



FORTY HALL VINEYARD

— L O N D O N —

SOCIAL IMPACT REPORT

2009 - 2014

Cultivating a happier and healthier community



Contents

Forward from Marissa Zoppellini (chair)	3
Our first five years	4
Our social impact	11
Health & wellbeing	14
Employment and training	18
Community	22
Environment	24
Our wine	26
A sustainable future	29

Foreword from Marissa Zoppellini (chair)

I am so proud of the project at Forty Hall Vineyard and hope you will find our first social impact report informative.

Work at the vineyard can be quiet or accompanied by light-hearted chat and laughter. Sometimes deep conversations can take place allowing one to share a problem or take encouragement from another's experience. Most of the time we work with people not knowing what problems they may have; the therapy is more subtle than volunteers being labelled and dealt with in a prescribed way.

For me, the vineyard is a metaphor for life. A long-term project with hiccups and successes along the way. Standing at the field entrance looking at thousands of vines in need of attention can be overwhelming but gradually we make progress and move forward.

When grape production increases, we will have the financial security to continue to provide opportunities for people to connect with nature. In the meantime, we are grateful for past and future support in our journey to that point.

Thanks are given to our supporters in the report and I would particularly like to thank Sarah Vaughan-Roberts for her conception and inception of the project and for setting the tone of such a caring and respectful culture at the vineyard.





Our first
five years



Who we are

Forty Hall Vineyard (FHV) is an award winning, not-for-profit social enterprise and London's only commercial-scale vineyard. Situated on 10 acres of beautiful organic green space at Forty Hall Farm in the diverse London Borough of Enfield, we are community-led and inclusive.

We provide supported outdoor horticultural activities for local people, including many vulnerable adults and marginalised groups. Through involvement in our grape growing and wine making activities we help people improve their mental wellbeing, encourage personal development and develop skills for further training and employment. We aim to build a thriving social enterprise, strengthen the local community and enable all kinds of people to live happier, healthier lives.

Our vision

Our vision is to help build a community where everyone has the opportunity to be happier and healthier. Our vehicle for achieving this is our community horticulture project and wine production.

We aim to be an award-winning wine producer and to become a market leader in the production of the highest-quality organic still and sparkling wines.

We will use the surplus income from wine sales to provide ecotherapy (green therapy) for people with mild to moderate mental health support needs and to offer more opportunities for inclusive volunteering, learning and skills development.

Our story

Forty Hall Vineyard began in 2009 with the first acre planted by over 100 volunteers. The vineyard was founded by Sarah Vaughan-Roberts in partnership with Capel Manor College. The idea combined Sarah's interest in horticulture and wine with her passionate desire to enable others to experience the social and therapeutic benefits of outdoor activity. Capel Manor College continues to provide the land, office space and professional support.

In 2010, Forty Hall Vineyard constituted as a not-for-profit limited company and were awarded start-up funding under the Lottery's *Local Food* Initiative. Our volunteer numbers grew steadily over time and we began a programme of volunteer training and support. Enlisting the best of the quality English wine community to guide and train us, our grape growing expertise rapidly developed. By 2013, we had established 10 acres of organically managed vineyard.

We had our first small but successful harvest in 2013. Our first vintage, *Forty Hall Vineyard Ortega* 2013, produced by award-winning organic winemaker Will Davenport, was launched to great acclaim in spring 2014 at the Real Wine Fair – a prestigious international wine event. A second small harvest in 2014 again produced beautifully ripe and disease-free grapes. Our second vintage, *Forty Hall Vineyard Ortega-Bacchus* 2014 wine, will be released in spring 2015 and our first ever vintage of *Forty Hall Vineyard London Sparkling Brut* is due for release in the autumn of 2015.

“For a first vintage it has delicious mouth feel, good texture, a lovely floral note and a fresh finish!”

Doug Wregg, Les Caves de Pyrenes & Real Wine Fair Organiser

“The people involved can be proud of themselves. It's inspirational!”

Bill Green,
Slow Food London

Our activities

We provide volunteering opportunities and activities that have therapeutic benefits, build skills and confidence and provide a chance to socialise.

Since 2010, **over 140** volunteers have been registered with us and have worked in every aspect of project and business delivery, management and planning. Volunteers are the lifeblood of our organisation and we could not operate without them. We are particularly proud of our inclusive volunteering team, which includes volunteers with a range of additional emotional, social, learning and health needs.

