

## Wolfhill Greenworks

Wolfhill Greenworks is a community based social enterprise that offers a range of green products and services across North Belfast and beyond. Operating from the Wolfhill Centre in Ligoniel, it provides garden maintenance services, horticultural education and courses, as well as seasonal flowers, hanging baskets, home farmed salad leaves, herbs and vegetables.

Operated as a social enterprise it also looks to provide horticultural skills training and sustainable employment opportunities for local people. The Ligoniel area suffers from severe health inequalities and through its outreach work Wolfhill Greenworks also looks to educate the local community about the physical as well as mental benefits of leading a healthy lifestyle.



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## What support has NBEI provided?

Representatives from the Wolfhill Centre worked closely with the North Belfast Social Enterprise Hub to develop the Wolfhill Greenworks concept. An application was made to NBEI who awarded the group with **an investment package** to develop the concept into a sustainable social enterprise project

Part of the NBEI investment was used to cover a **salary** for a full time **business development manager** whilst the remainder was used to complete a **business plan**, source **marketing** and promotional material, subsidise **administration costs** as well as hire a full time **garden maintenance operative**

NBEI also awarded the group with **further financial support** to assist the business development manager take forward another project which is linked to the regeneration of an old, disused local Cornmill. This is a long term project that will require significant capital investment from a third party, potentially Heritage Lottery

## How has NBEI support helped and who has benefited so far?

- As a result of NBEI support, the business development team have increased the scope of the Wolfhill Greenworks project and generated commercial sales by securing garden maintenance contracts with various local stakeholders—which included a local church and a private housing developer;
- By funding of additional training opportunities for existing staff, NBEI support has also helped Wolfhill Greenwork diversify its service offering to now include basic tree surgery, the laying of artificial turf and fence construction. This diversification has certainly helped to increase the turnover of the business;
- The project is also working closely with local training provider Springboard in an attempt to provide apprenticeship and work based learning opportunities for young people in the local area.
- In terms of the Cornmill redevelopment, NBEI sourced a team of consultants who carried out a public consultation. This was a requirement from Heritage Lottery which should help progress their capital funding application.