

THE JESMOND COMMUNITY CIC

NEWCASTLE NEXUS
CONSULTANCY



Executive Summary

Client Background

Peter Breakey is the man behind the Jesmond CIC and previously served on the Newcastle City Council as the representative for North Jesmond from 2008 to 2016. The CIC was established to improve the physical and social environment in Jesmond by working in partnership with existing stakeholders around the area.

The Jesmond CIC develops a new approach to dealing with problems around Jesmond while also forming a closer connection to the community, in contrast to the city council. Although still a new company, the opportunity for growth is unlimited, and the area of Jesmond will be better for it.

Project Overview

Jesmond is widely regarded as one of the most affluent suburbs in Newcastle. It offers a vibrant nightlife, a rich dining scene, and a wide range of local shops and cafes.

In recent years, Jesmond has experienced a gradual decline in certain areas, marked by a lack of upkeep that has resulted in places like Jesmond Dene showing signs of wear and ageing.

This project is poised to play a vital role in revitalizing and enhancing Jesmond. Furthermore, it will integrate the Jesmond Community Interest Company (CIC) into the broader community and contribute to shaping Jesmond's future.

Project Analysis

This report presents recommendations aimed at enhancing Jesmond's physical and social environment for our client, Jesmond Community CIC. Our consultancy approach effectively integrates primary research and secondary data to underpin these suggestions.

Primary research has enabled us to gain insights into the community's desired areas of improvement, while secondary data offers instances of successful implementation in similar contexts.

Our long-run recommendations revolve around hosting a large-scale cycling event in Jesmond. This concept emerged following discussions with the client, who showed keen interest in such an initiative (See Appendix 1).

In the medium run, we propose refurbishing deteriorated sections of Jesmond Dene, including steps, lighting, and handrails, informed by survey findings indicating that 51% of respondents identified infrastructure deficiencies in Jesmond Dene. Moreover, we recommend launching a cycling incentive program whereby customers who cycle to designated cafes and shops receive discounts or can work towards complimentary items to promote cycling within Jesmond.

Short-term recommendations requiring minimal financial investment include initiating a community-led litter pick in Jesmond to combat litter concerns and utilising resident volunteers. This proposal stems from survey responses indicating a prevalent issue of litter in Jesmond. Additionally, we recommend that Jesmond Community CIC establish a social media presence and a website to improve visibility, fostering connections with local residents and businesses.

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Meet the Team



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Introduction

Project Brief

Newcastle Nexus Consultancy was instructed by Peter Breakey and the Jesmond Community CIC to provide a business strategy in line with the following project objectives:

Undertake a review of the environment, including a stakeholder analysis in the Jesmond area

Identify where there potential gaps and synergies between the stakeholders

Concerning the identified gaps, evaluate the feasibility of this to be undertaken by Jesmond CIC

As a result of this analysis, suggest a list of strategic objectives for Jesmond CIC

Identify and advise on potential sources of funding and incoming generation in relation to each of the key strategic objectives identified above

Recommend a business strategy for Jesmond CIC to improve the physical and social environment in Jesmond

Scope

SWOT Analysis

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Strengths

- Business synergies are implementable in Jesmond
- A plethora of contacts available to help with recommendations
- Peter Breakey can help to create connections within the University

Weaknesses

- The Jesmond Community CIC is not prominent in the public eye - limited influence
- Currently a lack of guaranteed funding
- Resources constraints

Opportunities

- Partnerships with other groups around Jesmond
- Get involved with the community more
- Raise funds to fulfill recommendations

Threats

- Jesmond Residents Association (JRA)
- Younger demographic may not be interested
- Regulatory stoppages which may halt some recommendations

Scope

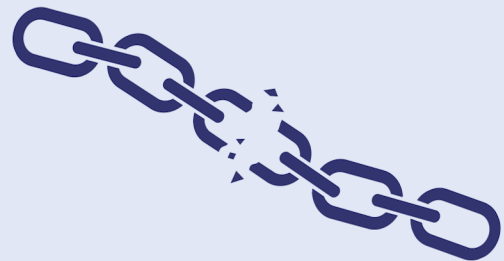
Constraints

Alongside every project, the Jesmond community CIC has constraints that we had to take into account with our recommendations.

A primary challenge faced by the Jesmond Community CIC is the constraint imposed by its limited resources and funding. Therefore, for each of our recommendations, we have proposed avenues to secure funding and assistance from various organizations and governmental bodies.

Another constraint to consider is Jesmond's relatively limited area. Therefore, our recommendations should be tailored to a specific scale, distinct from broader recommendations intended for the City of Newcastle.

Operating within Jesmond presents residential demographic constraints. Jesmond is characterized by a blend of longstanding residents and a sizable student community. Consequently, the frequent turnover among residents may potentially diminish the effectiveness of certain recommendations.



Primary Research

Primary research conducted during this consultancy proved essential in gaining insights from the Jesmond community. By giving residents the platform to voice their opinions, we fostered community engagement and increased our knowledge of the area.

Our approach to acquiring valuable insights involved conducting an online survey. This survey aimed to gather qualitative and quantitative data from various residents in the Jesmond area. By utilizing an online survey accessible to various demographic groups, we obtained results that provided a comprehensive representation of the local community.



The survey was predominantly distributed through social media channels, specifically leveraging Jesmond community Facebook groups. This approach enabled us to engage a substantial audience, resulting in over 100 participants contributing to our survey (see Appendix 4). The insights from the survey provided valuable perspectives on local opinions and viewpoints regarding the relevant matter.

The numerical data gathered in the survey can be quantitatively analyzed through descriptive statistics. Descriptive statistics involve describing, aggregating, and presenting the survey findings. We can comprehend our dataset's primary characteristics and trends by examining the data to identify correlations and patterns.

We acknowledge that our sample size is relatively small compared to Jesmond's population. Despite its size, we are confident that this smaller sample reflects the population, enabling robust and reliable analysis.

Primary Research

Ethical Practices

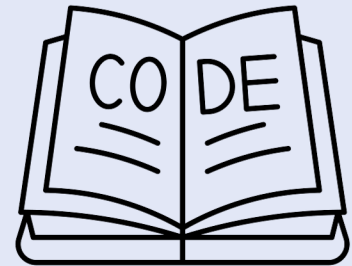
Before conducting our primary research, we made sure to adhere to the ethical protocol put in place by Northumbria University.

(Appendix 2 and 3)

We have obtained the client's permission to conduct research as part of their project.

In addition, we have received ethical approval from the University to execute our research.

All data will be held for no more than 6 months. All written transcripts will be held under lock and key. Digital copies will be stored on the University cloud storage with the only people who can read it being the members of the team. All data will be stored per university guidelines and the Data Protection Act (2018).



All information and data collected in this study will adhere to the guidelines outlined in the Data Protection Act. Following the study's conclusion, all data will be securely disposed of within three months. Data retention may extend beyond this timeframe if the research is published in a scientific journal. Throughout this period, data access will be restricted to the research team solely for research-related purposes, ensuring the confidentiality of personal information. No personal data will be disclosed to insurance companies, employers, law enforcement agencies, social services, relatives, or legal representatives unless mandated by court order.

Secondary Data

We decided to use secondary data to look into key areas such as the success of similar projects, identifying funding sources and accumulating evidence of success to support our recommendations.

Secondary data was compiled and collected through various online channels including local council websites, social media platforms, and reputable websites. Such as National Heritage Fund, Council website and a plethora of articles.

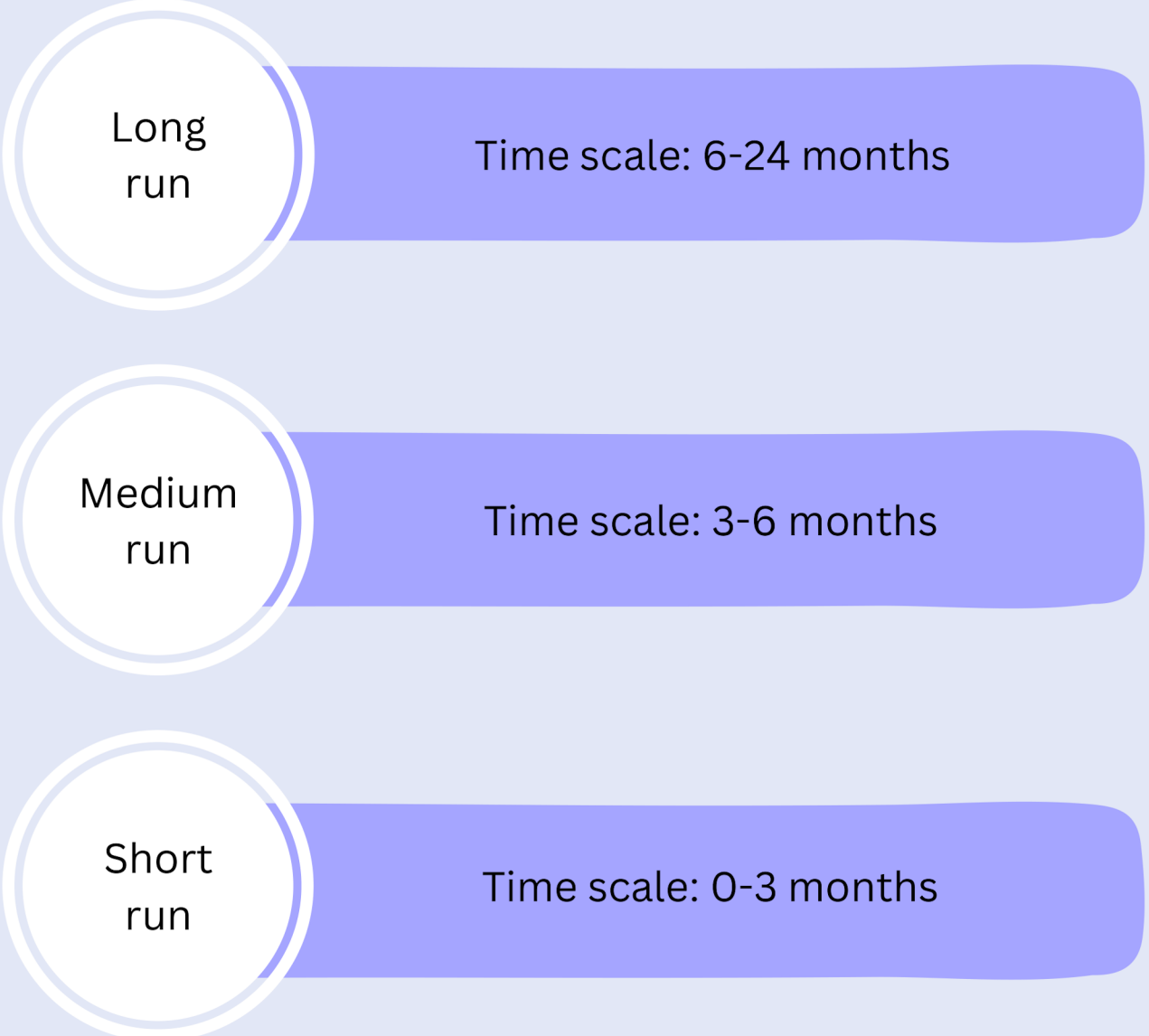
Secondary data has provided us with valuable data and insights which shaped the project's direction and guided the recommendations throughout the development.

