

Streetscape is about growing lives

Streetscape is an award-winning social enterprise. We **provide apprenticeships** in landscape gardening to 18-25 year olds who are long-term unemployed, helping them to build the skills, experience and attributes they need to move into and retain work: **growing lives, transforming landscapes.**

In so doing we **design, landscape and maintain gardens** across South London for clients looking for that 'wow factor': the best possible use of shape and form. We are based in Myatt's Fields Park, LB Lambeth.



Our social value in 2012-13:

Apprenticeships

All of our apprentices are young people who have been out of work for a minimum of six months. However, most have never worked and many have been previously in trouble with the law.

During a year's intensive training, apprenticed 2:1 to one of our experienced landscapers, our apprentices obtain a Level 2 Diploma in Horticulture, **a year's on-the-job experience** in both soft and hard landscaping, at least one horticultural licence and they learn to drive. As a result, they leave us work-ready. In 2012-13:

- Jerone (23) and Jordan (22), our first apprentices who **completed their apprenticeships in July 2012**, remain in work (August 2013) with Pinnacle PSG and Mears respectively. Neither had worked before Streetscape; one had previous convictions.
- We expanded in July 2012 and **now work with four apprentices** at any one time. Alan and David graduated in July 2013 with their Level 2 Diplomas and are now in work (August 2013) with Pinnacle PSG and Vista Landscapes respectively. Our current apprentices are: Troy (23, 11 months in), Richard (19, 6 months in), Alga (22, 1 month in) and Darryl (23, 1 month in). All six 2012-13 apprentices had been out of work for at least 6 months; three had not worked before; three have previous convictions, including time in prison.
- Three young people dropped out of our apprenticeship scheme in 2012-13; however, **two are now in work**, benefitting from the time they were with us.
- The average rating given to Streetscape's teams and our apprentices by clients on the independent vetting site, **Checktrade, is 9.7/10** (an overall rating encompassing ratings on tidiness, reliability and timekeeping, courtesy (10/10) and workmanship). In July 2013, we won a Silver Gilt Medal as a contractor to the 'Garden Pad' at the Hampton Court Palace Flower Show.

OUR WORK WITH EACH LONG-TERM UNEMPLOYED YOUNG PERSON WHO MOVES INTO AND RETAINS WORK SAVES THE TAXPAYER AS MUCH AS £104,000 OVER A LIFETIME (based on Univ. of York, 2010) OR UP TO £16,000 PER ANNUM (based on Prince's Trust, 2010).



"Thanks so much to Streetscape for all your support and great teaching. It provided me a stepping stone from having little experience and job prospects, to confidently going into full time work as a gardener."

Jerone, Graduate apprentice, 2012

"Jerone does a good job, he has not been late for work at all and his work is very good, I can leave him at one site and give him some tasks to do and he gets on with it. The other Site Managers second this, saying Jerone does a good job as well."

Graeme Lynch, Head Gardener, Pinnacle PSG



FOR MORE INFORMATION PLEASE CALL THE TEAM ON 020 3542 3464, EMAIL info@streetscape.org.uk OR VISIT www.streetscape.org.uk

Recruitment days:

Since opening our office at Myatt's Fields Park (Nov 2011), we have run 22 'Recruitment days' in the park attended by 75 young people from the local area.

Recruitment days are one-day training events that allow unemployed young people to experience landscape gardening. They then have the chance to apply for an apprenticeship with us, or to link up with other employment programmes that we or other organisations run. We also use the days to **help with the upkeep of the park** – an important local community space. Of those who attended:

- 91% said they felt 'more confident' or 'a lot more confident'; **85% said they felt 'clearer' or 'a lot clearer' about their future direction**; 89% said the day had helped them to build their skills in some form.
- Of those who attended recruitment days in 2012-13 (43), **six were subsequently offered an apprenticeship with Streetscape**; four are candidates for our new 'Career Scaper' scheme that will provide bespoke assistance with job-search and interview technique; 12 have been referred to Level 1 Horticulture courses.

"I think the day was excellent, especially for someone like me who had never done things like this before. The recruitment day not only made me want to learn more about gardening and landscaping but it actually taught me a lot, like how to weed properly and turn soil."

Alga, recruitment day attendee, 2013



Community impact, supporting Myatt's Fields Park:

We have built a strong and vibrant partnership with Lambeth Council, Myatt's Fields Park Project Group and other organisations **to create virtuous cycles in the local area**. Our apprentices, young people from the local area who were previously out of work, act as inspirational role models to other young people in the community by showing them what is achievable. On top of the taster days, we:

- Facilitated and **currently manage the effective composting of green waste generated in the park**.
- Help run a **monthly 'Greenhouse Club'** for people from the local area to volunteer in their community and learn about growing fruit and veg. This is attended by an average of 20 people per session.
- **Lead local community projects**, such as planting at the Marcus Lipton Youth Centre (led by our apprentices); and run **maintenance contracts for LB Lambeth, such as Van Gogh Walk** and the Priory Grove Entrance to Larkhall Park (both ongoing maintenance), plus landscape work, such as Kennington Park's Jubilee rose bed, **Brockwell Park's Walled Garden** and the Stockwell Day Centre – on the basis of quality and social value.
- Our Chief Executive, James Gubb, is the Park Watch Coordinator.



"Streetscape have developed a great programme that helps local young people to get out of worklessness and we are proud to be part of it. We believe that Streetscape will spread the interest in horticulture amongst the young local community. We hope that Streetscape will grow, and their growth will help to make Myatt's Fields Park a recognised training centre in horticulture."

Kasia Olszewska, Myatt's Fields Park Manager

Things to 'shout' about in 2012/13:

RHS Silver Gilt Medalists with The Garden Pad at the Hampton Court Palace Flower Show 2013 / South London Press 'Our Heroes' Award / Streetscape feature in the Daily Telegraph's gardening section, April 2012 / Training provider member of BALI / Contractor for the RHS Product of the Year Stand 2013, RHS Chelsea Flower Show



FOR MORE INFORMATION PLEASE CALL THE TEAM ON 020 3542 3464, EMAIL info@streetscape.org.uk OR VISIT www.streetscape.org.uk