Volunteer activities include:

- planting, pruning, harvesting and maintaining the vineyard
- team leading and peer mentoring
- fundraising and project delivery
- planning social activities and organising events
- staffing our stalls at wine and food events
- administration, press and publicity
- serving on the Board

Our volunteers benefit from a high quality programme of volunteer training, including accredited courses, which enables them to develop their skills and capacity and to take on extra responsibilities including peer mentoring and leadership roles.

Between 2011-2014 we delivered **10 funded projects to over 300 beneficiaries**. Our Fine @ the Vine ecotherapy pilot project included work with individuals with depression, families at risk, Asian women experiencing mental distress and isolated adults with learning disabilities.

Volunteer-led projects included:

- Capital Bee bee-keeping project
- Clay oven building project
- 'Walking for Health' walking group
- Active At 60 artist-led willow weaving workshops

Many project beneficiaries have since become volunteers at the vineyard or other environmental projects, or have gone into training or employment.

“Fine @ the Vine engaged people with mental health problems in innovative activities, such as vineyard management and wildlife surveys. They were successful in supporting people from a diverse range of communities and a survey of 160 participants showed that 7 /10 had built their social capacity.”

Tony Li, Senior Project Officer at Mind

Awards and recognition



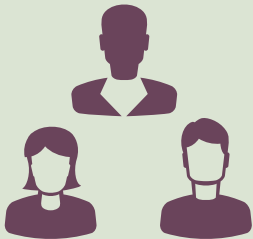
RSA Trust Start Up Business of the Year 2011



Local Food Hero for volunteer Mark Mendes 2012



Winner: Exceptional Contribution to the Local Community, Enfield in Bloom 2012, 2013 and 2014



Investing in Volunteers UK Quality Standard achieved 2013



National Finalist Local Food National Recognition Awards 2013



Highly Commended City Bridge Trust Growing Localities Awards 2013



RSA Trust Green Business of the Year Enterprise Enfield 2013



Environmental Management System BS8555 Standard achieved 2013, supported by Green Light North London



Finalist Mayor of London's Team London Award 2013



100 Hours Awards achieved by over 20 volunteers in both 2013 and 2014

“The year round tasks always bring new challenges which we solve by pulling together our huge skills base. To have our organic wine on the table is the best reward we could have.” Volunteer 2014



2009-2014 in numbers

142 registered volunteers

35 vulnerable adult volunteers (25%)

Over 16,000 volunteer hours invested

£100,000: the cash value of volunteer investment*

243 volunteer training places

22 training courses

25 social events

14 community team events

Links with **20** local groups

30 corporate team events held

90% of current volunteers have been with us for more than a year

* based on an average minimum wage of £6.20 / hour



Our social
impact



Measuring social impact

We use a variety of mechanisms to get feedback to make sure we continually improve our activities and training.

These include facilitated quarterly planning meetings, annual review meetings, anonymous questionnaires, one to one interviews, exit interviews and feedback forms for all training sessions.

Who benefits

Our services are enjoyed by a wide range of people including retired professionals, young people, adults with learning

difficulty and others living in the local community, all working side-by-side. We believe that everyone can benefit from a bit of 'ecotherapy'.

We encourage participation from people with additional support needs including people dealing with stressful life changes like depression and mental distress, physical illness, bereavement, unemployment, social isolation, family or relationship problems. We have run projects to specifically target adults with learning disabilities and difficulties (over 50 beneficiaries) and other marginalised groups (e.g. families at risk and Asian women with mental health support needs). We work with a number of local support organisations who refer independent people with learning difficulties and learning disabilities and people with brain injury.

Social impact – volunteers experience

The vineyard is a beautiful and very special space in which to spend time. The culture is warm and welcoming. In an attempt to capture what it is that people find special about the vineyard, we

asked volunteers to list the key words that they felt best described the culture and atmosphere of the vineyard. The word cloud below illustrates the feedback from this exercise.





Health &
wellbeing

The borough of Enfield has the 12th highest rate of depression in London and is home to more than 30,000 adults living with a mental health disorder (measured 2012), so there is a high demand locally for services like ours, which improves mental health and wellbeing.

Our venture is based on the theory, now backed by research, that being involved in purposeful work in the outdoors with others promotes physical and psychological healing and resilience (Feeling Better Outside, Feeling Better Inside, MIND 2013).

