

Future Parks

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Future Parks Endowment workshop activities

In order to shape your thinking on potential endowment contributors, we have created these Endowment workshop activities and resource sheets to help structure your discussions.

1. Sample workshop

The purpose for this workshop is to explore how a Parks Trust endowment might be built, by identifying potential contributors.

Session outline

Time	Mins	Content	Resources
00:00	5	Start with a short (5 minute) whole group brainstorm over the drivers that might move institutions to contribute to a Parks Trust endowment fund, and write these on a flip chart. (Suggestions might include: civic pride, reputation and publicity, leverage and strategic value, health, necessity, risk management).	Blank 'Drivers' flip chart Board marker
00:05	25	This can be followed by discussions in groups of 5-6, generate ideas in response to the question 'Who might contribute to a Parks Trust endowment?', taking account of the drivers identified. Groups should identify institutions / organisations in their area who may have a vested interest in contributing towards a Parks Trust endowment. These could be grouped as follows: <ul style="list-style-type: none"> a) Local authority b) Other public sector (e.g. health) c) Business (e.g. water) d) Other (such as central government, institutions including universities). Groups should write each potential contributor on a post-it note.	'Who might contribute to a Parks Trust endowment?' flip charts / worksheets Post-it notes Board markers

00:30	25	<p>Groups should then identify their two highest priority potential contributors and suggest next steps in working with / managing these. Use this as a chance to tease out exactly what would be the motivating factors for these top two and what do you need to do next to unlock a contribution from these organisations. (E.g. get to know key individuals, understand policy context further, attribute economic value to benefits from parks to these organisations, research annual accounts and finances, identify possible sources of funding that the organisation could release).</p> <p>Each group is then asked to present their two priority potential contributors to the whole group and place these on a flip chart (there may be some overlap, so align these where possible), and add next steps to the correct column.</p>	<p>Priority contributors and next steps flip chart / worksheet</p> <p>Board marker</p>
00:55	5	<p>Finish with a whole group plenary to tease out any further considerations, including any examples from elsewhere that the group can learn from. These can be written on a blank flip chart.</p>	<p>Blank 'Learning from elsewhere' flip chart</p> <p>Board marker</p>



2. Sample resources

Who might contribute to a Parks Trust endowment?

Local authority	Other public sector	Business	Other institutions / organisations

Priority contributors and next steps

Group 1	Group 2	Group 3	Next steps
e.g. Water	e.g. Water		
e.g. University			
	e.g. Health	e.g. Health	
		e.g. Local business	