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Masters by Research

Trend Methodology and its Application in a Marketing Context:

Horticulture as an Emerging Trend and its

Long-Term Potential in the Retail Industry.

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ABSTRACT

There has been an increase in the number of individuals adopting the practice of gardening in the UK. Literature suggests that the act of gardening and interaction with the natural environment offer individuals the opportunity to escape the stresses of contemporary life, generate restorative qualities and contribute the overall well-being of individuals. However, the current literature does not adequately address the issue of identifying trends, the changing attitudes and behaviours of consumers, and applying them in a marketing context. This research addresses the issue by looking at current methodologies for identifying trend and applying elements to the emerging trend in horticulture and its potential application in a retail environment. A case study analysis was conducted and five key themes of escapism, well-being, security, ownership and community emerged and were used to establish that the trend in horticulture was in fact a long-term trend and recommendations were suggested for retailers to implement into their future strategies. In conclusion, this research, by closely examining current methodologies for trend identification in marketing, also sheds new light on this neglected area and proposes that additional research is required to establish a more effective methodology for identifying contemporary social phenomena for use in a marketing context.

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1.1 INTRODUCTION

Retailers operate in a very competitive environment and are facing increasing challenges to remain ahead of their competitors. One of the main areas of focus for retailers is to predict change in consumers and incorporate these in time into their product and service offer. Rapid changes in retail are created by a greater diversity of retailers, increased industry concentration, globalization and the use of multiple channels (Levy and Weitz, 2004). Retailers invest extensively in data mining, surveys and focus groups but to truly understand what consumers will want in the future its necessary to focus the research on the customer's world (Levy and Weitz, 2004). Gaining insight into a consumer's changing attitudes and behaviours, what drives these changes and establishing the trends that emerge from these that are appropriate for a mainstream market is the basis of this particular research.

The overall aim of the research is to establish the potential for the further development of horticulture in the retail sector following recent trends in new consumer groups adopting the practice of gardening (Euromonitor, 2009a; Mintel, 2013).

1.2 Research Background

The need to effectively predict change and implement these into a retail strategy to create competitive advantage is increasing in relevance for retailers. Current literature does not address in any depth the methods that can be utilised for marketing industries. This research will look at current methodologies available and develop a methodology for establishing the theory that the recent interest in horticulture by new consumer groups is a long-term trend applicable to a mainstream market.

1.3 Aims and Objectives

As previously stated, the overall aim of the research is to establish the potential for the further development of horticulture in the retail sector. The focus of the research will be horticultural products only rather than associated gardening products such as garden structures (e.g. greenhouses, sheds, gazebos, fencing), gardening equipment (e.g. hedge trimmers, lawnmowers, leaf blowers) and garden furniture and barbeques. The motivations for the customer for buying horticultural products differ to the motivations for other gardening related products, as it has been recognized that consumers are beginning to engage more with environmental issues such as recycling and growing vegetables (Mintel 2008) as well as the mental and physical benefits that the act of gardening provides the individual (Gross & Lane, 2007). In addition natural environments also provide restorative experiences that alleviate stress as well as mitigate it (Kaplan, 1995).

The do it yourself (DIY) category under which garden structures, furniture and equipment are classed are often purchased as part of an investment opportunity for improving a home's value. The category is subject to the fluctuations of the property market, so many retailers have instead focused on the areas that are less likely to be affected by a downturn in the housing market and where there has been a switch from large ticket items to small ticket items (Mintel, 2008; Euromonitor, 2009). Horticulture still remains the largest category in the UK gardening sector, with total value sales of £2 billion in 2012 (Euromonitor, 2013) and, despite the recession and the impact of poor weather in the last five years, the category has achieved 2.4% current value growth from 2007-2012.

To achieve the overall aim of the research it is important to understand the reasons for trend adoption and why new consumer groups are motivated to consider new experiences or practices. A clear understanding of the trend

adoption process will establish an understanding of why trends are adopted and therefore establish a framework for the research presented in this study. This will be followed by a clear outline of why the trend in the study is currently becoming relevant for new consumer groups, so an evaluation of the influences that have motivated them will be presented.

1.3.1 Objective One

- To identify what is the current adoption process of a trend.

Research question: How are trends currently adopted?

Rationale for the first objective:

Changes in consumer behaviour have an impact on the products and services offered to customers, so correctly predicting these changes and translating them into tangible products and services at the right time is key to maintaining a competitive business. The methods employed to identify trend has developed over the years, so it would be logical to evaluate the theories that have evolved including the Laws of Imitation (Tarde 1903), the Diffusion of Innovations (Rogers 2003), the Tipping Point (Gladwell 2003) to *meme* theory (Dawkins 2006). A review of the relevant literature describing the trend adoption process will be provided.

1.3.2 Objective 2

- To investigate the perceived benefits that is motivating new consumers to adopt gardening.

Research question: What are the key motivations for new consumer groups to adopt gardening?

Rationale for the second objective:

Traditionally, gardening has been a leisure pastime undertaken in later life (Bhatti 2006). The 'Third Age' (55-75) and now the 'Fourth Age' (75 plus)

have a stronger tendency to pursue gardening as they reach retirement in good health due to advances in healthcare and a keen interest in diet along with a desire to maintain healthy with constant, appropriate exercise (Bhatti 2006). However, there has been an uptake in horticultural activity recently following concerns around obesity, psychological well-being and economic considerations in addition to the established physical benefits of gardening (Mintel 2009; Mintel 2013; Euromonitor 2013).

1.3.3 Objective 3 and 4

- To describe the extent to which the early adopters of gardening derive meaning from the garden and their personal experiences of this interaction with the natural environment.

Research question: Why is gardening important to new consumers?

- To determine the impact of gardening on their lifestyles and the integration of the garden into their homes and home life.

Research question: How does gardening benefit the new consumer?

Rationale for the third and fourth objective:

To determine whether an interest in horticulture will be maintained and progress into new markets the benefits sought by the consumer must be established. The activity is time consuming and requires, in many cases, a new skill set. The motivations that drive change in consumers will be established through analysis of the theories relating to trend adoption beginning with the Laws of Imitation (Tarde, 1903). A study of the reactions and the impact on the lifestyles of gardeners to this interaction with the natural environment will be provided.

1.3.4 Objective 5

- To determine to what extent the retail industry in the UK currently understands the motivations and typologies that are turning to gardening.

Research question: Has the retail sector anticipated the needs and types of new customers for horticultural products?

Rationale for the fifth objective:

Retailers have provided products and levels of service to consumers for their gardening needs. However, to maintain or extend competitive advantage, how retailers have responded to and will respond to existing, and potential new consumers, needs to be evaluated. The current market will benefit from an ageing, affluent population as gardening has increased in popularity amongst the over 45s and women. Garden ownership in the UK is highest among the over-35s and ABs, but has a bias towards the north rather than the south where flat ownership has more prevalence due to property prices and space restrictions (Mintel 2010). Currently 83% of the population has a garden, and 3% has an allotment (Mintel 2010). There are more opportunities within an urban populous for the development of horticultural products and services (Euromonitor, 2013).

To summarise, the research will focus on the following:

How are trends currently adopted?

What are the key motivations for new consumer groups to adopt gardening?

Why is gardening important to new consumers?

How does gardening benefit the new consumer?

Has the retail sector anticipated the needs and types of new customers for horticultural products?

2. LITERATURE REVIEW

2.1 Trend Identification

To correctly identify emerging trends in horticulture, it is important to clarify the term trend in the context of this particular research. From the twentieth century onwards, the term has also been utilised for predicting social change. Vejlgaard (2008) commented that "a trend is not something that *has* happened, but rather a *prediction* of something that is *going to* happen in a certain way – specifically, something that will be accepted by the average person" (Vejlgaard, 2008, p7).

Trend can be defined as the way in which things deviate away from previous social norms (Raymond 2010). The focus is on identifying these changes and how they will affect the mainstream markets (Vejlgaard 2008). Changes in attitudes drive changes in behaviour. It is therefore critical to remain competitive to effectively predict and apply these changes in time for the mainstream in a particular market sector (Higham 2009).

The term trend is actively used in fashion led industry sectors and is associated with design and style (Raymond 2010; Vejlgaard 2008;). The trends adopted and translated into fashion are status-conferring considerations as "many clothing fashions are *fads*, innovations that represent a relatively unimportant aspect of culture, which diffuses very rapidly, mainly for status reasons, and then are rapidly discontinued" (Rogers, 2006, p.231). Status and the adoption of fashion related products are the mainstay in developed cultures as "fashion does not exist in tribal and classless societies" (Simmel, 1904).

The new products that are generated by these trends are classified as fads as their appeal is limited to a season or a year, produced to appeal to a particular demographic (Higham 2009). There is no longevity in the products

in the cycle, they simply represent the affect the marketing of these particular

products have had on their desirability to a target market, soon to be

forgotten and replaced with a new (perceived) desirable product.

It is the identification of overall change that is an important element of trend

identification for this research, and how that diffuses into societies and the

affect it has on the social 'actors' in their decision making on new products,

ideas or beliefs

Raymond (2010) and Vejlgaard (2008) acknowledge that the influence that

social change has on individuals has varying sources. An idea, a belief or

change in style and taste can either flow down from higher levels in society,

or rise up from cultures and sub-cultures as a result of change and their

reaction to these changes which will be discussed in the following sections.

However, they both recognise the sociologist Gabriel Tarde (1903) as one of

the first to put forward the theory that a society has a hierarchy that the

players within have the compulsion to imitate following his own analysis of a

wide range of trends he observed as a judge in the courts of France (1903).

2.1.1 The Laws of Imitation

Tarde (1903) suggested that we imitate as we have the need within society to

improve within it as "all homogeneity is a likeness of parts and all likeness is

the outcome of an assimilation which has been produced by the voluntary or

non-voluntary repetition of what was at the beginning an individual

innovation". (Tarde, 1903, p.72). Tarde recognized that there are logical and

non-logical social causes and that "logical causes operate whenever an

individual prefers a given innovation to others because he thinks it is more

useful or more true than others, that is, more in accord than they are with the

aims or principles that they have already found a place in mind (through

imitation of course)." (Tarde, 1903, p.141).

The basis of Tarde's theory was that *inventions* are infrequent products of genius (as cited in Kinnunen, 1996), and these innovations change the adoption of social phenomena. The rate at which these innovations diffused into society were often guided by the elite and their influence would speed the rate of imitation. Ideas are subject to a logical duel, that in life there are no more than two opinions. War has the protagonist with the armies from differing countries united in their desire to defeat the aggressor. Politics only has one party elected to power with the opposition united in their disagreement with subsequent policy and change. In our societies we have the conflict of one new idea that will inspire fresh desires but conflict with previous held beliefs or customs, "the spread of an imitation involves in it an encounter and struggle with another imitation." (Tarde, 1903, p.167). Tarde also recognised that for every hundred innovations presented at any given time, only a limited percentage would spread and the remaining would be forgotten. Understanding why this was the case was behind the Laws of Imitation.

Tarde's view was social change resulted from the adoption of inventions through the process of imitation. People imitate beliefs and desires or motives transmitted from one individual to another, and that imitation was as a social phenomenon. This view, that imitation was not separate from other activities in nature but was a part of a universal law of repetition, has been criticised since it's development in the nineteenth century, but is has informed part of diffusion research (Kinnunen 1996).

When analysing coffee innovation in the nineteenth century, Tarde determined that only a few rich people enjoyed it at first, making the beverage 'famous' and setting an example for those below to follow. As more people imitated the example set by the rich the consumption increased, the prices fell

and it became available to all. This could then be illustrated as an S shaped curve, which is the principal of Roger's Diffusion of Innovations S shaped curve that has followed from Tarde's initial findings. This concept developed from observing this social hierarchy and its effect has been termed 'trickle down' theory (Vejlgaard, 2008; Raymond 2010).

2.1.2 Meme Theory

The biologist Dawkins (2006) introduced the concept of meme theory. Culture, he states, is one of the unusual characteristics of mankind. We have evolved both culturally and genetically, and we should recognise the existence of *memes* alongside genes. The word meme is derived from the Greek word *mimeme*, to imitate, and the French word *meme,* defined as meaning the same. If we recognise genes as an essential component for survival, replicating the physical characteristics of our 'creators', then we should also understand that as culture has developed, so has our need to imitate or mimic the behaviours of others for social, intellectual or psychological advantage.

Not all genes are successful in the gene pool and not all memes will have the fecundity to survive in our brains. This theory, when applied to trend adoption, adds to the central principle that there is a need to absorb certain cultural traits, if the brain deems it appropriate. Individuals are predisposed to adopt certain behaviours within our culture for social acceptance. This in essence is the same principle as Tarde's theory of imitation yet recognises that mankind has developed a cultural context in which it operates. Cultures have evolved globally. Communication drives information about innovation and influences the uptake and rate of adoption as previously stated, however for a meme to survive it must have "longevity, fecundity and copying-fidelity" (Dawkins, 2006, p.194). Short-term success can be achieved for some of the ideas,

products or beliefs in the meme pool, but longevity will be more achievable if they are rich and have meaning to the individuals who are considering them.

"Copying-fidelity" (Dawkins, 2006) is part of the process. Individuals who have already accepted a new concept, idea or belief may adapt, amend or drop elements when communicating to others. This can be driven by a desire to place more emphasis on the idea, or incorporate ideas of others into the discussion. Adaptations in many cases allow those being communicated to better able to assimilate the idea, product, belief and undertake adjustments to their thinking or lifestyle. How ideas and products shift through society is the basis of the Diffusion of Innovations (Rogers, 2003)

2.1.3 Innovation and the Diffusion Process.

Diffusion theory now uses the term *adoption* in preference to *imitation,* and that rather than *influencing* the rate of adoption of an idea or product, it is considered that *communication* plays a bigger part in the adoption process. As Kinnunen states, "Channels of communication link a source or emitter to an adopter. Those producing innovations are called innovators, those enhancing diffusion are called change agents and those receiving an innovator are called adopters" (Kinnunen, 1996). Critically, the S shaped curve represents the number of individuals that decide to take the idea and the *time* it takes for the innovation to spread.

There are triggers that alter attitudes towards past or present behaviours, and there are certain typologies that are likely to respond to these ahead of others. Rogers developed his theory, the Diffusion of Innovation, through observing a scientific study of the reaction of corn farmers to hybrid seed adoption in Iowa following previous studies by fellow sociologists in the1950s. The rate of adoption was monitored and the factors that increased or decreased the likelihood of the innovation moving from one farmer to the

next, along with the speed at which this happened. The typologies were identified as Innovators, Early Adopters, Early Majority, Late Majority and Laggards and the influence of each typology on the other. How this idea diffused, or spread, from one to another was based on face-to-face communication within a small community.

Compared to the large, complex communication network system we have now evolved into with the recent rapid advances in technology this would not seem comparable, but his theories have strongly informed the trend adoption process today, as the rate of adoption of an innovation in a community, group, sector or culture from the latter part of the twentieth century into the twenty first follows similar patterns. The spread of the internet in particular has resulted in greater opportunities for communication and influence. The spread of ideas has increased as the spatial distance between influencers and their potential audience been has reduced. This can enhance the diffusion process as it provides a much wider spread of influence sources on the process of adoption.

The four main elements of the diffusion process as defined by Rogers follows the stages, "(1) an *innovation* 2) is *communicated* through certain *channels* (3) *over time* (4) among the members of a *social system*." (Rogers 2003, p.11). Critically, and particularly for this research, it's important to understand that if an idea is new to an individual, it is classed as an innovation (Rogers 2003).

In addition, as with Dawkin's "copying-fidelity" (2006), Rogers also outlined the adopter as ideal 'types' and their function as communicators in the social system and their roles as endorsers of an idea, product or belief.

- Innovators: ***venturesome***, look for ideas outside of the local peer network and are likely to communicate with other innovators in varied geographical distances. Is critical in launching an idea into the system

- Early adopters: *respected* and integrated within a social system. Sought out by change agents. Held in high esteem within the system and they maintain this by introducing and evaluating new ideas.
- Early majority: they *deliberate* then interact with their peers. They are not opinion leaders
- Late majority: *sceptical* but may be forced to adopt due to economic or peer pressure. They need the reassurances that the innovation adheres to the social norms and uncertainty must be removed before acceptance is given.
- Laggards: *traditional* values have to be considered in their decision to adopt. What has occurred historically forms their opinion and they communicate with other traditionalists in the network (Adapted from Rogers, 2003, p.282-285)

His work on diffusion is at the core of diffusion theory and discussion. Since the first edition in 1962, the number of publications about the topic rose from 405 to an estimated 5,200 by 2003 when the fifth edition was launched (Rogers 2003). Studies have been conducted in the fields of rural sociology, medical sociology, education, anthropology, geography, communication and marketing (Kinnunen 1996). The mapping of a trend therefore has been accepted in many disciplines, and it's his outline of typologies that are utilised today in areas of marketing with certain key amendments in the area of influencers and communication networks through their opinion leaders and change agents in a society.

2.2 Trend Drivers

Currently changes in the market environment affect the attitudes and behaviours of consumers. Shifts in the socio-cultural, economic, political and technological environment initiate trends, and it is these changes that will impact on the consumers and is not the micro-level view point Tarde (1903) used to develop his theories on imitation by studying the response to change on individuals. It is these consumer trends that are the focus of the analysis in the research. Mapping the shifts in the market environment will help to identify if the consumer will or will not adapt or react to their impact in the social context in which they live. Although it is well documented that anticipating and effectively implementing trends in industry sectors is difficult

to anticipate due to the unpredictability of the macro environment (Vejlgaard 2008; Higham 2009; Raymond 2010), this is none the less the route that the trend forecaster must take. Critically, for a trend to be worthy of investment in any industry sector, particularly if the investment in resources is significant, the trend must have a long term benefit for the consumer groups who are, or will be, adopting the trend.

2.2.1 Trend: A Conceptual Framework

Consumer trends therefore arise from analysing changes in attitudes and behaviour brought about by reactions to the market environment. The sociologist Wejnert (2002) developed a conceptual framework grouping the variables into three major components that influence an individual's or group of individuals (or actors) decision to adopt an innovation:

1. Characteristics of innovations	2. Charactersitics of innovators	3. Environmental characteristics
• public versus private consequences • benefits versus costs	• societal entity • familiarity of innovaton • status characteristics • socioeconomic characteristics • postiton in social networks • personal characteristics	• geographical settings • societal culture • political conditions • global uniformity

Figure 2.2.1. Adoption Framework. Adapted from integrating Models of Diffusion of Innovations: A Conceptual Framework by B. Wejnert, 2002, *Annual Review of Sociology, 28,* p.297-326. Copyright 2002 by Annual Review of Sociology.

The actors likelihood of adopting an abstract idea, concept, technical information and practices in a social system via Rogers principal of communication and influence has to be considered in terms of the recent phenomena of globalization. The associated advances in highly efficient communication systems and "global interdependencies in economics,

business, marketing, language and culture" (Wejnert 2002) has created greater opportunities for the communication of ideas and innovation creation.

Characteristics of innovations

The *characteristics of innovations* have been divided into public consequences versus private consequence that modulate the process of diffusion. The public consequences do not directly involve the individual, the actor, but are collective actors such as countries, organisations or social movements who introduce reforms such as law changes and welfare policy. Private consequence deals are the improvements offered to the individual within a society or an organisation or small community. The benefit versus cost variables deal with the direct costs of introducing an innovation into countries and industry and the policies relating to its introduction, and the indirect costs such as retraining.

Indirect costs also include social costs, or social uncertainty. To the individual 'social actor' the private consequence must be considered that may arise from social conflict created by the introduction of a tax law, or the moral implications of adopting contraceptive methods.

Characteristics of innovators

The *characteristics of innovators* again deal with more global principles in a social context of adopting innovation in Wejnert's (2002) framework. When applied to the individual social actor, the *societal entity* of these innovators affect the type of innovation they select and their strength within the community, and the type of innovation under consideration versus the needs of these 'social actors'.

Their *familiarity with the innovation* will affect the rate of adoption and private consequences if the novelty is reduced and familiarity is increased, reducing

risk. Risk is avoided if the connections of the actors in the network allow

observations of peers throughout the process of the innovation being

introduced. The opinion of experts and the media can increase familiarity but

the interpersonal interactions play a more significant role. Wejnert's (2002)

analysis is also in line with Rogers's (2003) evaluation on the attributes of

innovation and their potential rate of adoption by the individual. Rogers

summarises them as

- *Relative advantage* is the degree to which an innovation is better than the idea it supersedes and the relative advantage it offers (status, economic)
- *Compatibility* where the innovation is either compatible or incompatible with sociocultural values and beliefs, previous introduced ideas and / or client needs for the innovation
- *Complexity* of an innovation as perceived by the social system can have a negative impact on the rate of adoption
- *Trialability* influences the rate of adoption as the earlier adopters can amend or reinvent it, ensuring the likelihood of later adopters benefiting from their input and social reassurances
- *Observability* of an innovation is positively related to its adoption rate. The more visible or easy to communicate the innovation is the quicker the adoption rate to the critical mass.

(Adapted from Rogers, 2003, p. 229-259)

Status characteristics are to do with an actor's social position. With regard to

countries, legislation can compel the adoption of an agricultural activity as

governments have a high social position, or the adoption process is initiated

and accepted as individuals adhere to the social norms from peer to peer. An

individual actors influence will depend on their status in the network as the

higher status individuals will still have the greater influence, however lower

status community members may adopt controversial practices as they are

less concerned by losing popularity (Wejnert, 2002).

