



# 2023-26 STRATEGY

Ensuring **everyone** can access parks and their transformative health and wellbeing benefits





“I started to realise how rewarding being in nature was and how it made me feel”

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This plan defines Your Park Bristol & Bath's strategy for 2023-2026. It is aimed at our trustees, staff, volunteers, partners and everybody around us.

Your Park Bristol & Bath is an independent charity conceptualised at the grassroots. The charity is committed to supporting under-served communities across Bristol and Bath through delivering social impact community projects in parks in areas of highest need.

Bristol City Council and Bath and North East Somerset Council maintain overall responsibility for the maintenance, management and development of parks. We work with them as a key charity partner to deliver social change at scale. Our projects have dual benefits of improving community spaces, increasing social impact and

delivering long-term benefit for communities.

To support this strategy, operational plans and budgets detail:

- Baseline information of where we are for each objective
- How we plan to achieve each objective, including how we will raise the funds required to achieve our goals
- Key performance indicators to ensure all projects, fundraising and trading activities are tracked against pre-agreed targets.

# Vision & mission



## Who we are

The independent charity using Bristol & Bath's parks as the conduit for social change. We deliver in and out of park services aimed at improving thousands of disadvantaged people's health, wellbeing and community life.

## Our vision

We won't stop until **everyone** can access parks' transformative health and wellbeing benefits.

## Our mission

We will empower communities and cultivate inclusive, nature rich and engaging park activities.



# Impact to date



## We have come a long way.

Since 2019 we have:

- Established one of the UK's leading Green Social Prescribing services for complex mental health conditions, Roots to Wellbeing
- Reintroduced natural habitats to tens of urban parks across Bristol and Bath with the community, through Park Activator Programmes
- Launched the UK's first project to transform access to parks for under-served groups such as Disabled people, caregivers and different ethnicities
- Celebrated and supported the hundreds of parks volunteers whom the quality of our parks relies upon

### Health



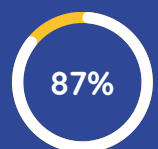
improved their  
**mental and  
physical health**

### Access



feel more able to  
**use parks**

### Nature



know how to  
**improve the local  
environment**



# The future



## There is still more to do.

Parks are not achieving their full potential in benefitting community health and cohesion because not everybody can access them.

## Who will benefit

We will focus on under-served communities: People least likely to use parks because they are not accessible for them including but limited to Disabled people, carers, older people, minority ethnic groups, low income households, women and girls and residents of top 20% Areas of Multiple Deprivation.

Using the adapted Bragg and Leck model (2017), we will help people use parks regularly and enjoy their health and wellbeing benefits.



# Our focus



Our communities, parks and green spaces need a variety of things to change in order for them to thrive. So our strategy focuses on three key areas:



## Health

Improving physical and mental health through holistic support services including green care, and outdoor activities



## Access

Championing, enabling and consulting underserved communities to improve access to parks so everyone feels safe, enjoys and benefits from parks and green spaces



## Nature

Creating, enhancing and sustaining natural habitats through community gardening, enabling our diverse communities to respond to Ecological Emergency Action Plans and benefit from nature-rich spaces



# Our goals



## Goal one

**Parks Reduce health inequalities**

## Goal two

**Parks are accessible, welcoming, safe and inclusive**

## Goal three

**Parks are biodiverse and nature rich**

## Goal four

**Parks are valued, invested in and protected**

## Goal five

**Build a secure future**

## Goal six

**Strong partnerships and team**

# Enabling factors

We will be:

- Impact driven
- Community led
- Productive & efficient
- Happy & high performing
- Part of a coalition
- Financially sustainable
- High profile and influential
- Inclusive

# Theory of Change

**YOUR  
PARK**

## Impact - flourish

- Health inequalities are reduced in underserved communities
- People make better decisions for the environment
- Parks contribute to Nature Recovery Networks
- Communities are more resilient
- Funding and support for parks increases



## Outcomes - growth

- Increased park use
- Parks are more accessible
- Underserved communities are involved in decisions about parks
- People feel their wellbeing has improved
- People have learnt new skills and feel more confident
- More species live in urban parks
- More people connect with nature close to home
- More people learn about nature & the environment



## Actions - grass roots

- Address motivations & barriers of underserved communities
- Involve underserved communities in shaping and managing their park
- Enabling opportunities to spend time in parks for all sections of communities
- Green care for those with highest needs
- Support local people to create and enhance habitats for nature
- Upskill and train people
- Opportunities to be active, volunteer and make a difference





## Join us

Help thousands more people benefit from high quality, welcoming parks filled with nature and opportunities to connect.

**Give** [yourpark.org.uk/support-us](https://yourpark.org.uk/support-us)

**Volunteer** [yourpark.org.uk/support-us](https://yourpark.org.uk/support-us)

**Partner** [yourpark.org.uk/partner](https://yourpark.org.uk/partner)

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Your Park Bristol & Bath is the working name of the Bristol & Bath Parks Foundation, a registered Charity in England and Wales no 1182217.