

Redcar and Cleveland is Rethinking Parks

Redcar and Cleveland was recently announced as the only North East town, and one of eight from across the country, to have been selected to take part in an new and exciting £2m programme called Rethinking Parks. Nesta are an innovation charity with a mission to help people and organisations bring great ideas to life. They have funded the programme through the Big Lottery and Heritage Lottery Fund. Redcar & Cleveland has been awarded £194,000 for an 18 month pilot called 'People Powered Parks'.



The Project

Redcar & Cleveland Borough Council is working with Groundwork NE & Cumbria and Redcar & Cleveland Voluntary Development Agency to put communities at the heart of a bold and ambitious parks foundation, working with local people and businesses to deliver vibrant parks at the centre of communities. The foundation will build activity into the heart of each park, using the spaces to support people to become more physically active as a critical element of a “community activity model”.

‘People Powered Places’ will focus on **Locke Park, Zetland Park, Borough Park, Eston Recreation Ground, Flatts Lane Country Park, Guisborough Forest & Walkway, King George V Playing Field** in Guisborough and **Marshall Drive Playing Field** in Brotton (please see map overleaf).



Our aim is to create community-led parks; parks that are run by local people and businesses to the benefit of the local community. Nesta recognised the strong working partnership we already have with the park’s user groups and other voluntary sector organisations, and clearly consider our Foundation proposal to be a workable solution to securing the ongoing future of the parks.

The foundation model was originally developed by the Bournemouth Rethinking Parks project several years ago, and due to it’s success it is the approach also being used by the Redcar & Cleveland project. The Parks Foundation will have greater autonomy over commercial endeavours to raise revenue and can access funding unavailable to a Council, such as grants, corporate sponsorship, individual donations and Crowdfunding.

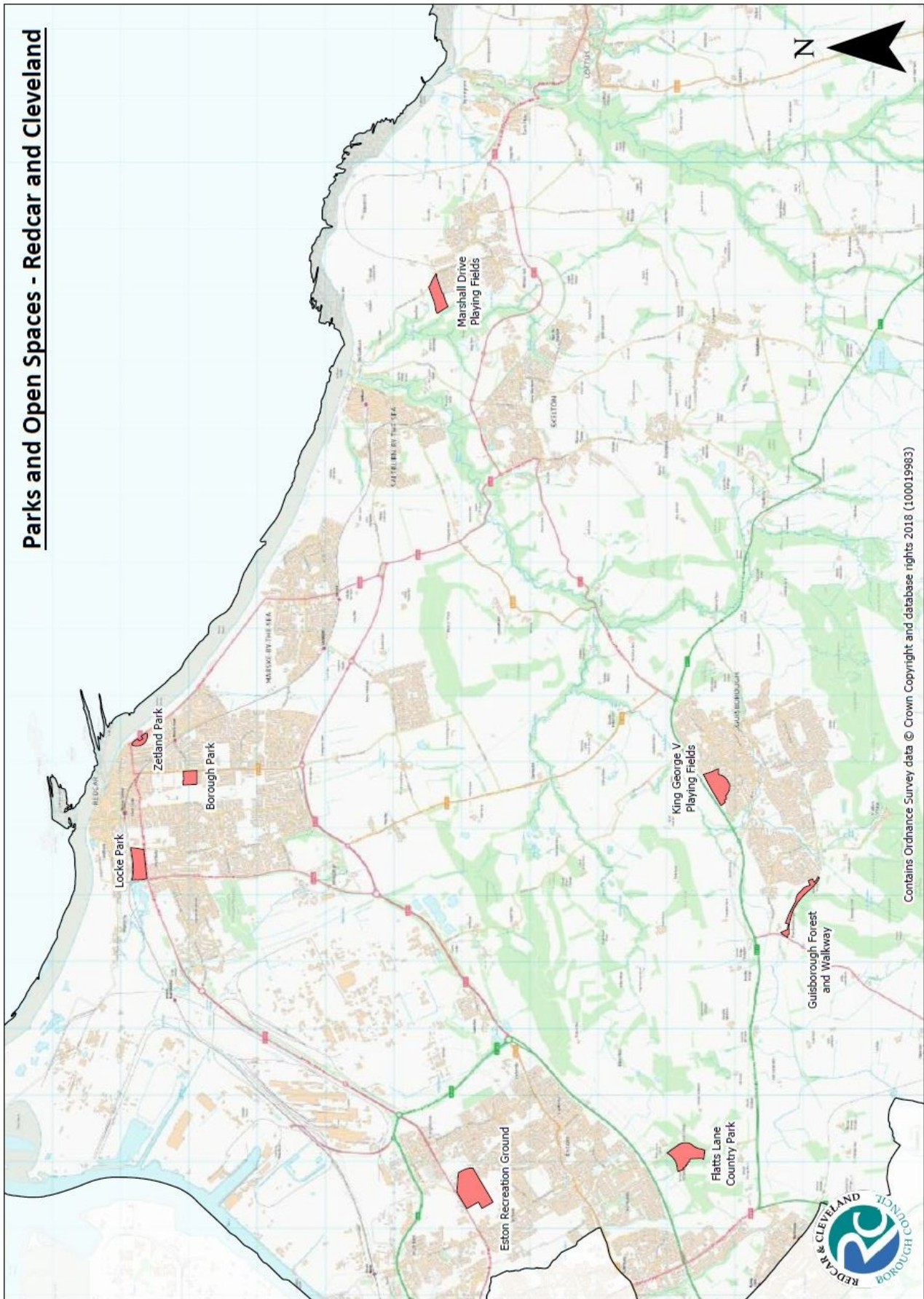
Redcar & Cleveland Borough Council has committed to financially supporting the Foundation with the budget for maintenance which will remain at its current level.

