

Why B&NES needs the support of Bristol and Bath Parks Foundation to deliver community engagement projects

- B&NES is limited in its ability to effectively deliver the community engagement programmes that are essential to the success of capital projects (because of capacity, reputation and Council regulations).
- BBPF is better placed to secure external funding for projects than B&NES. As a charity, it is arguably more attractive to grant funders, corporate sponsors and charitable giving (crowdfunding) than the council.
- BBPF is better placed to trial new projects in parks that help magnify the benefits of parks (social prescribing, community events, health and wellbeing stuff)
- In the future, B&NES will be in a better position to apply for grant funding if it works in partnership with the Parks Foundation.
- The Parks Foundation can help support B&NES comms and help 'win friends and influence people'.
- Working with BBPF gives us better access to other partners (e.g. BCC); and other national parks related best practice.

Bristol and Bath Parks Foundation (BBPF) Core Funding (2021-2023) proposal

- **B&NES to directly fund BBPF to project manage community engagement projects for five capital projects in parks in Bath (using £20k MHCLG grant for improvements in parks, and £28k unallocated S106 contributions).**
- **BBPF will match fund the community engagement projects, drawing in additional funding through grants, sponsorship and corporate volunteering and multiply the value of the projects by five times.**
- **BBPF will further support B&NES Parks department's aspirations to enhance the role of parks in improving people's lives, addressing the climate and ecological emergency and giving people a bigger say by:**
 1. Supporting friends and volunteering groups across B&NES (through BBPF's small grants programme)
 2. Supporting the development of new friends groups in additional parks (outside of the five spaces identified in slide one)
 3. Working with corporate sponsors to fund community events and activities in parks (e.g. bandstand performances) and small capital projects.
 4. Fundraising for other projects as and when opportunities arise

Parks projects details

Project	Year	B&NES Funding for community engagement	Outcomes/project activities
Kingsmead Parks (Green Park and Norfolk Crescent)	2021-22	£5,000.00	Volunteering project: new planting, bench refurbishment
Brickfields Open Space	2021-22	£10,000.00	Volunteering project: installation of new benches and planting; volunteer litter picks and setting up a new friends group, fundraising with the community to improve the activity area for teenagers
Hillcrest Open Space	2021-22	£5,000.00	Volunteering project: new planting, new wildlife pond
Foxhill Parks Projects	2022-23	£20,000.00	Volunteering projects at a number of Foxhill parks: new planting, setting up friends groups, refurbishing facilities
Moorlands Park	2023-24	£18,000.00	Volunteering project: new wildlife habitats

BBPF Strategy 2021-24 – Bath Activities

Pilot projects at Kingsmead parks: installing steps & benches



Goal 1 - Activator

Goal 2 – Supporting groups

Goal 3 – Advocate

Goal 4 –Financial resilience

Goal 5 – Unplanned opps

Secured £122k



Kingsmead parks (Norfolk Crescent and Green Park)

Brickfields Park

Hillcrest Open Space

Foxhill parks projects

Moorlands Park capital project

Outcomes:

- Volunteers supporting maintenance tasks and doing 'added value' jobs no longer possible (new FoGs)
- Community led initiatives improving parks
- Supporting B&NES capital programme through fundraising & volunteer support
- Improved health & wellbeing of disadvantaged/ underrepresented groups

Small grants

Small grants

Small grants

Programme of support – training/guidance/support for FoG and other community groups. Annual conference & Christmas thank you events.

Outcomes:

- More community groups (including FoGs) play a more active role in maintaining and improving parks
- Community groups in areas of health deprivation use parks to deliver their activities – improved health and wellbeing
- New funding for parks activities

Work with B&NES to lead park's response to Ecological & Climate Emergencies.

Champion parks – campaign for their protection, financing and enhancement with a new and bold voice.

Develop supporter base of individuals/organisations/businesses/stakeholders.

Become financially sustainable and independent. Bring significant new income to Bath's parks. Manage corporate relationships for BBPF & B&NES.

2020

2021

2022

2023

BBPF Strategy 2021-23 – Bath projects Estimated return on investment (ROI)

Strategic Goal	Output	ROI 2021	ROI 2022	ROI 2023	TOTAL ROI
Goal 1 - Activator	1 new FoGs established at each site	£5,443	£16,329	£27,216	£48,988
	Activator led volunteering	£25,418	£50,836	£76,254	£152,508
	Capital projects supported	£45,000	£30,000	£15,000	£90,000
Goal 2 – Supporting groups	Small grant programme.	£7,000	£15,000	£30,000	£52,000
	New FoGs/community groups (outside of direct projects)	£10,692	£21,384	£64,152	£96,228
Goal 3 – Advocate	Developing response to ecological emergency	TBC	TBC	TBC	TBC
Goal 4 –Financial resilience	Corporate volunteering in parks	£17,733	£17,733	£17,733	£53,200
	Corporate volunteering – skill share with parks service enabled.	TBC	TBC	TBC	TBC
	Corporate sponsorship deals with Council enabled.	TBC	TBC	TBC	TBC
Delivering £10.50 for every £1 invested					£492,924

ROI Calculations – Goal 1

Establishing 1 new FoG at each of 5 sites = B&NES FoGs average hours volunteering each year = 663 x UK minimum wage in April 2019 (£8.21/hour).

Activator led volunteering = In 10 months of the year, 2 days/week in 2021 (86 days), 4 days/week in 2022 (172 days), 6 days/week in 2023 (258 days). 6 hours and 6 volunteers each day. £8.21 per hour.

Capital projects supported (through direct match funding generated by the BBPF)=

- Norfolk Crescent & Green Park = bench refurbishment, new planting 2020-21 (£5k funding for community engagement work)
- Brickfields Open Space= installing new benches, community litter picking 2021-22 (£10k funding for community engagement work)
- Hillcrest Open Space = creating new wildlife habitats: meadow and wetland area (5k); 2021-22
- Foxhill parks projects = benches, gates, access improvements (£30k) 2022-23
- Moorlands Park = meadows, pond, benches (£15k) 2023-24

ROI Calculations – Goal 2

Small grant programme = fundraising targets. Income generated through corporate sponsorship/individuals/other to be spent by community groups in parks.

New community groups = 2 new groups per year. B&NES FoGs average hours volunteering each year = 663 x UK minimum wage in April 2019 (£8.21/hour).

ROI Calculations – Goal 3

There will be a financial benefit of our involvement in developing and driving the parks response to the Ecological Emergency, however this still needs to be defined.

ROI Calculations – Goal 4

We will lead on the development of corporate relationships in support of Bath's parks as a core part of our strategy. This will include:

- Outreach and lead generation
- Proposition development
- Brokering commercial contract agreements as required
- Providing opportunities for staff to volunteer in parks
- Marrying corporate skill sets to meet needs of B&NES and BBPF
- Fundraising
- Ensuring corporate money is spent where there is the biggest impact, including by directly supporting Council projects