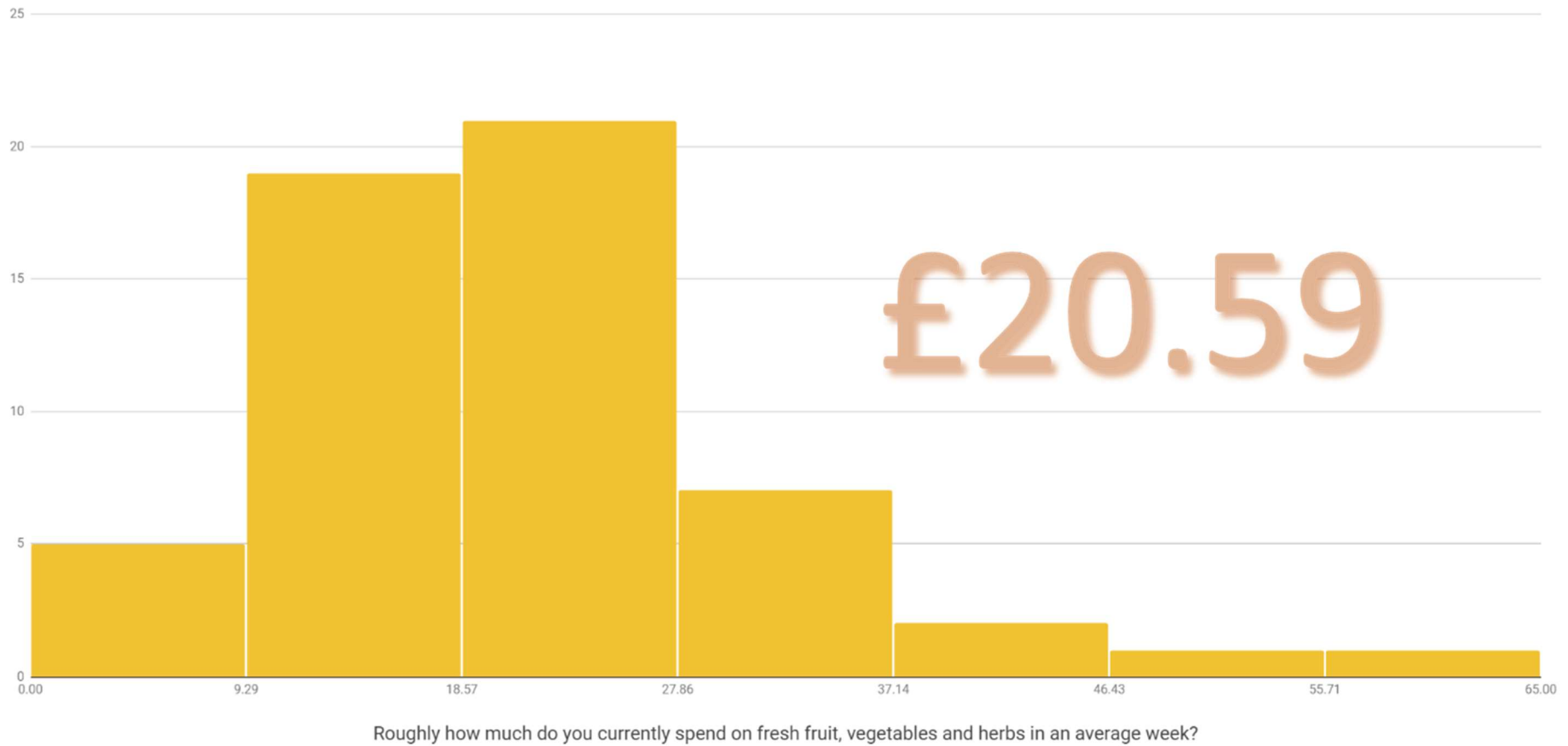
11. WHICH OF THESE WOULD YOU SAY IS MOST IMPORTANT TO YOU IN DECIDING WHERE TO GET YOUR FRESH FOOD FROM? (ONLINE ONLY.)



- **“Local, seasonal and ethical” is most important factor**
- **“Quality” is second most important consideration**

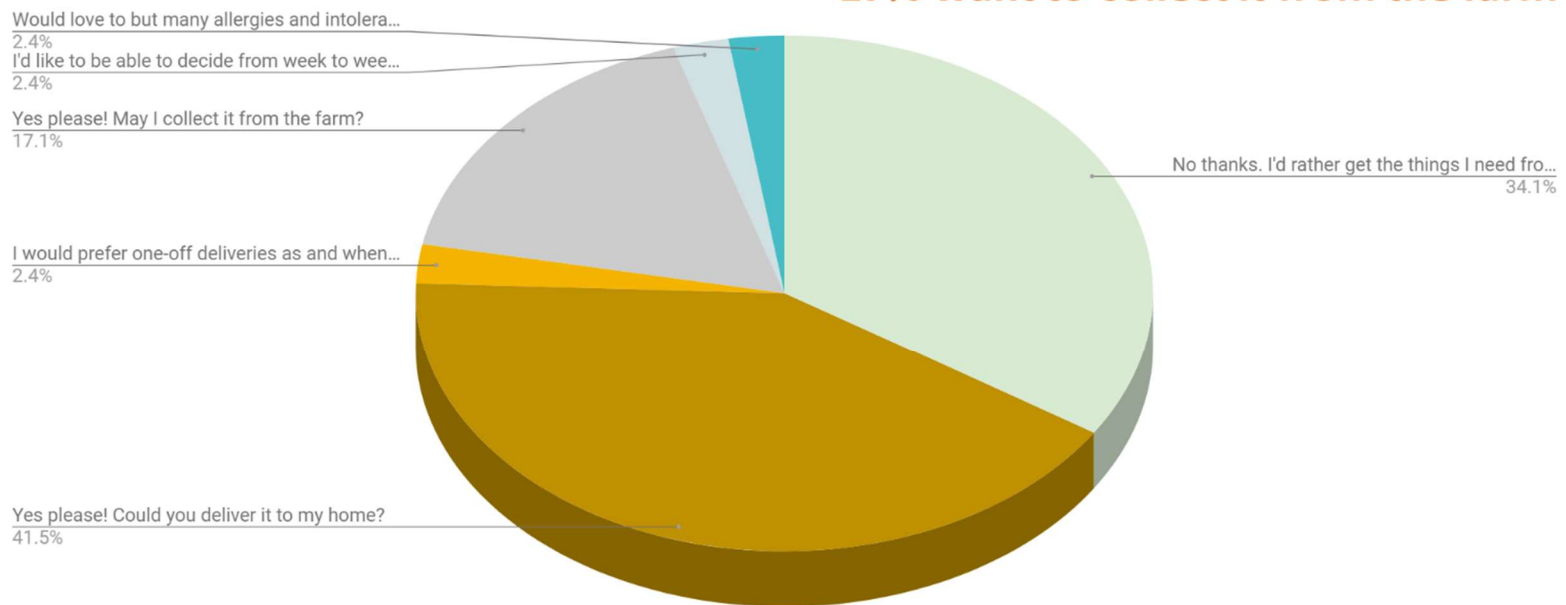
Which of these factors is most important to you in deciding where to get your fresh food from?

