

MyParkScotland



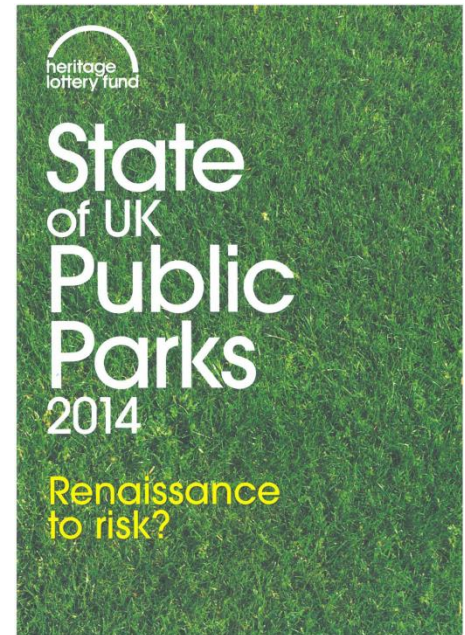
make a splash in your park...

David Jamieson, Parks & Green Space, City of Edinburgh Council
Chair of greenspace scotland

Drivers

- Greenspace surveys: falling levels of use
- Local Authority pressures
- Growing Friends & community groups
- State of UK Public Parks report 2014

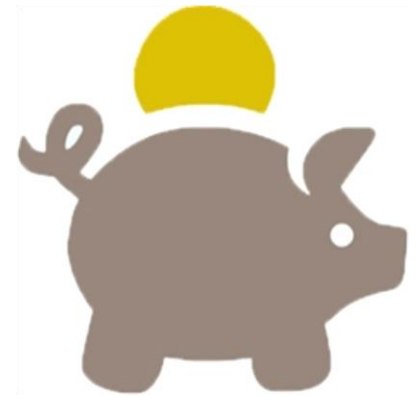
= need for alternative mechanisms for people to discover, enjoy and support their local parks and green spaces ... something like justgiving ... but for parks



Nesta/HLF Rethinking Parks programme



We Wanted a



- web-based and social media platform
- mechanism for supporting individual & business giving
- crowdfunding to support park improvement projects & activities
- gift-aid to create an Endowment Fund
- one-stop parks information portal and interactive hub – information about parks, events and activities

Concept ...

The Community Hub

The Funding Hub



Discover, enjoy and support parks and green spaces



EDINBURGH
THE CITY OF EDINBURGH COUNCIL

WELCOME TO
STARBANK PARK

Tell us your views

Birds you may see
in Starbank Park

Be a Garden Partner

Do you want space to grow your own food?
Is your garden feeling neglected?

Developing MyParkScotland

Customer insight testing - surveys and focus groups:

- 75% liked the idea of being able to **seek funding** for their local park project
- 66% liked the idea of being able to **donate** to local park projects
- 73% liked the idea of being able to **support** ongoing maintenance of their local park