Socioeconomic characteristics combine the economic conditions versus the

socio-demographic variables as one will influence the other in the adoption

process. The individual's *position in social networks* is the impact of

interpersonal networks on actors: how connected are they for ease of

communication and what are the characteristics of the actors who bring about change? Wejnert (2002) identifies the importance of the *personal characteristics* of the actors, how psychological strength, and risk aversion in many cases, allows the actors to identify with the innovations made available, often through the varied media channels available, and create their own communications through their social networks. This is of course reliant on the societal culture that they operate in as their personal characteristics will be moderated by them.

Environmental characteristics

The third and final component, the *environmental characteristics* looks at four subgroups "(a) geographic settings, (b) societal culture, (c) political conditions, and (d) globalization and uniformity" (Wejnert 2002). This recognises the influence of the market environment overall on the adoption process. Much of Wejnert's discussion in these areas does focus on the larger principle of public consequences but the private consequences are discussed with regard to the individual actors, such as the proximity of individuals within a community to enable effective communication (geographic), the traditions, cultural homogeneity and belief systems (societal culture), government policy, legislation and censorship (political conditions), and the contemporary idea that we are evolving into a cultural community, where similar societal structures are developing facilitated in many cases by media influence. Cultural characteristics are particularly transferable in Western Europe in the United States (globalization and uniformity).

This conceptual framework has distinct advantages in the assessment of current innovation adoption practice. It recognises the key variables that are at play outside of the macro environment that influence the rate of adoption on individuals or countries and companies, but it also recognise the

importance of how these variables interact with each other to allow an innovation to be integrated within a society or societies.

Critically, not only is the nature of the innovation key, but how the actor contributes to the diffusion process. Wejnert (2002) has utilised this framework for larger scale social studies, such as policy intervention, however the framework with adaptations has potential application as a methodology for trend analysis in the marketing discipline.

Within Rogers's framework of typologies of innovator, early adopter, early majority, late majority and laggard, the adoption of the innovation by the majority is dependent on effective communication between all members of the community. Spatial proximity plays a significant role in this process, but the value of the innovation is paramount. The innovation will be considered against their economic situation, personal characteristics and position within the community or culture in line with Wejnert's (2002) three key components.

The core of marketing is the customer, so trend analysis has to be from their perspective with a commercial outcome. With horticulture and gardening as an innovation, it needs to be established what the benefits are currently to the individuals, who and what has influenced the adoption process, their evaluation of the perceived benefits and how this will determine their participation in the activity in the long-term. This analysis can then be applied to the retail sector and potential products and services can be identified.

2.3 Trend adoption

For an idea, product or belief to manifest itself into the mainstream, that is for it to be adopted by the majority, it has to have values that are appropriate for the social actors, individuals, with direct personal consequences evaluated against the cost risk involved.

A mainstream market can be defined as the early and late majority in line with the typologies identified by Rogers (2003). As noted in figure 2.3.1, this accounts for 64% of a given culture, subculture or community.
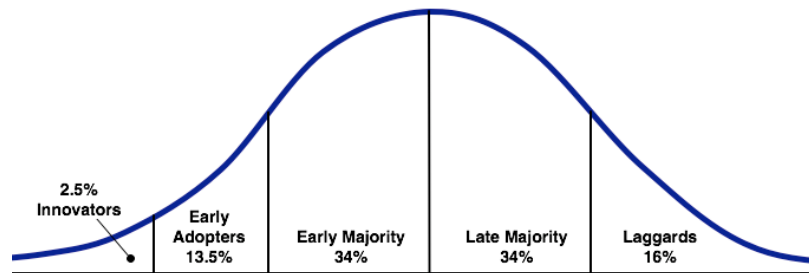
Figure 2.3.1. Adopter Categorization on the Basis of Innovativeness. Adapted from *Diffusion of Innovations*(p.281), by E. M. Rogers, 2003, New York NY: Free Press. Copyright 2003 by Free Press.

In addition for retailers, to adopt a trend into their strategy it has to be calculated against the cost risk involved. The characteristics of innovators and early adopters are visionaries, with the early adopters playing the role of opinion leaders in the communication process. Not all innovations permeate into the early and late majority within a community as discussed in previous sections, so how is the trend evaluated? And critically, in predicting trends how does a company ensure it has identified and interpreted a trend for the mainstream in time?

In the diffusion process the way an idea is communicated will affect the likelihood of the innovation being adopted, and early adopters are the peers in a social system whose subjective evaluations will influence the decision making process through either planned or spontaneous spreading of the new idea (Rogers 2003). Opinion leaders have a network of connections through which the ideas are communicated.

The psychologist Gladwell (2000) provided analysis of the 'tipping point', the point where an idea, change in social behaviour or even a product becomes a social epidemic. That is, it becomes of value to the majority. For these social epidemics to succeed, he identified a process that facilitated change: the Law of the Few, the Stickiness Factor and the Power of Context.

"Stickiness" is defined as a concept that has been so effectively communicated that it becomes at the forefront of the mind. The Law of the Few refers to types of influencers or change agents that utilise their social networks to transfer their views. The first type is a Connector who has extensive social connections both outside and inside their own communities, Mavens provide knowledge based evaluations of the idea to inform and persuade and are key in word-of-mouth communication, and Salesmen are persuaders utilising psychological subtleties to inform. They are high in social ranking within societies. These are Rogers (2003) early adopters. They are defined as the opinion leaders within a community by Gladwell as they are the change agents that communicate the idea. The Power of Context refers to the physical environment, the surroundings that a community exists in and the effect of this on the behaviours of individuals.

Again, direct social contact plays a key role with Gladwell's theory and highlights the important role the Mavens, Connectors and Salesmen play in the adoption process: how they facilitate the Tipping Point.

> What Mavens and Connectors and Salesmen do to an idea in order to make it contagious is to alter it in such a way that extraneous details are dropped and others are exaggerated so that the message itself comes to acquire a deeper meaning . . . . he or she has to find some person or some means to translate the message of the Innovators into something the rest of us can understand (Gladwell, 2000, p.203),

This is similar to Dawkins theory of copying-fidelity (2006) where the individual's communication of an idea is often subject to amendment or elaboration and in line with Roger's (2003) *attributes of the innovation* and

how they are adapted for acceptance by the typologies within a community

(Rogers, 2003, p.229-225).

We have developed a very global community, enabled by technology, and

the adoption rate of technology is also subject to a level of diffusion theory.

Moore (1998) describes the chasm that exists between the technology

enthusiasts and visionaries before being accepted by the pragmatists and the

conservatives (Figure 2.3.2.).

The
Chasm

Innovators	Early Adopters	Early Majority	Late Majority	Laggards
2.5%	13.5%	34%	34%	16%
Technology Enthusiasts	Visionaries	Pragmatists	Conservatives	Skeptics
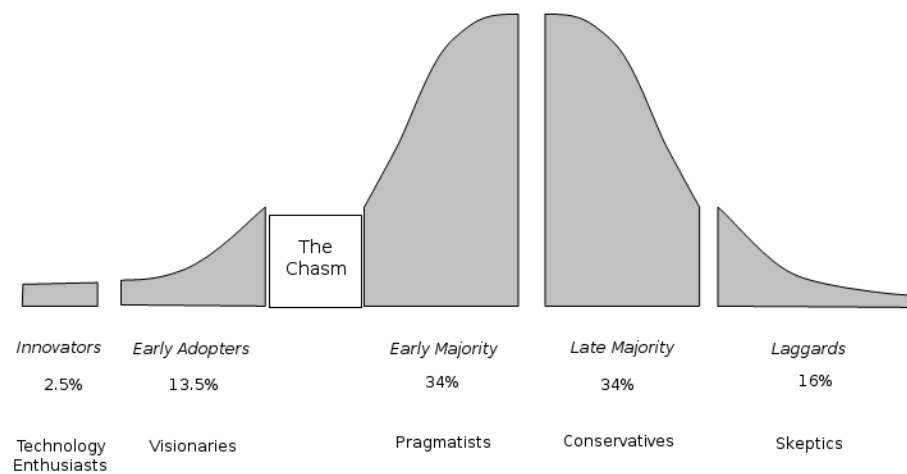
Figure 2.3.2.. Geoffrey Moore's The Chasm. Adapted by the Author.

The public consequences, as described by Wejnert (2002), coupled with the

cost versus benefit ratio is substantial for companies. For the most part with

technology these are large companies, as the likelihood is that the innovation

has not proved itself technically for the investment. Moore states "If they are

installing a new product, they want to know how other people have fared with

it. The word risk is a negative word in their vocabulary – it does not connote

opportunity or excitement but rather the chance to waste time and money"

(as cited in Gladwell 2000, p.198). Smaller companies are not so risk adverse

as they seek less quantitative evidence as a rationale for investment. The

same principle therefore applies to both Gladwell's (2000) and Moore's

theories (1998) that adaptations have to take place before the pragmatist

(Moore) and the early majority (Rogers) adopt the innovation. The chasm or

tipping point within Rogers' diffusion curve is at the point between the early adopters and early majority. It is therefore the focus of this research o establish the tipping point, that the chasm will be crossed and there is an available mass worthy of investment by retailers.

2.4 Trend Identification Methodologies

There is limited literature available that outlines current methodologies utilised by marketing practitioners to establish commercial trends. However, there are two main practitioners, Higham (2009) and Raymond (2010) who have published an indication of the approaches that can be taken to map trends by studying contemporary social phenomena.

The current process of trend mapping for mainstream trends within marketing, according to Raymond (2010), involves the who (the innovation), what (how it will be termed after the identification process is assimilated), where (the physical, notional or psychological place the innovators are placed), why (the drivers, be they environmental, ethical, social or economic) and when (tied in with the macro environmental factors) by cross-cultural analysis to establish the significance of the trend to the mainstream. Higham (2009) defines it, through trend typology (macro or micro trend), international or national, attitudinal versus behavioural consumer trends and active or passive rationale for adoption. Higham's methods analyses the environmental characteristics in a similar method to Wejnert (2002).

Vejlgaard (2008), Higham (2009) and Raymond (2010) recognise that communicators affect the Tipping Point concept with the adoption of a product, idea, belief or concept into the mainstream. Vejlgaard (2008) states that it is not necessarily the influence of opinion leaders that can affect the rate of adoption in a society, as alongside this there has to be an available mass within that society that are ready to be influenced. Raymond (2010)

also alludes to the need for the majority to be ready to accept change within their society, citing periods in history that have brought about great shifts in thinking such as the Renaissance, the Age of Enlightenment or Modernism.

Higham (2009) also recognises that shifts in population can have a dramatic effect .The Industrial Revolution saw the rural population move to cities for employment and the creation of 'compact' living environments. Post war saw the development of the suburbs and the 'new' middle classes in the 50's. Where these people converged created an opportunity to communicate and influence, so more ideas spread. It is still the case that urban areas experience more shifts in differing demographics and changes in the profile of neighbourhoods brings with it a greater opportunity for change due to spatial proximity (Mintel, 2010; Raymond 2010).

2.4.1 Trend Mapping: Method 1.

Raymond's process of trend mapping for industry first involves "cultural brailling" (Brain Reserve, 2012). Cultural Brailling was a term coined by the consumer insight specialist Faith Popcorn in the 1980's to describe the process by which it is necessary to identify the changes in beliefs and attitudes of a society, and how these will potentially impact on current societal practices. These customer insights are the beginning of the change process. The process of cross-cultural analysis (Raymond 2010) looks for current changes in varying industries, and how they are being translated and applied to new products or services. Although this method of data collection has roots in customer insight, the focus of Raymond's approach is to map innovation in products that have already been adapted or created in response to these changes.

The "three-times rule" is at the core of his methodology that requires the researcher to establish a pattern of product innovations "that share similar

aesthetic, social or intellectual reference points in three non-related

specialisms, such as design, retail, technology and so on " (Raymond 2010,

p.55). The method looks at the "consequences" of the trend, whereby the

research has to establish if the trend is *already* affecting the behaviours of

the mainstream market. The trend is identified through a framing process

(see figure 2.4.1), and the new trend is then 'identified', that is to say, named.

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                    ┌──────────────────────┐
                    │    Trend Framing     │
                    └──────────────────────┘
         ┌─────────────────────────────────────────────────────────────┐
         │                        innovators:                           │
         │  community or sector members who are developing  / articulating new products / ideas │
         └─────────────────────────────────────────────────────────────┘
         ┌─────────────────────────────────────────────────────────────┐
         │                          drivers:                            │
         │  macro environment, evidence from researchers, opinion leaders such as journalists, celebrities, │
         │                    authors and their networks                │
         └─────────────────────────────────────────────────────────────┘
         ┌─────────────────────────────────────────────────────────────┐
         │                          impact:                             │
         │  extent to which the trend has penetrated societies and industriies (cross-cultual analysis) │
         └─────────────────────────────────────────────────────────────┘
         ┌─────────────────────────────────────────────────────────────┐
         │                       consequences:                          │
         │  extent to which the products /ideas have been accepted into the early or mainstream markets │
         └─────────────────────────────────────────────────────────────┘
         ┌─────────────────────────────────────────────────────────────┐
         │                          futures:                            │
         │  how the trend will continue to diffuse into society through its adaptations. │
         └─────────────────────────────────────────────────────────────┘
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Figure 2.4.1. Trend Framing. Adapted from *The Trend Forecaster's Handbook* (p.60-63), by M

Raymond, 2010, London: Laurence King. Copyright 2010 by Martin Raymond.

2.4.2 Trend Mapping: Method 2.

Higham (2009) focuses more on the factors that bring about the changes, the

drivers, in line with Wejnert's (2002) framework, where the environmental

context is an important unit of analysis. This has the potential to offer more

customer insight opportunities for translation into additional areas other than

product categories in comparison to Raymond's approach, such as services

and communication channels. He follows a less linear methodology (see

figure 2.4.2).
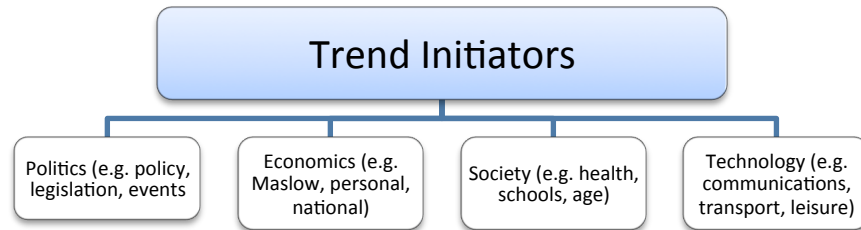
Figure 2.4.2. Trend Initiators. Adapted from *The Next Big Thing* (p.78), by W. Higham, 2009, London: Kogan Page. Copyright 2010 by William Higham.

In the first stage Higham describes the shifts in the macro environment as the initiators of trends (figure. 2.4.2), but interestingly he applies Maslow's Hierarchy of Needs in his evaluation. Those at the lowest economic level either as individuals or as a society will generate the need for cheap food, for example. The next stage in the hierarchy is the need for social acceptance which may produce trends in the importance of family, friends and relationships until the self-actualization needs are realised, where trends in self-expression or solitude may arise. In addition, the economic factors may also give rise to cyclical trends. A recession often drives consumers to escape the reality of their lives, or create a stronger emphasis on home life. This marries with the sociologist Wejnert's (2002) variable in the *characteristics of an innovation*.
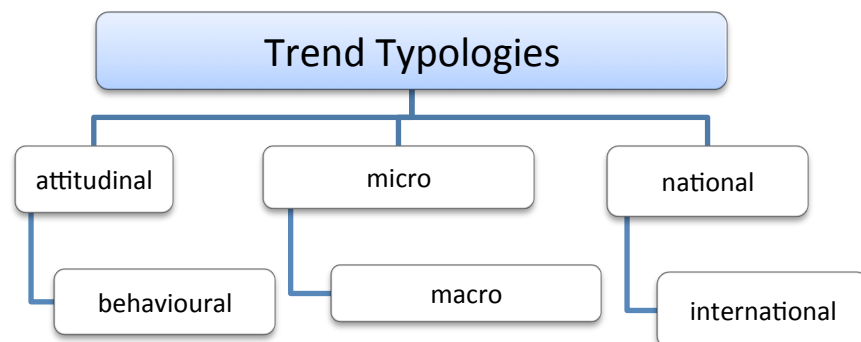
Figure 2.4.3. Trend Typologies. Adapted from *The Next Big Thing* (p.83), by W. Higham, 2009, London: Kogan Page. Copyright 2010 by William Higham.

In the next stage Higham segments the trends into typologies (see figure 2.4.3). Using the variables of attitude and behavioural changes in consumers is critical. Consumers "can change their attitudes towards something or they can change their physical behaviour. Typically the former drives the latter" (Higham 2009, p.84). Insight into changes in attitudes will determine whether there is a likelihood of the trend diffusing into the mainstream, as Vejlgaard (2008) and Raymond (2010) concurred that a trend can only be adopted if there is a sufficient section of the society that is ready to be influenced. Determining whether an emerging trend is identified as a national or international, or if the trend can be seen as having global reach, it can indicate its potential longevity in similar or differing markets with application across a broad range of industries.

Figure 2.4.4. Trend Drivers. Adapted from *The Next Big Thing* (p.161-177), by W. Higham, 2009, London: Kogan Page. Copyright 2010 by William Higham.

How and why a trend is accepted or rejected Higham divides into two variables: the active and passive drivers (figure 2.4.4). Active drivers are the qualities the innovation has. Simplicity has aided the adoption of technology and he cites the iPod as an example, as previous MP3 models were

available, but did not have the simple functions that Apple offered which made it more accessible to a mainstream market. The visibility from one adopter group to the other of a product or service will speed the rate of the adoption as well as the number of adoptees (Rogers, 2003; Higham 2009). Beauty and fashion related products fall into this category. Less visible products such as interiors and even personal financial products have a lower communication rate alongside limited visibility to the individuals in a society so this will impede the speed of the adoption process as well as the number of adopters.

Higham also identifies three types of trends: continuous, part-continuous and discontinuous. A continuous trend is just an adaptation of an existing product or service, part-continuous is a new trend but does not require the adopter to change their usage or purchase patterns. Critically however, a discontinuous trend is also new but requires the adopter to change their behaviours. "This is likely to slow adoption rates, especially if there is a high level of complexity involved in adopting the trend. This is true of practicalities such as behaviour, but also of attitudes. For a trend to be broadly accepted it should be compatible with consumer's current practices, cultural beliefs and value systems" (Higham 2009, p. 163)

Passive drivers are the environmental factors that can create or impede the uptake of an innovation. A market has to be ready for the innovation when it is introduced or it will be dismissed as previously stated. Higham segments them into four Cs. The first are constants, such as natural and environmental laws, social and utility infrastructure, demographic variables and historical responses to economic downturns. Cycles are established patterns of social behaviour, such as each generation reacting in opposition to the previous generation's behaviours. Rebellion is followed by conformity and vice versa. Calculables are the quantitative data available to determine a particular

market segment. The final one, chaotics are the unpredictable elements such as natural disasters, terrorist attacks, unforeseen technological advances and even the death of an influential figure in the public eye or politics. These can of course have a sudden and detrimental impact on the mainstream in a given society as they have an immediate impact on their attitudes.

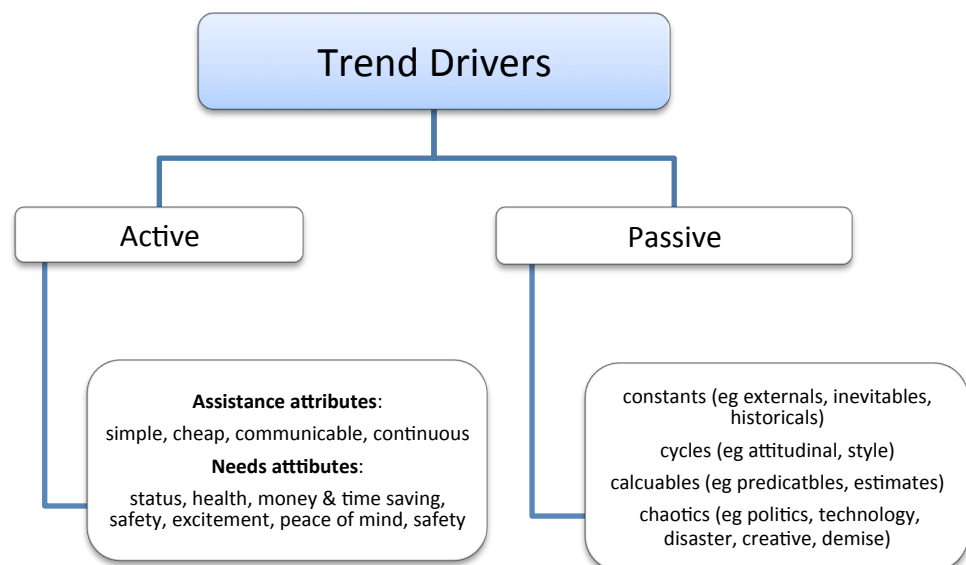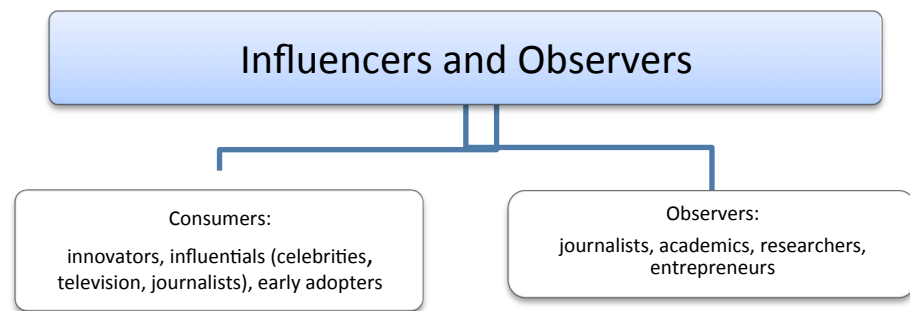*Figure 2.4.5.* Influencers and Observers. Adapted from *The Next Big Thing* (p.116), by W. Higham, 2009, London: Kogan Page. Copyright 2010 by William Higham.

