

Embargoed until 9.00am, Tuesday 16 March 2010

The London Sustainable Development Commission introduces 15 new London Leaders - including guerrilla gardener Richard Reynolds who will bring flower power to London's pavements

City Hall, London – 16 March 2010: Today the London Sustainable Development Commission announces 15 new leaders for 2010. The London Leaders for this year come from a diverse range of sectors, from sport to catering, to education and the music industry. They are:

- Ashley Blackmore – Managing Director, FootPower
- Sofia Bustamante – Founder, London Creative Labs
- Martin Crabbe - Head of Sustainable Geography, Glebe School
- Caroline Fiennes – Executive Director, Global Cool Foundation
- Dr Victoria Hands – Environmental and Sustainability Manager, LSE
- Lee Healey – Managing Director, Income Max
- Jason Morgan – Chief Executive, Charlton Athletic Community Trust
- Luke Nicholson - Founding Director, More Associates
- Andrew Pears – Director, Kotuku
- Tamara Rayment – Green Occupational Therapy Network Co-ordinator, The Campaign for Greener Healthcare
- Richard Reynolds – Founder, Guerrilla Gardening
- Mark Shearer – Co-founder, Project Dirt
- Lisa Stockton – Managing Director, Happy Kitchen
- Alison Tickell – Director, Julie's Bicycle
- Rachel Urquhart – Head of Programmes, Envision

Their individual projects are helping to make London a greener, more sustainable city, and demonstrate how just a few people can make a big difference to our environment. New 2010 leader Richard Reynolds launches his project Pimp Your Pavement today with an inaugural planting session in Southwark.

The London Leaders programme was developed by the London Sustainable Development Commission (LSDC) and launched in October 2007, and each year, the programme selects 15 people who commit to beginning or continuing personal projects that will further the ambition to make London a global benchmark sustainable city by 2020. For the next 18 months, the 2010 London Leaders will work towards achieving or furthering their projects with support from the LSDC.

Previous London Leaders include Wayne Hemingway MBE, Hemingway Design; Dr Frances Corner, London College of Fashion; Lutfun Hussain, Coriander Club at Spitalfields City Farm, and Michaela Crimmin, Head of Arts, RSA.

Boris Johnson, Mayor of London, said: "Each year the London Leaders bring to life a fantastic range of initiatives, from creating green roofs to helping fledgling creative businesses get off the ground in tough economic times. I look forward to seeing the 2010 London Leaders make their mark on the capital, kicking off with Richard Reynold's work with local authorities to transform barren patches of land into flowerbeds."

John Plowman, Chair of the London Sustainable Development Commission, said: “We began the London Leaders programme after research from around the world showed that one of the best ways to make a city more sustainable was to recruit local ambassadors and support existing community projects. Since its inception, the programme has consistently proved this point over and over again; with success stories such as the publication of a bilingual cookbook of healthy recipes aimed at East London’s Bangladeshi population, and the launch of Wayne Hemingway’s creative kiosks. Richard Reynolds is launching his project today and we welcome his efforts to work with local authorities and the community to enhance the urban landscape”

Case study: London Leader Richard Reynolds and a gardening project with a difference

2010 London Leader and guerrilla gardener Richard Reynolds has committed to a project called Pimp Your Pavement – a scheme designed to encourage budding guerrilla gardeners to work with their local authorities; turning bare patches of ground into colourful flower growing areas. Richard is starting his project with a planting session on Great Dover Street in Southwark on 16 March; bringing seasonal colour to six new tree pits with a mix of low-maintenance perennials, herbs and bee-friendly plants such as lavender. The flowerbeds will be maintained by local residents in a nearby block of flats and Richard’s planting has the support of Southwark Council’s Public Realm department, the Southwark Living Streets group, and local residents.

Richard Reynolds said: “Pimp Your Pavement is a campaign inspired by guerrilla gardening – battling patches of blight in the urban landscape by adopting these plots and growing stuff. Pimp Your Pavement is about encouraging more people to take responsibility for a very local patch of their community by focusing on the opportunities of a space that’s very immediate, very manageable, very sociable and yet sadly very overlooked. Pimp Your Pavement also aims to encourage local authorities to help facilitate this through handing responsibility to local people. My hope is for a happier capital, for us and for wildlife.”