12. ROUGHLY HOW MUCH DO YOU CURRENTLY SPEND ON FRESH FRUIT, VEGETABLES AND HERBS IN AN AVERAGE WEEK? (ONLINE ONLY.)

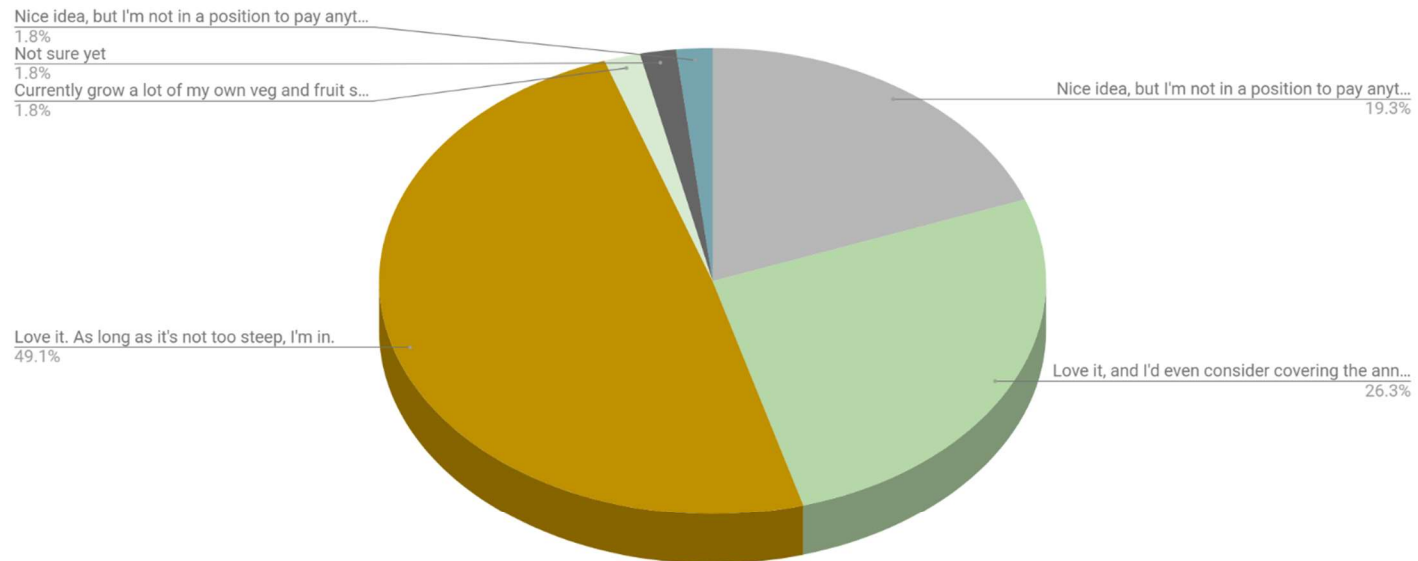


13. ASSUMING WE CAN OFFER ONE AT PRICE THAT WORKS FOR YOU (WHETHER YOU PAY FOR IT YOURSELF, OR WHETHER WE FIND SOMEONE WHO WILL COVER THE COST FOR YOU) WOULD YOU BE INTERESTED IN HAVING A WEEKLY FRUIT AND VEG BOX FROM THE FARM? (ONLINE ONLY.)

- **59% want a weekly veg box**
- **42% want their fresh produce delivered**
- **17% want to collect it from the farm**

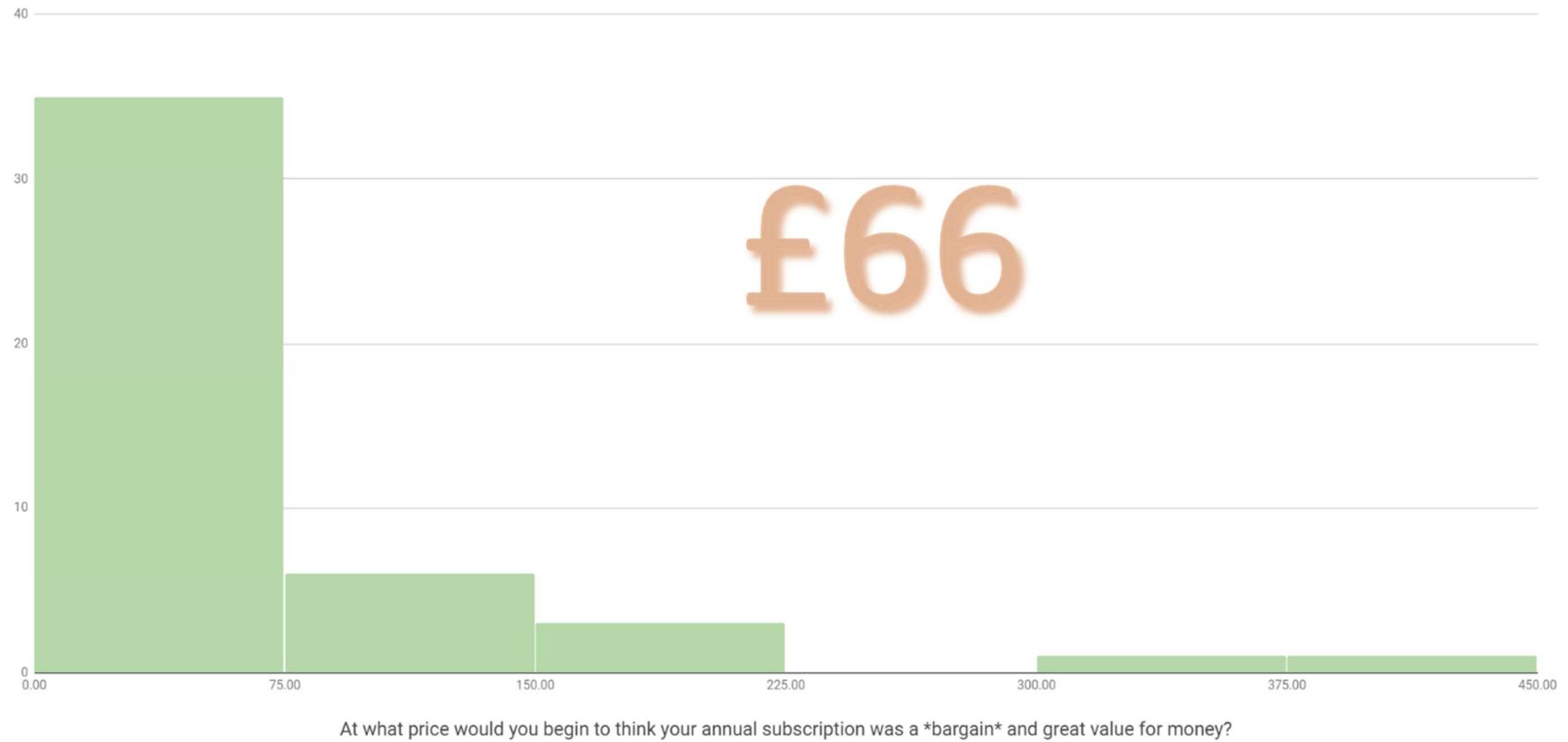


14. WE'RE THINKING OF HAVING AN \*ANNUAL\* SUBSCRIPTION FEE FOR COFARM. IT WOULD HELP COVER OVERHEADS, GIVE SUBSCRIBERS A GOOD DISCOUNT ON EVERYTHING THEY MIGHT ORDER FROM THE FARM AND HOPEFULLY GIVE A RANGE OF OTHER DISCOUNTS THAT WE AIM TO NEGOTIATE FOR YOU WITH OUR PARTNERS. THE AIM IS TO MAKE THE SUBSCRIPTION LOW ENOUGH THAT YOU WOULD GET IT BACK VERY QUICKLY IF YOU WERE TO BUY FOOD FROM THE FARM REGULARLY. HOW DO YOU FEEL ABOUT THAT IDEA? (ONLINE ONLY QUESTION.)

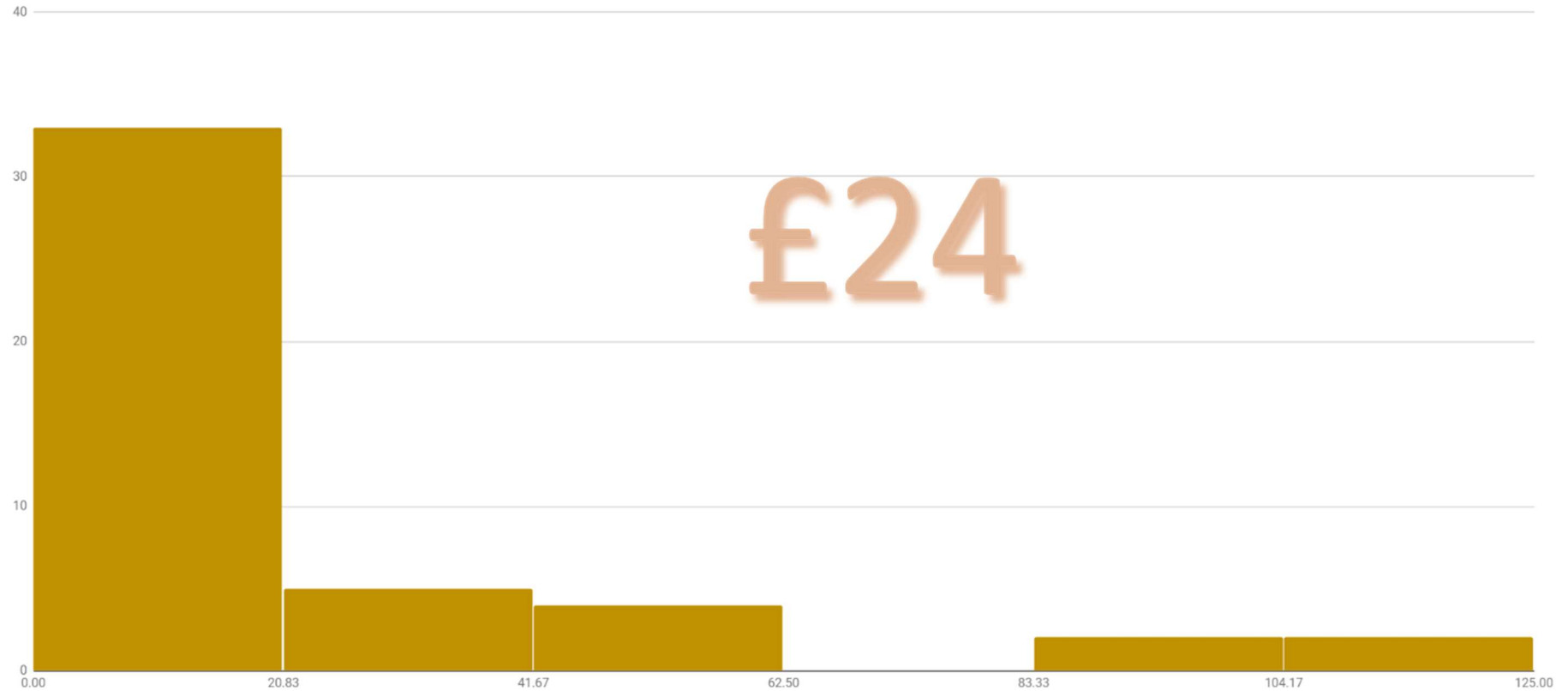


- **75% supportive of annual subscription**
- **26% would cover subscription of household in food poverty**

15. AT WHAT PRICE WOULD YOU BEGIN TO THINK YOUR ANNUAL SUBSCRIPTION WAS \*A BARGAIN\* AND GREAT VALUE FOR MONEY? (ONLINE ONLY.)