The effectiveness of ecotherapy (or green exercise) is now clearly evidenced and recent research undertaken by the University of Essex identified the following broad health outcomes of ecotherapy:

- Improvement of psychological wellbeing and self-esteem
- mental and physical health benefits
- greater social networking and community connectivity

At Forty Hall Vineyard, we aim to promote wellbeing, defined in Department of Health guidance (2010) as “a positive state of mind and body, feeling safe and able to cope, with a sense of connection with people, communities and the wider environment.”

Using the unique resource of a ten-acre productive vineyard, we provide safe, supervised volunteer sessions in peaceful green setting, easily accessible from Enfield and elsewhere in London.

Our aims and activities support many of the key recommendations highlighted in the London Health Commission's 2014 report to the Mayor of London such as encouraging Londoners to engage with their own health care.

I was struggling a lot; working in the outdoors takes my mind off things, makes me feel more positive and has improved my mental state.

Volunteer



2011-2013 surveys:

68% felt more positive

79% felt more connected to nature

86% felt more socially connected

61% felt physically fitter

2014 survey:

58% had improved mental health and wellbeing

47% felt more confident

52% had greater self-esteem

68% felt that their range of friendships had increased

Other benefits reported by volunteers include respite and support for carers, and a sense of purpose, achievement and participation.

“Being outside at the vineyard is priceless. I always feel better after a visit and it clears my head and gives me respite.”
Volunteer and carer

Dan

Dan has been volunteering for us for five years and helped to plant our first acre of vines.

“Living with schizophrenia, I have found working at the vineyard has been an important part of my journey back to health. Green therapy at the vineyard worked for me and I have seen improvements in others. Coming to the vineyard gives structure to my week and gets me out of the house and into the fresh air. I enjoy working and socialising with the other volunteers - good for body and soul!”

Dan is now a Team Leader, running volunteering sessions and mentoring new volunteers. He jointly ran our stall at the Real Wine Fair in April 2014, offering tastings of our first ever vintage and telling the FHV story to wine critics, journalists and international winemakers.

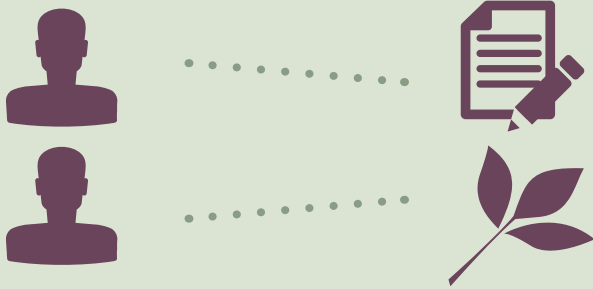




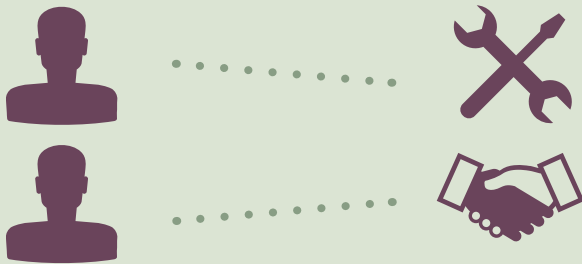
Employment &
training

Our volunteers have the opportunity to develop and be trained in a wide range of skills, from horticulture to leadership, promotions, management and administration.

Not only do our volunteers gain employability skills and greater self-confidence, but they can springboard into new opportunities, via our supported routes into employment and volunteer opportunities



Two previously unemployed volunteers have gone on to full time education at Capel Manor College and employment in horticulture related work.



Another two have gained full-time employment in non-horticultural settings, benefitting from references from us and from contacts made as a result of networking with other volunteers.



Ten FHV volunteers have also taken up additional volunteering opportunities with Forty Hall Farm, Forty Hall Orchard project and with LB Enfield parks department at Forty Hall.

Our volunteers say their skills, confidence and employability have improved as a result of their involvement with FHV. This includes:

- improved vocational skills and greater employability (40%)
- improved social and communication skills (65%)
- participation in planning, decision making and management
- greater self-confidence from skills development

“It helps give a focus to my week. It gets me outside and working. I always feel better mentally and physically after a session.” Volunteer



Claire

Claire started volunteering with us in 2010, after leaving her job as a lawyer:

“At that point, I was struggling with anorexia, which had taken control of my life. Each day had become incredibly painful mentally and physically. Those few hours working outside in the vineyard with the other volunteers [were] like a saviour to me.”

