

The Digital Future of Giving to Support our Public Parks

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Nesta...



Funding Crisis



Parks Foundations in the USA

In fiscal year 2019, donors to Seattle Parks Foundation contributed over \$4.7 million to support this work. In addition, we awarded \$332,000 from our Community Parks Fund to support capital improvements at Rainier Beach Urban Farm & Wetlands and First Hill Park, community design process at Concord Elementary School, and ongoing programming support to Little Brook Youth Corps. We also used the Community Fund to match contributions to our Community Partners; driving over 1,000 donations to 32 community partner groups during #GivingTuesday and GiveBIG campaigns.

Extract from Seattle
Parks Foundation
Financial Statements
2019

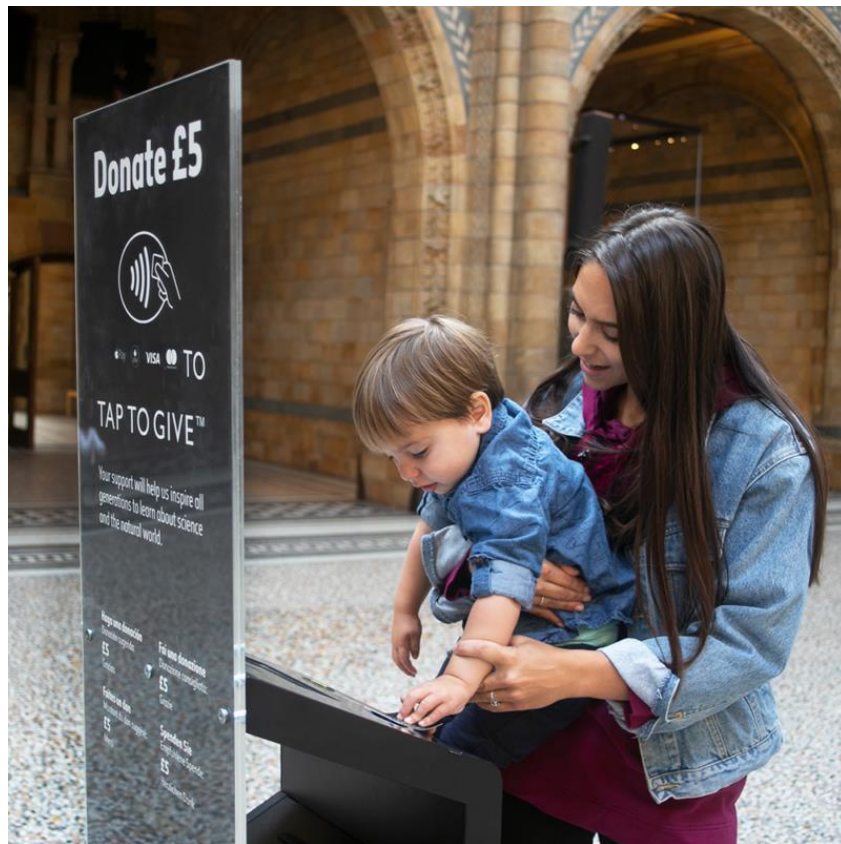
15. Liquidity and Availability of Financial Assets

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date, comprise the following:

Financial Assets:	
Cash and cash equivalents	\$ 4,424,794
Restricted cash	6,626,709
Investments	22,265,845
Other investments	521,042
Contributions and grants receivable	<u>2,574,311</u>
Total Financial Assets	<u>36,412,701</u>
Less amounts not available to be used within one year:	
Restricted by donor with purpose restrictions	23,180,681
Restricted by donor to be held in perpetuity	<u>90,400</u>
	<u>23,271,081</u>
Financial assets available to meet general expenditures over the next twelve months	<u>\$ 13,141,620</u>

