

Transport and Environment

10.00am, Tuesday, 2 June 2015

MyParkScotland – Innovative Funding for Edinburgh’s Parks

Item number	7.8
Report number	
Executive/routine	
Wards	All

Executive summary

MyParkScotland is a new fundraising initiative that will help people discover and support their local parks. Led by the social enterprise charity *Greenspace Scotland*, MyParkScotland is being pioneered in partnership with the City of Edinburgh and Glasgow City councils as an on-line and digital presence that will enable Friends of Parks and other community groups to secure funding for park projects, events and activities through on-line giving (donations, legacies, sponsorship etc) and crowdfunding.

Links

Coalition pledges	P48
Council outcomes	CO19
Single Outcome Agreement	SO2 , SO4

MyParkScotland – Innovative Funding for Edinburgh’s Parks

Recommendations

- 1.1 It is recommended that the Committee:
 - (i) notes the content of this report and
 - (ii) supports the development and implementation of the MyParkScotland initiative.

Background

- 2.1 In 2014, the Heritage Lottery Fund released a report called ‘*State of the UK’s Public Parks*’. Based on national research, it noted that maintenance budgets for parks are in serious decline, capital is less available for sustaining or improving parks assets, and warned that unless future funding is generated in new ways, parks are at serious risk of rapid decline.
- 2.2 The report also noted that communities are taking on a greater role in site management and care, notably through the rise of Parks Friends Groups.
- 2.3 Both these trends are mirrored in Edinburgh. Revenue and capital budgets for parks management will be more restricted than in recent years, whilst the number of Parks Friends Groups now stands at 49, a grouping collectively represented by the recently formed Edinburgh Friends of Parks Forum.
- 2.4 In response to the Heritage Lottery Fund report, an initiative called Rethinking Parks has been launched by NESTA (formerly National Endowment for Science, Technology and the Arts) and the Heritage Lottery Fund, to support the most innovative and promising new business models to enable our parks to thrive for the next century. MyParkScotland is one of 11 UK ‘park trailblazers’ supported by this programme, and the only one in Scotland.

MyParkScotland is led by the social enterprise charity *Greenspace Scotland* in partnership with the parks services within the City of Edinburgh and City of Glasgow councils. If successful in these two locations, it is intended to roll the initiative out across Scotland.

- 3.1 Market research undertaken for MyParkScotland found that three-quarters of respondents liked the idea of being able to seek funding for a local park project and two-thirds liked the idea of being able to donate to local park projects.
- 3.2 MyParkScotland is therefore an initiative that will help people discover and support their local parks. It is a brand that presents an on-line and digital presence for new ways of investment in public parks and green spaces, incorporating a website, Facebook page, and channelled social-media marketing support. Initially, it is aimed at directing investment in projects or initiatives promoted by Friends of Parks and other community groups through on-line giving (donations, legacies, sponsorship, etc) and crowdfunding.
- 3.3 It is intended that MyParkScotland will complement, rather than replace, Council investment in parks and green spaces. It has the potential to give Friends groups, charities and communities a powerful tool to fundraise for those projects that the Council is unable to fund. It is expected that crowdfunding will be used to 'top-up' funds secured from more traditional grant sources.
- 3.4 An additional advantage of fundraising through MyParkScotland is that donors will be able to use gift-aid to increase the value of their donation. These gift-aid contributions will be invested to develop sustainability and endowment funds for the City's parks. Donors can also contribute directly to endowment funds for specific parks or an Edinburgh Parks endowment. Businesses will also be encouraged to support featured projects through this mechanism. The potential for matching business contributions is currently being explored.
- 3.5 The MyParkScotland website also provides a parks information hub. Every park in Edinburgh is featured with information about park facilities, activities and events, together with links to Edinburgh Outdoors and park/groups website and Facebook pages.
- 3.6 MyParkScotland was launched over the Spring Bank holiday weekend (23-25 May). This included a series of initial featured projects for crowdfunding.

Measures of success

- 4.1 Securing sustainable levels of resource for additional investment in Edinburgh's public parks and other green spaces.

Financial impact

- 5.1 There is no direct financial implication from this report. MyParkScotland is not intended to replace Council investment in parks and green space, but to complement this.

Risk, policy, compliance and governance impact

- 6.1 MyParkScotland has been established as an independent charitable company and the first trustees appointed. Greenspace Scotland has recruited a full-time Project Manager to support the project.
- 6.2 In each participating city a local advisory panel is being developed to receive and review applications from projects to feature on the site. The panel is set up and constituted as an advisory sub-committee of the MyParkScotland board and may only make recommendations for the trustee's approval.
- 6.3 MyParkScotland articles state that local advisory panel members are geographically based and comprise of representatives of communities, local authorities, non-governmental organisations and business.
- 6.4 Local advisory panel members identified for Edinburgh are:
- Councillor Lesley Hinds (Convenor of Transport and Environment Committee)
 - Jim Hunter (Acting Head of Environment)
 - John Kerr (Chair, Edinburgh Friends of Parks Forum)
 - Charlie Cumming (CEO, Edinburgh & Lothians Greenspace Trust)
- 6.5 These panel members were selected to cover these interests based on a combination of their personal skills and representative positions. Appointments to the local advisory panels are made by the MyParkScotland board on the suggestion/recommendation of the relevant local authority liaison officer and MyParkScotland Project Manager. Changes to Panel Members would therefore need to be agreed by the MyParkScotland trustees and there would not necessarily be a straight substitution of a new post-holder.