The use of the collected research has allowed us to provide more depth to our recommendations. In addition to this, it has put the viability of our ideas to the test by highlighting previous flaws in others work.

Findings and Recommendations

Upon completing our primary research and thorough examination of secondary data, a comprehensive set of recommendations was formed. This compilation entails diverse suggestions to formulate a strategic plan for enhancing Jesmond's physical and social environment.

These recommendations have been categorised into long-term, medium-term, and short-term concepts:



Long
run

Time scale: 6-24 months

Medium
run

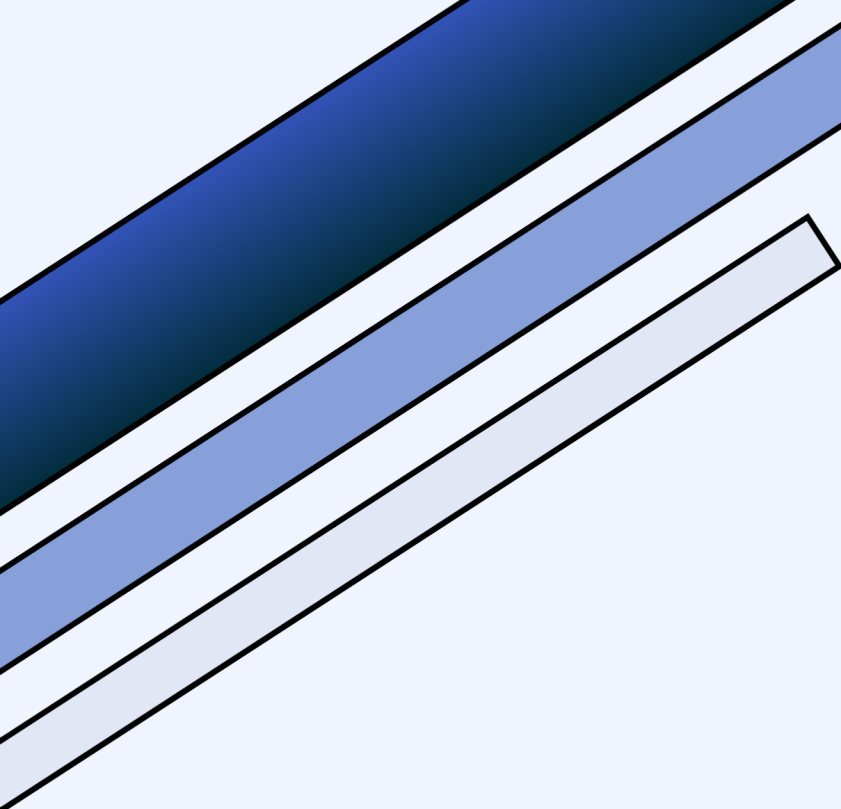
Time scale: 3-6 months

Short
run

Time scale: 0-3 months



Long-Run Recommendations



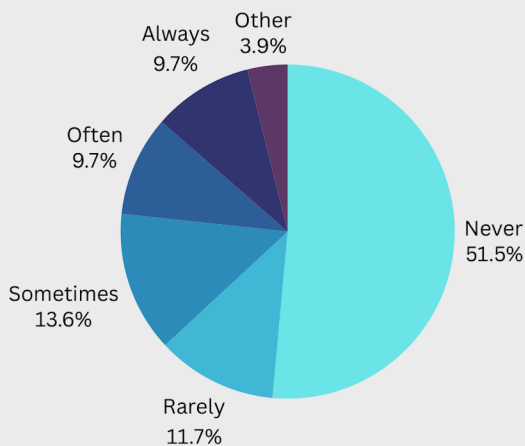
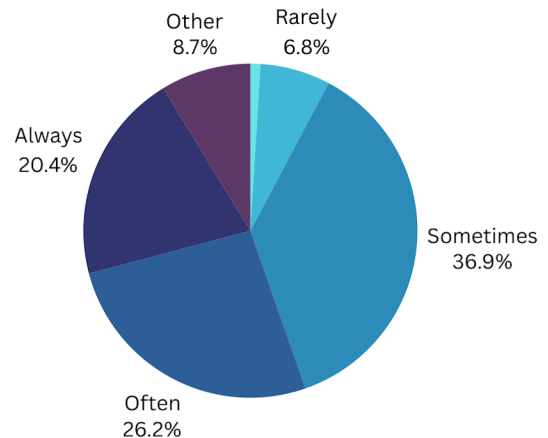
Cycling Track



Cycling in Jesmond

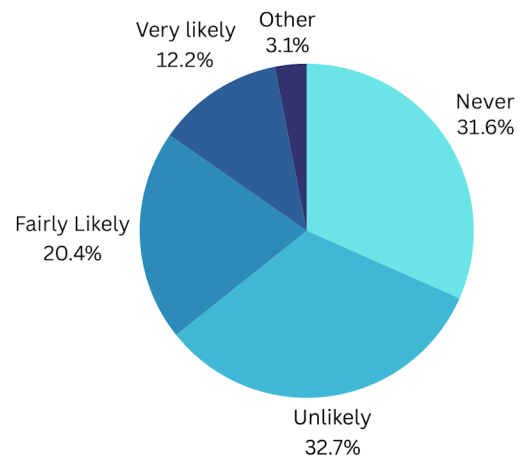
Findings

Through our primary research, we posed a question to the Jesmond residents, asking whether they were affected by congestion. Our research found that 46% stated they were either always affected or often affected by congestion. To combat this, we suggest making cycling a more attractive option.



Furthermore, we found that almost half of residents in Jesmond use a bike to some extent. This shows that there is already a market to tap into, but there is still room to grow and improve cycling usage in the area.

To gauge public interest in a cycling fundraiser, we also asked how likely residents of Jesmond are to interact with an event. From this question, we found that 35% of respondents would be interested in an event in the future.



Cycling in Jesmond

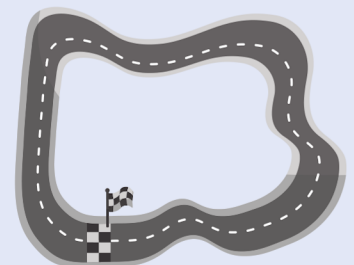
Overview

The sporting events market thrives in the northeastern region, epitomised by renowned events like the Great North Run and the Cyclone Cycling Festival, which have significantly boosted the local economy by millions of pounds in recent years.



While the aforementioned events are well established in the area, there is a notable lack of facilities for dedicated cycle events.

We suggest following in the footsteps of other cities by building a dedicated cycling track.



Cycling Track for Jesmond

A dedicated Cycling track provides a safe place for cyclist of all ages and abilities without the risks associated with sharing roads with motorists.

This has the potential to enhance the areas recreational appeal and attract cyclists from all over the north east, boosting economic activity for local businesses.

We see this as a long term project that will involve collaboration with local councils, sporting bodies and local clubs.

An increase in cycling will also contribute to a reduction in congestion, with 46% of respondents regularly having issues with traffic.

With an increase in cycling, carbon emissions in the area are expected to decrease.

This links to the establishment of a more sustainable and environmentally friendly area.



Cycling Track for Jesmond

Carlisle cycling circuit



The design and location of the track will be crucial not only for the project's longevity but also for gaining funding. For the design, we suggest further collaboration with Northumbria University students, specifically those in architecture.

In order to obtain a grant for such a project, a further detailed and specific report will be required. If this is a project the client finds exciting and wishes to pursue, a narrowed brief building on the points we have discussed will allow students to make plans and more specific recommendations.