It’s envisaged that the Parks Foundation will include a management board made up of local stakeholders, including representatives from the community and local businesses wishing to work on the project as part of their Corporate Social Responsibility by supplying a Foundation trustee, staff time or specialist services. Formation of the Parks Foundation will happen by the end of June 2019.



LOTTERY FUNDED

Map showing the eight parks/open spaces that People Powered Places covers



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Who is involved?

Redcar & Cleveland Borough Council

A democratically elected body to provide services with the community. We are the land owners of the parks involved in the Rethinking Parks programme. We maintain the parks and support the Friends groups and other key partners to improve parks and open spaces, whilst delivering our strategy—“Our Flourishing Future” - putting communities at the heart of everything we do.

Groundwork NE & Cumbria

Groundwork are an environmental charity and have worked for over 30 years in the North East on hundreds of projects each year to create a better, greener futures for everyone. We help people and organisations to make positive changes in their local area in order to create better neighbourhoods, to build skills and job prospects and to live and work in a greener way.

Redcar & Cleveland Voluntary Development Agency (RCVDA)

RCVDA exists to support, promote and develop volunteering and the voluntary sector in the borough of Redcar & Cleveland, in order that individuals and local groups can grow in confidence and skill and communities as a whole are sustained and enriched.

Park User Groups

A number of parks involved in this programme have an active ‘Friends’ group which are made up of local residents wanting to make a difference to their local park, but there are also a number of active sporting groups such as football Clubs and Park Run groups who are heavily involved with their local parks. These user group’s main aims are to use, support and develop their parks. These groups could benefit from training and an injection of new skills, knowledge and ideas to help sustain the parks and their groups into the future.

Nesta

Nesta are an innovation charity with a mission to help people and organisations bring great ideas to life. They have funded the programme through the Big Lottery and Heritage Lottery Fund.

Local Businesses

Large or small, local businesses will be invited to be part of the Rethinking Parks programme. Please see page four for more information on how businesses might support or become part of the foundation.

Individuals

Whether you have skills you are willing to share, whether you can dedicate your time to help at events, whether you can fundraise for the foundation, all support will be welcomed.



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How can local businesses get involved?

Below are a few ways we feel businesses could be involved in the Foundation. If you feel you could offer something different please let us know.

LEADERSHIP

Trustee Role—Become a trustee of the Foundation.

STRATEGIC SUPPORT

Marketing – Both in terms of raising awareness of the parks, encouraging visitors and also on specific campaigns perhaps around litter, events, seasons (in particular different fauna/flora in bloom at certain times).

Fundraising – Devising and co-ordinating campaigns to raise funds which could be used for events or park improvements.

Events – Devising ideas for events, or assisting with their planning and delivery.

Grant Applications – Assistance with identifying and making applications for suitable grants.

Business Planning – Assist Foundation or park user groups to look at sustainable ways to run facilities, such as a cafés, shops, etc.

SYSTEMS AND ADMINISTRATIVE SUPPORT

Financial Planning – Support with budgeting and accounting.

Project Management – Helping to plan out project delivery, making the best use of resources.

Admin Systems – Effective planning and delivery of meetings and accurate record keeping.

SUPPORT A PARTICULAR AREA OF THE PARK

Branding - Sponsorship of key attractions, including play areas, bandstands, ponds or other features.

Action Days - Allowing and encouraging employees to be released to work with the community on joint CSR projects.

PROJECT MANAGEMENT SUPPORT

Project Planning – Support the park user groups to identify potential improvements to the park, plan, consult, fundraise and deliver.

MANAGEMENT PLANNING – INPUT AND DELIVERY

Input – Work with Redcar & Cleveland Borough Council and the park user groups to look at how the parks are managed and help to document this.

Delivery – Assist in certain aspects of the delivery of the management plans. It could be hands on labour to improve particular areas of the parks, such as planting flower beds, building raised beds, painting railings, etc.



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Redcar & Cleveland—Love It!

Love It is a positive, people powered campaign focusing on improving our environment and building pride in our local communities. It is about loving where you live and caring for your surroundings as well as creating a better environment, therefore links well with the People Powered Parks vision.

We all want to see positive changes to where we live and with your help this campaign and People Powered Parks will grow the number of people willing to take an active role. We want cleaner areas, less dog fouling and graffiti, more and better quality green space and better use of unused and derelict buildings.

Through Love it we can all do one small thing to make a big difference in our Communities. www.redcar-cleveland.gov.uk/LoveIt

For more information on People Powered Parks and the development of the Foundation please contact;

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