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Thriving Green Gym for The Local Community Opens In Bournville

Funded by Mondelēz International and delivered by The Conservation Volunteers (TCV), the community Green Gym is located at Rowheath Pavilion. It offers locals the opportunity to take part in free outdoor sessions where they can be active and get involved in growing fruit and vegetables.

The *Health for Life* programme encourages people of all ages and abilities to take part and is designed to inspire a healthier lifestyle, motivating participants to increase physical exercise, learn more about healthy eating and how to grow their own fresh produce whether in a community space or at

home. The Green Gym offers social interaction and hands-on horticultural activity in the natural environment, aiming to benefit the health and wellbeing of those taking part. As with any gym, each session starts with a warm-up in preparation for a range of activities.

The multi-functional space at Rowheath also includes a large growing area where locals can plant and harvest their own fruit and vegetables, including carrots, onions, tomatoes and potatoes. The on-site Rowheath Pavilion café will also be using the freshly grown produce in a variety of dishes for diners to enjoy.

The opening of the Green Gym also coincides with the 97-year anniversary of Rowheath Pavilion, which was built by the Cadbury family in 1924 to give the local community access to green space.

Catherine White, executive manager at Rowheath Pavilion, commented: “Supporting the health and wellbeing of our local community is at the forefront of everything we do at Rowheath Pavilion. We’re delighted to be continuing George Cadbury’s legacy of wellbeing through the opening of this community Green Gym at our venue.”

Kelly Farrell, community affairs manager at Mondelēz International, said: “Our *Health for Life* programme is all about promoting sustainable changes which lead to a healthier lifestyle, and benefits a range of communities across Birmingham.

“We’re excited that Rowheath Pavilion’s Green Gym is now open. It’s fantastic to see the local Bournville community enjoying the green space whilst having the opportunity to grow food as well.

TCV offers a range of activities through Mondelēz International’s *Health for Life* programme to individuals and community groups across South Birmingham – including Bournville, Edgbaston, Weoley Castle, Northfield, Kings Norton and Longbridge.

For further information and to find your local Green Gym, please visit www.tcv.org.uk/midlands/health-for-life/.

About Mondelēz International

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About Health for Life

- *Health for Life* is a community programme supporting children, adults and families to live healthier lifestyles by engaging people in growing food, physical activity, healthy eating and cookery.
- Working in partnership, *Health for Life* is funded by Mondelēz International and delivered by The Conservation Volunteers and Services for Education.
- Since 2011 *Health for Life* has reached around 157,000 people in the city and more than 1000 Mondelēz employees have volunteered.
- The programme has engaged a total of 180 Birmingham schools, involving 139 primary schools, 23 nursery schools and 18 secondary schools, reaching over 64,000 pupils.
- *Health for Life* has created 15 community food growing spaces and continues to deliver Green Gym activities in several of these locations.
- *Health for Life* supports Change4Life, the wellbeing campaign from Public Health England.
- The programme has received national acclaim with Mondelēz International winning the Food and Drinks Federation Health and Wellbeing Award in 2013 and Business in the Community's 'Big Tick' 2014, in the Building Stronger Communities category, for the *Health for Life in primary schools* programme. Both the *Health for Lifeshow* garden and separate schools' wheelbarrow displays won 'best in show' awards at BBC Gardeners' World in 2016.

About The Conservation Volunteers (TCV)

TCV is the delivery partner for *Health for Life in the community*. Every day TCV works across the UK to create healthier and happier communities for everyone - communities where its activities have a lasting impact on people's health, prospects and outdoor places. TCV does this by bringing people together to create, improve and care for green spaces. From local parks and community gardens to Local Nature Reserves and Sites of Special Scientific Interest; from school grounds and hospital grounds to waterways, wetlands and woodlands; connecting people to the green spaces that form a vital part of any healthy, happy community. As part of *Health for Life in the community*, TCV delivers Green Gym sessions which help people get active outdoors, improving their environment and growing their own fruit and vegetables for a healthier lifestyle.

For more information visit <http://www.tcv.org.uk/midlands/health-for-life>

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