16. OK. AT WHAT PRICE WOULD YOU BEGIN TO THINK YOUR ANNUAL SUBSCRIPTION WAS \*SO CHEAP\* THAT YOU WOULD FEEL IT WAS UNNECESSARY? (ONLINE ONLY.)



OK. At what price would you begin to think your annual subscription was \*so cheap\* that you would feel it was unnecessary?

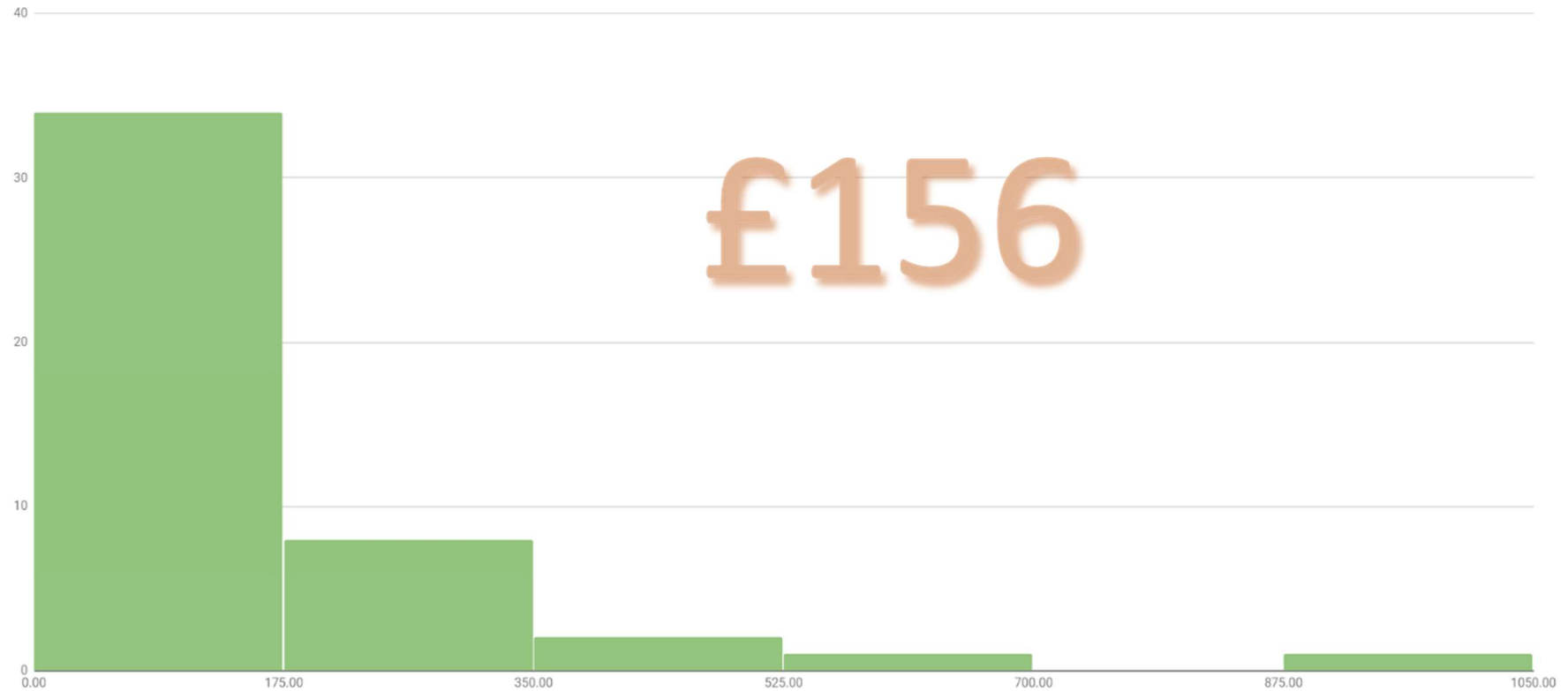
17. AT WHAT PRICE WOULD YOU BEGIN TO THINK THAT THE ANNUAL SUBSCRIPTION IS \*GETTING EXPENSIVE\*, BUT STILL NOT OUT OF THE QUESTION? (ONLINE ONLY.)



At what price would you begin to think that the annual subscription is \*getting expensive\*, but still not out of the question?

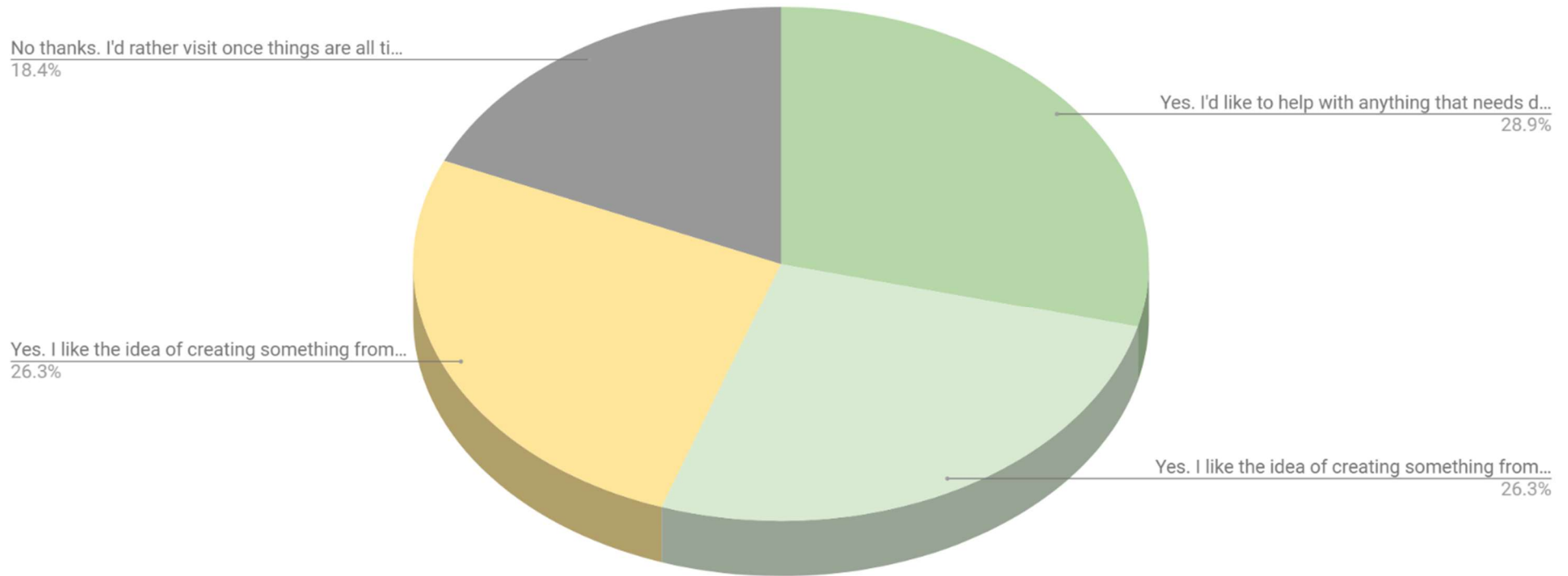


18. AND AT WHAT PRICE WOULD YOU BEGIN TO THINK THE ANNUAL SUBSCRIPTION TO BE \*SO EXPENSIVE\* THAT YOU WOULD NOT CONSIDER SUBSCRIBING? (ONLINE ONLY.)