Newcastle under-lyme cycling track



We found a trend when researching cycling circuit locations: they are usually located alongside a wider sporting facility. While this is by no means a necessity, nor does Jesmond house such a venue, if the client wishes to widen the scope of the project, some preliminary locations, including Newcastle University Longbenton sports facility and Northumbria University coach lane sports centre (See Appendix 5).

Cycling Track for Jesmond

Funding

Our research on other cycling tracks revealed that the majority are funded through grants from British cycling or the national lottery.

British Cycling offers substantial funding opportunities for local initiatives. Notably, a purpose-built cycle track has recently been established in Carlisle through a partnership with the Carlisle City Council.

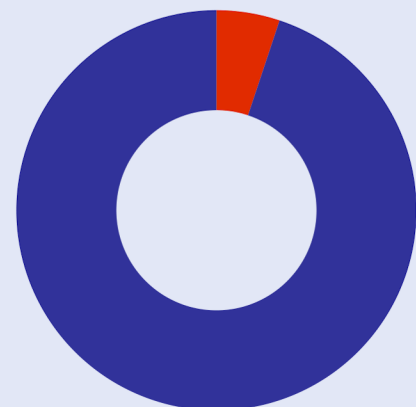


In 2015, the Carlisle City Council secured a £650,000 grant from British Cycling to support the development of a new cycle track, supplemented by an additional £35,000 contribution budgeted from the local council.

Similarly, Lyme Valley Velodrome was resurfaced in 2004 following a successful Lottery Application of £250,000.

For a project of this size, funding from either British cycling or the national lottery will need to be secured.

Carlisle city council
5.1%



British cycling
94.9%

Events Info: events@britishcycling.org.uk
Facilities Info: facilities@britishcycling.org.uk
Funding Info: finance@britishcycling.org.uk



Cycling Events and Fundraisers



Cycling Events

An inaugural event marked the official opening of the new cycle track in Carlisle. Throughout the day, participants of various age groups participated in competitions. The presence of food vendors and entertainment complemented the event. To replicate this success, we propose a similar approach involving an event organized by a local club committee supported by the university. This collaborative effort aims to distribute the responsibility of arranging future events among the clubs.

Carlisle Cycling Association is a collective of nine founding member clubs set up to organize and promote British cycling events at Carlisle Cycle Circuit, including the opening event. Years later, events are still being held, continuing to get more people involved in the sport.



To coordinate events effectively, local clubs in Cumbria collaborated and divided responsibilities among themselves. A similar strategy could be implemented in this scenario by forming partnerships with local clubs and engaging with members of the Northumbria University cycling club.

Cycling Events

There is no shortage of businesses striving to be associated with positive community impacts, as is evident with the two model events in Newcastle.



Events like the Great North Run and Cyclone Cycling Festival attract many sponsors each and every year.



Companies such as AJ Bell, Greggs, Nissan, Shimano and Southwest railway, to name a few.



AJ Bell is the main sponsor of the Great Run with their pledge to donate 0.05% of their pre-tax profits to the events.



These events also ensure that the event is stocked with local and national food vendors for viewers to enjoy. The Great North Run has food trucks and stalls such as Good Boy Burger and Churros Hermanos.

We can invite local businesses, such as Pink Lane Bakery, Northern Rye, and Burger Drop, to participate as vendors for the event.

Cycling Events

Potential sponsors/suppliers

Virgin Sport has a strong presence in the North East and has sponsored sporting events such as the Great North Run in the past.



Newcastle Building Society has previously supported sports events in the region and is keen to be linked with events promoting health and well-being.



Food and beverage trucks can be supplied easily as the Northeast boasts a wide variety of food vans for hire. Prices vary and depend on headcount and location, but many premium options are available for £700-£800 via 'poptop.uk' and 'addtoevent.co.uk'.



Cycling in Jesmond

Stakeholder Analysis

Newcastle City Council

The council has significant influence and importance on this long-run recommendation as it will require their permission. Furthermore, council funding may be necessary for this event to proceed.

British Cycling

British Cycling is an integral stakeholder in the cycling event as they can potentially be the primary funding source. In addition, there is also the requirement for them to have a high level of influence on how the project will be approached.

Residents of Jesmond

The impact on the residents of Jesmond is likely to be moderate, as they may object to the event because it may disrupt them. During the planning and implementation, the residents must be considered at a high level to avoid disturbances. However, any potential issues can be mitigated through communications and meetings.

Local Businesses

They will likely be highly interested in any events as there is potential for these businesses to support and get involved with them. The location of the event and the potential for stalls on the day can help businesses profit from the increased number of visitors to the area. Businesses like bike shops will be positively impacted by an increase in the number of people cycling.

However, they also need to be considered at a moderate level to ensure that business practices are not significantly impacted.

Cycling in Jesmond

SWOT Analysis

Strengths

- Generating income within the local area
- Attracting visitors to the area
- Increasing community involvement
- Stimulating interest in cycling - mitigates emissions
- Incentivises a healthy lifestyle

Weaknesses

- Significant funding will be required
- Implementation may be challenging and time-consuming
- The initiative may only appeal to specific demographics

Opportunities

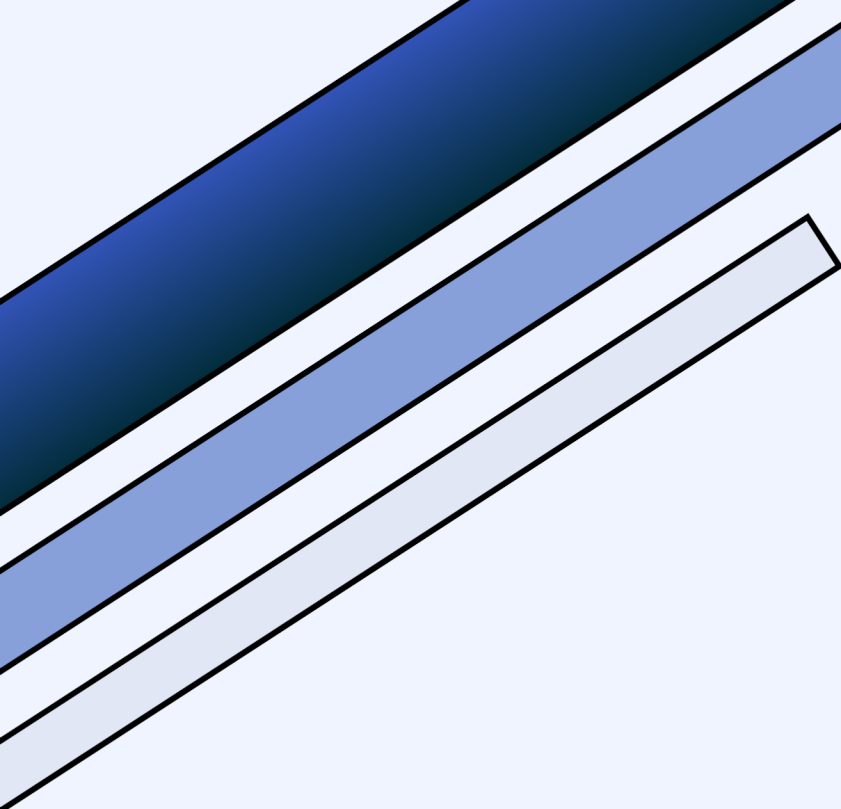
- With a strong cycling community present, there is an opportunity to collaborate with local clubs and businesses.
- Local businesses have the chance attract customers through this partnership.
- British Cycling offers sponsorship and funding opportunities that could be explored.

Threats

- Potential for limited cooperation from local councils and clubs
- Potential health and safety hazards to consider
- Opposition from residents
- Risk running over budget - as happened with Carlisle city council



Medium-Run Recommendations



Reward Schemes for Cycling



Cycling Reward Scheme

As part of improving Jesmond's social environment, we recommend implementing a cycling reward scheme. This scheme uses loyalty cards in local cafés, which are given to consumers as an incentive to travel by bike more. Customers can earn points or stamps with each purchase, and once they reach a certain threshold, they are eligible for discounts, free items, or other benefits.

There are numerous benefits to this scheme which will positively impact the social environment of Jesmond:

Increased use of bicycles as a mode of transport which can contribute to reduced traffic congestion in Jesmond

Potential for businesses who implement the scheme to see an increase in consumers foot traffic and income

Consumers/Cyclists who may not have been interested may visit leading to an expansion in a businesses customer base

Incentivises physical activity and a healthy lifestyle

Contribution to having a reduced carbon footprint and making Jesmond a “green” suburb

