



Helping our city flourish

2017



Why do we need a new fund?

Benefits of quality parks and green spaces:

- They are extremely popular
- They have enormous health benefits
- They benefit the local economy
- They provide homes for wildlife
- They bring communities together
- They help control climate change & consequences
- They improve the appearance of an area

Charity for urban parks.

Some interest in donating.

Opportunity to add value



What would the fund do?

Provide a means by which individuals and organisations can make charitable donations to the green spaces of Leeds.

'Green spaces' include:

- Parks
- Nature reserves
- Rights of way
- Sports pitches
- Flower beds
- Cemeteries

Donations maybe in the form of:

- Donations from individuals or businesses.
- Endowments
- Legacies
- Crowd funding



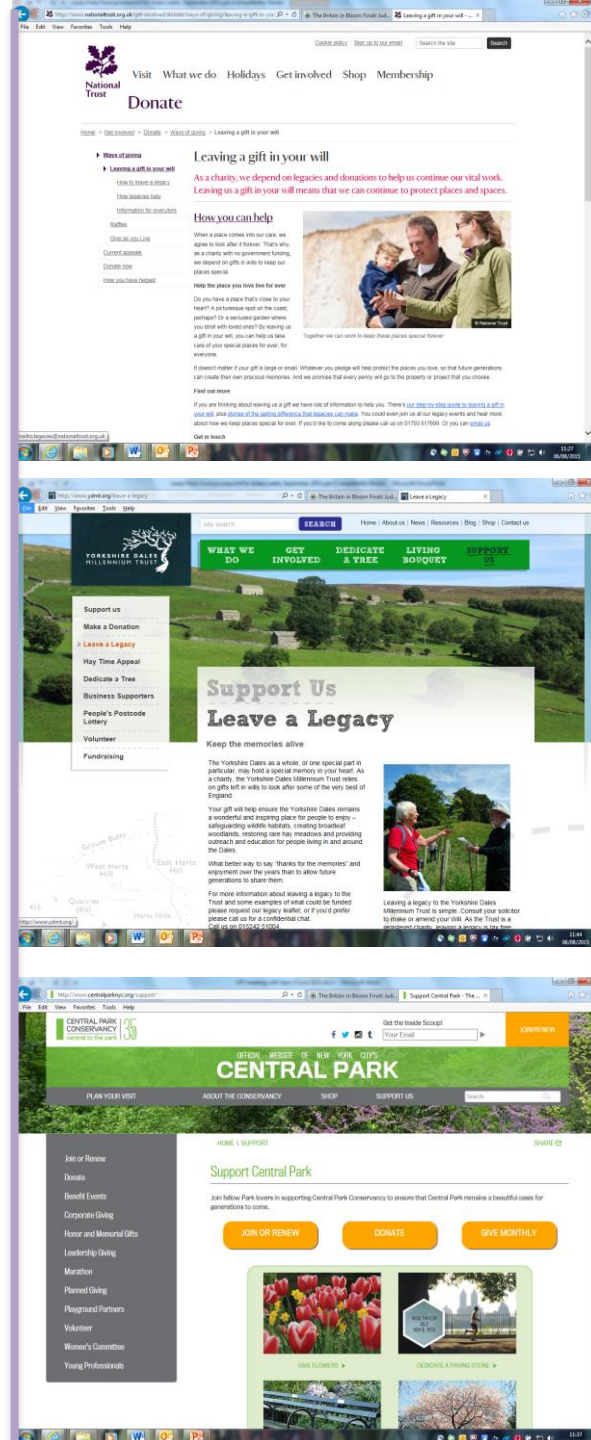
Similar funds

Other organisations successfully raise funds for green space through donations:

National Trust

The National Parks

The American model



Examples of giving in Leeds

RHS Chelsea Flower Show:

- Sponsored by HESCO
- Achieved Gold in 2010 and 2011
- Gardens relocated to Roundhay Park

the THE HESCO GARDEN 2010



Following the success of the HESCO Garden in 2009, Leeds City Council returned to the RHS Chelsea Flower Show in 2010 with its most ambitious garden design to date!

Turning up once again with HESCO Barton, the theme of the 2010 garden is the celebration of the green linkages of the Parks and Greenspaces of Leeds. It also stresses the importance these areas play in improving the health and well being of the people who visit them.

The garden design itself is a stunning mapshot of the green spaces of Leeds with distinctive woodland, wetland and floral meadow. These flank the important centrepiece of the garden, a section of canal and lock gate found on the iconic Leeds-Liverpool canal. The design uses locally sourced Yorkshire materials combined with plants also found in the region. The skills which went into creating the garden directly benefit the people of Leeds as these techniques are used to improve the look and quality of green spaces across the city.

All the hard work which went in to creating this stunning garden paid off when it was awarded a gold medal at the 2010 show!



REMEMBERING JIMI HESELDEN OBE

Jimi Heselden OBE, founder and Chairman of HESCO Barton, worked closely with Leeds City Council on the development and funding for the 2009, 2010 and 2011 RHS Chelsea Flower Show garden entries.

In 2010 the HESCO Garden made history at the show when it became the first Local Authority garden to win a gold medal.

Tragically Jimi died in 2010 in an accident on his home in Yorkshire. The HESCO garden here at Roundhay Park is a testimony to Jimi's commitment to the work of Parks and Countryside and to the city of Leeds.