Here, she stumbled across her “passion for viticulture and horticulture”, gaining hands-on vineyard experience and knowledge, which was furthered by starting a horticulture course at neighbouring Capel Manor College.

“Three years down the line, both my health and my career have made huge leaps forward.” says Claire. She now works as Head Gardener & Vineyard Manager on a large private estate, redeveloping a four-acre walled garden and managing a two-acre vineyard – combining her twin passions of viticulture and horticulture.

“I will always remember how much my time spent volunteering [at FHV] helped me turn things around for the better.”





Community

Our work with volunteers not only affects social change on an individual level, but benefits the community more broadly. We work closely with our partners to empower individuals and increase their capacity and skills, whilst building a community asset.

Our venture is based on the theory, now backed by research, that being involved in purposeful work in the outdoors with others promotes physical and psychological healing and resilience (Feeling Better Outside, Feeling Better Inside, MIND 2013).

To target our services to those most in need we work closely with a number of local community groups including the Enfield Clubhouse, Enfield Saheli Women's Group and Enfield One to One, Enfield Mental Health Users Group, Enfield Parents and Children, HILT (formerly Hackney Independent Living Trust), as well as local social services and NHS mental health teams. We also work with youth charities including The Challenge Network, Orange Rock Corps and Enfield Scouts.

“This project has been a huge benefit to all who have been involved in its delivery – it has helped reduce social isolation and exclusion and encouraged participation from a wide range of communities.”

Niki Nicolaou, Voluntary Sector Manager,
VCS Team, Enfield Council

We work closely with the farm and cross refer volunteers and we continue to benefit from professional and other support from the College.

FHV is a proud part of the local community of Enfield, and is partnered with Forty Hall Farm – where we are situated – and neighbouring Capel Manor College.

Community benefits of FHV include:

- increased local opportunities for volunteering and skills development for vulnerable adults and people from deprived communities
- greater community involvement in civic and environmental action
- healthier, stronger, more resilient and more connected communities
- enhanced local civic pride and sense of place (being part of a unique project in London and the UK)
- reduced stigma of residents with mental health support needs
- greater understanding of mental health issues and how they affect us all
- increased social cohesion as volunteers from a wide-range of backgrounds work together.

“We always have a productive session, raise our spirits, feel that we have all contributed and learnt a good deal about ourselves and each other.”

Volunteer



Environment



We care for the environment and are committed to ensure that the vineyard develops in an environmentally sustainable way. We work hard to lower our carbon impact in all aspects of our work.

We were awarded the Green Business of the Year 2013 by Enterprise Enfield and used the award to purchase horse drawn vineyard equipment from Italy to help us reduce our use of the diesel-powered tractor.

All of our vines and wines are certified as organic by the Soil Association and we are gradually introducing biodynamic vineyard management.

We also achieved the Environmental Management BS8555 Standard in 2013, with the support of Green

Light North London, which helps us monitor and improve our environmental performance. We grow grapes naturally, with as little intervention as possible, so that the wine produced from these grapes best reflects the terroir, the unique characteristics of the place, the soil and its microclimate. We do not use synthetic fungicides, herbicides or fertilisers. This encourages sustainability, biodiversity and natural balance. We are part of an exciting hub of organic food production based at Forty Hall Farm, which promotes and celebrates local, sustainable food. The farm is working to use energy and water more efficiently and to reduce the amount of waste created and energy used on site.

“I love it at the vineyard. I feel at one with nature. It’s the highlight of my week! I am the outdoor type.”

Volunteer 2012

Irina

Irina moved to the UK from Russia with good horticultural qualifications, but her lack of English and of local networks meant that she had not managed to get any paid work.

She arrived one day at the vineyard tearful, isolated and lacking all hope of ever getting work. She wanted to meet people and to be working outdoors. A hard-working and very skilled volunteer, she quickly settled in, becoming a key member of the team and making new friends. Fellow volunteers helped Irina with her CV, and her language skills and her self-confidence improved hugely.

FHV used local contacts and secured Irina a volunteer placement with LB Enfield parks team on the Forty Hall Estate where she flourished. Irina now works full time for the Parks Department in Enfield, and had just won her first award from her new employers for her outstanding work!

“I enjoyed every single [volunteering] session and miss everyone.” says Irina.





