



Re-thinking Parks

Bournemouth Parks Foundation

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Future funding models for parks – where are we now?

11 Funded Projects across the UK

Crowd Funding	- Greenspace Scotland
Digital Giving, Legacies and Donations	- Bournemouth
Endowment Funds	- Sheffield
Corporate Volunteering	- Darlington
Parks Improvement District	- Camden
Local Business Involvement	- Hackney
Parks Subscription Society	- Sheffield
Sustainable Buildings	- Barking & Dagenham
Sustainable Management	- Burnley
Community Management	- Liverpool
Back to Work Training Scheme	- Bristol

There are few magic examples.... for most it's a mix

Council subsidy

Rents – cafes / buildings / land

Sales – goods / services / land

Grants

Developer contributions

Donations

Legacies

Friends groups

Sports clubs

Community service

Corporate volunteering

Direct volunteers / interns

Apprenticeships

Charities



What have we learned from establishing a Parks Foundation?



Being an independent charity is a good thing;
Residents are interested giving;
Funders are interested giving;
We need a clear story;
We need to build trust;
We need to build a track record;
Legacies and large donations take time & require relationship building.



Using smart phone and other digital technologies to harness public support and funding



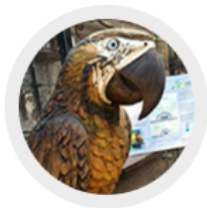
People will donate for specifics or rewards;
Cash is still preferred in parks;
Texts work ok, but set up costs are high;
Android Pay – we've got wrong so far;
Apple Pay – wasn't out in time for our trial;
We've collected over £40,000 in donations and pledges;
We've got lots to learn and try still.





OUR PROJECTS

We're proud to support local projects across Bournemouth's Parks, Gardens and Open Spaces. Take a look at some of the exciting projects that are underway.



BOURNEMOUTH'S NEW AVIARY – IN PROGRESS



KINSON POCKET PARK – IN PROGRESS



TUCKTON'S SPEAKING BENCH – FUNDED



STOUR VALLEY SCULPTURE TRAIL – IN DEVELOPMENT

Using smart phone and other digital technologies to harness public support and funding

- Think of set-up costs and fees for digital platforms – it's not your money waste!
- Get advice from others and think about using a trusted brand, as you're still small and new.
- Use web hosting software that's easy to edit yourself.
- Web donations can attract Gift Aid.
- People won't visit your website without being pointed there.
- Facebook, leaflets, posters, Instagram and Twitter can all help.
- Ask your friends and family – what makes them donate?



What should the sector trial and implement next?

- Consistency across the sector will help
- Share ideas and formats that work
- Buy together to keep costs down
- We're not tied down by Government procurement rules
- We're free to innovate



Would you text £5 to make this work?



Nesta...



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RETHINKING PARKS

... just one more thing, don't forget to talk to people.