Along with Raymond (2010), Higham identifies influentials as the key opinion leaders. The communication networks that exist today are more complex as stated previously. Networking undertaken by opinion leaders involves more than face-to-face contact. Raymond (2010) discusses the complexity of the three main networks currently available: hierarchical networks where there is one central access to information: collaborative networks which involve more than one central hub: distributive networks that have no central source, just a flow of information with no guiding central hub, specifically the internet. For trend analysts the breadth of networks to observe is extensive. Innovators and opinion leaders can now spread their ideas beyond their physical locations by utilising technology as a source of inspiration and influence (figure 2.4.5).

Journalists are also active trend observers and need to be part of trend research but as Vejlgaard (2008) stated "we have to be aware that many people who are called opinion leaders by the media are opinion leaders

because they are quoted in the media, not because of their personal network of family and friends, and this is something different from an opinion leader in diffusion research" (Vejlgaard, 2008, p.168). Tungate (2008), gives the example of the Metrosexual trend that was identified by Mark Simpson in 1994 in the UK. It was then reported in the Observer in 2002 that a marketing analyst Marian Saltzman had developed the trend in New York (cited in Tungate, 2008), and had to publish an apology the following year for not correctly identifying the original source. Rather creating the innovation, she was in fact an early adopter. Distinguishing between the innovators and influencers is important in the trend mapping process to establish the validity of the trend. There are instances where the influencers can be used as change agents in a company's marketing strategy so the two cannot be confused.

In both Higham's and Raymond's methodologies they both emphasise the importance of research sources provided by academics and entrepreneurs in establishing the shifts in consumer behaviour and how the initial innovations are being accepted. These will be the focus of this researcher's sources in establishing the current attitudes towards gardening.

2.4.3 Development of a Framework for Identifying Trend in Horticulture

1. Environmental Characteristics: Trend Initiators	• Context-independent • Environmental analysis - macro • Context-dependent • Market analysis - micro • Passive drivers
2. Characteristics of the Innovation: Attitudinal Behavioural	• Context-dependent • Improvements sought by the individuals within a society or community • Relative advantage, compatiblity, complexity, trialability, observability • Active drivers
3. Characteristics of the Innovators and Early Adopters: Status, socioeconomic factors, social networks	• Venturesome (innovators), respected (early adopters) • Effects of economic conditions combined with socio-demographic variables • Influence and motivation
4. Impact of the Innovation	• Extent to which the intervention has currently penetrated the mainstream market (market based evaluation) • Extent to which the intervention has currently affected the consumers within a given market (consumer based evaluation)

Figure 2.4.5. Framework for trend analysis in horticulture. Created by the Author, 2014

To achieve the overall aim, that there is potential for further growth in sales for horticultural products in the retail sector, the long-term adoption of gardening by new consumer groups has to be established. To explore how gardening has been received and why it is starting to appeal to new consumer groups, it would be advantageous to develop a framework in line with current trend identification practice that has application to complex social phenomena. The methodologies discussed in previous sections have areas of merit to this particular research. Figure 2.4.1 offers an adapted framework divided in to four key areas to identify the trends in horticulture.

The first three areas, the environmental characteristics, the characteristics of the innovation and of the innovators, combine the variables outlined by

Wejnert (2002) and Higham (2009). Embedded in both of their rationale is the importance of the market environment and its impact on society and the social actors within it. The type of innovation (active) and the individuals who initially adopt the practice influence the potential of the intervention.

This leads to the final area, the current impact of the innovation. This is in line with Raymond's methodology (2010). Analysis of how horticulture is currently implemented within the industry through the types of services and products currently offered will be presented. What has motivated consumers to adopt the practice of gardening will be valuable in establishing if the practice is at a "tipping point" (Gladwell, 2003) and this will be determined through primary research sources. This will be used to provide evidence to support the overall aim of this research; the theory that the intervention has long-term potential.

2.5 Current Trends in Horticulture

The following areas, environmental characteristics, characteristics of the innovation and its impact on the market will use secondary research sources to explore the current market position of retailers and the perceived benefits of gardening.

2.5.1 Environmental Characteristics

In the UK in 2012 there were 19.19 million home owners with 8.85 million of these as mortgage owners and 8.66 million in rented accommodation. Although the UK has a great density of the populous in urban areas, there is a preference to live in houses as the majority have gardens, with an overall total of 23.4 million detached, semi-detached or terraced houses (Euromonitor, 2013) and 82% of all households have a garden or outside space (Mintel, 2013). In addition, a further 2.3 million homes have allotments. How these gardens are utilised and by which section of the market differs, however 33% of those surveyed said they grow at least some fruit or

vegetables (Mintel, 2013). The UK population is on the increase, projected to rise from 67.2 million in 2020 to 73.2 million by 2035. Coupled with this the number of households are predicted to increase by 5.8 million from 2008 to 2033 (ONS). By 2018, 27.5 million people, half the population, will be in the ABC1 category who are the most enthusiastic gardeners (Mintel, 2014).

Traditionally those aged 55+ are the target market for gardening as they are more likely to spend more time gardening and their numbers are on the increase due to a combination of improvements in mortality rates for all age ranges and declines in fertility rates. Those aged 65 and over increased from 15% in 1985 to 17% by 2010, a total of 1.7 million more people. By 2035 23% of the UK population will be over 65 (ONS). This establishes that the retired market sector that turn to gardening as a leisure pursuit is set to increase as work commitments are often a significant deterrent.

However, there is also research to suggest that a younger demographic has turned to gardening (Euromonitor, 2013). Parents with young children are turning to gardening due to health and environmental concerns, and governments are encouraging schools to include gardening in the curriculum to help tackle obesity (Mintel, 2014).

Passive Drivers: Historical Perspective

The role of the garden as a food provider in times of uncertainty is a cyclical trend. However, the motivations for individuals to turn to the land for food differ depending on the external forces that have driven a sector of society to gardening, and the main drivers have historically been war and economic uncertainty.

Currently the allotment has become a desirable resource. The image of the allotment has been one of working-class self-help when they were

established in quantity during the industrial revolution (Crouch et al 2007). Allotments were a serious food source for the families who came into cities from rural area as much of the housing development of the era did not include gardens. The idea that the allotment then carried a currency in times of financial hardship continued as "allotments were an important part of the way families survived unemployment and casual labour" (Crouch et al, 2007, p.21) during the austerity of the 1920s and 1930s. In 1939 the Minister for Agriculture announced the 'Dig for Victory' campaign alongside the Cultivation of Lands (Allotments) Order giving councils the power to seize unoccupied land for the production of food and encouraged the nation to turn their lawns and gardens over to growing food in 1942 (Crouch et al. 2003). At the same time, in between the first and second world wars, housing developments were coming to the fore creating suburbs in urban areas with own gardens "deliberately intended to meet most families gardening ambitions" (Crouch et al, 2003, p.74).

It was recognised that with the 'Dig for Victory' initiative there would have to be a level of training for the populous and demonstration plots were introduced to educate the new gardeners. At the end of the war at lot of land was re distributed, but much of it remained as allotments. The interest in the garden had become very relevant to many as it offered more than just the security of the food it produced. They created a bond and the opportunity to share knowledge and produce that did not exist in other areas of the cultural community. "On this scale, having the right to give, to choose to give and to exchange freely, forms an important bond between people. It is especially welcome in communities that feel themselves ineligible for the benefits available to wider society, and excluded from relationships with that society" (Crouch et al, 2003, p.25). Cultivation had become central to many working-class families in the wider urban community.

Recent research commissioned by Husqvarana (The Future Laboratory, 2009) established that in the UK growing food was far more popular with 20-24 year olds (38%) compared to the over 65s (25%). This was driven by the need to feel the health benefits from the cultivation process as well as the pesticide-free vegetables, fruits and herbs. The economic downturn has driven many to look at the garden a functional place that can contribute in leaner times in the search for a self-sufficient lifestyle during a period of new cultural sobriety (The Future Laboratory, 2009). Raymond (2010) developed this further into the "New Sobriety" trend (Raymond 2010, p.61) as research revealed a new demographic who were concerned with sustainability, recycling, ethics as well as growing their own food. The impact on the recession had also created a society less concerned with "conspicuous consumption", where "People spend money on artefacts of consumption in order to give an indication of their wealth to other members of society" (Trigg 2001).

2.5.2 Characteristics of the Innovation

The idea that the garden is solely used for the production of food is of course not the case. The garden offers the opportunity to escape, generate restorative qualities and contribute the overall well-being of individuals.

The natural environment can have a profound effect on individuals. The physical activity of gardening has health benefits, but studies by Pretty et al (2003, 2005, 2006) revealed that green spaces can have a profound effect on an individual's sense of psychological well-being. Termed as 'green exercise', individuals that were studied participating in activities outdoors, such as conservation projects, horse riding and walking showed marked improvements towards self-esteem and mood disturbance with the subject's hostility, anxiety, confusion and depression-dejection all improving on completion of selected 'green exercises'. In particular the research

highlighted that those living in an urban environment with open spaces and gardens presented fewer mental health issues as "depression and depression related illnesses is estimated to become the most pronounced source of ill health by 2020 (WHO), the need to encourage regular participation in green exercise activities becomes even more important for addressing mental ill-health" (Pretty et al, 2006).

Gilbert (2009) discussed that there are some social environments that promote stress which leads to depression and "in our rush for economic prosperity we don't focus nearly enough attention on building societies that promote psychological health" (Gilbert, 2009, p. 89) and "even the concrete jungles we have built that starve us of green and open spaces can be linked to depression" (Gilbert, 2009, p.59).

Kaplan (1995) proposed in his Attention Restoration Theory (ART) that we are subject to a myriad of alternatives when it comes to problem solving in modern society. This leads to fatigue as our *direct attention* is constantly needed to solve problems as "it is only in the modern world that the split between the important and the interesting has become extreme. All too often the modern human must exert effort to do the important while resisting distraction from the interesting" (Kaplan, 1995). Our interaction with the natural environment reduces stress levels as it offers *fascinations* (Kaplan, 1995) which in turn reduces our stress levels and restores our thought processes through activities such as "the domestication of the wild …. (gardening, caring for pets)" (Kaplan, 1995). Further research by Berman, Jonides and Kaplan (2008) confirmed that there is a need in contemporary society to connect with nature and further alleviate the stress caused by modern lifestyle demands.

Bhatti and Church (2004) also recognised the strength of ART theory, but suggested that in addition to the benefits of restorative experiences, the threats from globalization and technology has created a 'risk society'. Pollution, disease and climate change is everywhere, and "as the new risks have many sources no single organisation can be held responsible; there is a crisis of accountability and little confidence in the traditional institutes that protect society" (Bhatti & Church, 2004).

Gross and Lane (2007) established emerging themes from their research and recognised the wider therapeutic effects of horticulture and the garden. The garden however also held special meaning to individuals across all age ranges from their lived experiences and offered "escapism, ownership and identity" and "how the concept of [the garden as a] retreat remain a significant one" (2007).

Sanwick (2009) looked at the complex relationship between society, land and landscape. The value attached to green spaces, or as Swanwick termed them a "portfolio of places", varied depending on age and socioeconomic standing. However, Swanwick established that all level of society sought out a value from the green around them and concluded that,

> There could quite possibly be a rekindling of society's need to engage with the land, and an increased desire to ensure all sectors of society can benefit from access to and enjoyment of green spaces. This will require interventions, not least in education so that the danger of "nature-deficit disorder" is reduced
> (Swanwick, 2009).

Louv (2005) coined the term nature-deficit disorder following studies into the effects on children who have been effectively removed from nature in their social world which was creating many physical and emotional illnesses due to an over reliance on technology. Louv argued that the inclusion of nature in all our lives would enhance our physical and mental well-being as "this collective disorder threatens our health, our spirit, our economy, and our future

stewardship of the environment" (Louv, 2012, p.5). Our consumer-driven society has devalued nature. The natural world "can support better health, enhance creativity, new careers and business opportunities, and act as a bonding agent for families and communities" (Louv, 2012, p.6).

The recent nostalgia movement (Euromonitor 2012) has inspired consumers to seek the comfort, quality, safety, security and familiarity of past experiences gained from home-made foods and grow-your-own vegetable gardens. There are growing concerns over the authenticity of food sources coupled with concerns with the environment. Many urbanites are utilising their own limited space to grow their own as well as developing community gardens as "part of a thriving urban agriculture grow-your-own trend fuelled by environmentalism, thrift and food safety concerns as well as a community spirit" (Passport, 2014).

2.5.3 Impact of the Innovation: Market based evaluation.

The retail sales value of gardening was valued at £4.2 billion in 2011, forecasted to increase to £4.5 billion by 2016 (Euromonitor, 2012). Currently the sales of horticultural products are rising (Mintel 2014). The majority of horticultural products are bought in specialist retailers and these specialists are the retailers who are attempting to innovate by creating more engaging environments for the consumers as well as offering more innovative products and services (Euromonitor, 2014; Mintel 2014). These specialists have a growing number of outlets in the UK, led by the Garden Centre Group (see figure 2.5.3.1)

Garden Products Retailing - UK - July 2014 - Companies and Products						
Figure 22: Selected leading garden centre retailers, by number of outlets, 2010-14						
	2010	2011	2012	2013	2014	Change
						2010-14
The Garden Centre Group	120	119	130	129	140	+20
Dobbies	25	29	32	32	34	+9
Klondyke/William Strike	24	25	26	24	24	-
Notcutts	19	19	19	19	20	+1
Hillier Nurseries	14	14	13	13	13	-1
Blue Diamond	12	12	13	14	15	+3
Squires	11	11	14	14	15	+4
Total	225	229	247	245	261	+36
Source: Source: Company annual reports/Mintel						

Figure 2.5.3.1 Selected Leading Garden Centre Retailers, by number of outlets 2010-14. From Mintel Garden Products Retailing – UK – July 2014

Plants and shrubs are purchased in store by 52% of consumers, with only 7% buying online (Mintel, 2014). The in store experience should therefore continue to inspire, however both Euromonitor and Mintel report that the image of the typical garden centre shopper is older than average. There has been an increase in younger consumers looking to garden, particularly in the grow-your-own category. These younger consumers are willing to develop this more but are put off by the technical aspects and knowledge required to fulfil the task (Euromonitor, 2014). Even in London, one in six flat dwellers has started to grow-your-own (Mintel 2014). Many of the younger gardeners are restricted by the limited space they have available for gardening, if indeed they have a garden at all (Euromonitor, 2014; Mintel, 2014).

The Beckworth Emporium in Northamptonshire reopened in 2009, redesigned as a large glasshouse. The strategy had been to combine the natural environment provided by the planting for purchase with a relaxed eating and shopping environment beneath very high ceilings ((Drury, 2009). The restaurant uses their own grown vegetables, the plants for sale are grown in the UK and the food hall offers local meat, vegetables and home-made bread (see appendix A). It was designed to offer a more relaxed retail experience by integrating nature into the design (Drury, 2009). Bents Garden

Centre, Warrington, is in the process of combining allotments for customers to rent alongside their extensive rebuild that will also include more locally sourced plants, an ecological garden including wetlands and a climate change area, relaxation and family zones, due to open in 2020 (Bents, 2014).

However, within the UK there has been less emphasis on creating a retail environment and products and services that cater specifically to urban flat dwellers. In Amsterdam in 2011, Urban Green was opened specialising in horticultural products for small spaces such as balconies and small plots, as well as linking consumers to vertical garden designers (Trendslator, 2011). The idea of space maximisation through the use of vertical areas in cities is now on a global scale (Passport, 2013), as well as cities creating community focused public green spaces such as the High Line in New York where an elevated disused freight rail line has been converted into a green belt above the city (Highline, 2014).

Retailers are currently focusing on the older, more leisure orientated consumer by providing more catering facilities such as better restaurants, branded coffee houses and locally sourced produce (Passport, 2013; Euromonitor, 2014; Horticultural News, 2014; Mintel, 2014). This is to maintain revenues throughout the year as the sale of plants, bulbs and seeds are mainly in the spring and summer months. However, there are opportunities to enhance the retail experience for younger groups of consumers by focusing more on locally sourced plants, innovative planting suggestions and community projects (Chapleo, 2011).

3. RESEARCH METHODOLOGY

This chapter will begin with the research philosophy; discuss the research approach and how this will marry with the objectives. The case-study method will be evaluated, and the validity of the approach and ethical considerations. How the data will be collected will be discussed in the last section.

3.1 Research Philosophy

The philosophical approach for this particular area of research is dependent on identifying complex contemporary social phenomena that have resulted in the desire for individuals to adopt the practice of gardening. The researcher's aim is to develop the theory that the recent interest in horticulture is a long term trend. The philosophy will inform the research design and methods employed in the following sections.

The epistemological issue is whether the disciplines of the natural sciences can be applied to the study of the social world (Bryman, 2008). The philosophy, interpretivisim, is in contrast to the approach recognised by the natural sciences which veers towards positivism (Bryman, 2008, Saunders, Lewis & Thornhill 2009). Positivism is an epistemological position that, in general, looks at the ideals of the natural sciences and generates hypotheses from existing theory (Bryman, 2008), whereas interpretivisim considers the social actors and how they interact with the world from their point of view, and the rich insights that these observations offer into such a complex world are lost if they are "reduced to a series of law-like generalisation" (Saunders et. al. 2009, p.116). For the purposes of this research, the realities of the research question suppose that the social actors have created their own values to the practice, and that their reaction and adoption of the intervention create their own unique experiences.

Interpretivism has developed from the philosophy of phenomenology in the social sciences from the work of Shultz in the early twentieth century (as cited

in Bryman, 2008, p.15). Schultz recognised that there were differences between the subject matter of the natural sciences and those in social science, and

> that social reality has a meaning for human beings and therefore human action is meaningful ……… it is the job of the social scientist to gain access to peoples 'common-sense thinking' and hence to interpret their actions and their social world from their point of view (Bryman 2008, p.16).

Saunders et. al. (2009) stated "we are in a continual process of interpreting the world around us ….. in that we interpret the actions of others with whom we interact and this interpretation leads to adjustments of our own meaning and actions" (Saunders et. al. 2009, p.116).

The interpretivist approach is therefore the appropriate philosophy to adopt for this particular research. Principally the research needs to look at the subjective meanings of the social phenomena, the details of the intervention and the motivation behind the adoption of the intervention (Saunders et. al. 2009).

Ontological considerations to underpin the theoretical perspective and methodology are also important. Objectivism suggests that social phenomena exist in a reality that is external to social actors and their influence which is not appropriate for this research. Constructionism looks at culture in particular as an emergent reality that can be constructed and changed by the social actors (Bryman, 2008). Recognising that social actors create social reality and that they are not constrained or are independent from it allows the researcher to explore how and why things happen, to elucidate meaning, rather than dealing with culture as an objective reality where individuals are bound by the beliefs and systems rather than constructing and evolving them.

3.2 Research Approach

The nature of the research does not assume that a theory should be tested, but that a theory will be established as an outcome of the research presented.

Deductive approach

Inductive approach
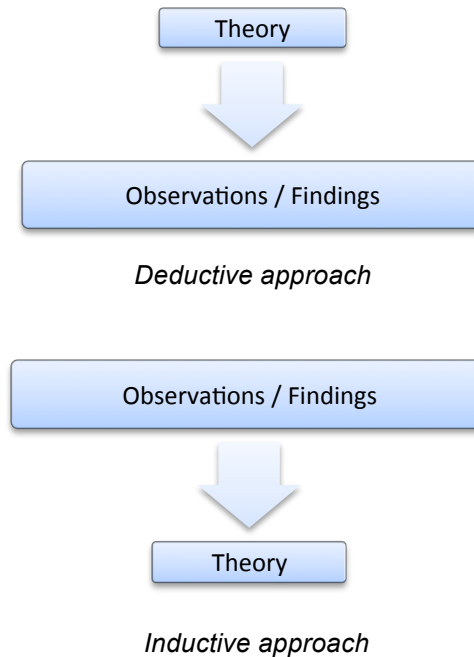
Figure 3.1. Deductive and inductive approaches to the relationship between theory and research. Adapted from *Social Research Methods* (p.11), by A Bryman, 2008, Italy: Oxford University Press. Copyright 2008 by Alan Bryman.