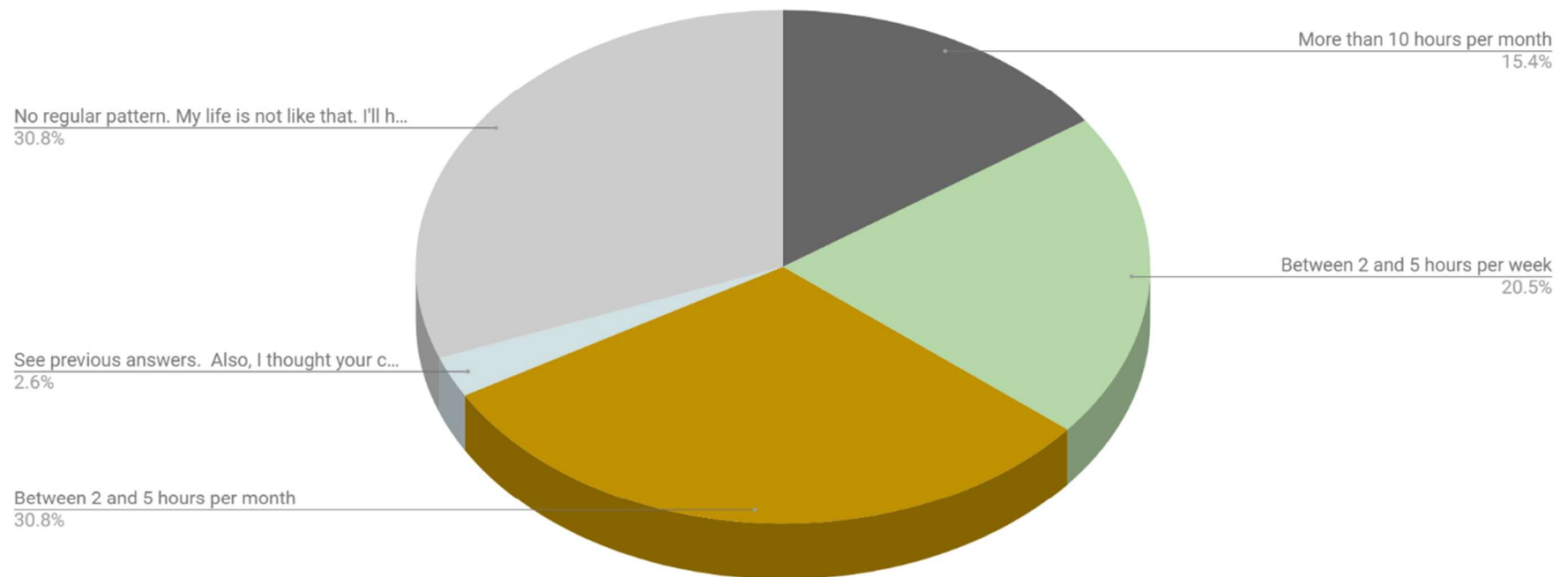
And at what price would you begin to think the annual subscription to be \*so expensive\* that you would not consider subscribing?

19. IS THE INITIAL SET-UP PHASE OF THE FARM SOMETHING THAT YOU'D BE KEEN TO PUT SOME VOLUNTARY TIME INTO, UNDER THE GUIDANCE OF AN EXPERIENCED VOLUNTEER COORDINATOR? (ONLINE ONLY QUESTION.)



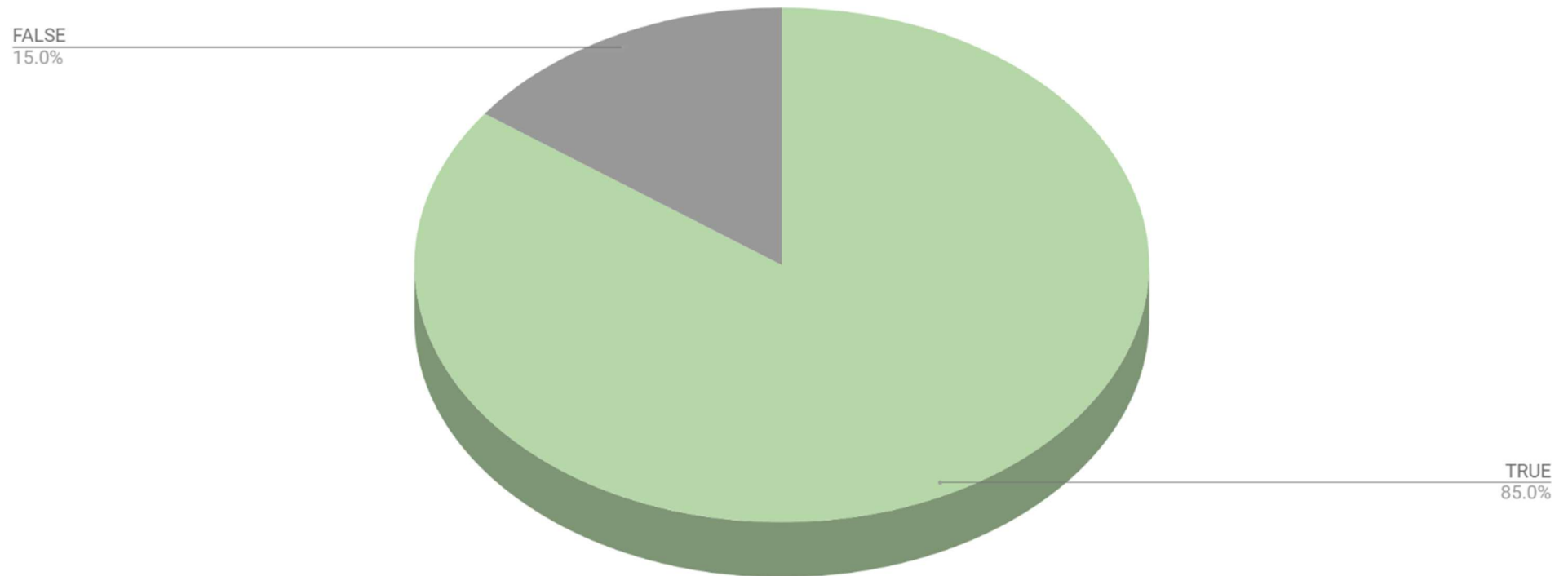
- 81% would volunteer with setting up the farm

20. IMAGINE THE FARM IS NOW UP AND RUNNING, IS PRODUCING DELICIOUS FOOD AND IS A PLACE WHERE YOU (AND THOSE YOU ARE RESPONSIBLE FOR) FEEL HAPPY AND COMFORTABLE. HOW MUCH TIME, ON AVERAGE, MIGHT YOU LIKE TO SPEND VOLUNTEERING ON THE FARM? (ONLINE ONLY.)



- 31% could volunteer between 2 and 5 hours per month
- 31% would contribute time as and when available
- Over 20% could contribute between 2 and 5 hours a week

21. WE'RE EXPLORING THE IDEA OF BEING ABLE TO FURTHER REDUCE THE AMOUNT YOU SPEND ON YOUR FRESH PRODUCE BY ADDING EXTRA DISCOUNTS ACCORDING TO HOW MUCH TIME YOU CONTRIBUTE TO THE PROJECT. WOULD YOU SUPPORT THIS? (ONLINE ONLY.)



85% support 'food for time' discount

## 22. VERY BRIEFLY, WHY DID YOU GIVE THAT ANSWER? (ONLINE ONLY.)

### 22.1 Those who would support the idea of a 'time for food' discount said:

*"I work part time so have a limited income. Working on the farm and being rewarded with discounted or even free fruit and vegetables would help my reduced salary. However, I would be prepared to volunteer setting the farm up even before produce is available."*

*"I like the idea of community credits which I think this is a form of."*

*"Seems a good idea, especially for those who are time rich and financially poor."*

*"It's an incentive to volunteer more time, but not something that's essential to me."*

*"Work more, get more. It might not make a difference for some people, but it can help people with low/no income houses that decide to spend time in the farm to reduce the food bill."*

*"Seems reasonable." "I'm a Sensitive gardener."*

*"In cash strapped times, a discount is always welcome."*

*"To give some form of payback for people who you can't afford to pay."*

*"I think it is nice to feel like you are getting something measurable back when you work on the farm...and it would encourage people to put more time in."*

*"It is just." "It seems fair." "Seems fair." "Time for food is fair exchange." "Fairness." "It seems fair."*

*"That's a good incentive for people who have more time available but less money, and also contributes creating a community around."*

*“I think those who contribute directly to the running of the farm should be rewarded either with lower costs or extra farm food.”*

*“Good to incentivise and empower with a sense of ownership.” “Good motivator for involvement!”*

*“If you’re volunteering and spending a lot of time at the farm it’s likely you don’t have a full-time job, possibly disabled. Either that or you’re prioritising the farm very highly. It seems befitting if a community project that those who take part benefit from it otherwise isn’t it just a business with free labour?”*

*“I thought it would be great to motivate people. Also - could it generate some employment for the homeless or less abled in some way and have a time generates free food. Could help with their well-being, rehab where necessary. Just a thought.”*

*“It would be a good 'benefit' for volunteers as a reward for their time, but not too much of a cost to the farm.”*

*“Because it supports a different kind of economy, where time and needs are more closely related.”*

