

# **“Maximising income opportunities to fund parks”**

David Allister

Head of Parks and Open Spaces  
London Borough of Richmond upon Thames

- Generating income through running events and sponsorship
- Forming partnerships
- Taking ideas from business
- The Park factor

# Generating income through running events and sponsorship

# Types of Events

- Circus
- Funfairs
- Community days



Yes..... but what if we aimed a little higher?

# New Types of Events

- Film locations
- Hot air balloon take offs
- International sports events – big Screens
- Lawn mower racing
- Mini Festivals



# Catering Concessions

- Burger van
- Ice cream van
- Beer tent
- Smoothies



# Forming Partnerships

# What partnerships need forming?

- Local community
- Internal departments – licensing and environmental health health
- Contractors – land reinstatement and waste collection
- Suppliers / Sponsors

# Taking ideas from business

- Good marketing
- Real life charging system
- Risk and reward approach
- Good documentation
- Thorough post event evaluation
- Streamlined process
- Good communication
- Monitor the event
- Professional approach

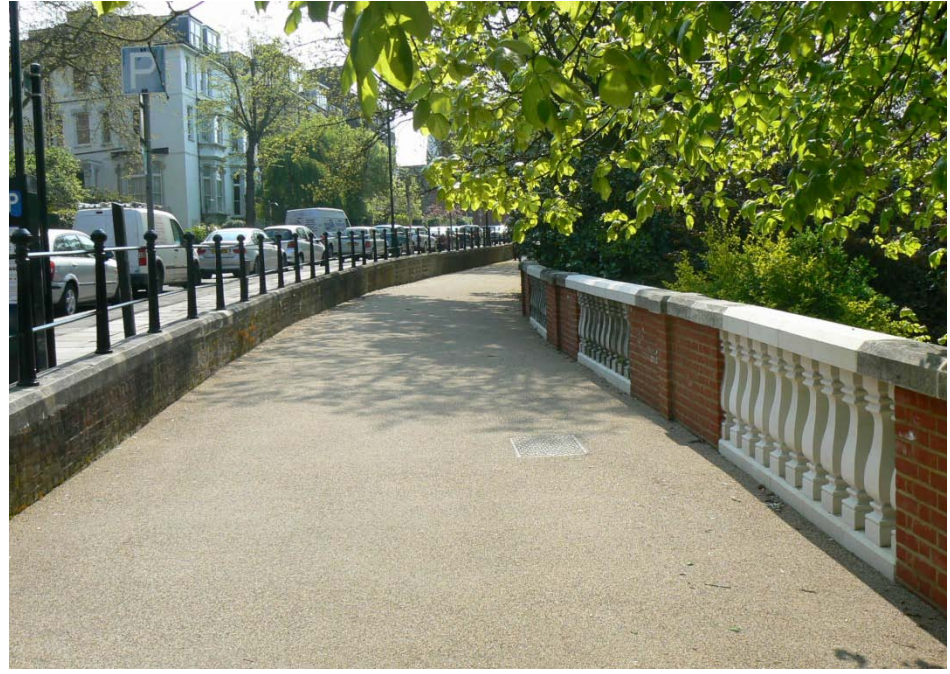
# The Park Factor

- Make it a destination!
- Good transport links
- Good access
- Minimal disturbance
- Suitable ground conditions

# An attractive space will attract people!



# Attracting people will attract income!



# Summary

- Look at every opportunity
- Establish good relationships
- It's a business!
- Invest in your venue