As seen in figure 3.1, the two main approaches to consider are deductive or inductive. Theory can guide the collection and analysis of data against theoretical considerations, or theory can be the outcome of the collection and analysis of appropriate data. (Bryman, 2008). Saunders et. al. (2009), state that the logical approach from positivism is to employ the deductive approach, and interpretivism lends itself to the inductive approach. A quantitative research approach is typically linked to the deductive approach, whereas qualitative data tends to be applied to the inductive approach. However, Bryman (2008) and Saunders et. al. (2009) are wary that the

distinctions and approaches are not clear-cut, that instances occur where both a deductive and inductive approach can be employed.

In addition, as deduction is driven by quantitative data and characterised by highly structured, scientific research devised to test a hypotheses, there is a lower risk associated with the methods employed to collect appropriate data. The inductive approach is dependant that the data collected will support the theory and so generates more risk. Within the context of this research, the aim is to understand why something is happening and how the practice will have an impact long term. As it relies on the study of contemporary social phenomena in context, it is more appropriate to work inductively to establish themes that could support the theory in the overall aim.

Deduction emphasises	Induction emphasises
• scientific principles • moving from theory to data • the need to explain causal relationships between variables • the collection of quantitative data • the application of controls to ensure validity of data • the operationalisation of concepts to ensure clarity of definition • a highly structured approach • researcher independence of what is being researched • the necessity to select samples of sufficient size in order to generalise conclusions	• gaining an understanding of the meanings humans attach to events • a close understanding of the research context • the collection of qualitative data • a more flexible structure to permit changes of research emphasis as the research progresses • a realisation that the researcher is part of the research process • less concern with the need to generalise

Table 3.2 . Major differences between deductive and inductive approaches to research. From *Research Methods for Business Students* (p.127), by M Saunders et al, 2009, London: Prentice Hall. Copyright 2009 by Mark Saunders.

As illustrated in figure 3.2., generalisations are an outcome of the inductive approach and also offer the flexibility to re look at the research emphasis through the process. This is of value when the research can provide the meaning that individuals attach to a new intervention, which in this case is the adoption of gardening, as the motivations for undertaking the practice may be

varied and could potentially suggest alternative outcomes from the findings and impact on the theory.

3.3 Aims and Objectives

The methodological framework for this research will focus on a qualitative approach in line with the philosophies and approach discussed previously. To gain an understanding of the complex social phenomena that supports the theory that the adoption of horticultural practice has long term potential in a mainstream market relies on answering the "how" and "why" questions presented in the objectives. The objectives overall presented in the introduction can be summarised as follows:

Secondary data objectives:

1. To identify what is the current adoption process of a trend.
2. To investigate the perceived benefits that is motivating new consumers to adopt gardening.
3. To determine to what extent the retail industry in the UK currently understands the motivations and typologies that are turning to gardening.

Primary data objectives:

4. To describe the extent to which the early adopters of gardening derive meaning from the garden and their personal experiences of this interaction with the natural environment.
5. To determine the impact of gardening on their lifestyles and the integration of the garden into their homes and home life.
3. To determine to what extent the retail industry in the UK currently understands the motivations and typologies that are turning to gardening.

To expand further, the first two primary objectives four and five pose the questions: Why is gardening important to new consumers? How does gardening benefit the new consumer? Analysis from the research presented from both these objectives, coupled with secondary data collected will realise the final question: Has the retail sector anticipated the needs and types of new customers for horticultural products?

3.4 Research Strategy.

Formulating a research strategy is dependent on epistemological and ontological considerations as previously discussed. Whether this is qualitative or quantitative depends on this research strategy, the objectives and the data collection methods. The orientation to the role of the research from this study is the generation of theory from the research strategy employed. Qualitative research supports an inductive strategy, and this is the method that will be employed. Quantitative data collection can have its place, as a mixed method approach where qualitative and quantitative methods are employed can have its value in the overall aim of research. However, utilising a quantitative approach produces statistical generalizations where "an inference is made about a population (or universe) on the basis of empirical data collected from a sample of that universe" (Yin, 2014, p.40).

Quantitative methods will be employed as there is a need to understand the practice of gardening within context. A survey approach, typically employed in quantitative research, does not offer the researcher the opportunity to gain insights into the intervention as there is limited contact and the research process is value free.

3.4.1 Case Study Approach.

The case study approach gives the researcher the opportunity to explore the "how" and "why" questions that comes from considering whether

contemporary social phenomena will potentially be accepted and adopted in a cultural context. "What" questions are more exploratory and in this case will be addressed by secondary data analysis in the review of current literature. To define a case study as a research method there are many topics to which the method can be applied, for example,

> The essence of a case study, the central tendency among all types of case study, is that it tries to illuminate a decision or set of decisions: why they were taken, how they were implemented, and with what result. (Schramm 1971, as cited in Yin, 2014, p.15).

Here the emphasis is on "decisions" for the case study and this applicable for the research aim, as the decision making process to undertake gardening is fundamental, in addition to the case study being applied to individuals as well as communities.

However, taking a case study approach can have limitations. Flyvbjerg (2006) highlighted the five misunderstandings of case study research, one of the fundamental being that a case study is perceived as being of limited value; they need to be linked to hypotheses in line with the hypothetico-deductive model of explanation. Swanborn (2010) recognises that there is a major split between the scientific method and the case study method, and the two are labelled formerly 'quantitative' and 'hypothetico-deductive model' and latterly 'qualitative' and 'holitstic'. (Swanborn, 2010, p.12). In addition there is the view that the absence of a 'rational' methodology in comparison to a measurable scientific approach (survey) can leave the case study findings subject to harsh criticism (Swanborn 2010, Yin 2014).

Flyvbjerg (2006) outlines one of the first misunderstandings of case study research, that "general, theoretical (context-independent) knowledge is more valuable than concrete, practical (context-dependent) knowledge". The social sciences have not developed context-independent theory. Human behaviour creates relevant meaning when it is studied in in a real-life situation as it

offers a rich wealth of detail strengthening the importance of context-dependent research. This is achieved by the researcher being in proximity to the studied reality (Flyvbjerg, 2006).

Additional concerns expressed about the case study approach are the perceived limitations of the generalisations offered. The 'holistic' view, that people's behaviours toward social phenomena cannot be removed for the cause is credible, as in many cases the social phenomena to be studied cannot be removed from the environment (Swanborn, 2010). Casual models that are generated from statistical analysis are not context dependent. Analytical generalisations do not offer statistical data, as the unit or units of the case do not provide a sufficient sample size to represent any larger population; however it's an "opportunity to shed empirical light about some theoretical concepts or principles" (Yin, 2014, p.40). The case study approach is valid to this research as it is dependent on observing contemporary events that the researcher has no control over, thus making the knowledge gleaned context-dependent.

3.4.2 Defining the Case Study.

"Sometimes a 'typical' case works well but often an unusual case helps illustrate matters we overlook in typical cases. How shall cases be selected?" (Stake, 1995). As previously discussed, analytical generalisations from case studies can establish theory, and "the strongest empirical foundation for these generalizations derives from the close-up, in-depth study of a specific case in its real-world context. Such a condition usually limits the number of cases that can be studied" (Yin, 2013).

The researcher has selected the single case study approach following Yin's (2014) five single-case rationales. Yin (2014) describes the types of single-case as *critical, unusual, common, revelatory,* or *longitudinal* (Yin, 2014,

p.51). A *critical case* is not relevant to the theory to be established, as it relies on a clear set of circumstances within the case to establish the proposition. A *common case* relies on the study of an everyday situation, so this is also not relevant as there is a need to study the effects of a new intervention which has no common, everyday qualities to the social actors adopting the intervention.

A *longitudinal case* would study the intervention over two or more points in time. This will not assist in the theory development of this research, as the overall aim is to establish the long-term potential of horticulture in a mainstream market, so to take a longitudinal approach will only establish a historical perspective on the intervention, or in other words to prove or disprove that it *had* a long term impact.

The remaining approaches are *unusual* or *revelatory*. An *unusual* case study approach requires that the phenomena under investigation deviate away from everyday occurrence. This is more common in clinical psychology (Bryman, 2008). The *revelatory* case offers the researcher the opportunity to observe a social phenomenon that has previously been inaccessible to the social sciences. Research has revealed an initiative that began in Todmorden, West Yorkshire, where the community collectively developed a town wide vegetable growing concept (Dobson & Warhurst, 2014).

Clearly gardening is not an innovative social phenomenon as previously discussed. The focus of this research is on 'social actors' who have recently undertaken the practice or are likely to. However, the introduction of the activity in a community programme within a town is innovative, and studying this through the case study approach will offer the researcher the opportunity to observe an intervention that has not been previously available to social scientists in the UK. The social structure and the influence the actors have

within the town can provide valuable, context-dependent research on the impact of this intervention and its potential rate of adoption from the early adopters through to the early / late majority, or mainstream, community members. Hence the case study approach will be *revelatory.* Secondary research sources previously discussed have established that urban environments benefit from green spaces by providing individuals with distractions from modern life through interactions with nature.

3.4.3 Designing the Case Study.

The single-case study can be either holistic or embedded. A holistic design can be used where there are no clear subunits or when the case itself is of a holistic nature. Embedded case studies are when the attention is given to the subunits or subunit within a single case (Yin, 2014, p.53).

In the case in question, Incredible Edibles, the focus of the research will be the social actors who have participated in the initiative, and these will be the subunits, the individuals, who's experiences with the intervention will address the primary data objectives of the "how" and "why". Their insights are valuable to the single case, the Incredible Edible initiative, as it will offer the researcher the opportunity to analyse the meaning the individuals derive from gardening and how they have interacted with the natural environment from the community perspective. The researcher can then determine how this has impacted on their personal lives, if this experience has integrated in to their own home life, and any subsequent lifestyle changes. The unit of analysis in this case is the *group* that has collectively responded to the phenomena under investigation rather than the *community* where the phenomena occurred (Yin, 2014).

3.4.3.1 Validity and Reliability.

In line with the four key practices used to establish the quality of empirical social research (Yin, 2014), the construct validity, internal validity, external validity and reliability must be considered where relevant through the case study's design, data collection methods and analysis (see figure 3.4.3.1).

TESTS	Case Study Tactic	Phase of research in which tactic occurs
Construct validity	◆ use multiple sources of evidence ◆ establish chain of evidence ◆ have key informants review draft case study report	data collection data collection composition
Internal validity	◆ do pattern matching ◆ do explanation building ◆ address rival explanations ◆ use logic models	data analysis data analysis data analysis data analysis
External validity	◆ use theory in single-case studies ◆ use replication logic in multiple-case studies	research design research design
Reliability	◆ use case study protocol ◆ develop case study database	data collection data collection

Table 3.4.3.1 Case Study Tactics for our Design Tests. Adapted from *Case Study Research: Design and Methods* (p.45) by R. K. Yin, 2014. USA: Sage Publications Copyright 2014 by Saqe Publications Inc.

To ensure the construct validity of the research, and to ensure that no preconceived notions on the part of the researcher create "subjective" judgements, a chain of evidence will link the objectives through to the secondary and primary data sources by adhering to the *case study protocol* and to establish reliability (Yin, 2014, p.84). Internal validity will be achieved through pattern matching in the analysis, and as the case is exploratory the issue of rival theory does no need to be addressed. The external validity of the case study relates to the earlier discussion that analytical generalisations (Flyvbjerg, 2006) can be obtained from the case study approach, and for this research, Incredible Edibles (IE) will be the case to be studied. IE will assist in the realisation of the first objective: to describe the extent to which the early adopters of gardening derive meaning from the garden and their personal experiences of this interaction with the natural environment, which will answer the question: Why is gardening important to new consumers? The second

objective is to determine the impact of gardening on their lifestyles and the integration of the garden into their homes and home life, which will answer the question: How does gardening benefit the new consumer?

3.4.4 Data Collection

Yin (2014) outlines the four sections that the case study protocol should contain:

- Section A: an overview of the case study (objectives and auspices, case study issues, and relevant readings about the topic being investigated),
- Section B: data collection procedures (procedures for protecting human subjects, identification of likely sources of data, presentation of credentials to field contacts, and other logistical reminders),
- Section C: data collection questions (the specific questions that the case study researcher must keep in mind in collecting data and the potential sources of evidence for addressing each question …….), and,
- Section D: a guide for the case study report (outline, format for the data, use and presentation of other documentation ……)
(Yin, 2014, p.85-86)

Section B and C are the focus for the discussion in tis section. For the data collection procedure, contact was made with the Incredible Edible's founder, Pam Warhurst CBE. From the initial meeting (see appendix B), Ms Warhurst agreed to screen appropriate candidates on behalf of the researcher for interview in addition to the secretary, Penny Bainbridge at The Incredible Movement, York (TIM). As the personal experiences of the early adopters are at the core of the third objective, this was the main criteria for selection. The candidates were narrowed to six and interviews were arranged.

The nature of the qualitative interview offers the researcher rich detail from the interviewees responses to allow for analytical generalisations. A flexible approach to the interview structure has its advantages as the interviewer can follow the train of thought from the interviewee and potentially reveal additional issues that may emerge from the interviews. The interviews can be

unstructured or *semi-structured* (Bryman, 2008). For this particular research, the *semi-structured* interview will be used. There are specific topics that need to be covered. These topics will be used as an interview guide, allowing the interviewee to pursue topics that may have relevance to their view of the phenomena, horticulture, and their level of involvement, patterns of behaviour and attitudes to the practice.

When formulating the topics for the interviews, it is important to ensure that the questions meet the verbal line of enquiry rather than the mental line of enquiry (Yin, 2014, p.91). That is to say, that the questions asked do not betray the researcher's own thinking. In addition, as this is a contemporary social phenomena, "flexibility instead of fixation ahead is characteristic of an exploratory approach……. the odds on discovering relevant aspects and finding really interesting results is much larger than in doing research that follows routines that are already fixed and would be closed to any unexpected developments or new discourse findings" (Swanborn, 2012, p.30).

The initial questions were piloted by a critical observer and dismissed as too specific (see appendix B). It was felt that the questions were too numerous as well as being too direct by the use of the words 'why', 'what' and 'when' and seemed too formal. A more informal approach would encourage a more relaxed dialogue and encourage richer accounts of the respondents own experiences. Therefore the questions were reformatted into general topics of interest to prompt the conversation. These were "Can you describe your earliest memories of gardening", "How do you find out about Incredible Edibles?", "Can you describe what you like about gardening and how it makes you feel", and "Can you see yourself continuing to garden in the future?" This would allow the interviewee to reflect on their experience and give the interviewer the opportunity to probe further during the interview with prompts such as "in what way", "can you give me an example?" or "why is

that important?" In addition to creating general topics for discussion, the topics were created in line with the primary objectives. Please see table 3.4.4.1.

OBJECTIVE 3: Why is gardening important to new consumers?
- **Can you describe your earliest memories of gardening**
  - *To establish any previous personal experience of the practice, what this meant to them, how they felt about it etc.*
- **How did you find out about Incredible Edibles?**
  - *To establish their motivation for involvement, social contacts within the community*
  - *This is important for both objectives as their experiences needs to be put into the context of the case.*

OBJECTIVE 4: How does gardening benefit the new consumer?
- **Can you describe what you like about gardening and how it makes you feel.**
  - *To establish their current attitudes towards the practice, what this means to them, how they feel about it etc.*
- **Can you see yourself continuing to garden in the future?**
  - *To establish if the interviewee has considered the longevity of the practice.*

Table 3.4.4.1. Objectives and discussion topics. Authors own, 2014.

4. RESEARCH AND ANALYSIS

The case study, Incredible Edibles, is a complex initiative introduced initially into the community of Todmorden. Since its conception in 2007 it has established itself within the community and gained national and international recognition (The seeds of hope, 2009; A Todmorden, on se sert gratuitment dans les potages, 2012; Dobson, 2014). In addition, the initiative has been adopted or adapted by many countries globally (see appendix C).

It is not the aim of this research to track the outcome of the intervention. It can play a formative role in understanding the motives and benefits that individuals have gained from undertaking gardening as a result of this community project.

The following sections will begin by exploring the background to the project and in particular the environmental characteristics that motivated the innovators, Pam Warhurst and Mary Clear to introduce the project. The characteristics of the innovation in context will be addressed; how the community embraced the concept and why it resonated with them. The characteristics of the innovators and early adopters section will look at the adoption rate and influence sources to date, in line with Roger's (2003) diffusion of adoption process whereby the innovation is communicated through certain channels over time among the members of a social system.

The impact of the innovation will be assessed through semi-structured interviews with members of the community who have developed their interests in gardening through the project. The individuals selected for interview will be those who had limited experience of gardening prior to their involvement with IET and TIM and will look at the meaning they derive from gardening and their personal experiences of this interaction with the natural

environment, and the impact on their lifestyles. The results will be analysed and findings discussed.

4.1. Incredible Edibles, Todmorden (IET), West Yorkshire

The community initiative was conceived in 2007 by Pam Warhurst in Todmorden, West Yorkshire. Todmorden had become depressed economically; the town was in the top ten of deprived communities in the North West of England (Thompson, 2012). There had been a reduction in the population from 22,000 to 12,000 over the previous 30 years and many businesses and farmers were struggling (Warhurst & Dobson, 2014). These environmental characteristics initiated Pam Warhurst to begin the project as she felt "that everyone should live in an environment that they can enjoy" (Dobson & Warhurst, 2014, p.5). The founder initially worked in local politics and headed the council in Calderdale.

She attended a conference in 2007 for landscape architects where the issues being discussed were around climate change, sustainability and in particular the impact of the 1992 Earth Summit in Rio. A key speaker, Tim Lang, Professor of Food Policy at City University summed up his feelings with the statement "Stop growing flowers, and start growing vegetables instead" (cited in Dobson & Warhurst, 2014), which resonated with the founder, and inspired her immediately on her return to enlist the help of community worker, Mary Clear. Urban food growing has been the focus globally for a number of years. Giradet (1999) highlighted the need for cities to look at the impact they were having on the environment and in particular to look at the use of the space within. In the 1990s the Green-Up Programme in the Bronx, New York, vacant lots between housing were given to Jamaican and Puerto Rican immigrants to create vegetable gardens for their own use.

The idea of growing vegetables was not simply to achieve self-sufficiency or develop a community growing project, it was about something much bigger: "we wanted to change the world" (Dobson & Warhurst, 2014, p.9). The principle driver for Pam Warhurst was to "try an experiment to find a way of getting people to change their behaviour and secure a safer, greener future" (Dobson & Warhurst, 2014). In discussing the idea with Mary Clear, the town's community worker, Pam Warhurst and Mary Clear outlined the three key objectives of the initiative. Underpinning the proposition were three key principles:

1. *'action not words'*: the power of individual action can activate change rather than waiting for the creation of policy.

2. *'we are not victims'*: to re-establish the strength of the community that was in decline by utilising the imagination, creativity and skill set of local people through the development of localized food sources.

3. '*stop passing the buck'*: collectively to take ownership and create change from the 'bottom up'.

The three objectives that the project would focus on were *community*, *learning* and *business* (Dobson & Warhurst, 2014, p.10). These three strands, or 'spinning plates', if they could get them 'spinning' together (Dobson & Warhurst, 2014) would create a strong community through skill sharing both inside and outside of the education system, and provide work and a means of securing a future for the town's families.

The use of derelict and neglected land was the intention of the project IE, but rather than rebelling against the system, the intention was too 'bend the system' (Dobson & Warhurst, 2014). Permission was not intentionally sought unless the cooperation of the council was seen as appropriate, for example. According to Adam and Hardman (2013), much research on guerrilla gardening has suggested that the motivations of groups undertaking the

practice was largely as a reaction to mainstream culture and the 'misuse' of community areas and the thrill of illicit action. Illegally claiming neglected public or private land in the dark of night had been the focus. Other motives were prevalent as, "alongside the sense of the personal/collective thrill of the act, [it] involved doing something for the 'greater public good' which tended to outweigh any sense of illegality" (Adams and Hardman, 2013). Critically Mary Clear highlighted that in creating a kinder future then 'kindness' would underpin the project. This value has extended into many areas of the initiative, but in particular to the verbal identity they have adopted. Rather than use the term guerrilla gardening they have chosen the term 'propaganda planting'.

The project has progressed on a volunteer basis, providing vegetables and vegetable beds around the town to share with the community. Good will rather than illicit activity is at the core of the project's success. It has been shaped by encouraging a participatory democracy.