ORTEGA 2013
FORTY HALL VINEYARD
LONDON
Produced in England

Our wine



We grow five varieties of grapes: Ortega and Bacchus for still white wines, and the three Champagne varieties Pinot Noir, Pinot Meunier and Chardonnay for our traditional-method sparkling wines.

Vineyards take time to establish, and ours is growing steadily. We reaped our first small harvest in 2013, made our first organic white wine in 2014 and our first sparkling wine is due to be released in 2015.

As the supply is still limited we only sell currently through a sponsorship offer, which also includes event invitations to the sponsor such as wine tastings and tours around the vineyard.

As our capacity expands, the future for our wine sales looks bright, as there is a growing market for local and artisan produce, as well as organic and low-alcohol wines. Consumers increasingly want to support socially conscious brands. When our production levels rise, our wine will be sold directly from the “cellar door” in the new shop at Forty Hall Farm.

Will Davenport - winemaker

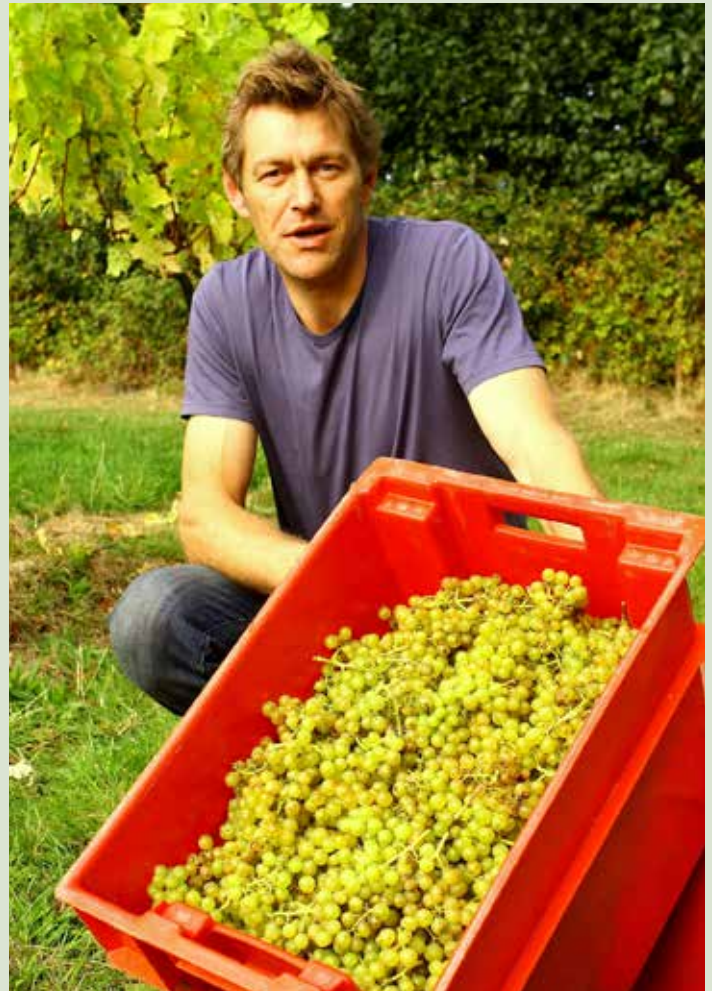
Our winemaker, Will Davenport, who runs Davenport Vineyards in Kent, is the first and only winemaker in the UK to win gold medals and commendations every year since 2009 for wine made from organic grapes. He won six awards in 2014 alone.

Using modern equipment, but traditional organic methods, he lets the grapes speak for themselves. Will was involved with FHV from the very beginning, helping Founder and Manager Sarah Vaughan-Roberts with the site assessment before the vineyard was planted, and giving advice on the project from the start:

“I was impressed by the whole ethos of involving the local community.” says Will.

“The first harvest was always destined to come to our winery for the wine making, and I have been to the vineyard to see the crop before harvest and speak with the volunteers each year since.”

“I am always impressed by the enthusiasm and knowledge of the volunteers and I am very happy to share whatever knowledge I have.”





A sustainable
future

Our vineyard is not the only thing that's thriving. With a successful five-year track record, our organisation continues to grow and improve year-on-year.

It's important to us that we are not only organic and environmentally sustainable, but sustainable as an organisation.

Our investors have also seen this potential, with over £121k capital investment (to December 2014). We have also generated over £16k in non-grant income.

We have strong and ever-growing partnerships with the local community (over 20 groups) and corporate and public sector supporters and funders (over 30 organisations).