Examples of giving in Leeds

Golden Acre Park:

- Conservatory provided by Franklin Windows
- Doubled indoor seating
- Retained outdoor seating
- Enabled funding for 'changing places' toilet



Examples of giving in Leeds

Tropical World:

- Generous donations by the Ziff Foundation
- Crocodile enclosure
- New aquariums



Examples of giving in Leeds

Temple Newsam:

- Large inclusive play area
- Physcap donation
- Facilities for disabled children



A closer look at the fund: Partners



'Ambition to be an efficient and enterprising organisation'



'Together we aim to create a city of opportunity for all'.



Aims to protect, preserve and enhance the parks, green spaces and other green infrastructure of Leeds

A closer look at the fund: aims

To improve publicly accessible parks and green spaces in the city boundaries of Leeds

‘Improvements’ defined by Green Flag criteria

Priorities:

- To fulfil the aspiration for all 63 community parks in Leeds to meet the Green Flag criteria (Leeds parks and Green Spaces Strategy)
- To ‘improve the quality of life for Leeds residents, particularly for those who are vulnerable or in poverty’ and ‘to create a city of opportunity for all’.

Not a substitute for local authority funding - should add value



A closer look at the fund: What might be funded

Planting or improving horticultural features

Play equipment, skate parks, teen shelters

Access improvements

Improvements to heritage features such as bandstands

Signage and interpretation

Sports facilities e.g. tennis courts or bowling greens

Nature conservation

Education, knowledge and skill development e.g. apprentices

Support for *Friends of* groups

Funds revenue as well as capital

Local authority can apply



A closer look at the Fund

Why would people donate?

Individuals:

- To give something back to a park or green space that means a lot to them (through a legacy)
- To remember a loved one
- To improve their local area
- To contribute to a project they are keen to see happen

Private Companies:

- Philanthropy
- To improve local area for staff
- To demonstrate corporate social responsibility
- Building partnerships with public/third/community sector



The practicalities of the Fund

Who manages the fund?

Management and distribution of donations and funds overseen by Leeds Community Foundation.

A panel will administer any funds raised. It will be made up of representatives from:

- Leeds Parks and Green spaces forum
- Leeds Community Foundation
- Leeds City Council (officers & members)
- (Ideally) Local business

How would people donate?

Cheques

In cash at events/in visitor centres

Bank transfer

On-line through website

Legacies in wills

Donations might be:

- Generic (e.g. 'to improve green space in Leeds')
- Specific (to a particular location or project).

Specific donations will require agreement with the landowner.

How would funding be administered?

Grant application process for allocation of generic funds.

Funding for specific projects allocated through value for money process

Endowments to be agreed with landowner



Next steps

Developing a brand

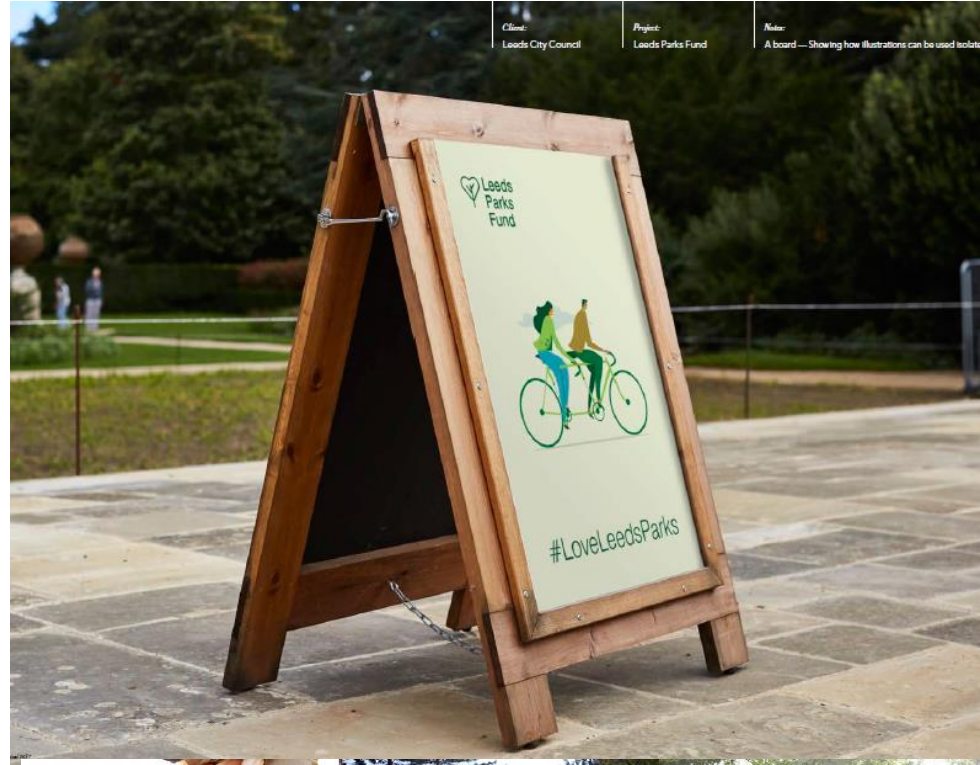
Fundraising and marketing plans

Launch





 Leeds
Parks
Fund



Client: Leeds City Council

Project: Leeds Parks Fund

Note: A board — Showing how illustrations can be used isolated

