Broadening the Funding Base

the Forest of Marston Vale

heywoods

woodland initiative for hull and east yorkshire
Forest of Marston Vale

- Marston Vale Trust – independent charity set up in 1997

- Operates Marston Vale Services as a social enterprise. Forest Visitor Centre – Conference centre, café/bar and shop

- Strong volunteer base (=5 FTE)

Nick Webb
CEO of Marston Vale Trust
& Managing Director of Marston Vale Services
HEYwoods

- Established in 2004, HEYwoods is the tree and woodland initiative for Kingston upon Hull and the East Riding of Yorkshire.

- HEYwoods is managed by a partnership of 35 organisations including government agencies, national and regional conservation organisations, local charities and key individuals.

Stephen Robinson
HEYwoods Partnership Manager
Developing Lasting Links with the Private Sector

- Long-term relationships with private sector partners can add credibility and create the potential to engage with other members of the business community.

- Successful partnership working with the private sector can go far beyond simple financial donations.

- Private sector specialisms and expertise can be used to maximise the potential and reduce costs.
Mechanisms for Securing New Sources of External Funding

- S.106 Agreements
- Planning Conditions
- Community Infrastructure Levy
- Sponsorship
- Corporate Social Responsibility
- Joint Commercial Ventures
- Leisure and Recreational Tenants
Questions

1) Where do you get your funding from? Has this changed over time?

2) What lessons can be learned from the social enterprise approach?

3) How can initiatives/partnerships make themselves more attractive to potential private sector partner organisations?

4) What are the future opportunities and threats to broadening the funding base?