Extract from New
York's City Parks
Financial Statements
2018 & 2017

Other public sectors



Bournemouth Parks Foundation



We have raised £198 of our £3,500 target

Help us fund

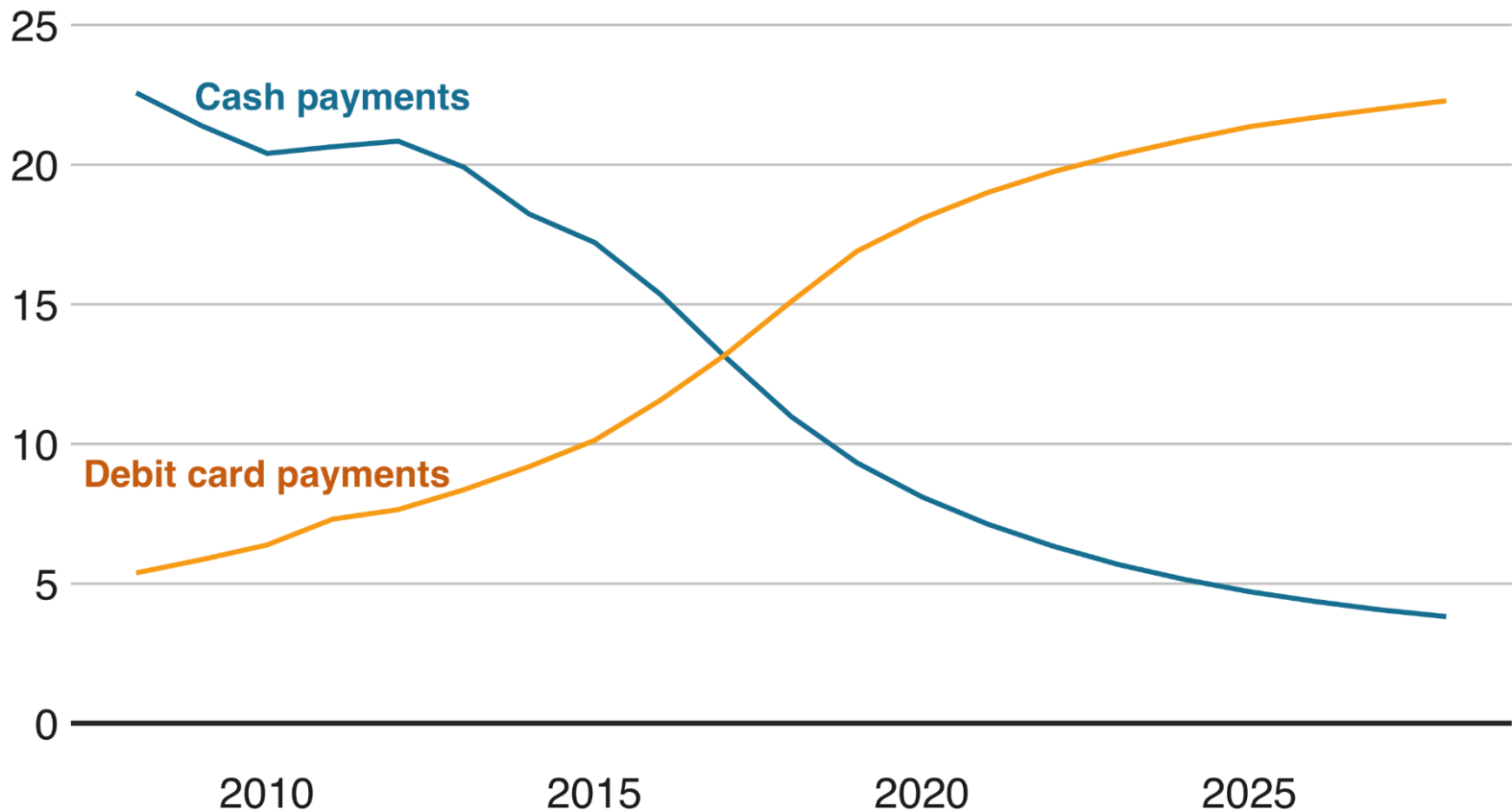
