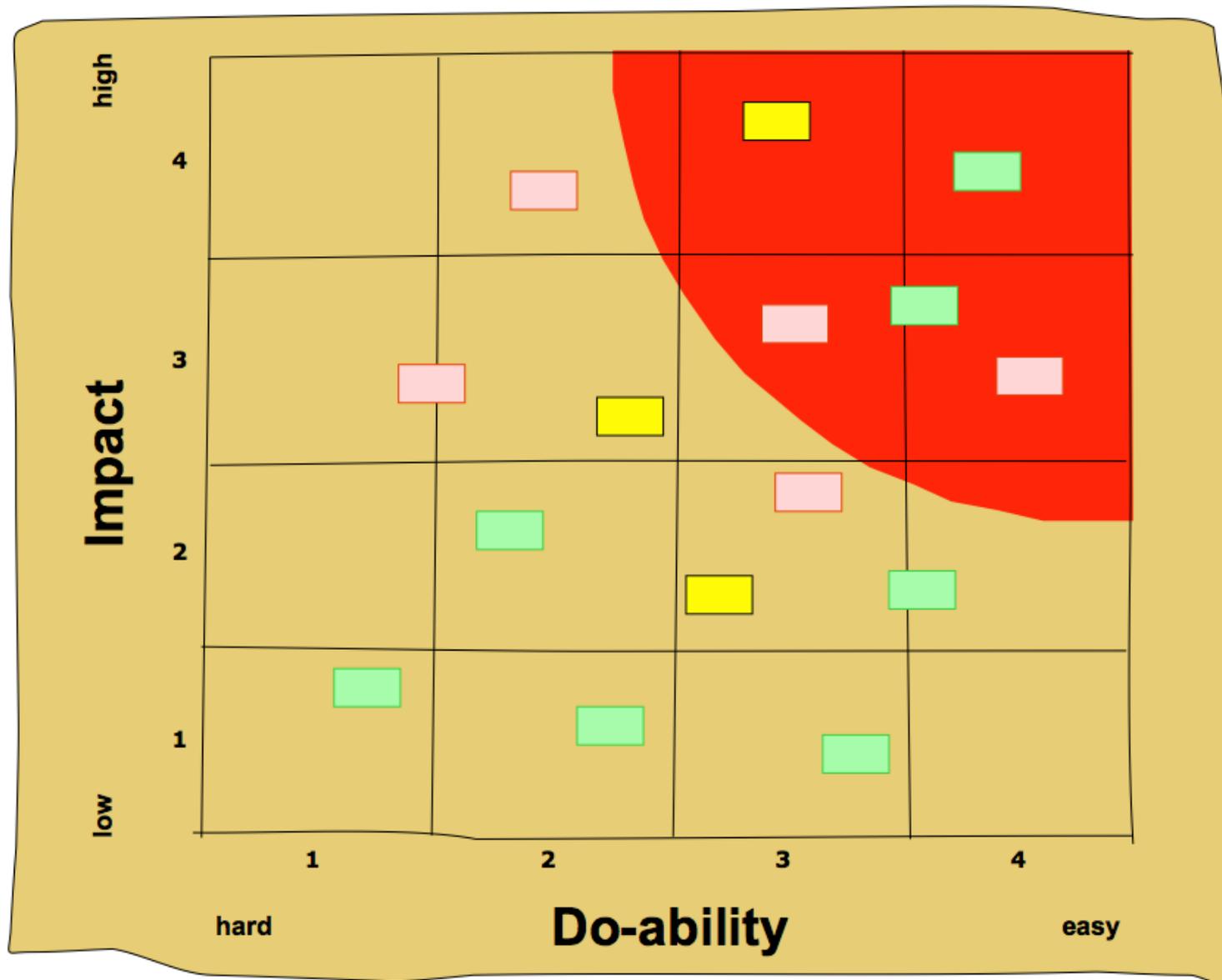


Fundraising Enterprise Workstream - July 2024

Making money & saving money



Overall options for making & saving money:

- 1. Car parking charges** – opportunity to soften the comms around ringfencing income & public backlash to car parking charges
- 2. Underused assets** in local authority strategy – for example mapping buildings against footfall, against IMD need
- 3. Underperforming areas** of council delivery they would consider doing in partnership with us – volunteering, corporate days, others

Small(ish)

Mobile Chargeable Assets - Buying an ice-cream bike, coffee van, pizza van

Merchandise & contactless donations - in council shops and cafes

Audience Specific Events – ticketed dog festival, bat walks, birthday parties,

Commercial Pop Ups - Spacehive funded in the city centre

Set up a locked bookable pods in certain greenspaces – for photography groups, choirs, forest schools etc

Partnership with local café - set up QR codes for bookable food to a specific bench/ area of the park

Medium

Fixed assets in existing greenspace with high footfall - Running a café or visitor attraction, employing a mixture of staff and volunteers

Running social prescribing activities - in a council hub

Trialling running a commercial venue after hours in existing café, secondary spend, vending machines

Commercial Events - in partnership with arts venues. Pop up cinema, beer tasting or music in the park

Summer Council delivery – trial and test new summer activities in parks to enhance breeze, [bands in parks](#), magicians etc

Set up a events volunteering team – to run events in parks throughout the year, in partnership with others (so teams would book us for a nominal fee to deliver sessions)

Large

Asset transfers (needing largescale transformation work – a new sports, green community hub

Health & Wellbeing hubs - taking on liabilities for assets

Partnership with Housing Association – to deliver management contracts (think recycling contracts)

Charitable Maintenance Company - setting up a to mirror the commercial asset management teams – would need a contract for large private estates