*“I think it will encourage the community and me specifically to get involved more.”*

*“It’s a good idea and incentive, plus aids the feeling of connection.”*

*“Umm well - I wouldn't be sure how much time I could give - so wouldn't feel that I deserved a discount.”*

*“It may help some people afford quality food. It may help some people become more involved. I'm not too bothered myself.”*

*“Would help those families with very low incomes have access to good quality food.” “Some are more needy.”*

*“I would be willing to spend more time on the farm if it gets me more discounted goods!”*

22.2 Those who wouldn't support (or were ambivalent about) a 'time for food' discounting scheme said:

*"Discriminates against people who are less able to help. Have been in projects like that before - leads to an unhelpful atmosphere."*

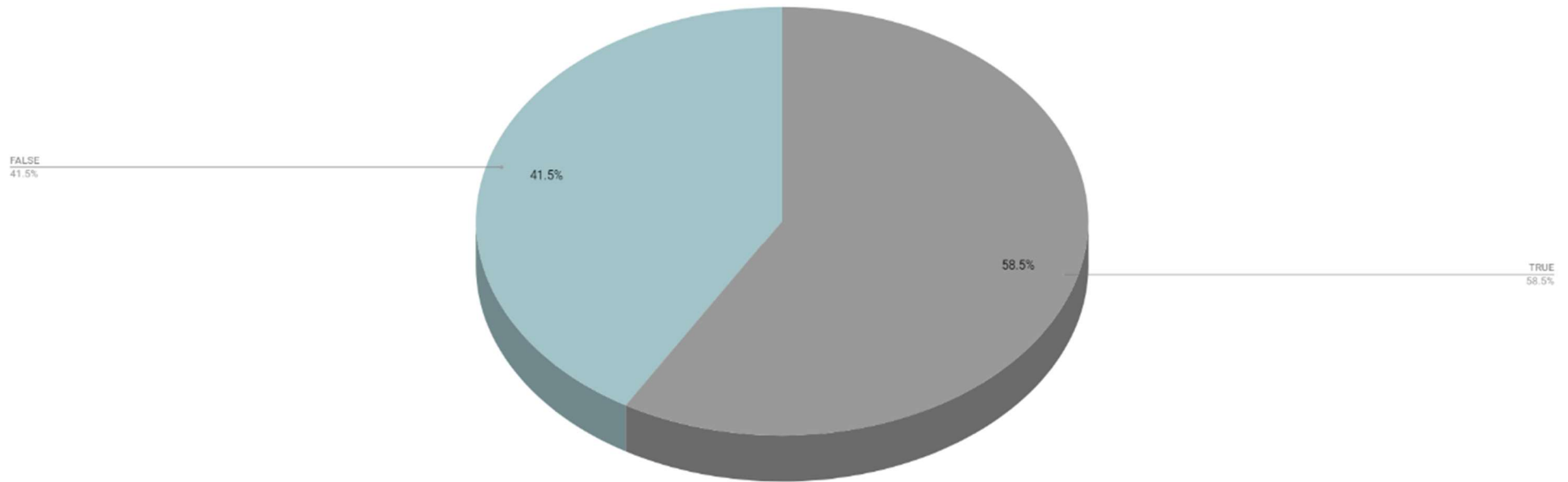
*"Just don't think it's important. People get the benefit of doing volunteer work - they don't need further benefit."*

*"I think it risks making working on the farm into something more transactional, "I'm doing this to save money", more like work, than something intrinsically fulfilling. But that's just me, if others thought it was beneficial, I would not argue."*

*"I wouldn't say I'm a strong 'yes' in favour of it (if there was an 'unsure' answer I would have given it). I think it depends on what sort of work people were able to put in, how this was measured and whether it was fair overall. But I can see how, if you contribute to the project, it would be good to get some extra reward from that (as you're not being paid, if you're a volunteer)."*

*"Not everyone is able to volunteer." "I would not be contributing much, only buying."*

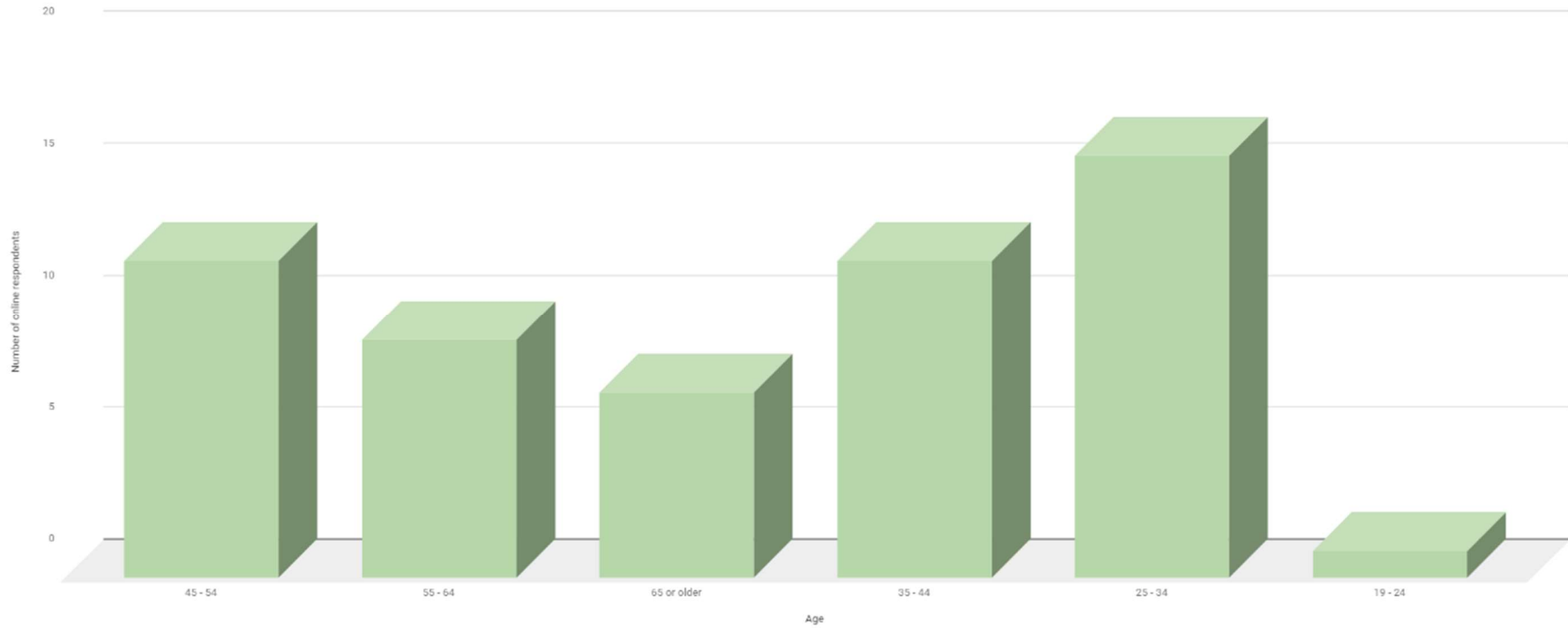
23. WOULD YOU BE INTERESTED IN THE TIME THAT YOU DO SPEND ON THE FARM COUNTING TOWARDS SOME SORT OF ACCREDITED QUALIFICATION OR APPRENTICESHIP IN HORTICULTURE, LAND MANAGEMENT OR RELATED SUBJECT? (ONLINE ONLY.)



58% are interested in accreditation.