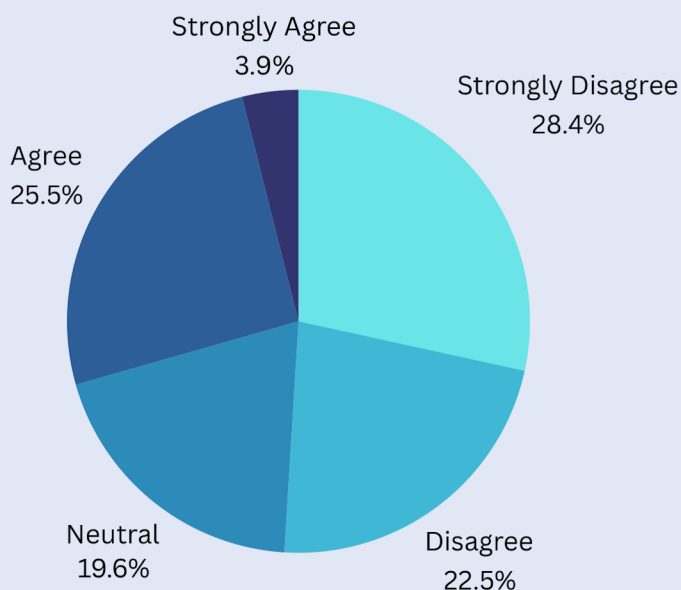
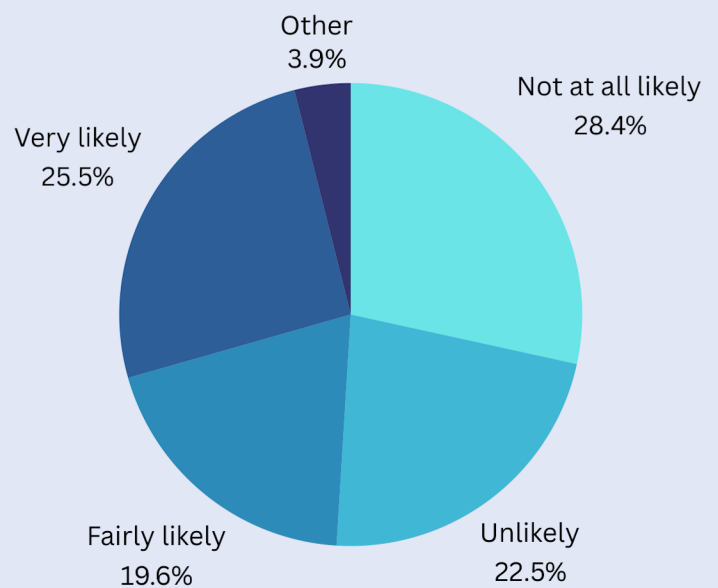
It can set a business apart from others and improve their brand image by promoting positive values

Cycling Reward Scheme

Findings

Analysis of our primary research came back with some interesting points regarding the possibility of a cycling reward scheme.

When asked about the potential impact of a reward scheme in the Jesmond area, 25% responded that it was highly probable to encourage them. Furthermore, 20% indicated that it was moderately likely to boost their cycling frequency. These findings suggest that introducing a cycling incentive could yield beneficial outcomes for the community, playing a significant role in enhancing the social environment of Jesmond.



In addition to inquiring about the potential implementation of these initiatives, we surveyed Jesmond residents regarding the significance of existing shops, cafes, and bars in enhancing the area's livability. Out of the total sample, 72% expressed agreement or strong agreement with this idea. This data suggests that the current establishments would play a pivotal role in accelerating the positive impact of a cycling reward program.

Cycling Reward Scheme

Similar Schemes

A comparable initiative is presently underway in Jesmond at a café named LOCAL. Known as their "Run Club," participants gather at the café every Sunday morning for a sociable and enjoyable 5km run. Upon completing the run, participants reconvene at LOCAL, where all runners receive a 10% discount on purchases throughout the establishment (Local, 2023) (Appendix 10).



Another example of an incentive program in action is the "Fuelled by Doughnuts Run Club", which is showcased by the Deep North Cafe in Newcastle. This program involves a 5km run culminating in a rewarding coffee and doughnuts. Participants engage by preordering a doughnut before the run, and upon finishing the activity, they are rewarded with a doughnut accompanied by a complimentary cup of coffee or tea.



Similar successful programs have been observed in Inverness. In this initiative, individuals receive a Green Pass, functioning like a loyalty card, where those who cycle, run, or walk can gather stamps. This strategy motivates people to reduce car usage and make a positive impact on the environment (Hempseed, 2023).



Cycling Reward Scheme

One possible method of implemented the loyalty card/reward scheme is through a group called “Sustrans”.

They came up with a scheme known as “Pedal Perks”, which hopes to encourage more people to cycle to local shops and cafés. Cyclists arrive by bike to retailers who display the Pedal Perks logo and ask what the reward is. For example, it could be a discount or a combination offer. Businesses that partake in the scheme will benefit from advertising their products and services.

By conversing with the firm, we gained valuable insight into the Pedal Parks scheme. They stated that it was a free scheme where businesses could decide what discount they wanted to offer people arriving by bike. Furthermore, Pedal Parks makes occasional social media posts to advertise the firm and help generate consumer traffic for the businesses.

Pedal-Perks@sustrans.org.uk

Another possible implementation method is partnering with the LOCAL cafe in Jesmond. Due to their already ongoing “run club”, we feel it would benefit the CIC and the cafe for the scheme to be there. Whilst being easy to implement, we feel it could also be a catalyst for other businesses in the area to get involved in the same scheme.

Hello@localncl.com

Cycling Reward Scheme

Knock-on Necessities

“If cycling were encouraged for locals, it would mean space would be needed for parking the bikes as well as improve infrastructure for travel.”

Bike storage is one of the most important aspects of cycling. There is no positive incentive to use your bike without proper storage and safety. A viable option for Jesmond to improve the storage facilities is through the use of Bike Hangars. A bike hangar is a covered, lockable, secure pod on the road. It takes up about the same amount of space as a parked car, and it can hold 6 bikes securely. This was implemented in Bristol and was priced at:



Cyclehoop Hangar	£2,850
Installation by Cyclehoop	£600
Concrete Base	£500
Est Total	£3,950
Quote: 020 8699 1338	

Further funding could be secured/investigated through the Biffa Grants – £5,000-£50,000 for projects that provide/improve community facilities. Small Grants: £250-£5,000 for projects that encourages communities to improve local amenities.

info@active-together.org

(See Appendix 6)

Cycling Reward Scheme

Stakeholder Analysis

Local Businesses

Local businesses that get involved with the scheme are the most important stakeholder due to the requirement of their involvement.

The business may incur costs to allow the scheme to run, which could reduce potential involvement in it.

They will be very interested in the project due to the potential benefits and extra business that this scheme will bring. They may also be interested in potential partnerships with other businesses.

Cyclists

Cyclists are the primary beneficiaries of this recommendation and will contribute largely to the scheme's success. Potential interests could be in the rewards available and the scheme's overall effectiveness in promoting cycling.

Residents

The residents must be strongly considered as part of this recommendation as their participation is essential to its success. Some of their interests in the scheme may include reducing traffic congestion and pollution and promoting a healthier lifestyle.

Newcastle City Council

The council will have minimal impact on the reward scheme, as no intervention or funding is required. Potential interests could be promoting sustainable transportation options and reducing carbon emissions.

Cycling Reward Scheme

SWOT Analysis

Strengths

- Cycling can become a more popular mode of transportation rather than driving
- Enhances revenue for small businesses
- Encourages physical activity and promotes healthy lifestyles
- It can be influential in creating more of a synergy between the business and the consumer

Weaknesses

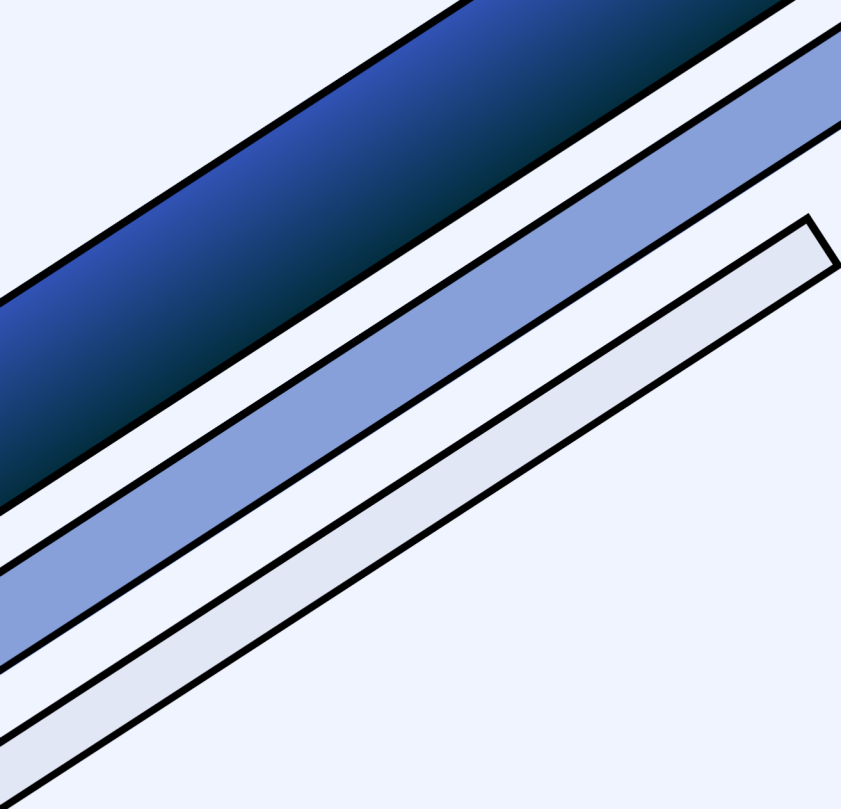
- The implementation may result in increased congestion within cycling lanes
- Existing storage facilities for bicycles are insufficient to accommodate a surge in cyclists
- Cafes opting out of this initiative might experience customer loss or a decline in business.
- The success of the initiative is heavily dependent on third-party participation.

