

### Trinity Leeds

Centre size: 1 million sq ft

#### Initiative overview

Land Securities' local charity partner at Trinity Leeds is Meanwood Valley Urban Farm, which aims to support inner city communities through education and learning. Land Securities' support in 2013, which included inviting three local schools to participate in networking sessions and employability workshops, generated £2,500 worth of PR for the farm. More events have been planned throughout 2014 including work placements and interview workshops.

£ 2,500  
worth of PR  
generated

Equivalent  
Cost  
£18,000

100%  
students involved  
said they benefitted  
from the  
workshop

3  
Students  
offered work-  
experience at  
Trinity

#### Why?

Meanwood Valley Urban Farm is located 3 miles outside of Leeds City Centre and aims to support inner city communities through education and learning.

#### Who did we engage with?

A number of young people and vulnerable adults who use MVUF as a centre for development.

#### How did we engage?

- A Trinity Leeds team day in June 2013 where a new classroom was built and the farm shop was visually merchandised.
- A large area of the farm was tended to by the centre gardening team.
- Students were also supported with interview skills workshops, mentoring and assistance with collage applications.

#### Benefits

- Enhanced visitor centre and shop
- Improved facilities for students
- Individual benefits for students who participated in the one to one mentoring and skills workshops.
- Benefits to Land Securities included team building, good relationships with local communities and opportunities to participate in volunteering activities such as mentoring.
- Over £2,500 in PR was generated following the activities.

#### Challenges

The mentoring and one to one work was a challenge for all those who participated as many of the young people had behavioural problems.

#### Costs

It has been calculated that the equivalent value of the hours and materials provided by the contractors involved in the team day in June 2013 is £18,000.



*“Trinity Leeds and Land Securities are thrilled to have partnered with Meanwood Valley Urban Farm over the last year as it has enabled us to utilise our skills to benefit communities in need of our support. Members of the team have also had the opportunity to engage with young people at the farm and seen a positive impact on their lives via mentoring and help with college applications. We look forward to supporting the farm in the future.”*

**Kevin Duffy, Centre Director, Trinity Leeds**