## AllotMe Marketing Copy

## Overview

Our mission is to make it easy for anyone living in a city to grow their own food, even when they don't have a garden of their own.

The demand for access to sustainable food and practices in steadily on the rise. Of all of the tools available to consumers, one of the most effective ways to guarantee access to sustainable produce is to grow your own food - given that the average store-bought produce travels roughly 1500 miles.

Historically, this need has been fulfilled by the tradition of allotment gardening in the UK and other European countries. However in cities like London, the waiting list to get an allotment can be up to 40 years. AllotMe is working towards creating a wave of Allotments\_2.0 - enlisting every available urban space to be turned into a thriving vegetable plot, and changing the public mindset about where their food comes from.

Reliance on international food supplies; desire to become more self-sufficient; and awareness of mental health problems from isolation are three key issues that have been brought to the forefront of the public consciousness as a result of Covid-19. Many of which can begin to be mitigated through vegetable gardening.

## Our Pitch

AllotMe is a sustainable garden-sharing marketplace (often described as the ‘Airbnb for Gardens’) that allows users in to find a space to grow food in the city, or become Hosts by renting out their gardens.

New Hosts can list their garden on AllotMe.co.uk including details of how it's accessed, the size of the space & tools available, as well as photos to showcase their garden.

For new 'Greenfingers': Users can browse AllotMe plots in their area that are available to rent for seasons at a time. They can send messages to inquire about renting spaces from Hosts already listed or request to be notified when new plots are available in their neighbourhood.

Why become an AllotMe Host?

* Passive Sustainability: Make your unused garden space a force for good. Want to be more sustainable, but can’t find time around a busy city schedule? Let a local greenfinger put your garden to work on food production.
* Earn some extra money: Simple, automated payments to your bank account for every month a Greenfinger occupies your garden.
* Garden Care for good: Tired of looking at that overgrown jungle? Let a vegetable grower give your space a makeover that matters.
* Community Engagement: Meet and get to know local residents you wouldn’t have otherwise. Becoming a Host allows you to foster connections in your own community.

## Key Stats:

By 2050, 70% of the earth’s population is estimated to be living in cities.

Over the next 10 years, approx. 77,400 new people will move to London every year (growth rate of 9%)

4 in 5 (83%) people in the UK live in cities, spending limited time in nature

This is a problem because: 1 in 8 UK households doesn’t have a garden of their own. In London this rises to 1 in 5.

More than half of overall food is imported to the UK

The majority (about 75 percent) of ‘organic’ products consumed in the United Kingdom is imported.

Transporting food within, to and around the UK produces 19 million tonnes of CO2 annually – equivalent to around 5.5 million typical cars.

There are over 300,000 allotments in the UK, but in cities like London there are waiting lists of up to 40 years. They are massively oversubscribed, with most waiting lists closed to new entries.

Land set aside for allotments in the UK has declined by 65% from a peak in the "dig for victory" and post-war era.

During Lockdown, demand through traditional channels for allotments has seen significant uplift (as much as 300% in some locations).

Gardening has also been linked with reductions in stress, anxiety and depression. A 2016 study found the benefits of gardening to health and wellbeing were similar to the difference in health between people living in the wealthiest parts of the country, compared to the poorest.

Even a small vegetable garden can help to avoid thousands of food miles from potentially store-bought food and countless kgs of carbon emissions.

## Going Forward

With AllotMe we want to change our relationship with food. But the only way to really change our relationship with anything is by changing our behaviour and our habits.

When an AllotMe user goes to their plot once or twice a week to water their plants, pull up a few carrots or cut some lettuce for their lunch that day, it is going to have an impact on their relationship with food.

So the next time they’re in the supermarket they will be questioning what they actually need to avoid food waste, or how far a bag of onions has travelled before they take it home.

By becoming a Host, you can help fulfil the promise of a more sustainable future for our cities by turning an unused space into a thriving vegetable garden.