The project to date has introduced many high-impact low-cost interventions into the community. Since the first public meeting in 2008, IET has created over 40 public vegetable and fruit gardens, enlisting the help of the local police, fire station and Northern Rail. Todmorden High School is in effect self-sufficient. They grow all the vegetables for the school's catering in land behind the school following the land's 'seizure' in 2009. All schools in the area are now involved in a food-based learning programme with IE. They have also helped with the introduction of a growing programme with the social landlord Pennine Housing. There is the Incredible Aqua Garden and Incredible Edible farm at Walsden. Local campaigns such as 'Every Egg Matters' are designed to inform and educate as well as offering cookery and growing advice at community events (Incredible Edibles, 2014, Dobson & Warhurst, 2014). There are now 72 communities in the UK that have now

adopted the IET initiative (P. Warhurst, personal communication, July 3, 2014). See figure 4.1. for a summary.
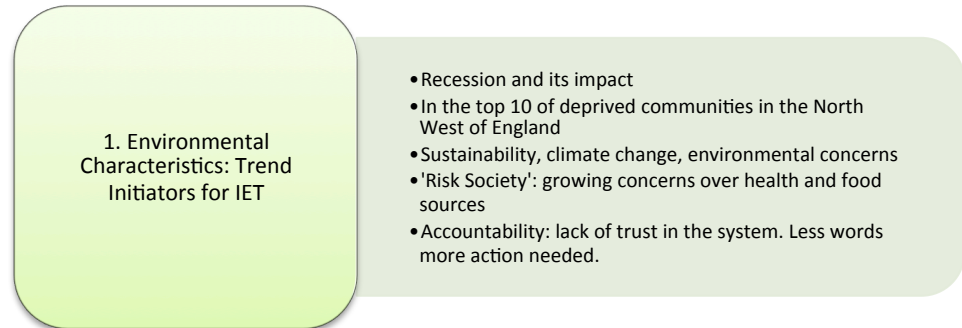
Figure4.1. Environmental Characteristics: Trend Initiators for IET. Created by the Author, 2014

4.2 Characteristics of the Innovation

As stated previously, it is not the researcher's aim to rack the outcome of the intervention, Incredible Edibles, Todmorden, however it is of interest as it has created or renewed an interest in horticulture to the inhabitants of the town and the many communities that have adopted the initiative. The previous section has outlined the environmental characteristics that initiated the project and the strategies that have been applied to the implementation of the community growing project. This section will look at the characteristics of the innovation and how they have affected the rate of adoption to date within the community.

Rogers (2006) outlined the characteristics of an innovation relative to its rate of adoption and how it would relate to the current beliefs and previous experiences of the adopters. The five areas to consider are the *relative advantage*, *compatibility*, *complexity*, *trialability* and *observability*.

The *relative advantage* according to Rogers (2006) could have an economic or status advantage to offer the adopters as well as other ways Rogers, 2006, p.229). The introduction of IE into the community was to help boost the local

economy by providing food for all following a period of economic depression

by more social investment than financial. One of the main drives was to offer

the opportunity to all; including those on the 'wobbly side of life' accessed via

social housing projects (Warhurst & Dobson, 2014). The individuals within the

community would therefore have a relative *economic* advantage by adopting

the intervention. Historically cultivation of food had become central to many

working-class families as witnessed during the Second World War (Crouch,

1997), and the impact of the recession had seen an increase in sales of grow

your own products (Euromonitor, 2013). In addition, there had been concerns

around the environment and a tendency for consumers to look for more

sustainable lifestyles and products (Future Laboratory, 2009, Raymond,

2010), The rising concerns around pollution, food sources and even the lack

of accountability from traditional institutions had given rise to a 'risk society'

(Bhatti & Church, 2004). See figure 4.2

2. Characteristics of the Innovation: Attitudinal and Behavioural

- Relative advantage: the innovation has a relative *economic* advantage
- Compatability: the innovation was introduced at the right time. The community was depressed and a need for improvements were sought
- Complexity: reduced significantly through a visible, inclusive learning process within the community
- Trialability: achieved through the social reassurances from peer to peer, the value of face-to-face communication
- Observability: achieved through the visibility of the phenomena in public spaces

Figure 4.2 Characteristics of the Innovation: Attitudinal and Behavioural. Created by the Author, 2014

The principles that underpin the IET philosophy, 'action not words', 'we are

not victims' and 'stop passing the buck' link to additional *relative advantages*

for the adopters. To 'act' allows the adopter to regain control at a local level,

'we are not victims' promotes optimism through shared responsibility and to

'stop passing the buck' would allow the adopters themselves to secure a

greener future in addition to the economic advantage and financial security. The relative advantages of the innovation are therefore **ownership**, **community** and **security**. See figure 4.2.1

Figure 4.2.1 Relative Advantages of the Innovation. Created by the Author, 2014

The *compatibility*, *complexity*, *trialability* and *observability* of the innovation influence the rate of adoption. As previously stated, the practice of gardening involves a significant change in behaviour in the long-term, so the relative advantages have to be communicated through to the available mass within the community. The success of the project itself is reliant on the individuals in the community to be willing to undergo change. The projects have utilised community meetings and schools to inform and educate the populous about the advantages, included housing associations to introduce individuals to the opportunities of gardening and the economic advantages and security for their families, and created reassurances for all through the visibility of the public growing spaces throughout not only Todmorden, but York and the additional communities who have adopted the practice.

4.3 Characteristics of the Innovators and Early Adopters

The early adopters within the IET community have played a significant role in the adoption of community gardening. The innovator, Pam Warhurst, rather than having substantial financial resources readily available relied on social

capital. There was the opportunity to provide a low cost solution to a social problem by playing on the positive value of a potentially sociable community: social capital and the norms of reciprocity. As Putnam (1993) stated, "Social capital … refers to features of social organisations, such as trust, norms and networks, that can improve the efficiency of society by facilitating co-ordinated actions" (Putnam, 1993, p.13)

As previously discussed, not all innovations will cross into the mainstream. For the idea to cross into the mainstream there had to be early adopters with high social status or opinion leadership that would introduce the principle into the community. Mary Clear, the town's community worker, had a great empathy for both the idea and the individuals in the town that would benefit most from the project. In effect, she was a Maven (Gladwell, 2000) as she provided knowledge based evaluations of the idea to inform and persuade through word-of-mouth communication. Val Morris, the Pennine Housing officer shared similar personality variables; empathy and high social status. Both acted as triggers to inform the critical mass in the community (Dobson & Warhurst, 2014). Another crucial early adopter, Nick Green, made available the knowledge and expertise to implement the correct planting schemes by using his opinion leadership and social connections.

As with Roger's diffusion process, "(1) an *innovation* 2) is *communicated* through certain *channels* (3) *over time* (4) among the members of a *social system*." (Rogers 2003, p.11), and word-of-mouth communication has fundamentally driven this through the communities. As the main aim of the initiative was to include those on the 'wobbly side of life' (Dobson & Warhurst, 2014), as the relative advantages for them would be weighted more towards an economic one, there also exists the problem that those least likely to adopt a practice are those that need it the most: the innovativeness / needs paradox (Rogers 2003). Rogers highlights the need to focus communication

efforts on the *greatest resistance*, those who are lowest in socioeconomic status and ordinarily the last to adopt due to information poor sources. The support of the early adopters listed above has demonstrated that the path of *greatest resistance* has been the case with IET. Please see figure 4.3 for a summary.

3. Characteristics of the Innovators and Early Adopters: Status, socioeconomic factors, social networks

- The venturesome innovator: Pam Warhurst, ex council leader, social capital available, launched the idea into the community
- Innovator / respected early adopter: Mary Clear, more integrated in the local social system, 'Maven', triggered the critical mass
- Respected early adopter: Val Morris, Pennine Housing, validation, critical change agent for lower demographic
- Respected early adopter: Nick Green PhD Biochemistry, advice and information, trialability factor.

Figure 4.3 Characteristics of the Innovators and Early Adopters. Created by the Author, 2014

The personal characteristics of the individuals who have recently adopted the practice of gardening through the Incredible Edible initiative will be discussed in the next section, Impact of the Innovation.

4.4 Impact of the Innovation

The intention of the study was to identify the meaning and experiences participants derived from gardens and gardening. The purpose of the interviews were to establish the individual's motivations for gardening, how they derive meaning from the garden and their personal experiences of this interaction with the natural environment, how gardening has impacted on their lifestyles and the integration of the garden into their homes and home life. Crucially, it was also important to establish if this would be a long-term activity. This forms the final part of the trend analysis framework (see figure 4.4)
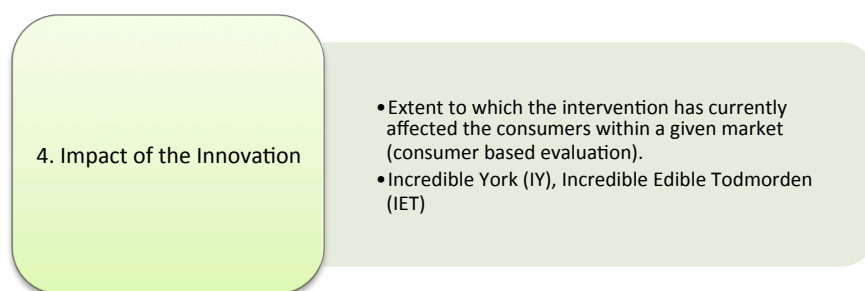
Figure 4.4 Impact of the Innovation. Created by the Author, 2014

4.4.1 Participants

Six semi-structured interviews were conducted with members of Incredible Edibles, Todmorden (IET) and Incredible, York (IY). With the assistance of the founder of the Incredible Edible initiative, Pam Warhurst and the treasurer of Incredible, York, Penny Bainbridge, participants were recruited through conversations, email and by visiting one of the working sites in York. Their participation was pre-determined by two factors: that they were relatively new to gardening and had recently started to garden through the projects. This was to ensure the validity of the title 'early adopter'. Their ages ranged from 38 to 68 years old, 4 females and 2 male. As stated by Pam Warhurst (P. Warhurst, personal communication, July 3rd, 2014), the majority of volunteers are female, so this is a fair representation of the individuals who have joined the projects. Please refer to table 4.4.1

Participant	Age/ Gender	Current status; family; garden ownership
1	43/F	Employed F/T community worker; female, single mother, 10 year old son; small paved front garden
2	38/M	Employed F/T sales executive; male, married, 3 month old daughter; small back garden
3	65/F	Retired community worker; female widowed with 2 children; small back yard
4	61/F	Retired art restorer; female married no children; no garden
5	68/F	Retired teacher; female married 1 child; no garden
6	49/M	Employed F/T company director; male married with 4 children; large garden

Table 4.1.1 . Details of the participants interviewed (*N*=6), their status and garden ownership.

4.4.2 Procedure

Due to the time constraints of the individuals approached for interview, the semi-structured interviews were limited to thirty to forty five minutes. An informal approach was maintained throughout the interviews to allow a relaxed discussion to take place. At the beginning of the interview, time was used to inform the participants of the nature of the research, collect data about the participant's age, life stage and employment status and crucially their garden ownership. Permission was sought by all interviewees for the content of the discussions to be used for research, and their anonymity was assured. The interviews were recorded and full verbatim transcripts produced. Please see appendices E – I. Four topics were established prior to interview for discussion: "Can you describe your earliest memories of gardening", "How do you find out about Incredible Edibles?", "Can you describe what you like about gardening and how it makes you feel", and "Can you see yourself continuing to garden in the future?"

4.4.3 Analysis

Pattern matching logic was employed on the qualitative data collected. To explain the phenomena of gardening, the how and why questions as to why it was currently being adopted needed to be answered. To build towards the theory that it is part of a long-term adoption process by the mainstream, the researcher needs to establish the casual links between the "how" and "why" (Yin, 2014).

To explore the rich data given by the participants would give the researcher the opportunity to look at why they had developed an interest in the phenomena and compare their experiences to establish similarities or themes. These findings or themes may have application for a mainstream market. This data could then be interpreted for retailers for use in their future

strategies. It is not the aim of this research to establish solely why this interest might have arisen, it is necessary to establish the patterns of interest and motivations to evidence its continued growth potential and wider application as a growing trend.

The individual's responses were analysed to gain an understanding of their accounts of gardening, then the groups were looked at as whole to establish patterns from the collective accounts. These provided evidence based conclusions which will be discussed in the next section.

Categories emerged from this analysis, and themes developed. Five themes emerged from the analysis and are summarised in figure 4.3.1. on page 65. These themes were part of a three stage process of analysis (Simons, 2009).

 Initially the transcripts were looked at individually to identify any prevailing categories. As well as looking for emerging concepts in the transcripts and notes taken, the recordings were re listened to in order to ensure that the emphasis and subtleties from the spoken word had not been overlooked. Some participants had not been as detailed as others in their responses but had emphasised more through the delivery rather than the vocabulary used. When the categories had been confirmed from each of the discussion topics, the connections and relationships of these emerging categories were established from one discussion area to the next. The final step was to look for analytical themes that would relate to these emerging categories.

The participant's preferences and perceptions of gardening and the values they attached to some activities more than others; how their behaviour towards the innovation was guided by their own personal goals, their social connections and individual home circumstances have provided five themes for discussion.

In the discussion, when the full example is taken from the transcript to evidence a point the relevant participant will be identified. The use of (…..) will indicate that text has been removed for brevity. If an example has been used to highlight a point within the text, then the comment will be italicised and the respondent will not be identified.

Discussion areas	Emergent categories	Themes
Earliest memories of gardening *Objective: How they derive meaning of the phenomena from early experiences*	Play / family Detachment Peaceful Observant Task orientated	Escapism
Involvement in the Incredible Edible project *Objective: The impact of the intervention with their adoption rate and understanding of the phenomena*	Space Involvement Change Knowledge sharing	Community Ownership Security
What they like about gardening *Objective: How they derive meaning of the Phenomena from current experiences and motivations*	Creativity Multi-sensory Nurturing Outdoor	Ownership Security
How they feel when they garden *Objective: The personal meaning of the experience of interacting with the natural environment*	Sharing Stress free Nurtured Spiritual Self-satisfaction	Well-being Escapism
What they think about when they garden *Objective: The personal effect of the action of interacting with the natural environment*	Detached In the moment Connected with nature	Escapism
If they will they continue to garden in the future *Objective: Their motivations and commitment to the phenomena and to establish the further integration of gardening into their homes and lifestyles*	Passion Knowledge sharing Sharing generally	Community Ownership

Figure 4.3.1: Emergent categories and themes developed from the interview analysis

5. DISCUSSION AND RECOMMENDATIONS

The following discussion is divided into the five areas identified as themes from the analysis. Evidence will be provided from the analysis to justify the emergent categories and themes. This will be followed by recommendations against the findings for the retail sector.

The five themes that have been established are:

1. Escapism
2. Well-being
3. Security
4. Ownership
5. Community

5.1 Escapism

Gross and Lane (2007) noted that gardens and gardening offered an escape route for gardeners in their younger years. However, the respondents in this research described the act of gardening in their childhood as something they were detached from, or a task they actively avoided. Some childhood gardens were described as "*wild*" or "*neglected*" or they had no access to one at all. The garden did offer the opportunity to play:

Q. Did you family go in the garden with you?
A. Yes I had two sisters…………my mum and my two sisters and we spent a LOT of time in the garden. There was a lot of teenage sunbathing, and then when we were little we were climbing the trees and we had a dog and we had puppies …………. there were puppies in the garden so … yeah … it was lovely but a bit rough! Everyone else had lovely kept gardens and ours wasn't.
(1, F, 43yr)

The garden was viewed as an area of peace even at a young age:

Q. But did you spend much time in the garden rather than gardening?
A. Yeah, well ……. I always used to get told to do something in the garden …… but sometimes I used to just go and sit down in the garden. Sunbathe in the garden. But I used to like being in the garden. It gave me peace. I liked being in it for the peace……. Yeah, sometimes I just liked being in it for that.
(2, M, 38yr)

In adulthood, the garden did provide a restorative experience. As previously discussed, the research presented by Kaplan (1995), established that 'being

away' in a natural environment and the 'fascinations' it provides, creates a diversion away from the directed attention required by a contemporary society; Attention Restoration Theory (ART). The natural environment plays a psychological role in the restoration of individuals, an escape (Kaplan, 1995, Bhatti, 2006). When the respondents were asked to describe what they think about whilst interacting with nature, their responses included comments such as "*it's a time when your mind is at its emptiest …. My worries go away*", and "*my thoughts are just drifting in an unformed way*", "*it relaxes the mind … you can get lost in it for hours*". This idea that gardening was a form of escapism was common across all respondents:

Q. So when you're in the garden what are you thinking about?
A. ……I never worry……. I'm focused on the soil……………. I think my thoughts …. I never wear gloves. I like to feel my hands …. I'm thinking very specifically …. I'm noticing the texture of the soil ……….I'm noticing the colour of the soil ……I'm just totally immersed in that plant, that soil, that … whatever…… it just transcends whatever else is happening in life.
(5, F, 68yr)

5.2 Well-Being

In addition to escapism, well-being emerged as a theme. Interacting with the natural environment created a sense of achievement and satisfaction by observing the changes that they helped to create. Interestingly, the process was likened to a maternal role "*I see it like having a toddler*" and "*It's nice. It's like having grandchildren*". The cultivation of the land is in itself a nurturing experience but it also fostered a sense of affection and created a supportive role for the participants. "*I feel myself as a support to what's happening … the something that's happening is just nature. You can help push it along on its way*". The process of gardening was described as multi-layered and multi-sensory:

Q. OK, can you describe what you like about gardening?
A. Euhm…. I love working with my hands. I enjoy working in the midst of plants, insects and animal life. I like the whole multi-sensory aspect of it; the smell, being out in the weather.
(4, F, 61yr)

A sense of well-being also came from knowing they had encouraged and nurtured the land and that the land had given them produce in return:

Q. How do you feel when you're at your veg bed, is it a similar experience you get?
A. It's similar satisfaction. You know that it's about producing something that's food which is a more satisfying worthwhile thing …. It's quite visceral feeling the joy of going home with your own food and cooking it and eating it gives me and enormous amount of satisfaction and self-satisfaction to feed my child with something we've grown together and we've just picked
(1, F, 43yr)

Q. OK, can you describe what you like about gardening?
A. The most important thing for me is to be outside. The second thing is just to watch the developments of plants. It's so exciting to watch change. Change is very exciting. And I think the third thing is to end up with a product which is either beautiful or edible …………… or useful in some other way.
(5, F, 68yr)

Well-being is created by observing and interacting with green spaces or 'green exercise' and is particularly relevant for city inhabitants (Pretty et al., 2003, 2005; Sanwick, 2009). The respondents were all urban dwellers and had actively looked for green spaces as they recognised the health benefits both physically and mentally, "*When I've finished gardening and I'm no longer tired or sweaty whatever's happened to me ….. I feel I have energy …. I feel very clear*".

5.3 Security

Security in this context is twofold. There is the sanctuary and refuge that the garden offers the individual, as well as the collective involvement of being in the Incredible Edible movement. This has given the respondents the opportunity to secure a greener future in addition to the economic advantage and financial security. The main themes from the initiative were established in the Characteristics of the Innovation section (figure 4.2.1). These themes are also apparent in the respondent's attitudes towards gardening, and are part of their motivations for adopting the practice. They have wider implications in establishing horticulture as an innovation and long-term trend. It is not the intention of this research to predict the outcome of the Incredible Edible

initiative; however the initiative has value in establishing that it too has created an opportunity by capturing the spirit of the times, the *zeitgeist*, and is part of a much wider change in attitude and behaviour. Adopting gardening through this vehicle signifies the current relevance of gardening to individuals by offering them the chance to express their changing moods and motivations.

The respondents demonstrated empathy towards the initiative and what it represents, and evoked a level of passion towards the need for change:

Q. OK, we're finished I can stop recording now?
A. Oh there's one thing I wanted to tell you – it's important ……… It was 2011, we'd had a year of the Conservative government………… and thought what's burning me up the most. What can I do? How can I spend my time? What am I really annoyed about and what can I do to make a difference? That was all to do with David Cameron and his lack of interest in the environment. It was because of what was happening. He wasn't doing anything about the Big Society. The politicians were actually damaging the environment by their neglect.
(3, F, 65yr)

Grow -your -own vegetables was a fundamental driver for the individuals, as the produce offered them a secure source of food for themselves and their families. The comments "*I feel I can grow ….. I feel so much better feeling I can grow my own thing*" and "*in terms of produce just growing your own and knowing exactly what's gone into it*" illustrate the general feelings expressed by the respondents, that the security of the food source was a key driver. This is in line with the environmental, thrift and safety concerns associated with food sources, and the threats presented by globalisation and environmental damage (Bhatti & Church, 2004; Passport, 2014).

5.4 Ownership

Similarly to the theme of security, the concept of ownership emerged as a theme from the analysis partly through the Incredible Edible initiative. The 'act' of regaining the waste land has allowed the adopter to regain control at a local level: "*I mean I quite like the subversive idea of guerrilla gardening ….*

You know when people just ………. Need to change it into something …

whether it's edible or beautiful". The importance attached to green space in

the urban environment was expressed by all the respondents whether for the

good of the community of for the well-being of the individual:

Q. So your motivation for getting involved – was it the gardening aspect or the community – other things?
A. …… I was intrigued by the fact that this was a community project that was producing, or at least hoping to produce, food that people would want to harvest themselves without cost. And I thought it was a useful aesthetically attractive way of using that space, the Peasholme Green space
(4, F, 61yr)

In addition to creating functional green spaces, four out of the six

respondents highlighted the importance of the creative element of gardening.

They saw the spaces they owned or shared as an opportunity to express

themselves: "*I like making environments*", "*to me it's my art form really*".

Sanwick (2009) discussed the need for desirable green urban spaces, or a

'portfolio of places'. The spaces would benefit society by creating places to

relax and would require interventions to help reduce the levels of 'nature-

deficit disorder' (Louv, 2005). The participants have themselves regained

control of public and personal green spaces and created their own idylls for

public or personal satisfaction.