Opportunities

- Small businesses can enhance their relationship with consumers
- This scheme has the potential to lead to improvement of the cycling infrastructure significantly

Threats

- Improper conduct by cyclists could potentially result in negative publicity for the cycling community
- Could inconvenience drivers on the roads if the cycling infrastructure is not used correctly



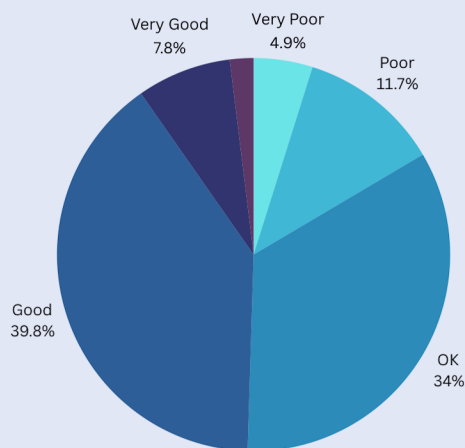
Jesmond Dene



Rejuvenating Jesmond Dene

Analysis of our primary research came back with some interesting points regarding Jesmond Dene.

When asked about Jesmond Dene's current condition, 50.6% stated that it was very poor, poor, or just OK. Of that amount, 5% stated that it was very poor. For such a beloved area in Jesmond, this is worrying and leads to the enquiry of why it has gotten this way.



Following this question, we asked participants what areas of Jesmond Dene required the most improvement. Even more worrying than the previous question is that only 7.4% stated that the area required no improvements. The total responses came out to:

Lighting	23.2%
Safe Accessibility	21.2%
Litter	18.4%
Mapping/Routes	13.2%
Cycling Access	9.5%
Other	7.4%

Following the public's responses to our survey, we believe that a recommendation to improve Jesmond's physical environment should be the restoration and improvement of Jesmond Dene.

Rejuvenating Jesmond Dene

“General upkeep has been very poor since urban green was made responsible. Surfaces are degrading, and foliage and planting are poorly maintained, leading to standing water/runoff that is dangerous for people with mobility issues.”

Lighting

Jesmond Dene is a vital social centre for physical activities, necessitating a secure environment. Regrettably, inadequate lighting poses a safety concern during early mornings and late evenings, increasing the potential risks for pedestrians.

Accessibility

While the pavement alongside the river is well-kept, the path down into the Dene is highly treacherous. There is a severe lack of safety, with broken steps and loose stones, making the route somewhat inaccessible.

Mapping

Jesmond Dene is a well-known place for the locals; however, there is a constant stream of visitors. For these visitors, it can be challenging to navigate the area, especially with the current lack of routes and maps available.

Litter

The conservation of the environment is significant for Jesmond Dene. However, the prevalence of litter in the area has jeopardized the integrity of natural habitats. This has resulted in declining river quality and imposed strain on local agriculture.

Rejuvenating Jesmond Dene

Similar Stories

The Nottingham City Council implemented a similar scheme. They authorised the allocation of £586,390.72 for various park projects across the city. This move was part of the council’s ongoing commitment to enhancing green spaces and public amenities and was widely approved by community members and local councillors (Pridmore, 2024)

They received the funding through a mechanism where developers contribute money to local authorities for community and infrastructure projects as part of their planning obligations. This mechanism comes under section 106 of the ‘Town and County Planning Act 1990.’

From their allocation, we can see how the spent budget varied in costs:

Highfields Park	Improved Infrastructure	£14,500
Queens Walk	Open Space Improvements	£5,000
Robin Hood Chase	Improved Infrastructure	£20,000
Ronald Street Park	Open Space Improvements	£7,800

From this data, we can estimate that Jesmond Dene's cost of improving the physical environment will be between £5,000 and £20,000. This estimate has been extrapolated from an exterior source, and unfortunately, we cannot guarantee that a similar budget will be required for Jesmond Dene.

Rejuvenating Jesmond Dene

Funding

A potential funding opportunity worth exploring is the National Lottery Heritage Fund, which supports initiatives dedicated to preserving and enhancing heritage for the benefit of all individuals in the UK, both presently and in the future. This encompasses the preservation of natural environments, historical structures, and cultural landscapes, aligning well with Jesmond Dene's objectives.

Their funding involves activities such as capital improvements, repairs, maintenance, and conservation efforts. Grant amounts typically range from £10,000 to £250,000, contingent upon specific project requirements. A grant of £80,000 could significantly contribute to the restoration of Jesmond Dene (National Lottery, 2023)

Applications for the grant require the following:

- A submitted Project Enquiry or application for a grant between £10,000 to £250,000
- Submission of an Expression of Interest for applications over £250,000
- A governing document (unless exempt)
- Accounts information
- A project plan and risk register

An application must be submitted on the National Lottery Website through: <https://www.heritagefund.org.uk/funding/sign-in>.

Further Information and Questions are able to be posed directly to the National Lottery Heritage Fund

Email: north@heritagefund.org.uk

Telephone: 0191 249 4271

Rejuvenating Jesmond Dene

In March 2024, Urban Green launched a project to improve the areas of Newcastle for pollinator habitats. The National Lottery Heritage Fund also funded this project with a total grant of £700,000 (See Appendix 11).



Newcastle's Nature Networks (NNN), which comprises:

- Urban Green Newcastle - finance@urbangreennewcastle.org
- Natural History Society of Northumbria - nhsn@ncl.ac.uk
- Newcastle City Council
- Northumberland Wildlife Trust - mail@northwt.org.uk
- Northumbria University
- Ouseburn Farm
- Ouseburn Trust
- Scotswood Garden

received the grant funding from The Species Survival Fund, a partnership between Defra and The National Lottery Heritage Fund to support habitat creation and restoration projects across England.

Urban Green is currently the charity that looks after the maintenance of Jesmond Dene. Approximately two-thirds of the income is earned from Urban Green's activities, ranging from securing grant funding and public donations to events, café and rental income. The remaining one-third comes from a core revenue grant from Newcastle City Council. All of this is reinvested into the green spaces of the city. Urban Green is recommended as a suitable partner for a potential collaboration aimed at revitalizing Jesmond Dene.

Rejuvenating Jesmond Dene

Stakeholder Analysis

Newcastle City Council

The council is one of the most important stakeholders for this recommendation, as permission is required to do this work. Interests include enhancing public spaces and preserving an environmental landmark.

Some potential concerns include budget constraints as well as regulatory requirements.

Residents

The residents of Jesmond are the primary beneficiaries of the improvements.

One concern we anticipate from the residents is whether the improvements can help maintain the Dene's natural character. Furthermore, disruptions may occur while work is being done.

Environmental Organisation's

They will mainly be interested in park improvements prioritising environmental sustainability and habitat restoration. They will have concerns about the potential for habitat destruction.

Local Businesses

These stakeholders are slightly interested in this scheme as it can increase tourism and attract visitors to the area. Changes to Jesmond Dene can affect foot traffic, visitor spending, and the overall economic activity of the area.

Rejuvenating Jesmond Dene

SWOT Analysis

Strengths

- Revitalize an area that has been managed inadequately.
- Enhance accessibility for the public, particularly catering to individuals with mobility challenges.
- Transform it into a physical center for recreational activities.
- Establish partnerships with environmental groups such as 'Friends of Jesmond Dene' to collaborate on litter-picking initiatives.

Weaknesses

- Rebuilding could incur significant costs
- Temporary closures of specific areas may be necessary
- The public might be disappointed by the possibility of the disappearance of Jesmond Dene's historical appearance
- Possibility of heightened environmental impact if done poorly

Opportunities

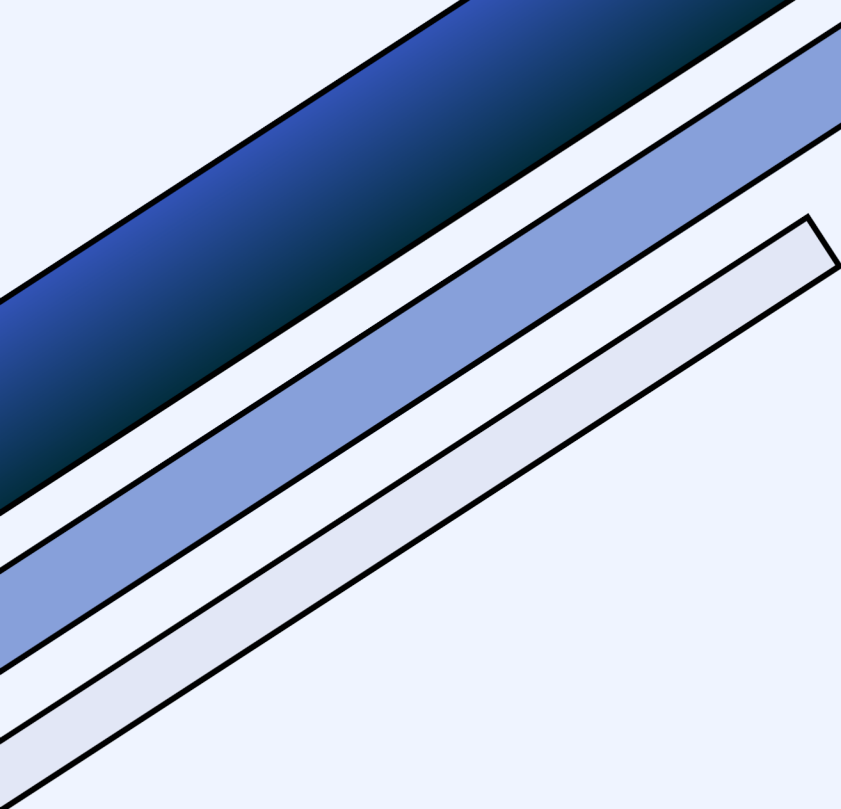
- Explore potential funding opportunities with The National Lottery Heritage Fund
- Collaborate with architecture students to gentrify Jesmond Dene.