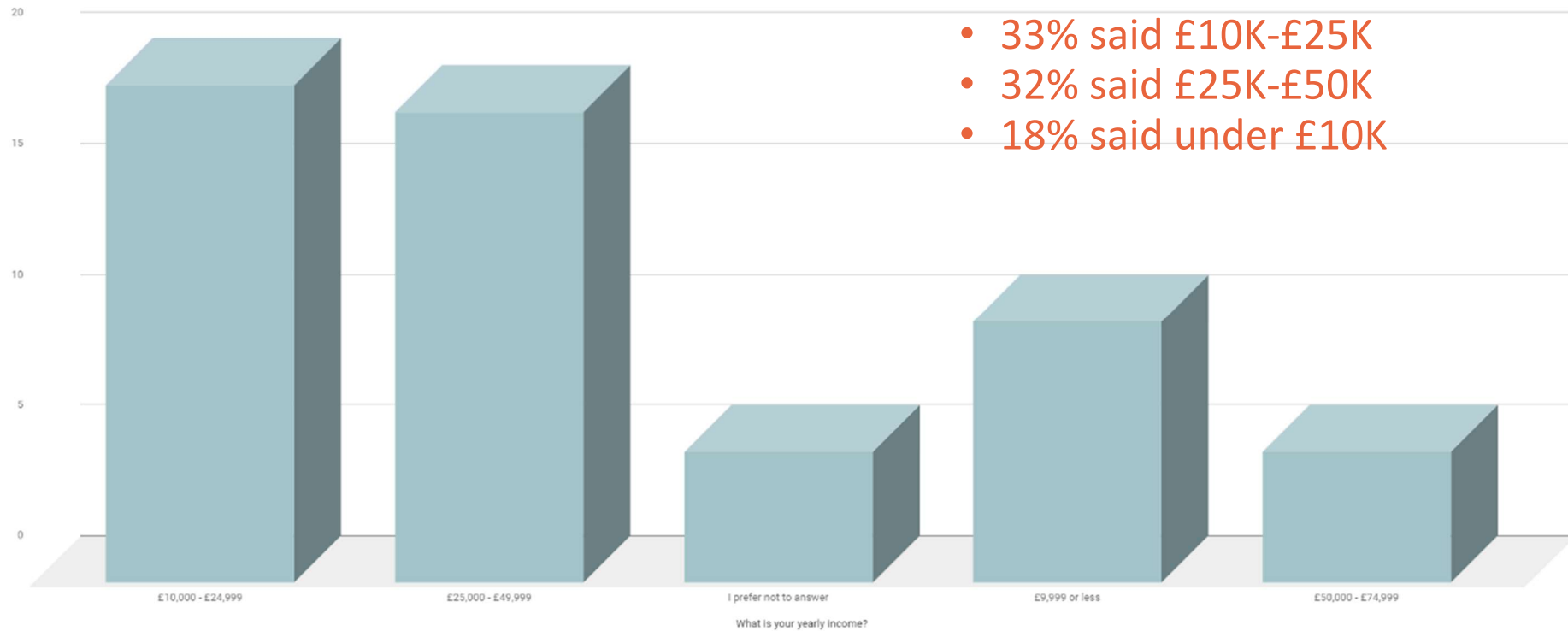


## 24. WHAT'S YOUR AGE RANGE? (ONLINE ONLY.)



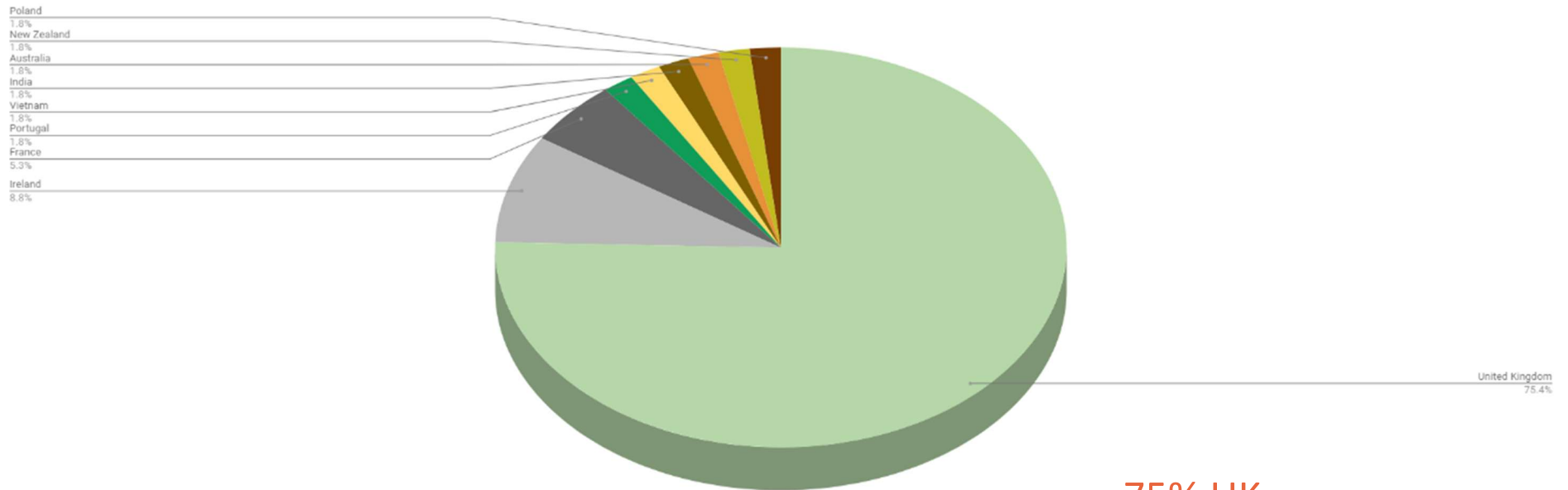
- Broad age range
- Top response 25-34 years old

## 25. WHAT'S YOUR YEARLY INCOME? (ONLINE ONLY.)



## 26. IN WHICH COUNTRY WERE YOU BORN? (ONLINE ONLY.)

Count of In which country were you born?

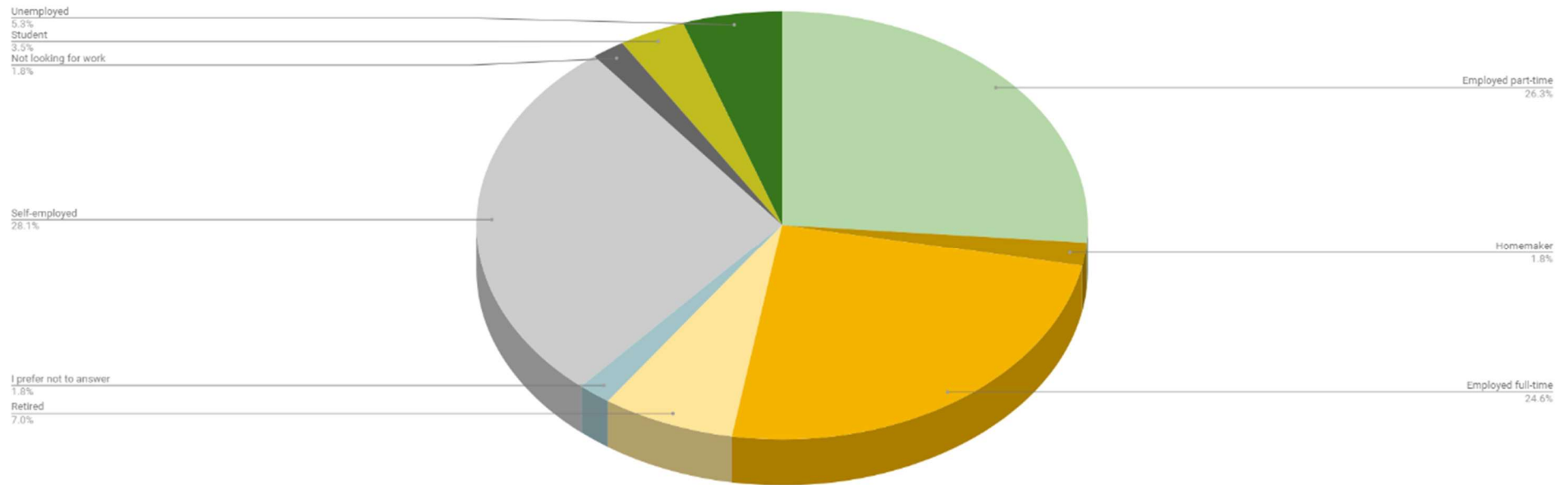


75% UK

9% Ireland

5% France

## 27. WHAT IS YOUR CURRENT EMPLOYMENT STATUS? (ONLINE ONLY.)



28% Self-employed  
26% Employed part-time  
24% Employed full-time

28. WOULD YOU LIKE TO SHARE ANY OTHER THOUGHTS, IDEAS OR CONCERNS WITH US THAT WE HAVEN'T ALREADY COVERED? (ONLINE ONLY.)

*"This is a hugely exciting project. I really hope it is successful in bringing the community together & improving health outcomes."*

*"Compost toilets could be a good idea. Permaculture, an orchard, forest gardens and aquaculture may be productive farming methods and educational. Personally, I am vegan so would prefer less animals on the farm, I do understand that animals would attract interest and chickens would provide eggs and fertilizer. I do wonder if keeping larger animals on a small site is the most productive use of the land and also creates vet bills, and added need for security with dog walkers? I think vegetarianism/veganism is the future for environmental protection, land use and feeding growing populations. This is a personal opinion and realise others would not agree."*

*"Please keep the farm organic and slaughter-free. Would love some bees, and a dog-friendly area please!"*

*"I am a big fan of agriculture and what comes with it. I spend a lot of time reading about it, but I have no experience at it. I hope that that can change with this project, congratulations :)"*

*"I really liked the idea of improving mental health with learning about working on a farm and think it could be really helpful. I wonder if sometimes projects could be organised towards promoting this? "*

*"Great idea just concerned that this could be a project which is imposed on the local community - needs to reach out to established area."*

*"Will it be possible for children to be involved?"*

*"(Regarding) last question (on employment status) - why no option for unable to work due to chronic illness or disability?"*

*“Re your questions about pricing - I have no idea about the economics of farming so the figures I've put in have been plucked from the air.”*