The PARTNERS

steering group | website building | branding | comms

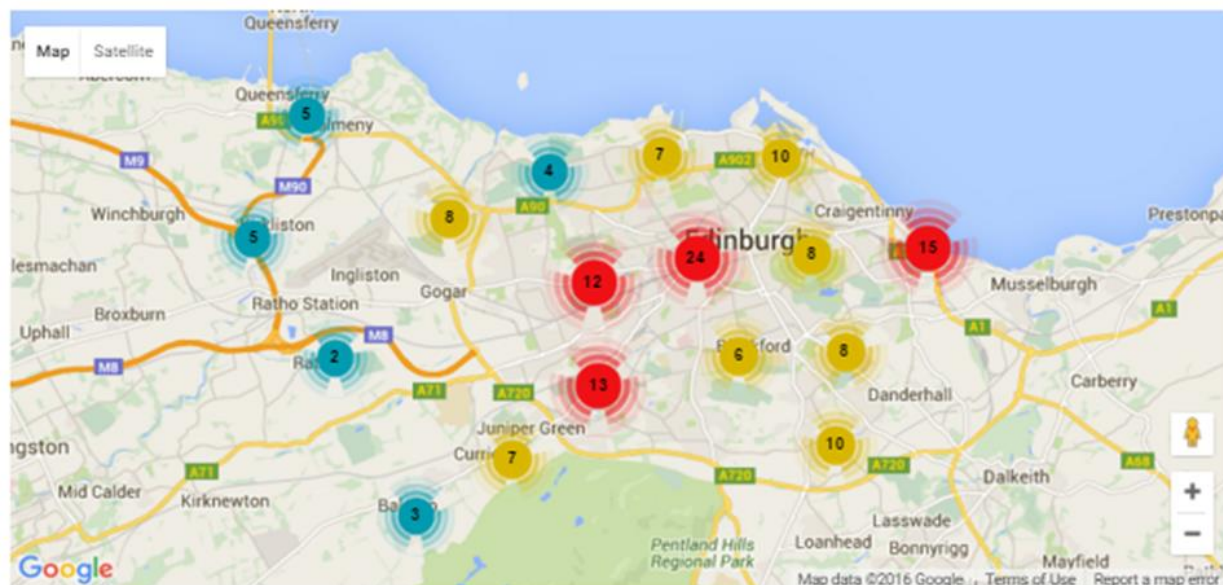




fund your park...

www.mypark.scot

Explore Parks



Explore Parks

Use the Search Area below to find the park you are looking for either by entering the park name or using the drop down options.

To start your search again first click the Clear button below.

Search Parks

Park name:

Area:

Postcode:

Facilities:



Abercorn Park



Allison Park



Atholl Crescent



Mini Orchard for Hayburn Park

This project is to improve: Hayburn Park, Glasgow



Share this project...   

A mini orchard will enhance the natural features of the park and an interesting and stimulating area for natural play.



Hayburn Playpark 2015 from MyParkScotland on Vimeo.

£597 Raised

Target £550.00

0 days to go

108.55%

Ended on August 28, 2015 [See more projects](#)

>>

Gift Idea 1: £5

£5.00 | £5 towards cost of fruit bushes and trees

Gift Idea 2: £5 plus Gift Aid

£5.00 | £5 plus Gift Aid towards cost of fruit bushes and trees

Gift Idea 3: £12

£12.00 | £12 help to buy and plant a fruit bush

Gift Idea 4: £12 plus Gift Aid

£12.00 | £12 plus Gift Aid help to buy and plant a fruit bush

Gift Idea 5: £35

£35.00 | £35 help to buy and plant a fruit tree

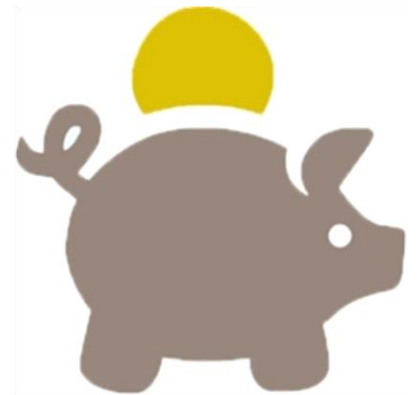
Gift Idea 6: £35 plus Gift Aid

£35.00 | £35 plus Gift Aid help to buy and plant a fruit tree

Other projects & crowdfunds

Some examples...

- Biohaven islands for great crested grebes – Glasgow
- Children's nature trail – Edinburgh
- Commonwealth compass – Glasgow
- Pensioners' playground – Edinburgh
- Outdoor classroom - Glasgow
- Bat boxes – Edinburgh
- Glasgow Green Boathouse





100%

of donations go
directly to
projects

70%

of donations
include
Gift Aid

6%

of donations go to create an
endowment fund for parks

The future...

- Text giving introduced
- Extending to other areas
- Thematic crowdfunds
- Resources, training and mentoring support
- Developing business partnerships
- Building the endowment





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www.mypark.scot | [@myparkscot](https://www.instagram.com/myparkscot)

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