Threats

- Supply chain challenges
- Concerns regarding visual effectiveness for residents



Short-Run Recommendations



Eradicating Litter in Jesmond

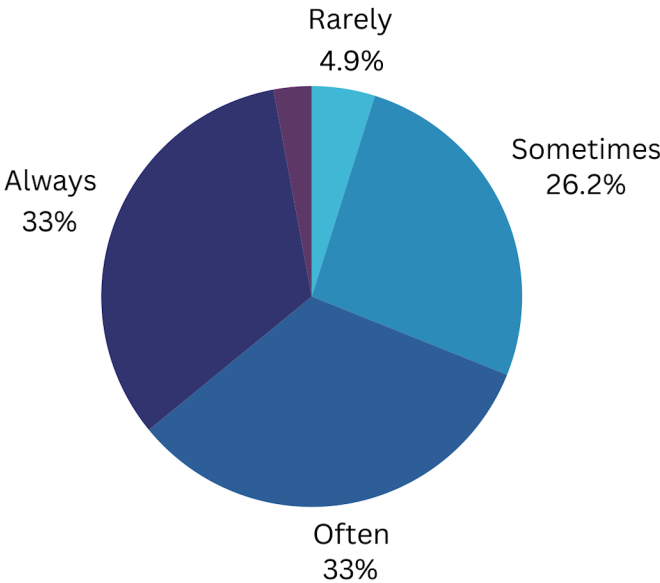


Cleaning up the Litter

Findings

One of our short-term recommendations involves enhancing the physical environment in the Jesmond area and Jesmond Dene. This can be achieved through community-led litter-picking initiatives. While existing litter-picking activities in Jesmond are currently ongoing, there is scope for further enhancements.

From our survey, we found that 66% of people had issues with litter in the Jesmond area, with 33% saying they saw it all the time and 33% saying they saw it often. This portrays a huge problem for the area and clearly impacts the community. One of the further comments from a participant who selected 'other' stated, "There is too much-broken glass around Osborne Road and the surrounding residential streets from inconsiderate people visiting the plethora of bars. Alongside this, there is too much chewing gum on pavements around Acorn Road."



Litter picks reduce litter accumulation, foster community cohesion, and cultivate collaboration among demographics within the Jesmond area.

Cleaning up the Litter

One notable group actively engaged in preserving Jesmond's cleanliness is "Keep Jesmond Clean." This group organizes monthly litter picks within the community to enhance Jesmond's aesthetic appeal. Using social media platforms such as Facebook, they effectively promote these events and showcase the impact of their efforts (see Appendices 7 and 8). This mode of communication fosters volunteer engagement and encourages active participation and communication within the group.



Another environmental group within Jesmond is "The Friends of Jesmond Dene." They are a volunteer-run charity that pledges to improve, preserve, and promote the environment in and around Jesmond Dene for the benefit of residents, wildlife, and visitors.

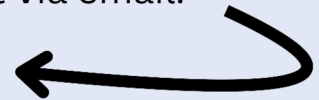
In Redcar, a similar scheme was implemented by a local councillor. He created a group called "Friends of Redcar (FRED)", whose mission was to clean up the coast. Since FRED was formed, they have been joined by over 250 individuals from Redcar and beyond, many of whom continually return. They have worked in various locations with numerous authorities, social enterprises, businesses and other community groups who care about where and how they live. The connectivity between the community grew, leading to further good being done in the area.



Cleaning up the Litter

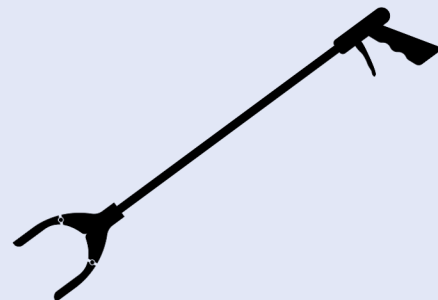
In our research efforts, we engaged in discussions with the "Keep Jesmond Clean" group to explore potential collaboration opportunities. During our interactions, they highlighted previous communication with the CIC and proposed the idea of establishing a fresh litter pick group involving younger members, particularly students. This proposed group, in affiliation with "Keep Jesmond Clean," aims to uphold Jesmond's cleanliness. To foster a deeper connection with the group, avenues such as social media are available, alongside the option of reaching out via email.

keepjesmondclean@gmail.com



When kickstarting a litter pick, costs are still incurred. Initially, buying the essential equipment would only need a small amount of funding. This would include equipment such as:

- Litter pickers
- High-visibility clothing
- Protective clothing, such as gloves
- Bin bags
- First aid kits



Cost Breakdowns:

- Litter Pickers can be found at £12.95 for a pack of 4 on Amazon
- High visibility jackets are £12.75 per pack of 5
- Outdoor protective gloves are estimated at around £10 per pair
- Bin Bags are 99p per roll
- First aid kits are available between £8-£20, dependent on quality

In addition to these fixed prices, additional costs may be necessary, such as volunteer first aid classes.

Communication between the CIC and the council will also be required to retrieve and dispose of collected litter. The council's resources will allow them to dispose of the litter most efficiently.

Cleaning up the Litter

Stakeholder Analysis

Residents of Jesmond

The local residents are key stakeholders in this recommendation as they benefit most for the scheme. There will be little resistance to this idea as through our primary research we understand that litter is a large issue for Jesmond. They are directly affected by the presence of litter in their community and could benefit from the clean-up efforts.

Participants/Volunteers

These stakeholders are directly involved in planning and executing the litter pick. Volunteers participate in the clean-up efforts. They will be significant to the success of this scheme and will be influential in continuing it in the long run.

Newcastle City Council

Newcastle Council has a low to moderate level of influence in the litter-picking recommendation. Litter picking is one way that litter can be properly disposed of, but there will be other options, such as local tips.

Alternative Environmental Groups

Alternative organisations focused on environmental conservation and maintenance are key stakeholders in litter picks. They may provide expertise and advocacy for the scheme. Only by working in unison can we achieve better results for Jesmond.

Cleaning up the Litter

SWOT Analysis

Strengths

- Facilitates the maintenance of cleanliness in Jesmond
- Encourages public engagement, fostering a sense of community
- Cost-effective implementation
- Existing group engaged in litter picking, offers opportunities for future collaborations

Weaknesses

- Participation on a week-to-week basis is not guaranteed.
- Depending on residents to devote two hours of their weekend.
- In the long-run, progress will be slow.

Opportunities

- Explore opportunities for media coverage.
- Organize coffee mornings and events at local businesses.
- Engage students through university societies.
- Collaborate with exterior nature groups.
- Consider involving Greenpeace for accessible publicity

Threats

- Potential safety and medical assistance concerns.
- Risk of taking responsibility for poorly executed tasks, leading to potential backlash from groups viewing the CIC as a negative.



http:

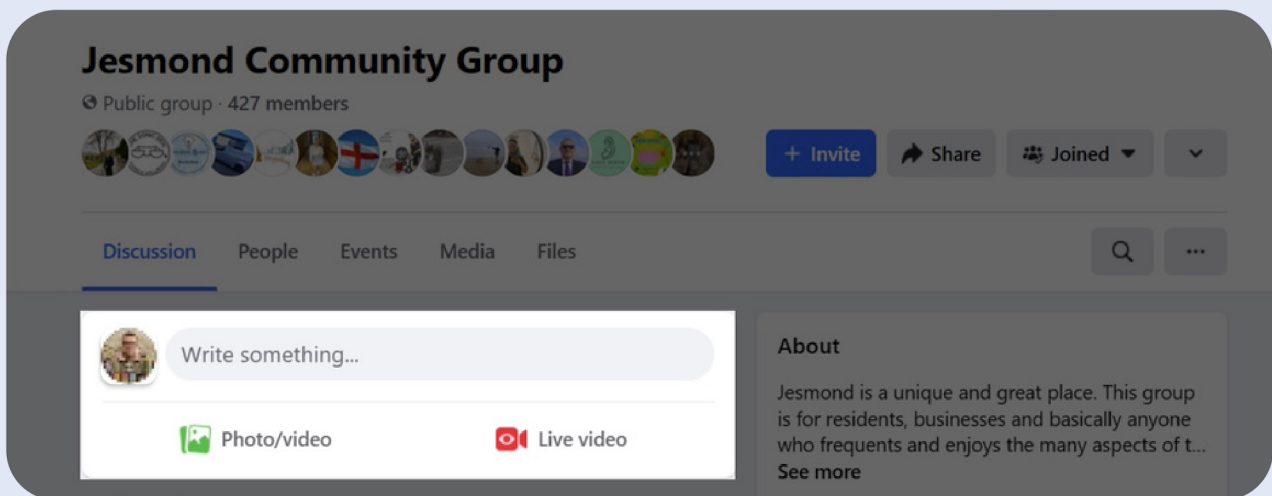
Online Presence



Social Media

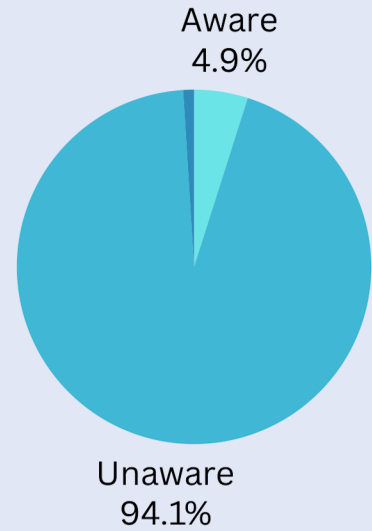
Social media can help the community become involved with the CIC. For example, a Facebook page and a group can be created to hear what the community has to say whilst also allowing the residents of Jesmond to pose questions to the CIC.