*“Just to say I was a bit unsure about the pricing question - I couldn't figure out what I would consider good value because there was no indication of how much the fruit and veg would cost. So I may be flexible on my answers.”*

*“Interesting idea, keep in touch. Need a lot of effort to farm 7 Acres manually. U need young fit enthusiastic people and I wonder if you can find them. Maybe they already have allotments.”*

*“My main concern is disabled access - the disabled community have so little that we're actively included in as a priority, merely as an afterthought or box ticking exercise usually. I used to (volunteer on organic farms) before becoming disabled and have always wanted an allotment, farm or to be part of a farming commune. I'd like to work with the team to consult on access.”*

*“I think the main concern is keeping the momentum on people's contribution to it once it's up and running. Hope it doesn't resemble gym memberships - activity spikes in the new year and goes down afterwards!”*

*“Great idea and I really hope this comes to fruition! Keep the communication going, even when there are set-backs (but of course there won't be any! ;-)) as to not fall off people's radar... do a market stall once up and running? Activities around climate change and conservation? Anyway, I'm sure you got it all covered! Good luck and I'll be in touch as I really want to learn to grow things but found allotments to be too intimidating when starting from scratch with no knowledge, I'm a real townie who dreams of permaculture self-sufficiency. .a long way to go!!”*

*“Please get lots of info online, it really makes it easy to keep up to date with developments”*

*“Areas for wildlife, also 'forest garden'/permaculture aspects.”*

*“At the event on Saturday I've heard that the idea is to use hand tools only... I must say that of all I heard, and I saw this was the only thing I have serious doubt about. I'm more than on board with ideas of keeping the environmental*

*impact low, only use natural fertilisers etc. But there's also a question of efficiency - there's a difference between using neonicotinoids and not using a plough... And there may be no need for diesel-powered machines - being a small-scale test ground for electric-powered tractors, for example, could be a worthy goal on its own, showing that one can do "modern farming" not being 100% dependent on fossil fuels."*

*"Good luck with a fabulous venture!" "It's a great idea and I really wish I had more time to volunteer."*

*"Brilliant idea! I filled in post-it notes at the meeting, so I won't go on here."*

*"How about a zero-waste shop? I would be willing to work in it, and how about zero-waste bakery? I'd love to speak to someone about it! I am a baker, so I would love to be involved!"*

*"It's a super idea!" "I retire next year from agricultural research and looking for an interest."*

*"Would a veg box scheme be possible for those who invest or subscribe regularly? Could a system be set up to grant additional discount for those who contribute additional time such as logging jobs to get extra % off next month?"*

*"I think a monthly direct debit could be better than a yearly subscription and it could be possible to have a higher charge for it if paid monthly. Or a choice of yearly or monthly with a one-off yearly charge being slightly cheaper eg National Trust / magazine sub etc"*

*"I thought this quiz was about joining the team at Co-Farm but I think it was about shopping at Co-Farm in the end. I'm a little confused :)"*

*"In terms of the cost, I found it really hard to estimate without knowing exactly what we'd be getting. If we could replace almost all of our food and veg shop with your produce and if it was good quality, and if we got involved with the farm and felt it offered us other benefits like activities for children, then we'd be more up for subscribing at a higher rate, but if not then we'd pay less."*

*“I love the idea of a place for communal dining. And maybe a big yurt for classes for wellbeing (yoga/meditation).”*

*“I think good communication, and skill-sharing is helpful. And maybe social evenings at the farm.”*

*“Regular communication about volunteering opportunities. Regular community events. “*

*“Have clearly defined jobs to do and know how I can contribute when I arrive.” “Opportunities to make a difference.”*

*“A friendly welcoming atmosphere that isn't too cliquey, some means of feeling in a different world away from the noise of the road & stresses of everyday life, opportunities for our son to be involved.”*

*“Visits so that local children can learn about farming and food, a harvest festival.”*

*“Tea, chat, organisation (for those with anxiety, it can be helpful to have a schedule of what will happen on the farm before going.)”*

*“Have a good system for managing visitors to the farm so that they feel that they can get involved, for example team leaders who meet and greet and get you started on a job. There is a local running group called 'Let's run girls' that organise running groups for women in Cambridge although I think there are other groups around the country. The structure of their sessions is excellent. From signing up to reminder email to registration with the group leader when you arrive to run. I would recommend taking a look at their model.”*

*“I think money can divide people, so maybe businesses could be left out of this.”*

*“So many of us live such busy lives yet aspire to something like this when time is such a precious commodity for us - it would need to not feel like an untenable bind.”*

*“Provide introductory events with a chance to socialise, engage people in teams to achieve small milestones, communicate on progress and achievements regularly.” “Regular news letters. Provide PPE, have regular social gatherings/picnics for people to get to know each other outside of working times”*



*“Environmentally friendly approach, permaculture.”*

*“Shared activities, somewhere to sit and chat with a cup of tea.” “Friendly people.”*

*“Overseers with sense of fairness.” “Be open to discussion and dialogue.”*

*“Things to do.” “Community events.” “Opportunities for people to be involved who like nature but are not gardeners.”*

*“Variety of events, targeted engagement, drop-in sessions.” “A range of different projects to get involved with.”*

*“Flexible / adaptable time demands.” “I don't know enough about it yet.”*

*“Regular workshops or times to go and learn how to help efficiently, social events like bring and share etc.”*

*“Make it clear how people can get involved, what's expected, and how things work around the farm.”*

*“I'm sure people won't be judgemental of how little or infrequently someone pitches in, so can't really think of anything.”*

*“Clear guidelines on how local residents can contribute, whether as regular participants, or at one off/annual events.”*

*“Give me opportunities to help on a flexible basis, let me take part in the decision-making processes.”*

*“Guidance as to what needs doing and how and why. Tea.” “Accessibility, a good facilitator, clear plan in which the community has been involved.”*

*“Friendly, open, accepting of all attitude.” “Organise bits of work together, share some time linked to the farm.”*

*“Give people some basic training or at least awareness, of people with chronic illnesses so that there is an atmosphere of inclusivity and kindness, and no feeling of being rushed (like there is in nearly all shops). Welcome people of all appearances, backgrounds and abilities. Try to have ways that people can help, which do not involve making a prior commitment - things which are not urgent but routinely need doing. I'd love to feel useful, it would make me feel so much better, but volunteering opportunities are impossible for me because I can't make any commitments due to the fluctuating nature and severity of my illnesses. Yet I love to be busy in my garden with very light tasks, when I can. “*

*“I would like to explore keeping animals fowl and fish as part of wider food production scheme.”*


*“I think whoever manages the farm will need to be very focused and be able to manage everyone's expectations.”*

*“As above, planning this as a community space would I think help drive engagement and participation - not just a shop! Also, by making it a visually attractive place to visit, e.g. by having sculptures and colour around the farm.”*

*“I am so glad that finally we are seeing something like this in our City. I can't wait to get involved!”*

*“Well done!” “This should definitely happen!”*

## 29. HOW CAN WE ENGAGE THE CAMBRIDGE COMMUNITY? (PARTICIPANT INITIATED QUESTION AT OPEN DAY)

Activities	Organisations	Principles
<ul style="list-style-type: none"> <li>- Kids/adults workshops at the weekends</li> <li>- Craft courses:               <ul style="list-style-type: none"> <li>o Bouquet making</li> <li>o Whittling</li> </ul> </li> <li>- Basket weaving</li> <li>- Retirement community days/enrolment</li> </ul>	<ul style="list-style-type: none"> <li>- Engage all sustainability groups – especially Cambridge Sustainable Food.</li> <li>- Cambridge Sustainable Food</li> <li>- Note existing successful projects via Transition Cambridge and apply what works</li> <li>- Friends of The Earth</li> </ul>	<ul style="list-style-type: none"> <li>- Thoughtful, concentrated branding and skilled marketing</li> </ul>
<ul style="list-style-type: none"> <li>- School trips</li> <li>- Learning centre               <ul style="list-style-type: none"> <li>o Recipes for healthy eating</li> <li>o How to cook</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Partner with schools:               <ul style="list-style-type: none"> <li>o Abbey Meadows School</li> <li>o St Philips School</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Educate early – same day!</li> </ul>
<ul style="list-style-type: none"> <li>- Yearly recipe book and online recipes with food from farm</li> </ul>	<ul style="list-style-type: none"> <li>- Get restaurants behind CoFarm.</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborate and coordinate with other local farms! (e.g sharing seeds)</li> </ul>
<ul style="list-style-type: none"> <li>- Dog walking</li> </ul>	Partner with: <ul style="list-style-type: none"> <li>- Coldhams Park Run</li> <li>- Abbey People</li> <li>- Food Cycle</li> </ul>	<ul style="list-style-type: none"> <li>- Listen people</li> </ul>
<ul style="list-style-type: none"> <li>- Cambridge events</li> <li>- Sell in Market Square?</li> </ul>	<ul style="list-style-type: none"> <li>- Get involved with ARU – we are an eco-friendly bunch! </li> <li>-</li> </ul>	
<ul style="list-style-type: none"> <li>- CoFarm mural on railway bridge wall</li> </ul>	<ul style="list-style-type: none"> <li>- Local faith groups:               <ul style="list-style-type: none"> <li>o Cambridge Mosque</li> <li>o C3 Church</li> <li>o City Church Cheddars Lane</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Student sustainability groups and societies (get in touch with each college’s “Green Officer” and see if they have collaboration ideas for students/colleges.</li> </ul>	