Doggie Drinkers for people and pooches



Cash vs Contactless

Cash versus debit cards

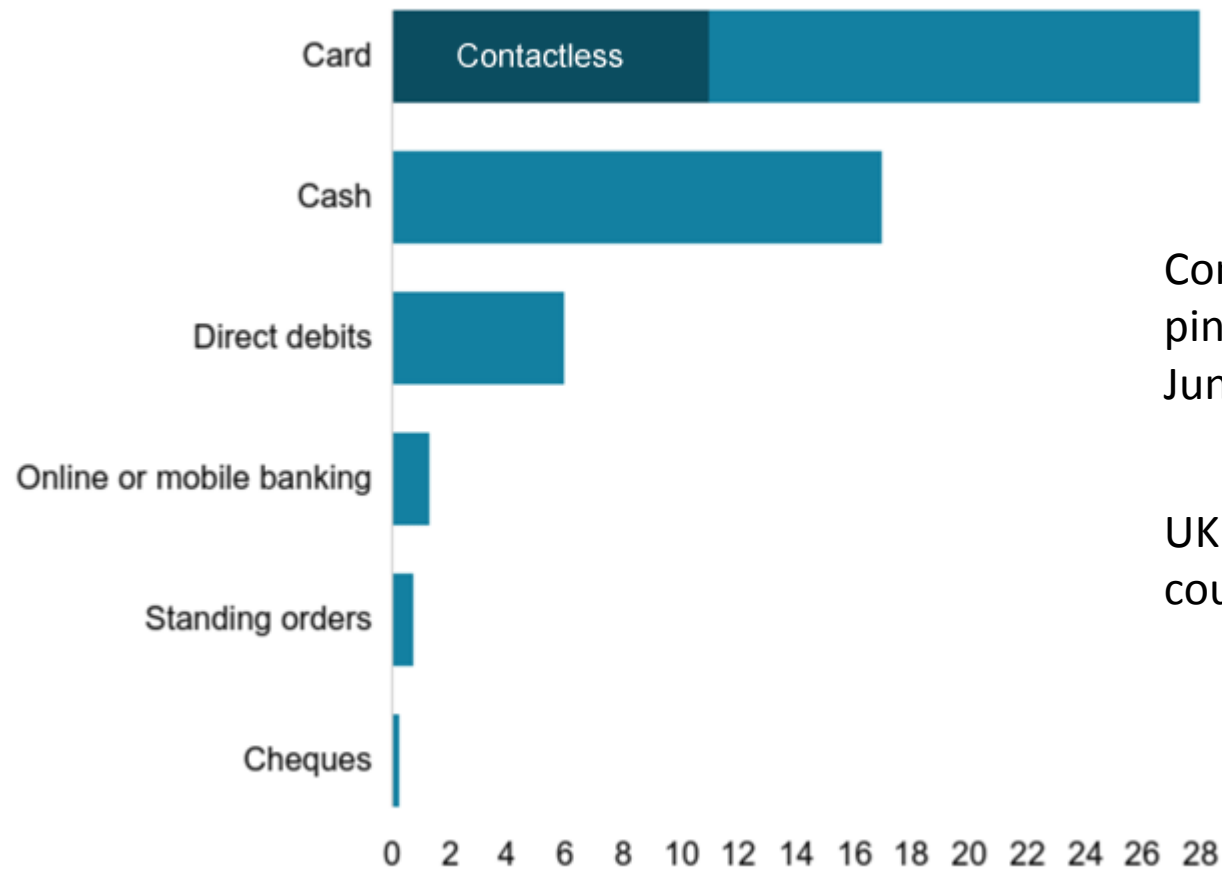
UK payments 2008-2018 and forecast to 2028 (billions)