“Forty Hall Vineyard is a wonderful project. It is run with minimal funding, involves a lot of excluded and vulnerable people and – best of all – the whole idea of a vineyard on the outskirts of London shows genuine flair and originality”

Gerard Lemos CMG,
Founding Partner of Lemos and Crane Idea for Action

Assets and resources

- 10 acres of established organic vineyard
- a team of enthusiastic, committed and trained volunteers
- wine produced
- tractor & vineyard equipment
- vineyard cob oven and shelter
- office & newly refurbished volunteer room
- new compost toilets
- partnership and joint work with Forty Hall Farm
- professional support from Capel Manor College.

We have a highly trained, experienced and committed team of volunteers, some of whom go on to lead and train other volunteers and start new projects, helping our organisation to be self-sustaining. This includes our effective, skilled and dedicated board.

We are a truly unique social enterprise, both in the wellbeing and volunteering opportunities we provide and the organic London wine we produce, which has a bright future in the increasingly socially and environmentally conscious wine market. We provide high social value for a low financial cost.

VINEYARD



Media coverage

We have a high public profile, with press coverage in national newspapers, TV and radio. We have been featured in the Guardian, the Telegraph, Daily Mail, BBC One Breakfast, The Food Programme on Radio 4, BBC News, Time Out, Country Living Magazine and Decanter Magazine.

We have an active online presence on Twitter and our regularly updated website. We have won multiple awards for our work.

“I have had a wonderful experience [volunteering]. Learning a lot about vines, wine and myself. Thoroughly enjoyed the whole business.”

Volunteer



Many thanks to

All our amazing volunteers, including Team Leaders and Board members

All our generous sponsors

Staff (part time)

Sarah Vaughan-Roberts (Founder and Manager),
Sheila Barford (Volunteer Coordinator), Ed
Mitcham (Vineyard Operative), Charlotte Antoniou
(Horticultural Therapist 2011)

Board

Marissa Zoppellini (Chair), Paul Chalk (Treasurer),
Tony Gay (Secretary), Dan Crock, Andy Gold,
Damien Fallon, Nick Evans

Partners

Steve Dowbiggin (Principle) and the staff at Capel
Manor College including Kate McGeevor (Farm
Manager), Paul Grainger (Farm Technician) and
everyone at Forty Hall Farm

Funders

London Catalyst, LB Enfield, Local Food Lottery,
Ecominds Lottery, Awards for All, UnLtd, Lloyds SSE
Scale Up Course, The Shoreditch Trust, Capital
Growth, Urban Food Routes





For their invaluable advice and support Sophia Angelis, Joe Armada, Poppy Sherbrooke, Dug Falby, Judith Lear, Heidi Chilvers, Ian Kitchen, Nick Ings, Lisa Browne, Victor Willmott, London Catalyst, Lorraine Cox and staff at Forty Hall Estate, Helen Idle, Paul Brand, Gary McHale, Mimi Adamson, Will Davenport, Leon Wilkin, Duncan McNeill, Marko Bojcun and all at Organic Lea, Nick Wenman and Alex Valsecchi at Albury Vineyard, Rebecca and Claire from Bardfield Vineyard, staff and students on the SSE Scale Up Course 2015, Doug Wregg, North London Organic Gardeners

Support organisations

Liz Gjoni and staff at Enterprise Enfield, Niki Nicolau and Debbie Gibbs at Enfield VSC, Helen Price and staff at Enfield Volunteer Centre, Business in the Community, East London Business Association, Time and Talents Westminster, London Food Link and Capital Growth, Monica Dolan and staff at Plunkett Foundation

Our corporate and public sector supporters

Avanade UK, Brown Forman, Hoop Design, Barclays, HSBC, Linklaters, Dunnhumby, Aviva, Gripple Ltd, Department of Transport, Department of Energy and Climate Change, London Eco Waste, Home Office, John Lewis Partnership, Land Securities, Price Waterhouse Cooper, Royal Bank of Scotland and Lloyds Bank

Contact us



020 8366 7511



enquiries@fortyhallvineyard.com



Forty Hall Vineyard
Gardener's Rest
Forty Hall Farm
Forty Hill
Enfield
EN2 9HA



www.fortyhallvineyard.com

Photographs by Justin Thompson, Simon Costello, Helena Smith, Vibol Moeung.

Report produced by  **Poached Creative**