Implementing this would be easy and help improve Jesmond's social environment. After conducting our primary research and looking through various Jesmond residence Facebook groups, we noticed that activity on these groups is relatively scarce, and information needs to be communicated more effectively. Many groups have been inactive for years, and others are selective about who gets accepted. Creating a Jesmond CIC Facebook group could allow the CIC to promote all success stories for the area. Furthermore, a discussion section will give the community a say and create more synergy between the CIC and the residents. This can be a more active space for them to do so than the currently available groups.



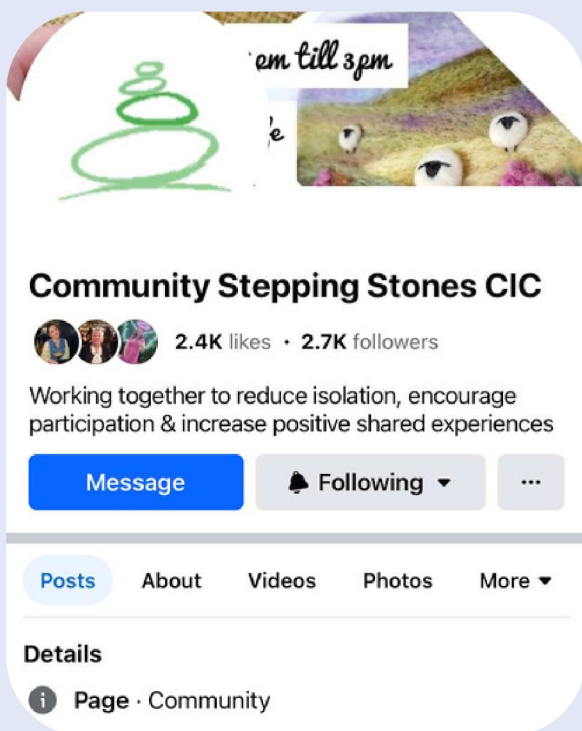
Social Media

From the primary research, we can see that 95% of respondents are unfamiliar with the Jesmond community CIC. These results show that the CIC lacks brand exposure in the community. A reason for this may be the company's newness, but we feel that the primary reason is a lack of online presence and advertisement.



The company's addition and use of social media can help increase its exposure and attract more attention to the Jesmond CIC. This will create a platform for the rest of our recommendations to come to fruition.

With most of our respondents on social media, the Jesmond CIC could benefit from using and implementing social media to reach those unfamiliar with it. Examples can be seen with other CICs around the UK who advertise their production online.



Website

Another option to consider is implementing a Jesmond Community CIC website like other CICs have done (See Appendix 12).

A website is something we feel that the CIC can utilise in many ways:

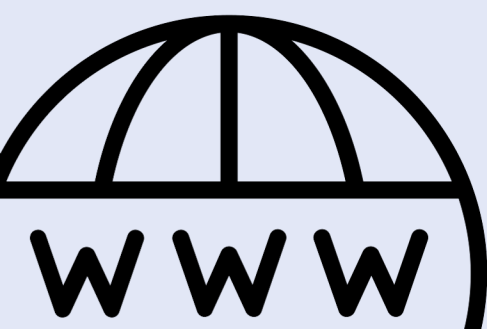
01 With the help and use of the website, you could also allow this to be a forum for the Jesmond CIC, where the community can have their input and suggest ideas or possible solutions to problems that they think exist within Jesmond (See Appendix 9).

02 Using a website creates the potential for synergy with the Jesmond Residents Association (JRA) to create a news outlet. This was suggested by a resident of Jesmond, whom we had spoken to personally, who said that it would be nice to be kept up to date with changes in the area, such as when the bollards were implemented. Others have utilised a news page like Baltic Creative (see Appendix 13).



03 Websites can attract members of the public to get involved with the CIC by showcasing opportunities. The CIC can include information about current openings, volunteer positions, and ways to apply or get in touch.

04 The website can be used to receive donations and funding for projects. The inclusion of donation buttons, crowdfunding campaigns, and information about sponsorship opportunities would make it easy for supporters to contribute financially.



Website

Costs

When creating a website, there are various costs incurred:

A required cost is one for a domain name for the website. This can be anywhere between £0.01-£20 per year. For the name Jesmondcommunitycic.com, we found that for a year, it is free. However, to keep the name for 6 years, it will cost £102.99

Shopping Cart

jesomon...nitycic.com
1 year FREE

Shopping Cart

jesomon...nitycic.com
6 years £102.99

When looking at the cost of website designs, we found two options from an online design company called DotGO. The company offers two websites: the lite, a more affordable site, which would be £399, and the pro website, which would be £599. However, this is designed to allow Google optimisation, creating more traffic to the site (DotGO, 2024).



Pro. Website £599

Professional, business website

- Many webpages.
- Optimised for Google



Lite Site £399

Affordable, beautiful, focused website

Website/social media

Use of students

Collaborating with students to help create the website would be a great option and create good cohesion between the Jesmond CIC, the university, and the students.

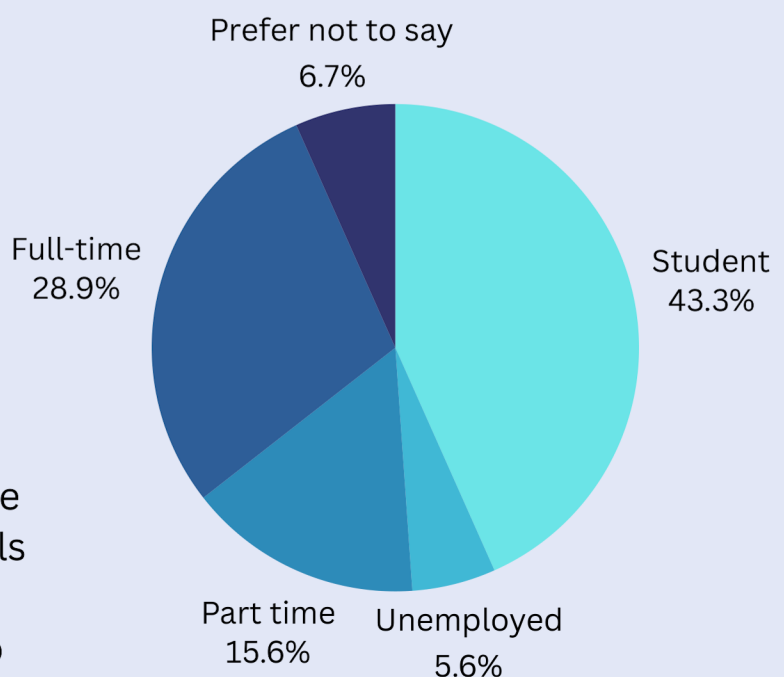
This can be done by offering some computer science students the opportunity to create and maintain the website. This will mutually benefit both parties, as they will gain experience, and the CIC will be able to save the budget and funds needed to design the website. It is



also possible to offer these students have the role of keeping the website up to date, making sure everything is in order and that the website is well-run and moderated properly.

In addition, the CIC could ask the students to help run social media and keep people engaged. This idea could reach Jesmond's younger demographic and help create further community cohesion.

From our primary research, we were able to reach the understanding that 43% of the residents of Jesmond are classed as students. This tells us that there is still a wide demographic of residents to be reached.



Website/social media

Stakeholder Analysis

Students

They are key stakeholders as they would be given the opportunity to work with the CIC to help run the socials and the website. This opportunity would allow them to gain web development experience and sufficient software maintenance experience. Through partnering with students, we can create a strong link with the university for potential future endeavours.

Local Businesses/Potential Partners

With the addition of social media, local businesses could potentially partner with the CIC to advertise themselves and reach a larger consumer base. As stakeholders, there should be no backlash from themselves because it positively affects Jesmond and creates positive externalities that will fall onto the businesses.

Residents

Creating a website will benefit the residents of Jesmond. It will provide a place to converse with the CIC and discuss any issues that they may have or think may arise. Residents will also be able to keep up to date on local news more easily, as it is all in one place.

Potential Donors

The website will provide a place for potential donations to be made. While also potentially receiving funds, it will provide a space for the CIC to portray what good they have done with donations and funding.

Website/social media

SWOT Analysis

Strengths

- Quick and easy implementation requiring minimal funding.
- Technology plays a significant role in today's era, presenting opportunities for leveraging its advantages.
- Potential to enhance engagement with a broader audience.

Weaknesses

- There may be a lower level of engagement than desired.
- The platform requires consistent maintenance and updates.
- Continuously recruiting students would be necessary if this path is pursued.

Opportunities

- Engage with students to foster collaboration between the university and the CIC.
- Promote local businesses and events.
- Collaborate with like-minded individuals via social media platforms.

Threats

- Larger Facebook groups.
- Risk of inadvertently sharing private information.
- Elderly groups may perceive digital communication as unnecessary and prefer traditional mail.
- Concerns about duplicating efforts already undertaken by the council.

Concluding Remarks

After conducting research and reviewing all our recommendations, we believe we have forged a concrete strategic plan to improve Jesmond's physical and social environment. Alongside an analysis of stakeholders, we have also investigated potential sources of funding, which will greatly contribute to the success of the Jesmond Community CIC in the future.

Jesmond deserves to remain one of Newcastle's most affluent suburbs, and through the CIC, this ambition can become a reality.