Cash vs Contactless

The way we pay

Number of payments made by a typical adult each month, 2018



Contactless overtook chip & pin in transaction values in June 2018

UK is third most cashless country

Pilot Contactless Units

Stone-age man at Hengistbury Head

First trial outdoor unit

£1 cash or contactless

Tells stories about the history of the site

No nudging set-up, on busy path, but not a dwell point

Hengistbury receives over 1m visits per year

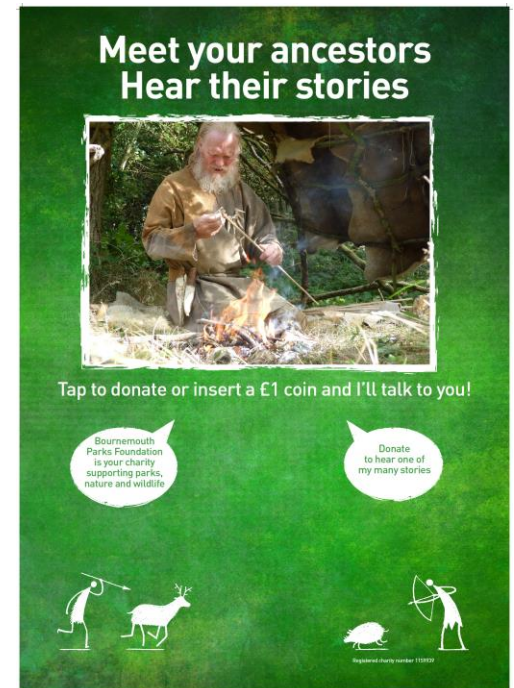
Contactless £95 / Cash £175 over 6 months with service interruptions

Next steps...

Need to create audible nudge to passers by

Create dwell point – seating / landscaping

Improve signage – impact and reason to give



Pilot Contactless Units

Polar Bear – Lower Gardens, Bournemouth

**Temporary installation from Nov 19 – Jan 20
as part of Christmas Tree Wonderland**

£1 and then £2 contactless only

**Lights up bear's heart and the great bear
constellation for climate change fund, plays
beating heart noise**

**Nudge sound via motion sensor to passers
by, quieter path within gardens, not a dwell
point**

**Lower Gardens receives over 4m visits per
year**

Raised £1,900 in six weeks

Next steps...

Minor repairs due following vandalism

Locate in busier location in 2020/21

**State what we're doing to tackle climate
change**



Pilot Contactless Units

Polly at Lower Gardens Aviary

£1 cash or contactless (also £2 text)

Tells parrot jokes

Nudging recently set up – parrot noises

Lower Gardens receives over 4m visits per year

Quiet area of Gardens – can suffer from ASB

Usual cash income is £8-9k p.a.

1st to 20th Feb 2020 contactless £79 / cash £398, delayed start due to technical issues with pilot unit.

Next steps...

Undertake observations

Develop solar units to pilot in 2020



Next steps

- **Continue R&D in 2020 with Goodbox and V2**
- **Develop pilot solar powered units to minimise installation costs and flexibility**
- **Combine with learning from other sectors (Hospitals/Museums etc) and pilot areas (Lake District)**
- **Refine research and observations to develop marketable unit**

Summary

- **Public parks are struggling for funding, they have underdeveloped charitable support compared to other public services**
- **People are more likely to donate to a charity than a local authority**
- **Our research indicates that people are more likely to give to additionality than maintaining the status quo**
- **Charitable donations can collect Gift Aid / Small Donations Gift Aid scheme**
- **Small donations lead to larger donations and legacies**
- **Our aviary project has raised over £300,000, mostly through public donations**
- **Contactless is the biggest growth sector in spending, with Mastercard saying people give 30% more to charity via contactless than with cash.**
- **Contactless reduces fraud, theft and human resources required in collecting/banking.**

Summary

- **We'd expect a marketable unit to be available in late 2020 or 2021**
- **Units will be most successful on busy sites at a dwell point**
- **Some form of interaction and reward is beneficial**
- **Requires a powerful and specific ask to be most effective e.g. to fund a proposed project with community support**