~ENDS~

NOTES TO EDITORS:

1. The 15 London Leaders for 2010 are:

- **Ashley Blackmore – Managing Director, FootPower:** Ashley runs FootPower, a commercial Walking Bus initiative, and aims to launch this throughout London in order to reduce carbon emissions and congestion.
- **Sofia Bustamante – Founder, London Creative Labs:** Sofia recently launched London Creative Labs to stimulate job creation by enabling marginalized people to participate in the economy.
- **Martin Crabbe - Head of Sustainable Geography, Glebe School:** Martin is Deputy Chair of the London Sustainable Schools Forum and he aims to disseminate good practice in sustainability across London’s schools.
- **Caroline Fiennes – Executive Director, Global Cool Foundation:** Caroline has promoted sustainability in the public, private and voluntary sectors during her career and through Global Cool she aims to use music and fashion to reach, inspire and deliver carbon reduction through behaviour change.

- **Dr Victoria Hands – Environmental and Sustainability Manager, LSE:** Victoria chairs the London Universities Environmental Group (LUEG) and will be working to make zero waste a reality.
 - **Lee Healey – Managing Director, Income Max:** Lee has been working on welfare rights in the community and charity sector for 15 years. He will focus on enabling vulnerable clients to maximise their income through benefit entitlement.
 - **Jason Morgan – Chief Executive, Charlton Athletic Community Trust:** Jason was appointed the Chief Executive of the club’s Community Trust in 2007. He aims to use his role in London United (campaign to support the 2018 World Cup) to spread good community practice across London football clubs.
 - **Luke Nicholson - Founding Director, More Associates:** Using his design and communications expertise Luke is planning to develop waste-reduction infrastructure project for London.
 - **Andrew Pears – Director, Kotuku:** Andrew is the founder of Kotuku, a social enterprise focused on reducing environmental impacts and improving sustainability in the construction industry. He aims to roll this out across London.
 - **Tamara Rayment – Green Occupational Therapist Network coordinator , The Campaign for Greener Healthcare:** Tamara leads The Campaign for Greener Healthcare (CGH) work on developing sustainable practice in occupational therapy (OT). Her project will build awareness of how the profession can play a key role in shaping the sustainability agenda.
 - **Richard Reynolds – Founder, Guerrilla Gardening:** Richard is launching Pimp Your Pavement – a project to encourage the use of bare tree pits, give people a tangible and fun new responsibility for caring for their environment, and encourage community cohesion.
 - **Mark Shearer – Co-founder, Project Dirt:** Mark’s project is to expand Project Dirt, a ‘green’ social networking site, across London and develop greater collaboration with London’s business community and local government.
 - **Lisa Stockton – Managing Director, Happy Kitchen:** Lisa is the co-founder and Director of Happy Kitchen, a social enterprise that provides ethical catering and through this will develop resources and deliver educational programmes in London’s schools and community centres.
 - **Alison Tickell – Director, Julie’s Bicycle:** Alison is the founder of Julie’s Bicycle, a not-for-profit company helping the music industry cut its greenhouse gas emissions. Her plan is to roll out industry benchmarks for climate responsibility.
 - **Rachel Urquhart – Head of Programmes, Envision:** Rachel’s project will develop a ‘Future London Leaders’ programme to celebrate young Londoners who have taken action in their communities to promote sustainable development.
2. **The London Sustainable Development Commission** was appointed in 2002 to promote sustainable development in London and advise on the sustainability of city-wide strategies.

Further information on the work of the Commission can be found here:
<http://www.londonsdc.org/>

3. **The London Leaders Programme** was set up by the London Sustainable Development Commission and launched in October 2007. The programme brings together 15 sustainability leaders from across London's sectors and from all walks of life, each committing to undertake a project or an action to demonstrate sustainability in action. The London Leaders programme aims to inspire, motivate and catalyse change to help realise the vision of London as a world class sustainable city. More information on the London Leaders can be found here:
<http://www.londonsdc.org/londonleaders/default.aspx>
4. **London Leaders** is a low-investment programme that aims to provide support and add value to the work of the Leaders. London Leaders do not receive direct financial assistance but do have the support of the programme infrastructure, training, events, press and publicity.

For further information on the programme and the leaders' projects, and to arrange interviews; or for images from this morning's Pimp Your Pavement launch with Richard, please contact:

Chris Clarke or Helen Fitzhugh, Epoch on behalf of the LSDC
Tel: 0207 401 8001
Email: cclarke@epochpr.com or hfitzhugh@cmpcommunications.com

~ENDS~