Q. You can see yourself continuing to garden?
A. Well most certainly. I'm just so very sad I don't have a garden of my own….. I ***love*** to see green things… just love to see green things……………
I love to see growing things
(5, F, 68yr)

One area that emerged from the research was from a very practical stand

point regarding garden ownership: there are insufficient gardens and

allotments for the respondents. Only one respondent had a large garden,

three had very small yards and one had no garden at all. The five

respondents with limited or no space recognised that Incredible Edibles had

given them the opportunity to access garden spaces. Allotments were either

inaccessible or too large and time consuming:

Q. You haven't thought about an allotment?
A. Well I know because I work for the council there's a real massive shortage of allotment space and I know to get the space that I've got now ….. at the time was very difficult as there was a long waiting list and I really had to nag and nag and nag to get the veg bed there. It's very sought after the veg growing space.
(1, F, 43yr)

Other respondents were also assisting in other community growing projects in

addition to the Incredible Edible project, as well as assisting friends with their

gardens:

Q. You can see yourself continuing to garden?
A. I have no plans in my own garden to either expand or down size. It's great being part of Green Fields Gardens … euhm … well it's not really like an off shot of my garden but they are just ….. it's a communal effort and I put time into that and we share the harvest out.
(3, F, 65yr)

Q. Being part of Incredible York – has that increased our gardening activity?
A. Yes, in the sense that I have now gone on and found other places I can garden in. I now have a range of gardens that I garden in and people that garden with me. It's nice…………..I can assist other people in their garden and then I can go home
(5, F, 68yr)

Elements of the comments also demonstrate the importance of another

emerging theme, community, which will be discussed in the next section.

5.5 Community

The very nature of the Incredible Edible movement is community based.

However, the adoption rate of gardening has been influenced by the

knowledge sharing opportunity:

Q. So you really didn't know much about gardening before IET?
A. No, not at all, not a bit. No, I'm still learning now. How to cut the plants. How to treat them. Yeah, I'm still learning now. Learning slowly. But it's fun – I really enjoy doing it. Yeah, it's really satisfying.
(2, M, 38yr)

In addition to accessing more knowledge around the growing process, the

comradery of the experience was recognised:

Q. So you see yourself gardening in the future?
A. ABSOLUTELY. I think until I'm unable to actually physically do it I'll always garden………. I mean when you're in your own back yard ………… it's a

fairly solitary process which CAN be a good thing, but what's interesting about allotments is there is a degree of comradery ……. It's that same thing you get in Incredible Edibles.
(6, M, 49yr)

The community aspect and knowledge sharing was one of the main drivers for the respondents to continue gardening in the future as "*there's always so much more to learn*", and "*people are very generous in that regard*".

The altruistic nature of Incredible Edibles was also evident as the concept of helping others, who were perceived as being unable to help themselves, was common in their responses:

Q. So being involved in Edible York has given you the space to garden but not the responsibility?
A. Absolutely. That's very true. Being involved in the bed in the centre of town….. well that's given us the opportunity to share …. What it's all about. There's the bus stop and the bench nearby and there are a lot of less well-off there. There's the social services centre opposite. When we're gardening it can take forever … people want to talk to you. Tell you their gardening memories. What the plants remind them of. They take the vegetables…. We talk to them about cooking them… what they're going to do with them …. They need them…. It's what it's all about.
(5, F, 68yr)

Q. So you have a reasonable sized garden?
A. Yes … well, it's not huge … I can grow in it! Yeah definitely I'll carry on with it. Yeah, I want to get my friends … you know more people involved. I feel I can grow ….. I feel so much better feeling I can grow my own thing, it feels great to do that and help people as well. Basically.
(2, M, 38yr)

Gardens have historically given owners privacy, status, comfort and creative expression and have been regarded as an extension of the home (Brown, 2000). The respondents have demonstrated more inclusive behaviour to their gardens and gardening behaviour rather than excluding others outside of their immediate family and friends. This may be because the majority of the respondents have limited access to gardens themselves. However, as previously discussed, the trend for growing vegetables in times of war and economic uncertainty is cyclical (Crouch, 1997), but the recent interest in

incorporating this innovation into the community by sharing the results is an important part of this contemporary phenomena.

5.6 Recommendations

The overall aim of the research was to establish the potential for the further development of horticulture in the retail sector following recent trends in new consumer groups adopting the practice of gardening. This section will discuss the findings from the secondary data objectives and the findings from the primary data objectives discussed in the previous section. Based on these findings, the researcher will determine whether there is in fact a long-term trend in gardening and make recommendations on how retailers can implement the trend into their strategies.

The literature review investigated the development of trend analysis and current methodologies employed in marketing. There is limited published literature available that outlines current industry methodologies; however a conceptual framework to identify the trends in horticulture did develop from a review of existing literature (Gladwell, 2000; Wejnert, 2002; Rogers, 2003; Vejlgard, 2008; Higham, 2009; Raymond, 2010). This realised the first objective "What is the current adoption process of a trend?" and provided a foundation for the analysis of the recent trend in consumers adopting gardening. Four key variables were identified; environmental characteristics, characteristics of the innovation, characteristics of the innovators and early adopters, impact of the innovation.

A further review of appropriate journal articles looked at the perceived benefits of gardening and the motivations of individuals to undertake such a complex contemporary social phenomena to answer the second objective "what are the key motivations for new consumer groups to adopt gardening?" Themes emerged that interaction with a natural environment provide

therapeutic value to individuals (Gross & Lane, 2007), restorative benefits to counteract stress levels (Kaplan, 1995) and that green spaces and the inclusion of nature in our daily lives would improve physical and mental well-being (Louv, 2005; Gilbert, 2009; Sanwick, 2009).

In addition, it was evident that the leading area of interest for new consumers was grow-your-own vegetables who were seeking the security and reassurances that growing your own food would provide following environmental concerns and the reassurances of childhood experiences; a nostalgic movement (Euromonitor 2012). There was also evidence to support that a renewed interest in growing food was part of a cyclical trend, where consumers turn to gardening in times of war and economic uncertainty (Crouch, 1997; Raymond, 2010).

A market based evaluation established that 82% of households have an outside space but that there is a greater density of the populous in urban areas (Mintel, 2013). By 2035 23% of the UK population will be over 65 (ONS) and this is the age range that traditionally turn to gardening. An evaluation of the retail industry identified that garden specialists, predominately garden centres, were the preferred destination for consumers for horticultural products. The image of the typical garden centre shopper was older than average and currently this is the demographic that the retailers target. This research answered the research objective to what extent the retail industry in the UK currently understands the motivations and typologies that are turning to gardening.

The literature review provided a foundation for the primary research, the case-study Incredible Edibles (IE), to develop the theory that the recent interest in horticulture is a long term-trend. The key objectives to be realised

were "Why is gardening important to new consumers?" and "How does gardening benefit the new consumer?"

Themes have emerged from the research that are relevant to determining that gardening is a long-term trend. The benefits that new gardeners attach to the practice of gardening are *escapism*, *well-being*, *security*, *ownership* and *community*. Some areas are more important to these individuals than others. This *revelatory* case offered the researcher the opportunity to observe a social phenomenon that has previously been inaccessible to the social sciences. The exploratory nature of the case study can lead to unpredicited outcomes from the analysis of the data. This is true of this particular research.

With the first theme of escapism, it had been identified through a review of the literature that a return to gardening, and in particular growing food, was inspired by a feeling of nostalgia from childhood experiences. This is not evident from this research. The participants had avoided or experienced limited gardening activity; they used the garden in adult life to escape from the pressures of contemporary life. More importantly, their lack of experience meant they had actively sought advice and knowledge through the initiative. This is something that should be the focus of the services offered by gardening specialists: implementing educational opportunities.

The well-being theme emerged from the interaction with the natural environment and access to green spaces. Access to space was evident from the ownership and the community themes. Bents Garden Centre in Warrington is investing in allotments as part of its expansion programme. This is an area that can be explored by more retailers. However, recognising the limited space consumers currently have available and developing products and services in line with this, in a similar fashion to Urban Green in

the Netherlands, would be more appropriate. Developing products for small spaces should also include innovative solutions such as the vertical garden concept. This in turn would marry with the creative aspect that many of the respondents looked for in their garden ownership.

The security theme illustrated the need for reassurances about food sources which has developed from environmental concerns and a rising 'risk society'. Garden centres are looking to grow more plant stock locally (Drury, 2009), but they need to concentrate their efforts more in this area: not necessarily by producing more but communicating this to these new consumer groups more effectively.

Further research would establish the additional needs of these new consumer groups. However, the focus should be around the needs of the urban consumer as this is where growth in the market will come from. The Incredible Edible initiative has developed in urban environments and the case study has established that there have been many communities that have adopted the initiative not only in the UK but globally (see appendix B). The initiative has not created potential gardeners; the initiative has mirrored the changing attitudes and behaviours of a growing population that is seeking change.

6. CONCLUSION

As stated at the beginning, the overall aim of the research was to establish the potential for the further development of horticulture in the retail sector following recent trends in new consumer groups adopting the practice of gardening. For an idea, product or belief to manifest itself into the mainstream, to be adopted by the majority, it has to have values that are appropriate for the individuals. The primary data objectives have been realised that have determined why and how this is potentially the case; why is gardening important to new consumers? How does gardening benefit new consumers? The research gleaned from the case study confirms the motivations, benefits and values consumers attach to the phenomena.

However, for the practice to be worthy of investment from a retail point of view, the trend has to be long-term potential and be applicable to a mainstream market. There is merit in stating that it will be a long-term trend. The concern arises over the issue of space and the access to that space for the purpose of gardening by a mainstream consumer.

In the previous discussion over the success of the Incredible Edible project, it was established that the adoption of community gardening relied on social capital rather than substantial financial resources. It provided a low cost solution to a social problem by playing on the positive value of a potentially sociable community: social capital and the norms of reciprocity. "Customers clearly recognise the importance these [community gardening programmes] for creating local gardening space" (Harland, 2014).

The respondents in the case study expressed their desire to have either their own garden or more access to spaces to garden. The limitations of this research are that there potentially needs to be more available gardens for a mainstream market. The nature of a case study can lead to unpredicted

outcomes from the analysis of the data as stated in the previous section. The strong themes that emerged from the analysis around community, ownership and security confirmed the need for more gardening spaces in urban environments, so additional research needs to be conducted in this area. However, the research from this study has established that there is a desire to adopt gardening and is part of a growing trend that is moving in to mainstream markets. There is the potential for retailers to develop their products and services around the smaller urban garden and spaces that are currently available.

The research presented does offer additional value to the current knowledge and understanding of the new gardeners motivations in a commercial context. Further research does however need to be conducted in to the methodologies applied to trend and the adoption of innovations in marketing. This will be an area for the author to explore in the future.

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APPENDIX A

APPENDIX B

Introduction of research and objectives to Incredible Edible founder, Pam Warhurst

10.30 – 12.02, 03.07.2014

Pam Warhurst CBE, the Bear Café, Todmorden.

CC. Is it OK if I record this?

PW. Yes, that's absolutely fine

CC. I think you'll have been wondering why I wanted to see you.

PW. Yes

CC. I mentioned in the email that I'm doing research about horticulture and how it's developing as a trend. I'm doing research about trend analysis. Trends start from changes in politics or the environment. When these things start to change we start thinking in a different way. So these changes in the marketing environment affect us, and certain people start to change the way they think and then behave. People have now started to look at gardening particularly horticulture. I've dismissed things like decking and heavy investment products as these are linked to house prices and improving their house values. Gardening is becoming more attractive to people who have never thought about it before and this is the basis of the interest. (Researcher then draws out Roger's Diffusion of Innovation curve and explains the typologies involved in the adoption process, the percentages in a community or society, and how an innovation develops, and that the interviewee is an innovator). Your initiative, Incredible Edibles, is an innovation. And your early adopters such as Mary Clear who came on board first, knew it was a good idea and they 'influenced' the people they knew and so on. These people are then the mainstream as you see on the curve (points to curve drawn out).

PW. How really interesting

CC. Not every innovation gets past this stage (points to 'tipping point' between the early adopters and early majority on the curve drawing). When it does it's because the mainstream market is delighted to accept it but that's dependent on the nature of the innovation they've been introduced to. They know that it's right for them. With this project you're getting into this area, the mainstream market, in Todmorden. Laggards are really traditionalists, but when they see it's accepted by everyone else, they adopt it too. For them to adopt it here, in your community you'd get full involvement. You created an opportunity because, as you said in your book, the 1992 summit you could see how relevant it was going to be and wanted to apply it to your community. So without knowing it you've taken all the things I aiid before about changes in the environment and so on and taken it on board to make serious changes.

PW. This is fascinating. This absolutely tells the story and the question I have for you is what market do you think I'm in? Because I'm in a number of markets where [the innovation] can be used for different purposes. Primary market is about ….. well….. it'll be interesting to know what you think it is. But this is really, really interesting because this is absolutely how the last 7 years have felt. ……. And it's interesting that you have called them the

traditionalists who may or may not come along with us once we've got the majority. What market do you think we're in?

CC. Because of the nature of this 'innovation' your market is the community, it's the individuals within it, and the sense of community they wanted. So your main market is people. Coming off from this initiative are the products that they have created. But you have created your own 'products' such as education, learning, personal development for a lot of the people taking part. Your 'market' is to ensure long-term change in the way people live, as you describe it 'forever change'.

PW. That's right we want long term change and the tool we use is the breadth of the local food – the agenda – and whatever that might mean: processing, digging you own garden or whatever, and the outcome you get from it which is around human nature – the health they get from it, self-belief . ….. whatever. The really interesting thing is ….. not being the world's greatest reader (I don't want to get confused) but I know what I'm dealing with. The danger is not to get that laser beam too diffused and lose the clarity. If one reads too many things ….. when I look at this I think 'oh…. Bugger me isn't that amazing'. There are other things I don't go into. I was at a do a while ago at the RSA with Charles Leadbetter but he absolutely stated what you've said which is really quite nice because he's got passion and I'm also interested in the stuff he's doing around austerity really and you innovate around it which is exactly what you're saying.

CC. The environment we can't control or change but has an impact on cultures, societies and can be global or local. Because of the recession there are austerity measures in place. You are more than aware of that and have acted on it. Some people don't necessarily act in the same way. Some may stay at home and 'cocoon' or re-evaluate things around them, what they have or what they haven't got. But they change their attitude and behaviour towards things. Mary said in the book that she wanted to deal with people on the 'wobbly side of life' and with help with the gardening they can help change their lives and take control and help feel secure again. You've been brilliant at introducing opportunities along the way through the school for example, feeding them educating them. Timings important because if you'd started this earlier – five years ago, so 2002 not 2007, would it have got this far? You introduced something to individuals in Todmorden who had an available 'mass' who were ready to change.

PW. Not only that but contextually you can say the river starts to run in your direction when not only are people, some people; one, feeling the pinch, two a population feeling dispirited about the lack of leadership around them - not much of a future for their kids – a much smaller percentage but never the less important, and three a public sector that for the first time are ready to say no because there might be an advantage to it. If that would have been the case in 2002? Then no. Possibly a small percentage of people were concerned about sustainability, less so people who had enough money so were 'I'm alright Jack' so no, not that critical mass, but particularly not having the public sector behind it and being indifferent. I'm not saying that's the case as I've not tried anything within the public sector so as not to stick too many obstacles in the way to hinder progress. Now their indifference has allowed us to take over spaces because you know they can't maintain them anyway, then you start to suck in those forward thinking personalities who understand this idea of a population who will do more things for themselves and that this has got to be a good idea.

CC and also in the same way that you understand that you have driven change because you knew it was time. The individuals in the council are

also now aware that there was a need for change? (PW nods) This perspective deals with the individuals in this process and these individuals will affect the gardening trend long-term. A long-term trend tends to be 2 years plus. You've been dealing with this for 7 years, had an available mass and in the end the support of authorities who wanted to bring about change.

PW. Yes. Now this is music to my ears for two reasons. One of them may not be relevant - you may say it's not. The way that we run things is we do it with the abilities that we've got. We don't worry about the abilities we haven't got. We work on the assumption that if we need more we might get it and if not we'll carry on without it. Now the big issue we have with a bunch of people who are doing this as a bunch of volunteers we don't get many people like you, who appear and get what we're doing. Every now and then we do and we get urban or social planners, who get a load of students who can do things, which is great. Or you get somebody who evaluates social change to some extent and we've had a few of those and that's great but we've not actually helped us to tell that side of the story. This is absolutely perfect because we'll carry on doing exactly what we're doing and everybody plays in because it's a way of life, but what's important is to be able to help. I'm at the stage now, which is probably going into my comfort zone which I've been out of for a while is I can do policy change etc. but have just not had the time to do it once I know what I'm talking about. I still don't want to get bogged down into the bureaucracy but I do want to fire a few bullets in to those melees and say have you thought about this, have you thought about that. So yesterday I was down in London's town and country planning talking how to design out poverty. I was talking with town and landscape architects who I'm big fans of who feel completely disempowered. However they are fundamental in putting together a framework for our lives. I go in there and say that there's a different way. They could re define space, re prioritise, they could actually start to define what they meant by prosperity in community. Again, thinking about it as a long-term thing. There's a publication come out called dealing with innovation funded by NESTA and we put in a bid on that to talk about what we talk about. Now places like NESTA or, other foundations or think tanks who can start to bring a critical mass to that level of thinking from this very unsophisticated approach that we've got would be really quite useful so, to capture that story which is your skill set and to interpret that into something the RSA can say 'we're starting see the evidence for change, it's about trending whatever, is news to my ears. Whatever. It's just interesting. Let me get my head round this. Because for us horticulture is a means to an end what does that mean to your analysis of horticulture? …….. is there another parallel analysis that's actually about self-worth?

CC. Yes, this is about that. Now the bond with people that created this is important. From a practical point of view, understanding why people do what they do and why they don't do things ….. well, timing is critical. Rogers developed this curve by studying corn farmers. And this hybrid corn was introduced and he wanted to work out why some started to use it and others didn't. It was the face to face communication – because of their contact with other farmers they thought ….. well, he's using it ….. so they started doing it ….. then …. If you look at the types on the curve, they're [typologies] described as deliberators or sceptics …. The problem with something like horticulture it involves a significant change in your behaviour – you have to take a lot of time and training to do it. You've got the environmental characteristics of the trend as we've said, then the characteristics of the innovators, but then you've got the characteristics of the innovation. So what sort of innovation is it? Is it simple, is it complex. Horticulture is complex. The other thing it's not ….. and the way you got on with it was to your advantage and you don't realise that yet …. is it's not what they call a visible trend.

That's stuff like …. you know … clothes, cars, hair styles, and people see other people wearing, using whatever and this is the reassurance some people need to buy into it. What you did here is you *made* it visible. You needed the visibility ….. you know letting people see that they could take that rhubarb, they could see it ………. You showed them to how to do it themselves by the training …….. simple things like texting was easy and cheap. You need to understand why they decided to do it ….. get involved. It's the mass that's taking it up. It went from here to here (pointing to innovation curve) for a reason. One theory is that our lives are too busy. There's a theory – ART – that I'll explain and green exercise ….. have you heard of green exercise?

PW. Yes, yes

CC. Green landscapes, things like nature, when we look at it we're just in the here and now, it gives your brain a rest. We don't take time for ourselves and self reward, we don't make time for ourselves. They even studied the effects of green spaces on the recovery of cancer patients.

PW. Have you read the stuff by Muir Grey?
CC. No

PW. Well I did lots of stuff like this, Green Gym, William Bird. Muir Grey was an elderly Glaswegian, a much respected consultant. He was the one who introduced breast screening when no one else was doing it. But Muir invented the NHS forest which is also about putting green areas round hospitals. He did a lot of work at Alder Hay, Liverpool, all the stuff your're talking about and the recovery rates were exceptional. What's interesting to me about what you're saying is that one has a sense that experience shows you, you need something to point at. They needed something to work at and your experience says that not only does it have a historic context all these things coming together come to a point where they state to make sense and it's a richness that we've been missing. It's fantastic.

CC. Some research in a classic sense can become a controlled experiment, this isn't, its context dependent. All the individuals here get something from this that you probably don't know and they don't necessarily know why they do it. A lot of the people here are motivated because of stressful lifestyles as mentioned in the book. Patterns of behaviour result in stress. I had an allotment because I needed to get away, then I read the research and thought 'oh, that's why I do it' and it all made sense. There were certain elements that I got out of it but not everyone's the same. It can be gender specific, you know a lot of allotments holders are male, but I got the help and support of those men and the knowledge to make it work. Are there a lot of retired working men that get involved in your project?

PW No, no it's mainly women.

CC. Interesting. Well they know that what they grow is good for them, that it's good for the environment, but it's the actual putting your hands in the soil and it's what that does for you. So it's what these individuals take from it, and long term it's a big change for them. I'm sure you lost some people along the way?

PW Yes, yes we did

CC Well it's the people who take it on in the long term and then it's what they do to their own gardens, how they change their lifestyles and even how they take it into their homes. There's always a reason for

something, and the drivers behind it. Some product innovations can be status things, but we're in recession, austerity, so as this is original driver then status isn't a priority. However, for this to be long term, when we come out of the recession completely, are the people going to continue gardening – is it going to be a long term? But are they going to continue because of what it's given to them as individuals

PW Absolutely which is fundamental to why I stared it. Why I'm interested in why you're doing this which is fascinating, all the spin offs and the multiple layers and what it says in terms of the value systems. It's about shifting values, the whole thing. When we've gone through all this the question is what's your view on prosperity? If we start to re define what prosperity means in terms of enough is all we need and we start to value. The interesting thing is we didn't used to value all these things they weren't a priority so the fiscal curve came along. So this is the start of how we're think ourselves, how we micro manage things and we might re align ourselves around a different value system but that takes generations. Have you read something that's influenced me a lot? William Mc Donald, used to work for NIKE, did a lot of work with Heinz, and created the Hanover Principle. Adore the man. Heard him speak about this, and said something very close to my heart. You need to design for the children of all our species. So my line is if we as a species are only interested in us as a species we ar on a hiding to nowhere. We'll never get out heads round how we can live well in a world that environmentally severely challenged because we won't give a stuff about other species. Party politics don't give a stuff about anything but human beings. You have to contextualise how we live we don't live in isolation we live with other species and the point about food and horticulture and the environment is that we don't have to do a degree in it …. We just get out there … think 'isn't that amazing'

CC We have to make so many decisions, we've created 'contemporary stress' … we don't give ourselves the time. There are limited decisions to be made in the practice. Nurturing is what it's all about. You don't have complex decisions. Gardening halts depression.

