



Securing buy-in for investment in Green Infrastructure

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Leeds 27 June 2011

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What is Green Infrastructure?



A strategically planned and managed network of green spaces and environmental assets

- A multifunctional resource
- Delivers **ecological services** and **quality of life benefits**
- Underpins sustainability
- Respects and enhances distinctiveness



What is Green Infrastructure?



A strategically planned and managed network of green spaces and environmental assets

- Established green spaces and new sites
- Thread through urban areas and connect to the rural hinterland
- Delivered at a range of spatial scales – sub-regional to local



FUNCTIONS



Biodiversity

Landscape and cultural heritage

Food production

Energy crops



Sense of place

Health and Recreation

Flood storage

Urban cooling

Education

11 key benefits of Green Infrastructure

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Parks and open spaces



- An essential element of any GI network
- Local authority owned - well managed
- Valued by communities
- Mainly viewed and managed as a recreational resource



Parks as part of a GI network



- The 'bigger picture' – beyond site-specific
 - Landscape context
- Ecosystem services
- Multi-functional network
 - Walking and cycling routes between parks
 - Wildlife corridors
 - Links with privately owned land



Green Space Asset or Liability ?

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Why apply for external funding?



There are lots of funds available, providing a great opportunity to:

- Strengthen partnership working
- Grouping projects together more strategically
- Make a real difference on the ground
- Benefit from the snow-ball effects from one successful bid
- Raised profile and more leverage in terms of policy / offers of funding
- Make a little money go much further

Funding/ delivery mechanisms



- A clear vision
- Partnership working
- Political buy-in (LSP, councillors, CEO)
- An evidenced (spatial) framework, e.g. Green Infrastructure strategy delivery plan
- Statutory clout (e.g. LDF, IDP, AAP)

Funding sources I



Scale

European, UK/England, County, local

Financial scale

Couple of 1,000 → £1,000,000s

Types/sources

Planning

Lottery

Trusts / Charities

Public Sector

Business

Local Authority

Community (in kind)

Types

Single issue

Holistic/ integrated

Funding sources II



You need to understand

- What drives the funder or grant giver?
- What are their aims and objectives?
- Which problem, challenge or opportunity do they want to address?

You need to know:

- Aims, objectives and scale of your project including approximate costs
- Are the costs revenue or capital? (more grants for capital costs)
- Timescales involved
- Resources of project partners (time and / or finance)
- Lead organisation (local authority, public sector body, charity)

St Lawrence Park, Byker



- ✓ Area is highly deprived
- ✓ Park transformed with help of “Green Gym” community group
- ✓ 75 % of participants improved health
- ✓ 20% of participants into employment

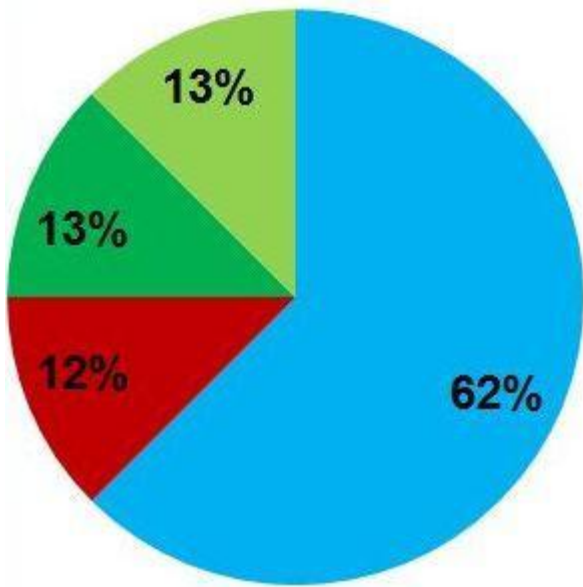
- ✓ positive impact on wider community
- ✓ Group self-sustained by April 2011



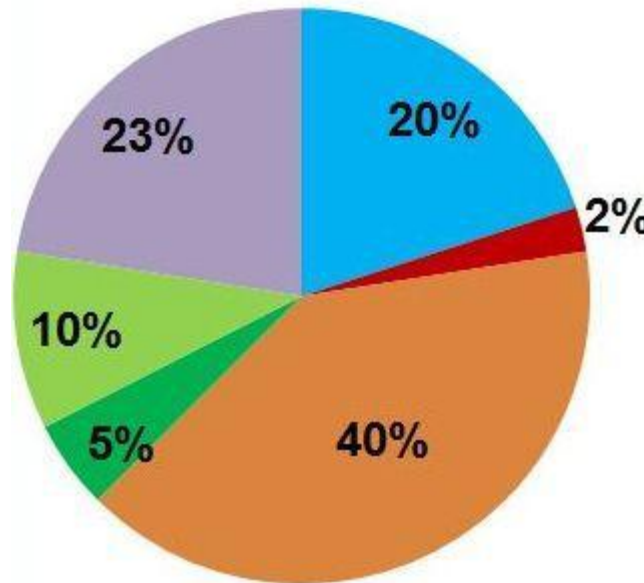
Funding package - strategy



Who is going to pay for which function?
Who should be paying, who isn't paying?



TV Green
Infrastructure
implementation post



St Lawrence Park,
Byker

- Public Sector mainstream grant
- Public sector strategic contribution
- Lottery
- Charitable Funds
- Voluntary sector
- Community (in kind)
- Business sector
- Local Authority (housing & planning)
- Local Authority (other)
- Health sector

Top Tips



- Be concise
- No assumptions
- Clear vision
- Talk the language of the recipient - don't use jargon
- Give evidence to support the need / demand for the project
- Unique selling point
- Value for money (cost: benefits)
- Community support and involvement
- Robust management & reporting
- Realistic timetables
- Legacy and long-term sustainability of project
- Guidance notes & check-list
- Develop a funding strategy

Pitfalls to avoid



- Project has already started (e.g. HLF won't fund)
- Site ownership issues
- Long term legacy unclear
- Long-term maintenance
- No evidence of need / demand
- Project too ambitious or impractical
- Insufficient time allowed for preparing bid
- Not reading guidance, ignoring eligibility criteria or performance criteria/outcomes sought

New context - New opportunities

- Localism Bill
- Lawton review
- National Tree planting campaign (The Big Tree Plant)
- Neighbourhood Planning
- Natural Environment White Paper



Further resources



- ❑ List of specific funding resources

- ❑ Natural England [Green Infrastructure best practice signposting document](#)

- ❑ [Economic Value of Green Infrastructure](#)

- ❑ GRANTfinder is the UK's leading grants and policy database and includes details in excess of 6,000 funding opportunities.
www.grantfinder.co.uk

- ❑ Paying for parks (CABE)

- ❑ James.Walsh@Naturalengland.org.uk 0300 060 1832

Conclusions



- ❑ Green Infrastructure offers many benefits and solutions
- ❑ Tough economic and political climate requires creative and innovative partnerships and approaches
- ❑ Prioritisation, clear focus and shared vision essential
- ❑ Use new opportunities as they present themselves
- ❑ Develop a funding strategy

Over to you !