Equalities impact

- 7.1 There is no relationship between the matters described in this report and the public sector general equality duty. There is no direct equalities impact arising from this report.

Sustainability impact

- 8.1 The impacts of this report in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties have been considered, and the outcomes are summarised below.
- The update outlined in this report will have no impact on carbon emissions.
 - The update outlined in this report will increase the city's resilience to climate change impacts because maintaining quality greenspaces will maximise the use of urban greenspace.
 - The update outlined in this report will help achieve a sustainable Edinburgh because maintaining investment in parks across the city will help to meet the diverse needs of people in existing and future communities and will promote personal wellbeing as a result of access to quality greenspace, ensuring a strong, healthy and just society.

Consultation and engagement

- 9.1 Community involvement has been a central part of the development of MyParkScotland. Friends of Parks groups were involved in the development of the Rethinking Parks application, and featured in the video which accompanied the application. Since funding was confirmed, groups have been involved through briefing sessions, workshops and fundraising training sessions.

Background reading/external references

[State of UK Parks 2014 Report](#)

[Rethinking Parks programme](#)

[Details about the 11 projects on Nesta website](#)

[MyParkScotland website](#) (in development until launch)

[Greenspace Scotland](#) (outline project information and results from the online survey)

John Bury

Acting Director for Services for Communities



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Links

Coalition pledges	N/A
Council outcomes	CO19 - Attractive Places and Well Maintained – Edinburgh Remains an attractive city through the development of high quality buildings and places and the delivery of high standards
Single Outcome Agreement	SO2 - Edinburgh’s citizens experience improved health and wellbeing, with reduced inequalities in health SO4 - Edinburgh’s communities are safer and have improved physical and social fabric
Appendices	Appendix 1 – MyParkScotland website screenshots

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Why MyParkScotland? | Explore Parks | Activities & Events | Get Involved | Support Parks | Park Stories



relax in your park...

Welcome to MyParkScotland

We are here to connect you to your park, providing up to date information on park locations, facilities and what's on. You will also find details of exciting projects that will help to improve our parks for future generations. Find out more here [support projects](#).



Search parks

Park name:


Area:

Postcode:


Facilities:


Support a project

Starbank Park – upgrade the planters




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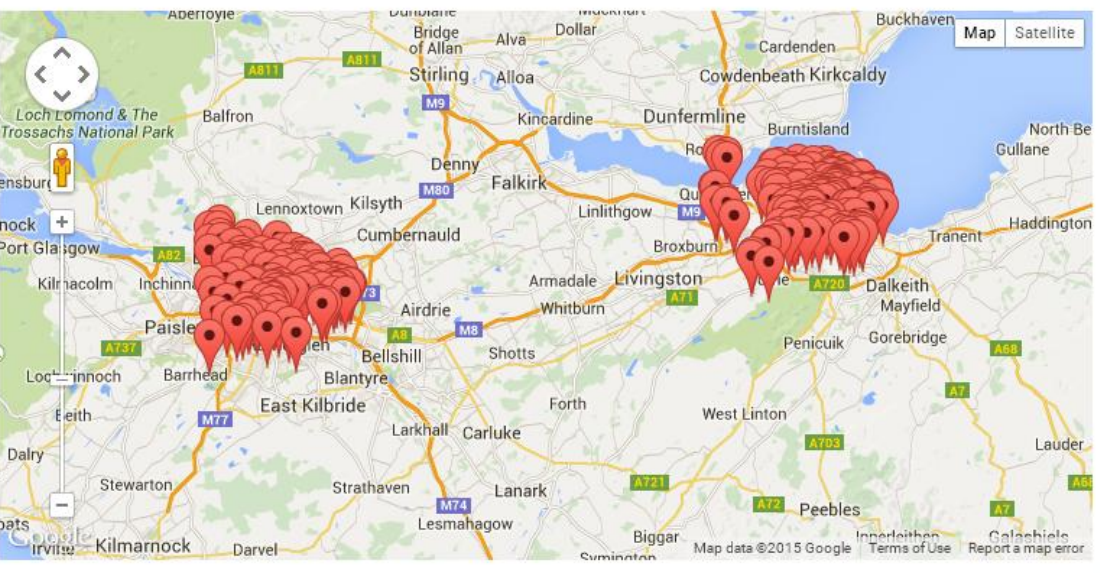
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Explore Parks



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.




Search Parks

Park name:


Area:

Postcode:

Facilities:



Explore Parks



Seven Acre Park, Edinburgh

About your park

Visit your park today

There is so much going on in parks across Edinburgh and Glasgow so why not visit your local park today or use FlyParkScotland events to plan your next visit.