PW It changes us and that's all there is to it.

CC Historically we turn to gardening in times of recession, I was brought up in times of hardship, I was brought up with gardening. In the 70's we grew.

PW I think we have that latent memory of the parks or allotments in the war, or every miner grew their own. Or whatever else

CC So there's two trends there, nostalgia from your childhood and it creates security. Then there's the need to. Land seizures in the war created allotments, but even after the war many of the men kept them on because of the value gardening had created particularly in the North East

PW This is interesting as an aside because looking to find people not just yourself who can interpret areas that I've never thought about, but who can take it into an arena and augment it in some way. So Gen 2 Housing in Sunderland the old housing stock – named after the penguin, why would you but it's fantastic – 33,000 homes so big, well they want to adopt the Incredible Edible model, and the reason they want to adopt the model is presumably in part because of that social model, that context that they have in their bones. And their Chief Executive absolutely gets what we do, that people are fantastic if you give them half a chance and get themselves into all manner of things. So they need to find the beginning of the thread, and the beginning of

the thread is local food. And they want to start it, and they're turning some of the land around their tower blocks in to growing, they want to get their tenants on board, do they want to grow potatoes in it – whatever else it might be. They're going to use their gardeners to work in their schools, and they want to create jobs out of it. Isn't that great, just fantastic, based around a culture that's ready for it.

CC And the fact that they're ready for it, at their tipping point. Are there 50 communities doing this now

PW. No, 72

CC So they're ready for it. It's not just the communities, it's the underlying bit, the individuals, how important it will be for them given the right opportunity. I've researched the current housing market, how many gardens there will be, but what do you do when people don't have gardens? You did the window box idea wih one estate, given them the chance to garden in the community, give them the chance to take control themselves.

PW That is the absolute key. People want to take control themselves. I guess it's taken the dominance of the State which is all well and good for the rest of it, but the complete dominance of the State in our lives and then the withdrawal of the State has got us to the point where we think, no, we can do much more ourselves. We've not suddenly given up being sociable or caring or kind, but we don't have to keep doing things for others. Increasingly that is the mind-set that will be driving this forward.

CC Rogers Innovation curve is reliant on a strong communication system for the adoption process….. face-to-face. New ideas now tend to come more form notional communities like the internet. But this doesn't help reassure and inform. Your initiative relied on the face-to-face contact

PW It was the only kind!

CC Without it you wouldn't have got the knowledge base and communication which makes your case so interesting. It gives the individual ownership and the community, to know each other, socialise, stronger sense of who you, where you live, know you have that support around you….The recent revival in baking? Because for a lot of us it had its roots with baking with granny and so on, is also reassuring and that's why we started to do it as well as knowing what was in what we were eating because you made it. You'll now find you're dealing with a lot of spin off products that have come from the initiative and they trust the source and the community.

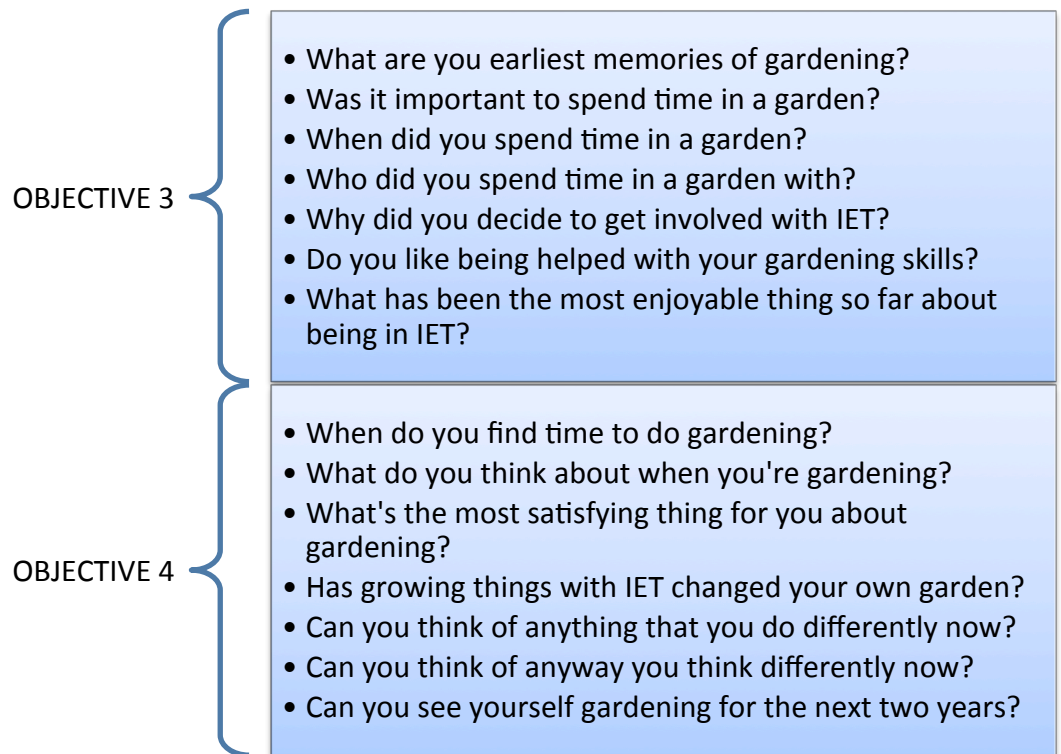PW. Absolutely! So can you explain what you're going to do?

Pilot Interview Questions

OBJECTIVE 3 (Why is gardening important to new consumers?)

- To describe the extent to which the early adopters of gardening derive meaning from the garden and their personal experiences of this interaction with the natural environment.

OBJECTIVE 4 (How does gardening benefit the new consumer?)

- To determine the impact of gardening on their lifestyles and the integration of the garden into their homes and home life.

OBJECTIVE 3
- What are you earliest memories of gardening?
- Was it important to spend time in a garden?
- When did you spend time in a garden?
- Who did you spend time in a garden with?
- Why did you decide to get involved with IET?
- Do you like being helped with your gardening skills?
- What has been the most enjoyable thing so far about being in IET?

OBJECTIVE 4
- When do you find time to do gardening?
- What do you think about when you're gardening?
- What's the most satisfying thing for you about gardening?
- Has growing things with IET changed your own garden?
- Can you think of anything that you do differently now?
- Can you think of anyway you think differently now?
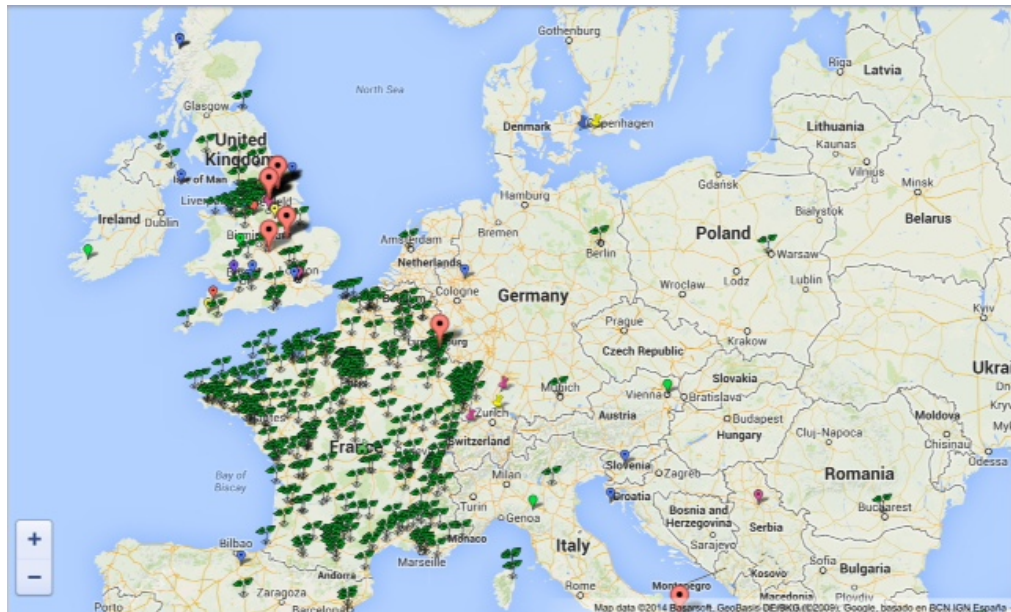- Can you see yourself gardening for the next two years?

Incredible Edible World Map
The countries who have established the principle, blog or comment on the initiative globally
Retrieved from http://www.google.maps.com

Incredible Edible European Map
The countries who have established the principle within central Europe
Retrieved from http://www.google.maps.com

APPENDIX E

<u>Interview 1- Sunday 13th July 2014</u>

43, single mother, 10 year old son, neighbourhood co-ordinator for Todmorden F/T

Q. Can you describe your earliest memories of gardening?
A. I grew up in a semi-detached suburb with a garden. The garden was neglected as my mum wasn't very interested in gardening so it was quite a wild space …. but I remember grape hyacinths …… and I remember putting grape hyacinth bulbs in my belly button as a child. This is my earliest memory of a garden. I always grow grape hyacinths because of that. We had an apple tree which we'd climb …. It was a cooking apple tree and we'd climb it. It was a bit wild and it had been left like that by the previous owners. My mum would cut the lawn …. But that was it, it was the only thing she'd do! I had a friend down the road who had a garden … and I got some dog daisies from there and I brought them home and my mum was amazed that I even knew what a dog daisy was … and she thought I was a natural gardener … I wasn't …. But that was the end of it. That's my earliest experience

Q. Can you remember how old you were?

A.I was probably … six or seven then

Q. So you enjoyed being in the garden?

A. Oh I loved it

Q. Did you family go in the garden with you?

A. Yes I had two sisters. So we were a single parent family, my mum and my two sisters and we spent a LOT of time in the garden. There was a lot of teenage sunbathing, and then when we were little we were climbing the trees and we had a dog and we had puppies a lot of the time as we bred the dog … and there were puppies in the garden so … yeah … it was lovely but a bit rough! Everyone else had lovely kept gardens and ours wasn't.

Q. How did you find out about Incredible Edibles?

A. When I first moved to Todmorden which was 2007, I was aware of Incredible Edible in as much as I knew about the veg beds and they were food to share … and that's about it. Then 2010 I started my job working for the council at the local college building and Mary Clear was my colleague so through Mary I heard her talking about Incredible Edibles and obviously found out much more about the ethos behind it and was quite into it … quite admiring about where it had all come from … what it was all about. And I started to help out …. Organise the odd thing … doing the odd thing here and there …. And then some friends of mine had a veg growing bed behind the local primary school and I thought I'd quite like a veg bed, it looked like really good fun , but at that point I just couldn't imagine having the time to do it and having a job in Bolton and commuting. But once I started working with Mary and was working locally I sort of got my head around the idea that I could maybe grow vegetables and I got a bed at the school and started growing veg as a result. It's my fourth growing season this year.

Q. You participate with other people with the veg beds?

A. We each have our own so each family has their own … euuhm …. It's a small bed, its 3 meter square … and there's probably three or four other families and friends of mine who have their own bed up there too.

Q. Do you go there together?

A. We used to but there's an issue with the school at the the moment as its going to be rebuilt so a lot of people have given up their beds as they don't really know what's going to happen. I've kept mine but … yes until this season we'd previously arranged to go up there together and the kids would play whilst we did veg stuff. It's just such a lovely space. There are a lot of houses like mine with no real garden.

Q. OK, Can you describe what you like about gardening and how it makes you feel?

A. It's a bit clichéd but its true it about nurturing something that grows .. euhm … it's about aesthetics of the garden for me here … I've got a front garden but nothing at the back just a back yard. Here it's more exclusively about aesthetics, prettiness and flowers and the satisfaction of planting something small and seeing it grow big and bloom. It's just joyful and I love it. I'm not a geeky person I can't remember their names. I get something and I plant it at the time and I can't remember their names - I don't know what they're called. But I enjoy the prettiness and the beauty of it all. I get such satisfaction out of just seeing it grow and sitting on my front bench and enjoying my garden which a bit of a strange thing as these gardens are so on the street . It's a bit of a shield because I enjoy the solitude and protection.

Q. How do you feel when you're at your veg bed, is it a similar experience you get?

A. It's similar satisfaction. You know that it's about producing something that's food which is a more satisfying worthwhile thing …. It's quite visceral feeling the joy of going home with your own food and cooking it and eating it gives me and enormous amount of satisfaction and self-satisfaction to feed my child with something we've grown together and we've just picked

Q. So you involve your son with it?

A. Yes in as much as a child of his age will … and sometimes he goes 'huh so we're going up the allotment again' but in other situations he's really proud of that. He likes the fact we're there and he ALWAYS eats the food we've grown there ….. well almost always …. we did have a bit of a caterpillar problem which put him off for a while but otherwise yeah I involve him as much as I can.

Q. Do you feel you yourself: have really benefitted from gardening?

A. Yeah definitely

Q. In what way?

A. There's something …… something stress relieving about it. I don't really know what it is ……. But there's something ……… satisfying …. It's a bit like … when your house gets in a real mess and you clean it up and you look at it and you feel great. Because you look at it .. your clean house and it's a bit like that with the garden … tidying it up… or making it look pretty or something like watching it grow gives me such a feeling of well-being and satisfaction and it's nice to be outside and it's a distraction from other things

…. It's a kind of a simple thing to be concentrating on … and a satisfying thing and it gives me a feeling of calmness. Yes calmness.

Q. What do you actually think about when you have your hands in the soil?

A. Euhmmm I might be thinking about …. Well it probably depends on whether I'm in my veg bed or my garden. Veg bed thinking is probably what am I going to grow next. There's a lot of thinking about that. What I won't grow too much of. Why haven't I staggered it? Why haven't I for the fourth year in a row staggered it so that everything doesn't come through at the same time. This is the same again this year. I've got a mountain of broccoli that's got to be harvested and eaten in the next two weeks!!!!!!! There's a lot of practical thinking about how to do it and how to structure it …. But in the garden, garden …. the pretty garden …… I don't really think about anything other than isn't this quite nice?

Q. If you could sum up in a word or more how do either of the activities make you feel? Veg or flowers?

A. Oooh, that's really difficult in one word. Euhmmm……. satisfying …………..it's …. self-satisfying. I know it seem like a negative word or phrase but it makes me feel like I've achieved … ..like I'm achieving something positive that I then enjoy and yeah it just is that

Q. And just the final bit - Do you see yourself continuing to garden in the future?

A. Yes definitely. I think I'll always do some sort of gardening however small I don't think I'll ever have a HUGE garden as euhm … as I don't think financially it'll be possible but I'll always want to grow

Q. So you enjoy the opportunity you've been given here to have additional space?

A. Yes … yes it's really valuable

Q. You haven't thought about an allotment?

A. Well I know because I work for the council there's a real massive shortage of allotment space and I know to get the space that I've got now ….. at the time was very difficult as there was a long waiting list and I really had to nag and nag and nag to get the veg bed there. It's very sought after the veg growing space.

Q. Even the beds at the school?

A. Yes, until this year when it's all been a bit up in the air with the school decision to close. But even then the waiting list was there and even for Calderdale the waiting list is HUGE for allotments. There's very few allotments in Todmorden - they're all well used

Q. Would you say how you live your life now is significantly changed by getting involved with the community and the veg?

A. It wouldn't say it's significantly changed. I live my life the way I would be living anyway, but the activity with the growing is an enhancement to my life which I really enjoy

Q. Have you enjoyed building up the skills for gardening?

A. Yeah… but there's always so much more to learn. I always feel I don't know things… but then you don't realise how much you do know until someone who really doesn't know asks you …. So yes I have learnt a lot but there's more to learn.

Q. You said you'd had a problem trying to find time to garden?

Well in the beginning I had such a long commute and a small child and I was commuting for two hours every day. So it wasn't possible then it was such an exhausting lifestyle. But now I work locally and have an older child and I have a boyfriend which makes more time and difference.

38, married man, 3 month old daughter, works in sales F/T

Q. Can you describe your earliest memories of gardening?

A. Oh, earliest memories. Well, I was probably 13 or 14. Mum used to say go on cut the grass. Cut the grass. Go and trim the edges. And basically I used to hide away, thinking oh gosh no, I want to go out and play.

Q. Were you in the garden with your brothers and sisters? Your family?

A. When I was young? I was left with just my mother when I was 8. It was for my mother.

Q. You didn't really like gardening when you were young?

A. No, I tried to avoid it! I didn't see much point in it. I used to try and get away from it!

Q. But did you spend much time in the garden rather than gardening?

A. Yeah, well ……. I always used to get told to do something in the garden …… but sometimes I used to just go and sit down in the garden. Sunbathe in the garden. But I used to like being in the garden. It gave me peace. I liked being in it for the peace……. Yeah, sometimes I just liked being in it for that ….

Q. How did you find out about Incredible Edibles?

A. Well I moved to this area – Todmorden – basically I was coming to this area ….. I came to this area … because I wanted to find a place where I could practice my spiritual beliefs …..basically I wanted to find a place where I could open up and I could start … I can find a place for meditation …. And from there …. I met Mary

Q. And she told you about Incredible Edibles?

A. Yeah, then …. But not straight away I went into it ….. but then I got the house and I started thinking about it ….. but then I started thinking about planting the garden. Not like flowers. You know something I could grow. Tomatoes something like that.

Q. Do you have a veg bed with Incredible Edibles?

A. I volunteer. Me and the wife, we go out and about to volunteer. You know, we go out and help. Yeah I like it. I'm learning about it [vegetable growing] ….. bit by bit …. Learning about growing …. Getting to know more and more. You see I feel strongly about it. You see I didn't do gardening before this. I did a bit in Cyprus. You know – looking after the orange trees. My spiritual teacher ……. He has a thing in Cyprus …. And that's where I got the passion for it. So it got me thinking about doing it and then where I could do it. Basically I came here and then I found out I could do a bit for myself here and there and so I started growing from there.

Q. OK, can you describe what you like about gardening and how it makes you feel?

A. I like being close to the earth. I like touching the earth. It makes me ….. euhm …. How can you say? Well it gives me that connection with the earth. It

gives me a connection with the earth. Being connected. I like to …… the thing that I like is the food …. The food from the garden …. It gives me so much. I don't have to go to the market. I can do it for myself. It gives me that ….such a good feeling ….. I didn't know you could grow so much …….

Q. From that I'm assuming you've converted your entire garden over to growing vegetables?

A. YEAH believe it or not I'm in the garden now talking to you. I'm putting a trellis round the garden. I keep planting things and they keep getting bigger and bigger and I'm trying to get the beds raised so I can plant more

Q. So can you tell me how gardening makes you feel?

A. It makes me feel good …. it makes me feel like …… well ……. Gives me a bit … euhm …. I'm trying to think of the words to say ….. it makes me …. When I'm in the garden and in the earth I feel good. I know that one day my children will look at that [the garden] and think wow. I think …. Well I'm trying to find the words ……

Q. Well does this help – what do you think about when you're gardening?

A. I think about? I don't think anything. I just feel peace. I feel very, very peaceful. I just think about what I'm doing as I know one day that will ……. I just think about what I'm doing …. What I'm growing … this and that …I don't think about anything really. I enjoy that peace. Actually, that's it. That's what I like the peace.

Q. So you really didn't know much about gardening before IET?

A. No, not at all, not a bit. No, I'm still learning now. How to cut the plants. How to treat them. Yeah, I'm still learning now. Learning slowly. But it's fun – I really enjoy doing it. Yeah, it's really satisfying.

Q. So where do you get your knowledge from, talking to other people about it?

A. Yeah, I talk to the teams about it. I ask them questions. How do you do this? What do I do about that. You know, it's from them basically, yeah.

Q. So do you see yourself continuing to garden in the future?

A. Yeah, definitely

Q. So you have a reasonable sized garden?

A. Yes … well, it's not huge … I'd say it's about … well it's about 4 meters by about 5 or 6 meters length. It's not big big, but well it's alright. I can grow in it! Yeah definitely I'll carry on with it. Yeah, I want to get my friends … you know more people involved. I feel I can grow ….. I feel so much better feeling I can grow my own thing, it feels great to do that and help people as well. Basically.

Q. So you clearly feed your family with it, but do you share your veg?

A. Well what I do is, when I start getting better and better and you start growing more and more I feel I shouldn't keep it to myself I feel like I should share it.

Q. So you got into it because of IET?

A. Yes, basically yes! I got into it because I was working too much and I wanted time out. Well, when my [spiritual] teacher came over he came to visit… in church ….. and Mary gave a presentation about what they do and that …. Euhm …. really that ….. it made me determined that that was what I wanted to do. So yeah, that was really a big part of it.