### 31. WHAT SHALL WE GROW? (OPEN DAY ACTIVITY)

Fruit & nuts	Salads, herbs & spices	Organic vegetables	
<p><i>Soft fruit</i></p> <ul style="list-style-type: none"> <li>- Strawberries</li> <li>- Raspberries x 2</li> </ul> <p><i>Nut trees</i></p> <p><i>Native fruit trees (apples, pears etc.) x 6</i></p> <p><i>Orange trees</i></p> <p><i>Watermelons</i></p> <p><i>Brambles and 'wild by design'</i></p> <p><i>Pomegranates</i></p> <p><i>Tomatoes (in polytunnel) x 3</i></p>	<p><i>Herbs</i></p> <p><i>Rocket and leafy salads</i></p> <p><i>Herbs x 2</i></p> <p><i>Curry leaves</i></p>	<p><i>Potatoes</i></p> <p><i>Carrots x 5</i></p> <p><i>Purple sprouting broccoli</i></p> <p><i>Broccoli</i></p> <p><i>Cucumbers x 5</i></p> <p><i>Peppers x 4</i></p> <p><i>Kale</i></p> <p><i>Courgettes x 2</i></p> <p><i>Cauliflower</i></p> <p><i>'Root veggies' x 2</i></p>	<p><i>Pumpkins and squashes</i></p> <p><i>Leeks</i></p> <p><i>Beans – runner, dwarf</i></p> <p><i>Spinach</i></p> <p><i>Sweet potato</i></p> <p><i>Onions x 2</i></p> <p><i>Brussels sprouts!</i></p> <p><i>Winter-proof veg</i></p>
Cereals/grains & legumes	Flowers	Wood/timber	
<p><i>"Wheat (for blueberry wheats)"</i></p> <p><i>Barley</i></p> <p><i>"Wheat for Weetabix and for bread"</i></p> <p><i>Maize/Sweetcorn x 3</i></p> <p><i>Lentils (see Hodmadods)</i></p> <p><i>'Pulses' 'Grains'</i></p>	<p><i>Wild flowers</i></p> <p><i>Roses</i></p> <p><i>Food for pollinators</i></p> <p><i>Flowers x 6</i></p>	<p><i>Agroforest</i></p> <p><i>Fire-wood</i></p> <p><i>Green wood working materials</i></p>	
Animal products/livestock services	Brewing/viticulture/infusions	Social/environmental/general	
<p><i>Goats for grass cutting, milk and goats milk products</i></p> <p><i>Pigs (collect scraps from local residents)</i></p> <p><i>Chickens – eggs and fertiliser</i></p> <p><i>Quails – eggs</i></p> <p><i>Honey – bees</i></p> <p><i>Sheep and Llamas</i></p>	<p><i>Tea</i></p> <p><i>Cocoa beans</i></p> <p><i>Hops</i></p>	<p><i>"Community ☺"</i></p> <p><i>"Biodiversity love and understanding of nature"</i></p> <p><i>"Whatever produces high yields"</i></p> <p><i>"Lots of animals such as cows, chickens....+crops and vege such as: wheat, barley, carrots, caboges, cucumbers, toamtous....YAY!!!!"</i></p>	

## 32. WHAT CHALLENGES COULD AFFECT THE COFARM PROJECT? AND ANY SOLUTIONS? (OPEN DAY QUESTION, INITIATED BY PARTICIPANTS)

*“Security breaches”*

*“Money”*

*“Intentions to use the land for property development”*

*“Lack of long-term commitment”*

*“May need to engage with (business name redacted) as they tend to block local conservation efforts.”*

*“Objections from neighbours about noise and smell from animals.”*

*“Extreme weather as a result of climate change - heatwave/drought.”*

*“Plants only (at first.) Animal hygiene regulations will be complicated to comply with. However, aquaponics (with fish) may be considered, 3D space utilisation. Also beehives (pollination).”*

*“Connecting with City centre and market. Backing Cambridge? Local support and identity.”*

## APPENDIX 1: WORD CLOUD RAW DATA FOR THE QUESTION, “HOW WOULD YOU LIKE TO FEEL WHEN YOU ARE AT THE COMMUNITY FARM?”

productive, included, safe, rewarded, responsible, happy, welcomed, safe, with friends, relaxed, happy, engaged, positive, valued, included, useful, relaxed, safe, valued, worthwhile, happy, fulfilled, equal, relaxed, welcomed, included, appreciated, listened\_to\_patiently, unhurried, a\_valued\_customer, useful, happy, welcomed, listened\_to, appreciated, safe, connected, welcome, useful, joyful, plateful, responsible, relaxed, chilled, happy, excited, moved, humbled, sincere, loved, productive, learning, safe, welcoming, joyful, welcomed, included, welcome, involved, healthy, happy, safe, fulfilled, rewarded, welcome, useful, engaged, connected\_to\_other\_participants, productive, enjoyment, active, happy, healthy, enthusiastic, welcoming, open, natural, fresh, healthy, optimistic, welcome, included, inspired, relaxed\_and\_happy, useful, involved, welcome, calm, secure, happy, included, wanted, appreciated, prioritised, welcomed, known, fully\_included, embraced, accepted, welcome, relaxed, excited, unjudged, welcome, supported, safe, comfortable, welcome, involved, responsible, positive, authentic, safe, knowing\_what\_to\_do, fun, connected, natural, welcome, useful, unjudged\_for\_having\_zero\_gardening\_skills, welcoming, companionable, sharing\_skills, welcoming, encouraging, involved, exercised, included, happy, active, welcome, safe, equal, welcome, useful, included, connected, energised, relaxed, involved, valued, respected, calm, uplifted, peaceful, connected, happy, included, heard, engaged, safe, happy, excited, satisfied, fulfilled, loved, proactive, green, conscious, friendly, welcome, comfortable, stimulated, welcome, involved, valued, welcome, invested, involved, useful, learning, teaching, helpful, welcome, included, needed, wanted, worthwhile, good\_use\_of\_time, welcome, fun, welcome, valued, engaged, Alive, excited, healthy, peaceful, Inclusive, safe, open, Involvement, Useful, welcome, learning, healthy Happy, having fun, enjoyable, Connected\_to\_nature, Belonging, Hierarchy-free, Fruits\_of\_labour\_evident\_with\_patience, Relaxed, centred, grounded, Very\_much\_at\_home\_and\_free, Safe\_and\_happy, Happy, Happy, excited, interested, Happy, Tranquil (no\_big\_groups), Part\_of\_a\_community, Connecting\_to\_nature, Surrounded\_by\_nature, Hopeful\_for\_the\_future, Busy, Learning, Safe\_and\_useful – recognised\_positively, Involved\_with\_friends\_and\_co-workers, Valued, useful, engaged, Happy, Included, Supported\_and\_supporting, Like\_a\_hard\_worker, Respected, Educated, Hopeful, Connected, Calm, Happy, Energised, Useful\_and\_enjoying

## APPENDIX 2: WORD CLOUD RAW DATA FOR THE QUESTION, “WHAT THREE WORDS BEST DESCRIBE YOUR FEELINGS ABOUT THE COMMUNITY FARM PROJECT?”

Excited, inspired, happy | Interested, excited, happy | Enthused, hopeful, ready | Essential, courageous, excited | Delighted, grateful, content | Eager, elated, love | Excited, hopeful, willing\_to\_participate | Excited, happy, interested | Brilliant, good/positive, well done | Relieved, optimistic, energised | Sceptical! Low\_yields\_high\_costs | Amazing\_idea! | Excited, happy, curious | Happy, hopeful, curious | Hopeful, excited, grateful | heart\_shape! | Hope for the future | Pumped, engaged, eager | Interested, inspired, ready | Rewilding, vision, exemplary | Wholesome, positive, organic | Uplifted, hopeful | Excited, happy, adventurous | Amazed, exsiding, love | Excited but there’s a big job ahead! | Happy, amazing, joyful | Love, dreams, happy | Hopeful, positive, engaged | Encouraged, elated, ecstatic | Hopeful, hungry, faithful | Hapee, itsitid, fun | Excited, challenging, hungry | Impressed, hopeful, happy | Inspired, hopeful, eager | Great\_lessons\_from\_the\_past\_plus\_modern\_science\_and\_technology\_to\_take\_us\_into\_the\_future. Let’s\_show\_the\_world! | Over\_the\_moon!