Find out more about FlyPark Scotland

If you would like to donate to this park please visit the Donate page or click the I like a Donation button below.

[Make a donation](#)

Activities & Events

Sorry, no events and activities found in this park.




View the calendar to see what's happening in other parks.
If you are running an activity or event you can post it on the website.

[Post event](#)

Live Projects


There are currently no live projects for Seven Acre Park.



View other live project funds

If your organisation wishes to propose a project for Seven Acre Park complete the Project Proposal Form

[Suggest a project](#)



Facilities


- Football pitches
- Play areas
- Rugby pitches
- Seating
- Woodland

Park information

Seven Acre Park, as the name suggests, is 7 acres in size and consists of two main sections – one accessed via Stoneydykehead and the other via Leatherbank View. The park is sited on former farmland and was adopted by Edinburgh Council around 1979. The park has exceptional views over to Fife and many of Edinburgh landmarks including Edinburgh Castle, Arthur's Seat, Blackford Observatory and, on a good day, the Bass Rock can be seen in the distance. It is a wonderful place to sit in the summer months or just to relax and take in the countryside feel the park provides in the middle of Edinburgh. The play area, which includes basketball nets, is very popular with local children and their parents. The park also has picnic tables, football goals and seats dotted about to take in the scenery.

Visit Edinburgh Outdoors for more info >>>

Location



**Stoneydykehead, Ainsliehill,
Edinburgh EH16 6TN**

Stories

Sorry, no stories for this park. See stories about other parks, or you can share yours below:

[Share your story](#)

More Information

- [Contact Friends of 7 Acre Park](#)

If you would like an organisation to be listed here please fill out the [Keep In Touch form](#) and let us know!

Ideas

Sorry, there are no ideas for this park. See ideas for other parks, or you can suggest one below:

[Suggest an idea](#)

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MyParkProjects



Starbank Park, Edinburgh

Replant the Starbank Star



We have started the replanting of the Starbank Star but need your help to finish it off so it can be in the best shape.

£415 Raised

Saughton Park and Gardens, Edinburgh

Saughton Skatepark improvement



A popular skatepark with both locals and visitors our project will make the skatepark even better for all users.

About MyPark Projects

This page shows all the live project funds currently open on MyParkScotland.

If you can't see something you'd like to support, why not propose a project?

[Propose project](#)

Search MyPark Projects

Areas:

-- select Area --

Park:

-- select Park --



[Why MyParkScotland?](#) | [Explore Parks](#) | [Activities & Events](#) | [Get Involved](#) | [Support Parks](#) | [Park Stories](#)

Support Parks



Replant the Starbank Star

This project is to improve: [Starbank Park, Edinburgh](#)



Share this project...   

We have started the replanting of the Starbank Star but need your help to finish it off so it can be in the best shape.

Please note that this is a test project being used to test the MyParkScotland website so please do not donate to this project.

£415 Raised

Target £680.00

387 days to go

61.03%

Crowdfunding ends on May 06, 2016

[Support Now](#)

[See more projects >>](#)

Gift Idea 1: Gift level 01

£100.00 | Gift level 01 Buy plants to plant around the edge of the star


Gift Idea 2: Gift level 02



£15.00 | Gift level 02 Contribution towards an information board to tell

The screenshot shows the MyParkScotland website interface. At the top left is the logo for 'my park Scotland' featuring a stylized tree. Navigation links include 'Why', 'Support Parks', and 'Park Stories'. A progress bar indicates '415 Raised' towards a 'Target £680.00' with '87 days to go' and a '61.03%' completion rate. A modal window is open in the center, titled 'Step 1: Specify your contribution amount for Replant the Starbank Star'. It contains a 'Contribution Level' dropdown menu with 'Gift level 01' selected, a 'Total' input field showing '100.00', and a 'Next Step' button with a right-pointing arrow. The background is dimmed, showing project details for 'Replant the Starbank Star' at Starbank Park, Edinburgh, with a 'Support Now' button and a 'Crowdfunding ends on May 06, 2016' notice.

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Activities & Events



EVENTS FROM

SEARCH

NEAR

FIND EVENTS

VIEW AS

NARROW YOUR RESULTS
[Collapse Filters](#) [Reset Filters](#)

▶ Event Category
▶ Venues
▶ Day
▶ Time

April 2015

Easter Pets @ Queens Park Glasshouse

Free

April 15 @ 10:00 am - 3:30 pm | [Recurring Event \(See all\)](#)

Easter Pets at Queens Park is always a fantastic community based event and it's superb to see one of our best loved parks such a hive of activity over the Easter holidays. The event is a great educational and fun experience for adults and kids, come along and join in the fun.

About Activities & Events

Discover what is on in your park by using our events section, either search by date or visit the park page to see if there is an event on.

If you want to list an event click the post event button below and enter the event details.

Post event

Activities & Events Calendar

« APRIL 2015 »

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

Transport and Environment Committee 2 June 2015