Q. So you know more people in Todmorden because of this?

A. Oh, yes, yes, I do and it's nice. It's so nice.

APPENDIX G

Interview 3 - Sunday 27th July 2014

65, widow, 2 grown children, retired, small back garden / yard

Q. Can you describe your earliest memories of gardening?

A. Euhmm …. Well I suppose would have been under 8, so from 2 – 8 we lived in a house with a garden. It had mostly flowers in it. So that was it really
Q. Did you play in it? Or do any gardening

A. I think we were involved in knowing how things grew and what things damaged them – that sort of thing. I can remember we had things like strawberries growing and we wanted to know how to look after them and cook them and try and make jam. Little strawberries. I think my mother was quite protective about the garden…… I think I've inherited quite a lot of that from her you know – if you've gone to the trouble of planting something and it gets damaged you've got to wait another year. So there was that feeling of cherishing what you got. I think there was an overt feeling at the time …. The other experience with my family and gardens was that they hadn't got a garden. They had a back garden and a swing. There was a bit of contrast there. With …. Euhmm …… That was my grandma - that was all she'd got. She hadn't really got anything other than a few things in pots, and no opportunity to do anything more

Q. So you played in the garden?

A. Oh we did because uhhmm ….. I think the road was quite busy – the outside road with us was and we couldn't go skipping and play football and balls in the street. Where we were stopped all that. So we didn't go in the street. Our father was handy so he made what we called a Wendy house - not what you'd call one now, it was probably what was more like an old coal shed. Similar to an outside toilet with windows in it so we used to play house in it. And ….. it was a long time ago. I haven't really thought about it for a while. I can remember some things. I can remember ….. euhm …. When it was my birthday in March so we were outside and it was snowing (laughing) why be outside in March?

Q. So you used the garden, knew about gardening and played in it?

A. Oh yes

Q. How did you find out about Incredible Edibles?

A. Euhhmm …. Well … you're talking about Pam Warhurst's Incredible Edibles?

Q. Well, yes, but I believe your set up is different?

A. I can tell you about edibles as a whole and then York? Well, up until 2011 I was doing paid community work, and I think IE was like a community based movement and I think I was aware of it through work, professionally. And I think it had a few write ups in mainstream newspapers. I think I was aware of it in York, even though I was working in Leeds. I was Leeds focused at the time. Bit I had heard about the initial meeting in York. I heard about that. Then 2 years ago I left my job. Have you heard about Green Field Gardens? Louise is the Chair – it's just off Haxby Road – it's the community gardens. And I'm just across the street from that roughly. That was one of the things I thought I'd get involved in when I packed in my job. Then I found out through

someone I had known through my job in Leeds that they were involved in that as well as Incredible Edibles. So I offered to help organise if the needed that. I came in to it from an organisational point of view

Q. It snow balled from there?

A. We have 10 trustees – responsible for running it. Membership comes from … members elect the trustees. There are 5 public beds that we have a license for, and each of the beds have a group of people who do the gardening. Say there are 6 at Peasholme Green, 6 at Wip Ma Wop Ma Gate. Then there's varying volunteers for the rest. In the autumn winter there are men who help. It depends were they live. It's hard to say. We struggle with really what it means – Edible York – what it represents

Q. Similar to Todmorden?

A. Well it is only we felt it sounded a bit over the top – the wording – hyperbole. I think we also thought that if we were part of a movement that's another aspect to it. It's not like having a franchise. Is it a department in Marks & Spencer? You know that sort of thing

Q. It's a concept for the communities involved to do what they want with the idea?

A. Yes. If you look at it the other way round [franchise] it becomes meaningless – it just becomes a list of people – a group

Q. Listening to your comments yesterday you want it to help those who couldn't help themselves?

A. Yes, when I started to get involved I went to Peasholme Green, then I saw the Wip Ma Wop Ma Gate – I thought this is a much better spot for getting to know people, those that wanted the food, those who didn't know how to cook it – haven't got cooking facilities – the usual problems. It was near to the bus stop, the bench, close to people, close to the breakfast club for homeless people. So hence there.

Q. So really IET is the originator of the idea but it's what you've done with the concept in your community?

A. To mention the formal complexities. We have got clearer about what we want with a pragmatic view to get better funding – like Gift Aid, more aligned with our purposes. More about health, education, community cohesion. We try to do a bit more around evaluation – what we're contributing.

Q. So can you describe what you like about gardening?

A. Well, partly it's the natural sequences and cycles. You're tied in it, you see it grow, you water it all that stuff…… and ………

Q. So how does that make you feel, what do you really like about it?

A. I don't really think it through …. It's not a logical conclusion …. It's more around … something you do. I like doing it. I'm trying to avoid clichés (laughing)

Q. I don't mind those – you can throw them in

A. There are lots of positives about it. It's interactive. There are lots of choices involved. Annuals, perennials, shall I put in a tree. It's got that

creative aspect to it. And on another tack, growing the food you can eat. You actually don't have to go to the shop or the market. I've got a lot of strawberries, blueberries rhubarb, things like that. I don't have to worry – I don't need to go to the shops. In the summer at least there's always something in the garden

Q. You're happy eating your own food?

A. Oh yes! What I've tried to do is to have low maintenance – not deal with seeds. I might but if I have to start watering them, that kind of thing or difficult to grow I don't bother. It's not what I want

Q. So you enjoy gardening?

A. I think it is part of my life. My friend she doesn't like gardens she thinks it's like housework and I can see what she means ….. it is like another aspect to it.

Q. You mentioned you enjoyed the creativity it offers?

A. Oh yes. But I suppose it is like housework. Like the plumb tree it sheds loads of leaves and you have to sweep them up. My friend sees that as just another thing. I see it as something to make leaf mould – put it in the green bin. To her it's Hoovering!!

Q. This might seem like a strange question, but what do you think about when you're gardening?

A. Euhhmm ……….. Sometimes I think 'oh, I've not seen that before', or I wonder 'why's that doing that?' or I might think, you're not ready……………
Q. Do you think about anything other than the gardening you're doing?
A. I think there's been times when for instance when we did the poly tunnel and we needed to clear the ground and do a lot of work – there was a lot of us and well .. that was – manual labour

Q. But when you're actually in the soil?

A. Euhhmmmm …………….. I don't really know that either. I think how I organise what I do; I do see my own garden as a task to be done. It is like housework, but I see it like having a toddler. Yes, you need to go and do things. It's …… my sister she says isn't this brilliant isn't this lovely - I don't prolong it. I say 'I need to put nets on the strawberries to cover them. I need to net the blueberries to get the birds off them'. I think I'm just pragmatic really!!!!

Q. You can see yourself continuing to garden?

A. I have no plans in my own garden to either expand or down size. It's great being part of Green Fields Gardens … euhm … well it's not really like an off shot of my garden but they are just ….. it's a communal effort and I put time into that and we share the harvest out. That's' something that I like. If I need some parsley I can just pop round the corner and it's there. So I don't have to bother. So I have that opportunity to get more heavily involved if I wanted to

Q. OK, we're finished I can stop recording now?

A. Oh there's one thing I wanted to tell you – it's important. I very much got involved with Edible York not because of the gardening – I'm not motivated by that. It was 2011, we'd had a year of the Conservative government. Like I said I'd just left the job in Leeds and thought what's burning me up the most.

What can I do? How can I spend my time. What am I really annoyed about and what can I do to make a difference? That was all to do with David Cameron and his lack of interest in the environment. It was because of what was happening. He wasn't doing anything about the Big Society. The politicians were actually damaging the environment by their neglect.

APPENDIX H

Interview 4 - Sunday 27th July 2014

61, married woman, no children, retired, no garden

Q. Can you describe your earliest memories of gardening?

A. I used to garden …. Well I didn't used to do much voluntary gardening, but used to play in my step-grandfather's extensive garden when I was quite small. And he had a gardener called Jack and I was quite attached to Jack, and I was fascinated by watching him do things like fork up the potatoes and bring in greens from the garden. I didn't really think that I wanted to do it. One of the tasks I was assigned was to dead head the daisies and I hated the slimy spent Dalia flowers. Yak. That was my earliest memories of gardening

Q. Did you play in the garden?

A. I played in various gardens – mostly with friends – and mainly with my step brother. I was happy in the garden then.

Q. How did you get involved with Incredible Edibles?

A. Ahh, let's see. I'd moved to York almost 4 years ago and I …. We were settled enough and I was looking around for voluntary work and I was thinking of things in the horticultural line. And I think I must have gone on line and found Edible York that way. I had seen the beds ….. you know the Peasholme Green bed … and I didn't know what it was about when I first saw it. But yes, it was on line.

Q. So your motivation for getting involved – was it the gardening aspect or the community – other things?

A. Well I don't have much of a garden where I'm living ad I'm not used t being without a garden so I was looking for a way to express my gardening interests. I was intrigued by the fact that this was a community project that was producing, or at least hoping to produce, food that people would want to harvest themselves without cost. And I thought it was a useful aesthetically attractive way of using that space, the Peasholme Green space.

Q. How long have you been involved with it?

A. I started last season, far less than a year

Q. Ok, can you describe what you like about gardening?

A. Euhm…. I love working with my hands. I enjoy working in the midst of plants, insects and animal life. I like the whole multi-sensory aspect of it; the smell, bein out in the weather. I like the ….. I've always been fascinated by plants, and it got me interested in it to some extent at University. It's my ….. not wanting to sound pretentious, but to me it's my art form really. To me it's more pleasing than painting or embroidery.

Q. You see it as being more creative?

A. Yes, I can be it depends on the individual – different people would say different things but for me I like making environments, I like the very accidental aspect of it very much. The way plants …. You can put a plant in a particular spot and it will move … root somewhere else it would rather be. Another plant will come in accidently, birds get involved ….. you know it sort

of thing… I'm not really in charge, the most I can do is help it a little bit. But that's satisfying to me

Q. A strange question perhaps, but can you tell me how it makes you feel when you're gardening?

A. Well, it depends on what I'm doing, the season and who I'm doing it with I would say. I would say there's a noticeable effect. When I've finished gardening and I'm no longer tired or sweaty whatever's happened to me ….. I feel I have energy …. I feel very clear. To me it feels very similar to the mediation practice that I do on a regular basis. It's something to do with being connected through my body to this environment. In addition to that it's sometimes frustrating because things aren't going so well, and then sometimes it's discovering things that are really wonderful, learning something. So, you know it's not really one feeling or effect that it's having on me.

Q. So when you're in the garden, hands in the soil, what are you thinking about?

A. Euhmm …. Well sometimes my thoughts are just drifting in an unformed way, sometimes I'm actively using my meditation practice so I'm actually using a mantra, sometimes I'm sometimes very focused on the task in hand so it's very concentrated – strong concentration. Sometimes I feel boundaries between me …. The whole environment.. it feels very permeable, so I feel a strong sense of myself in opposition to everything else

Q. So it's a cleansing process? You're thinking in the here-and-now?

A. Well, I mean and I'm sorry to make it complicated but I wouldn't use the word cleansing, but being in the here and now is something I try to do anyway, but sometimes you're definitely planning ahead. Oh, gosh, I've got this plant out of the ground what do I do with it kind of thing. Or oh dear, there's the phone ringing. It's almost like any other activity in a way. If you're cooking at a stove there's all kinds of ways yur mind could go with that kind of experience so it's not any one thing. In general I find gardening a very positive experience, very grounding, and I don't mind that being a pun – pun intended really. It can be therapeutic, but it's also a lot of hard work and it ca be frustrating and tiring and one wonders why one's bothering – you know

Q. You can see yourself continuing to garden?

A. In fact when I gave up my garden in Rhode Island and we moved to the centre of York there was no garden. I thought 'oh well, been there done that' and it was other people who said you can't not do that – it's part of you' which is true. And it turns out it is part of me and I just can't get away from it.

Q. Being part of Incredible York – has that increased our gardening activity?

A. Yes, in the sense that I have now gone on and found other places I can garden in. I now have a range of gardens that I garden in and people that garden with me. It's nice. It's like having grandchildren – ultimately at the end of the day they're not my responsibility – I'm not responsible. I can assist other people in their garden and then I can go home

APPENDIX I

Interview 5 - Monday 28th July 2014

68, married woman, 1 daughter, retired, no garden

Q. Can you describe your earliest memories of gardening?

A. I think that would be with my father and my uncles. They're fairly random memories. I can remember digging up potatoes with my uncle, putting them in a bucket, stirring them in water and fishing out the potatoes that we would then eat for lunch…………… I can remember that. I can remember picking blackcurrants with my grandmother. I can remember pottering in the garden with my father but nothing specific ………. but his joy of coming back from holiday and seeing his carnations out. I've got all of those memories from different parts of my childhood and family – it was important to see what was happening and what was growing.

Q. Did you play in the garden? Enjoy it?

A. Yes, I did. We had a muddy stream ………. Well …..because it was more of a gully – a drain probably – and I'd play in that …….. but me and water and mud went together extremely well.

Q. You enjoyed being in the garden?

A. Always!

Q. So how did you find out about Incredible York?

A. Euhmm, Edible York has been ….. well as I live in the centre of York, I've been watching the beds develop, but because I was working until just recently I knew I couldn't get involved, but as soon as I was free and able to help I went. I went to the meeting, I listened to what they were doing …… I no longer want to go to meetings, I don't want to be on committees – that's just a backlash after all the years of work and so I decided I wanted to be a worker. In the winter I worked on one bed which needed a lot of work doing to it and then when I could see the bed that you met me at needed help I elected to do that. In the interim I work on other beds. In town everybody works on the same hours – Saturday – but the other is another part of the city and that's on a Thursday so that's great I've got 2 gardening opportunities a week

Q. Ok, can you describe what you like about gardening?

A. The most important thing for me is to be outside. The second thing is just to watch the developments of plants. It's so exciting to watch change. Change is very exciting. And I think the third thing is to end up with a product which is either beautiful or edible …………… or useful in some other way. In part it might be decorative …………. It's so rewarding..

Q. Can you tell me how it makes you feel when you garden?

A. Oh **very** relaxed and happy! Those are the key responses I would have. I would anticipate the opportunity even if it's wet…………. Doing something terribly creative …. I feel myself as a support to what's happening … the something that's happening is just nature. You can help push it along on its way.

Q. So when you're in the garden what are you thinking about?

A. (long pause, reminder of the question) ……… well it's certainly a time when your mind is at its emptiest …….. my worries go away …..I never worry……. I'm focused on the soil…………… I think my thoughts …. I never wear gloves. I like to feel my hands …. My hands are permanently dirty ….. I'm thinking very specifically …. I'm noticing the texture of the soil ………I'm noticing the colour of the soil ………… I'm trying to recognise plants and weeds ………… I'm looking at ….. I'm just totally immersed in that plant, that soil, that … whatever…… it just transcends whatever else is happening in life.

Q. You can see yourself continuing to garden?

A. Well most certainly. I'm just so very sad I don't have a garden of my own….. I would dearly love a garden of my own……. I've got this teeny weeny little square meter at home and a few square pots. It's not the same…………….. Not the same……. I mean I've filled it so I can look out on something …. Evergreen things and I've put out a few flowers in in the summer………… I *love* to see green things… just love to see green things…………… I love to see growing things

Q. Have you thought about an allotment?

A. I don't want an allotment. My husband isn't a garden. I don't have a shed. I don't have anywhere to keep tools. I would share an allotment with someone but on the basis that I want to come and go – I want to be a free spirit. You know having been absolutely tied to work for all these years I need to have the freedom to go. My husband is not well so he would never be able to support me in a garden and an allotment if it gets neglected ……………it matters…………. It matters to people nearby. I would have to find a very understanding partner. I do help people with bits and pieces that they need doing in their garden. You know I've got a friend who has an enormous garden and I'm happy to help her. And I think if I prompted her she'd have me going regularly but again I'm not sure if I want that level of commitment…………… If it was my own garden it would be different

Q. So being involved in Edible York has allowed you to share?

A. Yes, that's great for me.

Q. So being involved in Edible York has given you the space to garden but not the responsibility?

A. Absolutely. That's very true. Being involved in the bed in the centre of town….. well that's given us the opportunity to share …. What it's all about. There's the bus stop and the bench nearby and there are a lot of less well-off there. There's the social services centre opposite. When we're gardening it can take forever … people want to talk to you. Tell you their gardening memories. What the plants remind them of. They take the vegetables…. We talk to them about cooking them… what they're going to do with them …. They need them…. It's what it's all about.

APPENDIX J

Interviewee 6 – Tuesday 30th July 2014

49, male, married, 4 children, full time; company director, large garden
Q. Can you describe your earliest memories of gardening and gardens?

A. Having grown up in a city [Richmond, Surrey], my earliest memories of gardens would be public gardens, communal gardens, having grown up in a flat ……. So we didn't have a garden as such …… well we did but it was shared …. And as kids it was very much frowned upon to use them for anything but standing in and looking at things. So it would be the communal gardens or the Royal Parks of London where you could do anything like play football of charge around. Euhmm ………….. they had more manicured gardens, which were more horticultural in nature ….. and inevitably had a greenhouse or greenhouses with tropical or semi-tropical plants in them ……. So that'll be earliest memories. But we were very fortunate to live in a part of London that euhmm………… had lots of these sorts of communal gardens as well.

Q. Did you play in anyone's gardens?

A. Anyone's gardens? Very rarely …………. Very good friends of mine lived in a maisonette so they didn't have a garden. Some other kids I knew also lived in flats ………….. some other friends did have a garden …………………….. But they lived very close to the park ……. So we tended to go to the park……and not the garden. I'm just trying to think ………… If we were ever in someone's garden it was always with adults and generally ………. it was a get-together for the adults who happened to have children so it might be a meal in the garden in the summer

Q. So if you played outside it wasn't necessarily in someone's garden then?

A. NO no, it would be in municipal garden or a Royal Park of London or along a river front

Q. So you would like to be in a garden?

A. We were aware of them because we could look at the very leafy parts of London, and London despite being a massive city has a garden or gardens close by. You know it's one of the greenest cities in the world…… euhm…. So I was aware of lots of gardens, we looked down on them from our flat. There were two gardens of contrast. One was a gentleman who had been in the Navy and he had a rectangular piece of grass that had been manicured within an inch of its life and his was all about bright colours in square beds. And then there was a lady who lived above him and she had the other garden …. And she was a painter and had spent many years living in Madagascar I think ….. euhmm …… and her garden was really asymmetrical …. And she had shrubs and things like that - more subtle. As a young kid I really liked the confection of the bright garish colours

Q. So how did you find out about Incredible Edibles?

A. I think that would have been through media…………… I think it was through a celebrity ………….. like Hugh Fearnley-Whittingstall through River Cottage ………publicising it on television…………… Yes, I think that was when I was first exposed to it. I haven't been involved with it for hugely long. I mean I'm quite …. I mean I quite like the subversive idea of guerrilla gardening …. You know when people just ………. Need to change it into

something … whether it's edible or beautiful. I think preceding that was when I've heard of people in the middle of the night going to the central area between a dual carriage way and plant it up. Obviously not with edible produce but just something visual.

Q. So next question; what do you like about gardening?

A. Oh……………. That's multi-layered ……euhm …….. it's the physicality and that in turn ……………. certainly spending most of the time in an office based job, the physicality of it and that how that relaxes the mind. The outdoor nature of it ……again because a lot of what I do is office based …………. And I'm not particularly bothered about the season. The creativity of it and also in terms of produce…………….in terms of produce just growing your own and knowing exactly what's gone into it and the varieties that aren't necessarily ….. and increasingly so ……… that you can't find in shops and supermarkets …………… so yes, I think it's the multi-layered thing. You so can …….. even in a small garden, you can get lost in it for hours, and if the weathers really nice …….. well …….

Q. And the next question is when you're gardening what are you thinking about?

A. Again, I think you can just let the mind ……. loosely wander. Sometimes you can be looking at the plants, then the weeds, the seedlings ……….. The plants you want to keep, recognising that ……..euhm …….. Whether you're deadheading, pruning, cropping ….. often it can be ……….. Inevitably your mind can wander so it's very good in that respect……………. It's difficult to say …………… difficult to say….. I think it's focused on what you're doing at the time …….. the mind - it doesn't really matter, your mind just drifts off.

Q. How do you feel overall about gardening?

A. Very, very passionately. I think it's …………. I love it

Q. So you see yourself gardening in the future?

A. ABSOLUTELY. I think until I'm unable to actually physically do it I'll always garden. Absolutely. Yes. As I said before, I get so much out of it on so many levels. From …………….. euhm ……….. I mean …….. gardening in the context of say a creative process - the effect has an effect on nature….. euhm …………. From your own garden to ……… I mean years ago I used to have an allotment …………. I don't anymore partly because of time ……….. but euhm ……….. I mean, well, that's the other thing that I didn't mention before but it's the comradery of it ……. I mean when you're in your own back yard …………. it's a fairly solitary process which CAN be a good thing, but what's interesting about allotments is there is a degree of comradery ……. It's that same thing you get in Incredible Edibles …………… joined together by that same thing, a common interest and a common purpose and an exchange. Because people are very generous in that regard: whether it's time or produce, or lending equipment, or their experience and expertise. You know there's always someone with a lot more experience in a particular area than you that's more than willing to demonstrate that expertise.