

Application Form 2025 : Entry # 14970

Part A - General Information

Organisation

Wayward London Ltd.

Organisation Type/Structure

Charitable Company (Limited by Guarantee)

Theme/Nature of Project

Environment

Company/CIC Registration Number (if applicable)

07592101

Project Name (if same as Organisation Name, please leave this blank)

Wayward Plants

Name of Lead Contact

Heather Ring

Email

hello@wayward.co.uk

Phone / Mobile

How did you find out about the Awards?

Newsletter or Mailout

Website

<http://www.wayward.co.uk>

Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

@waywardplants

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

The Wayward Plants Reuse Centre rescues surplus plants, trees, and materials, diverting construction waste from landfill and redistributing it to our network of 2,000+ community green spaces. After nearly a decade as the RHS's Official Reuse Partner, we're building the infrastructure to scale this impact across London.

Situation (250 words)

London produces vast volumes of waste from landscape construction - mature plants and materials routinely discarded from show gardens, developments, and public works. The UK construction sector alone generates over 60 million tonnes of waste annually, accounting for more than 60% of total UK waste (DEFRA, 2023). While interest in reuse is growing, no coordinated infrastructure exists to reclaim and redistribute these resources to the communities that need them most.

For nearly a decade, Wayward has served as the Official Reuse Partner of the Royal Horticultural Society, rehoming plants, trees, and materials from major shows including Chelsea Flower Show and Hampton Court Palace. To date, we've diverted over 400 tonnes of waste - equivalent to 40 Routemaster buses - by rehoming 100,000+ plants and trees to more than 1,000 community groups and schools.

Yet this impact has operated on the margins, limited by volunteer labour, ad-hoc storage, and no permanent base. That's now changing. We're transforming a 4,000m² site in Colindale - one of London's most deprived areas - into a circular economy campus for sustainability, community, and culture. At its heart is the House of Wayward Plants Creative Reuse Centre, a dedicated facility to divert valuable horticultural and construction materials from landfill and redirect them to our growing network of 2,000+ community green spaces.

The demand is proven. The partnerships are in place. To scale, we now need support to develop the physical and logistical infrastructure to move from a grassroots initiative to a replicable, city-wide model.

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Complication (250 words)

Despite growing commitments to sustainability, a staggering quantity of plants and usable materials still go to waste in the built environment. Contractors lack storage, logistical support, or incentives to prioritise reuse. Community groups lack access to resources or support for implementation. Meanwhile, local councils face tightening budgets for greening and maintenance - especially in areas like Colindale, one of London's most underserved and fast-developing neighbourhoods.

This is not just a supply and demand issue - it's a systemic failure in how we value surplus. Plants, trees, paving, timber, soil, and other components of urban greening are treated as disposable, even as cities declare climate emergencies.

Many groups are eager to green their spaces, but without coordination, technical support, or materials, they struggle to deliver lasting change. This creates a missed opportunity - not only for environmental gains but for community empowerment, skills development, and social cohesion.

Furthermore, reuse is often misunderstood as an add-on or compromise, rather than a design opportunity and systems innovation. There are pockets of great work happening in isolation, but no hub that connects, coordinates, and showcases this potential - particularly in social housing settings.

Our project addresses this head-on: not by starting from scratch, but by building on a decade of learning. We have the relationships, infrastructure, and credibility. What's missing is core support to stabilise, scale, and create a replicable model that makes reuse accessible, desirable, and impactful.

Solution (250 words)

The Wayward Plants Reuse Centre will act as a living depot and dynamic engine for circularity in the landscape sector. Located at Cultivate Colindale - a 4,000sqm meanwhile site in North London - the Centre will receive, process, and redistribute plants and materials to social housing, schools, and community greenspace projects across London.

Our aim is to establish robust systems, data-driven tracking, and a replicable model that can be embedded in housing and public realm delivery.

The £25,000 grant would support two key priorities:

Physical Infrastructure and Transport: Establishing on-site facilities for sorting, storing, and preparing reusable materials—racking, storage, a telehandler and materials transport.

Digital Infrastructure: Establishing a bespoke CRM to track material donations and inventory across deconstruction/demolition schedules, matching resources with need in our network of 2000+ community groups and schools and integrating sustainability metrics. We've been receiving extremely helpful pro-bono advice from Digital Candle and Technology for Good. We now have a strategic technology brief, but not the funding to enact it.

We have initial capital investment and operational staffing costs secured. We have a reuse partnership commitment from The RHS, and a new, growing network of construction industry partners. This funding will provide critical operational support to unlock the full potential of the reuse centre and ensure that the model is embedded and evaluated from the outset.

We believe this can become a national benchmark for integrating circular economy principles into green infrastructure, community-led regeneration, and housing development.

Part C - Wider Support

A key part of the value of being shortlisted for, or winning, an award is the network of partners that becomes available to help you. With that in mind, how would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

We would welcome and make strategic use of support from the Stephen Lloyd Award network to help solidify our model and scale our impact.

Mentorship and connections: We are eager to join a network of social entrepreneurs with shared values. Connections to aligned circular economy initiatives, environmental justice organisations, or sustainability leads within housing, industry and government would help us grow more strategically.

Governance and charity structuring: We are currently a non-profit Company Limited by Guarantee, but we are currently in the process of registering Wayward Plants as a UK charity, and building our board of trustees. Guidance on trustee roles, conflicts of interest, and appropriate service agreements with our existing non-profit design practice (Wayward) would be invaluable.

Business planning, organisational scaling and financial modelling: We have a clear vision in the scalable and replicable open-source model we're working to develop, but we'd benefit from guidance on how to reach these goals and navigate each phase of growth. We'd also benefit from strategic business planning as there are a number of potential revenue streams that could create a sustainable operational model supporting our organisation's operations.

Communications and branding: We are aiming to produce a dedicated website (with integrated CRM) for the House of Wayward Plants reuse initiative. The site would be geared towards the construction and horticultural industries, creative practitioners working in the built environment, our 2000+ network of community groups and schools, and the wider public.

The Stephen Lloyd Award's ecosystem would be a critical accelerator - amplifying not just what we do, but how we embed it into systems change.

Part D - Financial Justification

How do you propose to spend the winning funds of £25,000 (50 words max). Please provide a general idea.

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We will use the £25,000 to expand our physical and digital infrastructure - equipping our new Reuse Centre with essential tools, transport, and storage, while developing an online platform to manage material donations, match them with community needs, and scale our impact across London.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project?)75 words max)

It began with a tragic sight—an abandoned potted cactus on the kerb. Most saw rubbish; we saw potential. Nearly 20 years ago, we launched Wayward Plants, hosting adoption events where people exchanged stories for unwanted plants. Soon, we were rescuing Wayward Land too. What began as an idiosyncratic art project has grown into a platform for social and environmental change, led by an award-winning team of architects, landscape architects, artists, and designers.

Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference