

Committee	Dated:
City Bridge Trust	9 th May 2019
Subject: Strategic Initiative – CPRE London (on behalf of London Parks Consortium) (Ref: 15394)	Public
Report of: Chief Grants Officer & Director of City Bridge Trust (CGO)	For Decision
Report author: Jenny Field, Deputy Director of City Bridge Trust	

Summary

This proposal has come from the London Parks Consortium, with the Council for the Protection of Rural England (CPRE) London acting as the lead body. As well CPRE London, the partners comprise Greenspace Information for Greater London (GiGL), London National Park City, London Friends of Greenspace Network (LFGN), Metropolitan Public Gardens Association, London Parks and Gardens Trust, Green Flag Award, and Parks for London.

Although various of the partners have tried hard to provide web-based platforms to promote parks and greenspaces in London (often from a specialist angle e.g. promoting health and wellbeing; promoting wildlife and conservation; fitness) more could be done to bring all this information under one 'roof' in order to better promote the benefits of London's open spaces, especially to those who rarely or never visit their local park or green space. It would also make the information that is available more visible and user-friendly.

Recommendation

Members are asked to:

Approve a grant of £120,000 over three years (3 x £40,000) towards of developing a web-based platform and map to promote London's parks and green spaces, on condition that a satisfactory reserves policy for CPRE London is provided.

Main Report

Background

1. Various organisations have, over the years, aimed to promote London's parks, including the benefits of increased health and well-being, fitness, cultural, wildlife and conservation.

2. You may recall that following your Growing Localities initiative, you launched the Parklife London website www.parklifelondon.org originally in February 2013. This lists over 900 green spaces in the capital. It was always intended that the site would be interactive and that people would be able to list community events and volunteering opportunities. However, despite several attempts we found it difficult to find a partner organisation or organisations willing to help us with this and so the site has remained static.
3. We have now been approached by the London Parks Consortium Project who would like to make use of the excellent information on the Parklife site as part of the development of this proposal to improve the promotion of London's open spaces.
4. Other relevant sites include:
 - CPRE London's #GoParksLondon campaign with a map and microsite www.GoParks.London.
 - GiGL's Discover London Map <http://discover-london.gigl.org.uk/>.
 - London Parks and Gardens Trust <http://www.londongardensonline.org.uk/>
 - London National Park City is due to launch in July 2019 and will promote places to go/things to enjoy/making the most of London's outdoors.
5. The consortium wishes to bring all this information and data, as well as other relevant information, under one 'roof' in order to better promote the benefits of London's green spaces.

The proposal

6. The proposed website and map will act like a 'shop window', making use of existing portals and maps, hosted at www.NationalParkCity.London, incorporating the www.GoParks.London map with pop-ups bringing together information sources for each site into one place. Data collection will be enhanced by crowdsourcing from groups who can be engaged to maintain listings.
7. An important element of the partnership is the London Friends of Greenspaces Network, for example, which will be able to promote their greenspaces and related events and volunteering opportunities, as well as links to their e-bulletins and their own websites where they exist.
8. A communications specialist will generate interest in various sources of information, including the stories behind those who care for and use parks, such as how parks are being used to improve health or their role as an education tool. Promotion will be via social and conventional media and other channels, for example, direct communications with GP surgeries or local mental health services, will include news, inspiring stories, practical advice and where appropriate local contacts. It will build on existing communications

channels of consortium partners especially where they have demonstrated an ability to engage wide audiences.

9. In order to build the volunteer network, additional capacity within the London Friends of Greenspaces Network will be needed to engage groups in providing information and stories, to help them with local communications and to increase support to members i.e. information, advice and networking opportunities. This will build on the existing volunteer-run support function.
10. Capacity will also be needed to establish, monitor and review objectives and actions, ensure actions are being met and lead the consortium in ongoing decision making.
11. Each park will have its own page (following the way in which Parklife London has been built) and each page will include:
 - A mini map
 - Photos
 - Park description, facilities
 - 'Friends of' group contact details and links
 - Friends groups social feeds (e.g. to find out about events, volunteering days)
 - Public transport links

Project Budget

	Year 1	Year 2	Year 3	Total
TOTAL COSTS	£ 45,028	£ 42,078	£ 42,078	£ 129,184
Website and map – set up	£ 12,000			£ 12,000
Website and map – ongoing @600 per month July-Dec	£ 3,600	£ 7,200	£ 7,200	£ 18,000
Data collection / cleaning etc – ongoing (GiGL's costs)	£ 12,428	£ 8,378	£ 8,378	£ 29,184
TOTAL DATA AND MAP	£ 28,028	£ 15,578	£ 15,578	£ 59,184
Part time copywriter / comms post (Jul-Dec only for 2019)	£ 6,000	£ 12,000	£ 12,000	£ 30,000
Part-time LFGN Network Development Officer 1 day per week @£25,000 FTE + on costs	£ 3,500	£ 7,000	£ 7,000	£ 17,500
TOTAL PROMOTIONS	£ 9,500	£ 19,000	£ 19,000	£ 47,500
Project Researcher and Manager 2 days per month (CPRE London officer time costs + overheads) (+2 days core funded)	£ 7,500	£ 7,500	£ 7,500	£ 22,500
TOTAL RESEARCH/PROJECT MANAGEMENT	£ 7,500	£ 7,500	£ 7,500	£ 22,500

Finance

12. CPRE London's independently examined accounts for the year end December 2017 do not contain a reserves policy and it is recommended, therefore, that should funding be approved today, it is on condition that a

satisfactory reserves policy is provided. Its reserves position is strong currently.

13. The vast majority of CPRE London's income is from membership subscriptions along with donations and branch appeal proceeds.

14. Forecast income for 2019 does not include future fundraising applications that may be made during the year.

Year end as at 31 December	2017 Examined	2018	2019
	Accounts	Draft	Budget
	£	£	£
Income & expenditure:			
Income	72,471	75,651	63,575
- % of Income confirmed as at 11/04/2019		100%	92%
Expenditure	(71,788)	(71,092)	(92,244)
Total surplus/(deficit)	683	4,559	(28,669)
Split between:			
- Restricted surplus/(deficit)	0	0	0
- Unrestricted surplus/(deficit)	683	4,559	(28,669)
	683	4,559	(28,669)
Operating expenditure (unrestricted funds)	43,321	61,192	77,244
Free unrestricted reserves:			
Free unrestricted reserves held at year end	63,536	68,095	39,426
No of months of operating expenditure	17.6	13.4	6.1
Reserves policy target	TBC	TBC	TBC
No of months of operating expenditure	TBC	TBC	TBC
Free reserves over/(under) target	TBC	TBC	TBC

Conclusion

15. This proposal complements your value of 'Care for the Environment'. It also complements the 'Growing, greening and environmental projects' strand of your 'Connecting the Capital' priority of Bridging Divides.

16. It will also provide a useful and appropriate legacy for your 'Parklife London' website, with resource being built in to ensure that the proposed new website is interactive with material that is fresh and up to date.

Appendix A

Summary Assessment of Strategic Initiative for Committee Decision

(Use: Y/N/Potentially or N/A where relevant)

FILTERS	
Will The pro-active grant:	
Further the Trust's Vision and Mission?	Y
Support work within the Bridging Divides programmes?	Y
Or, meet a clear need that has arisen since Bridging Divides were agreed?	
Have the potential for impact beyond that of an individual reactive grant or number of individual grants?	Y
Be affordable within the agreed annual budget (from the Trust alone or in combination with other funders) and, looking forward, leave sufficient budget to meet anticipated pro-active grants for the remainder of the financial year?	Y
Be made to an organisation(s) that conforms to the Trust's eligibility criteria and has the capacity and expertise to deliver the work?	Y

PRIORITISATION GUIDANCE	
Evidence	
Is there external and/or internal research and information that supports the need for the proposed grant?	Y
Is there external and/or internal research and information that indicates the approach proposed in the grant will be successful?	N
Is there evidence that indicates the work will be hard to fund from other sources?	In part
Impact	
Will the grant tackle a root cause(s), or positively influence policy or practice?	Y
Will the work/approach funded be replicable?	Possibly
Does the grant provide an opportunity to strengthen Civic Society in London?	Y
Is the work sustainable beyond the period of the grant?	Y
Can the impact of the work be measured through evaluation?	Y
Leverage	
Will the grant particularly benefit from the Trust's and the Corporation's distinctive networks and connections? Is there an opportunity to add value in this regard?	Y
Will the grant be able to build on the Trust's, and its existing grantees'/investees' knowledge and expertise?	Y
Will the grant have the potential to leverage any other funding from other sources?	Y
Spread	
Geographic	

Will the grant support work in a geography where there is high need but relatively low Trust spend?	Potentially
<i>Thematic</i>	
Will the grant support work in a thematic area of the Bridging Divides Programme where there is high need but relatively low Trust spend?	Possibly
<i>Portfolio</i>	
Within the Trust's Strategic Initiative portfolio, is the grant duplicating or complementing anything already funded?	The 'Growing, greening and environmental projects' of <i>Bridging Divides</i>
Approach	
Will the grant enable better collaboration between relevant organisations?	Y
Is the proposed work across more than one LA or is London-wide?	Y
Does the proposed work explicitly link the private, statutory and voluntary sectors?	Potentially