

GreenSpace South West Regional Forum Business Planning: 2008/09 to 2011/12

Introduction

Through a business planning process, the Forum's Steering Group is looking ahead over a number of years to enable the Forum to be in a position to deliver its key objectives, its "IDEAS", as set out below:

- Increase our membership, both in terms of numbers and breadth of organisations, such as through the Regional Partnership Agreement (Appendix x of Business Plan) and a membership campaign
- Develop the capacity of the forum at a regional and local level through increasing participation by developing the role of topic based sub-groups and sub-regional/county groups, including business plan convergence with partner organisations
- Engage with community groups and new areas of work such as through the Regional Cultural Olympiad
- Advance members' skills base and understanding, in particular through developing and sharing best practice and peer to peer training
- *Spread the Forum's influence in the region, both through advocacy, action research, partnership projects and joint events*

Increasing membership and participation is essential to the Forum's future. The Steering Group aim is to increase membership and participation among local authorities as follows:

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|-----------|-----------------------|-----------------------------|----------|-------------------------|
| • 2008/09 | 33% of LAs as members | income from membership fees | £10,000 | £20,000 in kind support |
| • 2009/10 | 50% of LAs as members | income from membership fees | £15,000 | £30,000 in kind support |
| • 2010/11 | 65% of LAs as members | income from membership fees | £ 23,500 | £35,000 in kind support |
| • 2011/12 | 80% of LAs as members | income from membership fees | £29,000 | £40,000 in kind support |

To achieve this we are planning a Membership Drive over the coming years and at the same time continuing to build support and partnerships by delivering high quality research, events and projects. Action to be taken during 2009/10 to begin to achieve this is set out below. Targets are aspirational and dependent upon successful fund-raising as shown. Where fund-raising target are not achieved, targets can be carried over to the following year.

2009/10 Action Plan

Note 1. In kind amounts based on £450 day rate. Amounts are based on an aspirational mean attendance

Note 2. To avoid double accounting, outcomes which are covered by more than one objective are shown once and identified in the table by "AFE"; accounted for elsewhere

Note 3. Figures in brackets in "Green Space Staff" column refer to additional administration needed from the Caversham Office.

Forum's role as a membership network for the exchange of expertise, experience & information								
2a Hold open meetings (including Annual Review and Partners Meeting)	1x meeting per quarter held including with appropriate agendas, speakers etc.	Forum staff Steering Group	Venue, catering, agenda preparation, speakers briefed, Reports, position statements notification, minutes preparation and circulation.					-
2b Establish and support a sub-regional structure for the forum	100% county "peer support group" meetings established and supported, engaging with communities.	Forum staff Steering group	venue, catering, agenda, notice development, participation, minutes & circulation					-
2c Develop & promote forum brand, especially development and use of website	Brand developed, use of website developed, Website updated. Projects/events promoted, regular exchange of information/news sheet	Forum staff Steering group/sub-group, GreenSpace staff	brand creation/maintenance website use developed, articles/case studies prepared and on website, events and projects promoted, information exchanged					-
2d Develop relationships with South West press & produce press releases detailing forum activity	press releases distributed	Forum staff , partners and Green Space staff	press releases written and distributed					-
2e Improve services to members	Customer feedback forms developed and utilised at Forum meetings and events	Sub-group/ GreenSpace staff	forms analysed, action taken					-
2f Work with GreenSpace National to promote "Love Parks Week"	Awareness raised, projects organised and promoted	Steering Group GreenSpace staff & membership	involve partners, collate information, feed to GSN or local press					-
Sub totals				1,000	10,000	3,000	14,000	-

<p>3. Promote & support the regeneration, management & sustainable future of parks and green spaces in the South West Region to the wider community, including their role in delivering cross cutting themes such as health, young people, crime & disorder inclusion, & sustainability</p>								
<p>3a With partner organisations, conduct action research as prioritised by Natural England</p> <p>3b Exchange information about delivering cross cutting themes, including at Forums and on website</p> <p>3c Research, respond and feedback to two consultations from the region</p> <p>3d Work with others in the south west to sustain parks and green space, including representation at meetings such as the Green Infrastructure Task Group, Heritage Link, Culture South West</p> <p>Sub totals</p>	<p>Case studies identified, presentations made, information distributed</p> <p>Consultation responses made</p> <p>Relationship established Issues/advocacy progressed Collaborative project developed</p>	<p>Forum staff and partners</p> <p>Forum staff, steering group, membership, GreenSpace staff</p> <p>Forum staff</p> <p>Forum staff, steering group</p>	<p>identify and disseminate best practice through events or printed/digital material develop next steps</p> <p>Research and writing response</p> <p>meetings attended next steps progressed, "Cultural Olympiad" project developed, funding sought</p>	<p>1,000</p>	<p>12,000</p>	<p>1,000</p>	<p>14,000</p>	<p>-10,000</p>
<p>4. Raise the quality standard of parks & green spaces in the South West to reflect the needs & aspirations of all residents & visitors. Promote higher standards in skills & training for those responsible for planning, maintaining & managing the South West's parks & green space</p>								

4a develop training strategy	Arrange delivery, develop monitoring & evaluation system	training group GreenSpace staff	Training/professional development delivered and monitored and evaluated					
4b develop TAES across region		Training group, GreenSpace staff						
Sub totals				1,000	1,300	1,000	3,300	
5. Promote community involvement in the continued development of parks & open spaces & contribute to the promotion of friends groups nationally including the annual South West Regional Friends of Parks event.								
5a Promote Forum amongst Friends of Parks and similar Groups	Research and contact groups	GreenSpace & Forum Staff, steering group	Sub-group meetings held database of friends of park groups in each authority area produced & updated promotional material prepared and circulated, including web site					
5b Work with friends groups to develop Regional Friends Forum	Friends groups involved Friends Forum planned	Community engagement group, GreenSpace & Forum staff	Negotiations with partners preparation of draft and final "terms of reference & modus operandi" venue, catering, travel bursaries, agenda development					
5c Work with friends groups, county groups and organisations to deliver "Notable Trees" project	county groups invite wider membership, artists facilitators appointed, community groups and organisations involved.	project group and contractors	sub-group meetings held 6X projects delivered.					
sub totals				1,000	23,000	10,000	34,000	-15,000
TOTALS				5,000	56,300	30,000	91,300	40,000