Newcastle Nexus Consultancy would like to thank Peter Breakey and the Jesmond Community CIC for the opportunity to undertake this project. We are grateful for the chance to have been part of your journey, and we look forward to seeing the impact of our collective efforts unfold in the months ahead.

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Appendix

NX9626 Undergraduate Consultancy Project – First Client meeting

Client's Name:	Peter Breakey
Organisations Name:	Jesmond Community CIC
Date of the meeting:	19/12/23
Firms Name:	Newcastle Nexus Consultancy
Leaders Name:	Christopher Leathard
Members present at the meeting:	All members present
Date of minutes approved:	
Persons who approved the minutes:	

Points to be actioned/Key Decisions

Number	Topic	Objectives	Responsible
1.	What the client requests of us	Discuss the brief as well as our ambitions with the project	Group Responsibility
2.	Possible ideas for the project	Have a conversation about possible methods and solutions to the problems in Jesmond	Group Responsibility


Minutes

Topic	Discussion
1. Funding/sources of finance	Many options not been explored. Know that there are 3 other silent investors involved with 3 others interested in becoming directors. Open and interested in further funding.
2. Physical environment	Brandling Park and seeing if can work within this area. Interested in this due to it being a cycling hub. Cycling is a big interest in with working with bike 4 health. There is also a litter problem in the area. Possibilities of expanding around the Jesmond area.
3. Social environment	Will be working for all the community wanting to be inter-generational and work with student community.
4. Working with others	Willing to work with other areas and charities. Work with volunteers from the universities would be great if possible. And with the societies and student unions.
5. Any priorities	No real priorities and is like a blank canvas do anything what will help the company. Wants content over presentation, just make Jesmond better and have 'cathedral thinking' and build for the future and sustainability of Jesmond.

Next Meeting

Appendix 1 - Client Minutes

Appendix



Participant code:

PARTICIPANT DEBRIEF

Name of Consultancy Group and Team Leader:
Newcastle Nexus Consultancy – Christopher Leathard

Name of Supervising Tutor (if relevant):
Ed Cottam

Project Brief Title:
Jesmond Community CIC

1. What was the purpose of the project?

The purpose of this project is to gain a greater insight into what residents of Jesmond feel could be improved in their area. We are completing a consultancy for the Jesmond Community CIC and feel that the residents should have a major say in any potential changes in the area. Whether it is a social or physical change, any help would be greatly appreciated. We expect that the current occupants of Jesmond will have an opinion on the matter and we love to see what they are.

2. How will I find out about the results?

We estimate our results will be completed and analyzed by the end of May. Our findings will be published to the CIC and we will post our findings around the same time period. If you select opt in on the survey, you will be able to receive the results to your email address.

3. Have I been deceived in any way during the project?

No

If no deception has been used do not include this section, simply write "no".

4. Will my taking part in this study be kept confidential and anonymous?

Yes. Your name will not be written on any of the data we collect; the only data we will have to identify participants will be through the use of a chosen unknown key word by yourself. Your name will not appear in any written work throughout this study. The consent form you have signed will be stored separately from your other data. The data collected from you in this study will be confidential. The only exception to this confidentiality is if the researcher feels that you or others may be harmed if information is not shared.

5. How will my data be stored, and how long will it be stored for?

All data will be held for no more than a 6-month period. All written transcripts will be held under lock and key. Digital copies will be stored on the University cloud storage with the only people who can read it are the members of the team. All data will be stored in accordance with university guidelines and the Data Protection Act (2018).

6. If I change my mind and wish to withdraw the information I have provided, how do I do this?

If you wish to withdraw your data then email the Team Leader named in the information sheet within 1 month of taking part and give them the code number or key word you have chosen. There is a chance we may not be able to withdraw the data due to it having already being analysed.

The data collected in this study may also be published in scientific journals or presented at conferences. Information and data gathered during this research study will only be available to the research team identified in the information sheet. Should the research be presented or published in any form, all data will be anonymous (i.e. your personal information or data will not be identifiable).

All information and data gathered during this research will be saved in line with the Data Protection Act and will be destroyed 3 months following the conclusion of the study. If the research is published in a scientific journal it may be kept for longer before being destroyed. During this time the data may be used by members of the research team only for purposes appropriate to the research question, but at no point will your personal information or data be revealed. Insurance companies and employers will not be given any individual's personal information, nor any data provided by them, and nor will we allow access to the police, security services, social services, relatives or lawyers, unless forced to do so by the courts.

If you wish to receive feedback about the findings of this research study then please contact the Team Leader at chris.leathard@northumbria.ac.uk

This study and its protocol have received full ethical approval from Newcastle Business School at Northumbria University. If you require confirmation of this, or if you have any concerns or worries concerning this research, or if you wish to register a complaint, please contact the Chair of this Committee Russell.merham@northumbria.ac.uk stating the title of the research project and the name of the Team Leader.

Appendix 2 - Participant Debrief

Part Two: Ethical risk

Please indicate how you will eliminate, or as a minimum ameliorate, the following areas of potential risks throughout the processes of research design, data generation, data analysis and dissemination

Area of risk	Questions relating to this risk	How will you mitigate against this risk?
Avoiding harm to all involved in or potentially affected by the research	How will you ensure that your participants/respondents come to no harm (psychological; emotional; physical). e.g. not subjecting them to questioning about sensitive issues without advance agreement?	We can make each question optional to answer. As well as that we can put a message at the start asking them if they are willing to answer certain questions. If they are not comfortable then the survey will close. No sensitive questions will be asked.
	How will you ensure your own safety (beyond just physical) in undertaking the Enquiry?	We will only place our university email on there if anyone wishes to contact us about their ideas. We will not place any further information on there about ourselves. We will complete a risk assessment before site visits.
Ensuring the anonymity of all participants/respondents	How will you ensure anonymity in collecting/generating data	We will not ask for a name of any sort. The only aspect we will ask about is the residents age and how long they have lived in Jesmond.
	How will you ensure anonymity in reporting the data?	Once again we will make sure not to place any participants names in the survey.
Gaining informed consent from all participants / respondents	How will you ensure respondent/participant consent in advance? You should provide a copy of the necessary consent form/s with this document	We will add a consent form to the first page of every survey to make sure people understand the document.
	(How) might participants/respondents be able to withdraw their data?	We can place our university email onto the form so people might be able to get in touch if they want their data withdrawn. We will be able to identify them by a key word at the start of the survey.
Avoiding deception	How will you how you promote accuracy in recording, analysis, reporting of the data/findings?	We will not doctor or edit survey responses. We will present raw data charts / tables without removing outliers
Data storage and destruction	How will you transport and store your data securely (e.g. password protected; cloud storage)?	It will be stored onto a cloud storage which will be on our university accounts. Any hard copies will be stored in a locked cabinet.
	How will you destroy the data and when?	We will simply delete the survey and take down all the data we have collected. All data will be destroyed within 6 months of graduation.

I confirm that I have read and understood the University's Health and Safety Policy. I confirm that I have read and understood the University's requirements for the mandatory completion of risk assessments in advance of any activity involving potential physical risk. I can confirm that there are no physical risks associated with this project and so no risk assessments are required ✓

Appendix 3 - Ethical Risk Form

Appendix

Christopher Leathard ▸ Jesmond Community Group
19 March · 🌐


Hello everyone,

Firstly, I apologise for putting another questionnaire into this group. I am sure you are all sick of these now. 😊

I am currently a Northumbria University third year student working as part of a group for my final year project. We are working with the **Jesmond Community Interest Company** in an attempt to help improve the social and physical environment of Jesmond. We have combined together to forge a short questionnaire/survey which we feel we help give us a better understanding of what those who live and care for Jesmond would like to see in the future.

Thank you all so much and any help would be greatly appreciated!!

<https://northumbria.onlinesurveys.ac.uk/jesmond-community...>

 NORTHUMBRIA.ONLINESURVEYS.AC.UK
Jesmond Community CIC
Online survey BOS

👍 1 1 🗨️

👍 Like 💬 Comment ➦ Share

Appendix 4 - Facebook Message for Distribution of Survey

Appendix



Appendix 5 - Longbenton Sports Facility

Table: Cost of installing a Cyclehoop hangar in Bristol

Item	£
Cyclehoop hangar ^a	2,850
Installation of the hangar by Cyclehoop (minimum) ^{b, c}	600
Concrete base, including installation ^c	500
Four bollards @ £250 each, including installation ^c	1,000
Council officer, pro-rata working full-time on approx. 20 hangars per year ^c	1,600
Additional approx. council staff charges for Internal Consultation and Design ^c	500
Safety work, approx. ^{c, d}	1,000
Bespoke 'Bristol Blue' colour for the hangar ^c	500
Total	8,550

^a This is Cyclehoop's list price for a single hangar. It excludes VAT (which the council would be able to reclaim) and does not take into account bulk-purchase discounts or the saving to be expected from putting a contract out to tender. *Source:* Email from Cyclehoop Ltd, 13 November 2020.

^b The exact figure is commercially sensitive but the council say it is in the range of £600–£800. The cost may also depend on the number of hangars being installed.

^c *Source:* Email from Bristol City Council Strategic City Transport Officers, 3 February 2021.

^d This includes: consultancy fees for engineers to ensure safe works, such as the design drawing work required for each site; site investigations, such as identifying any underground utility pipes or cables; the site supervision required for highway works; and any health and safety issues and checks.

Appendix 6 - Cyclehoop Bike Hanger Implementation Cost

Appendix

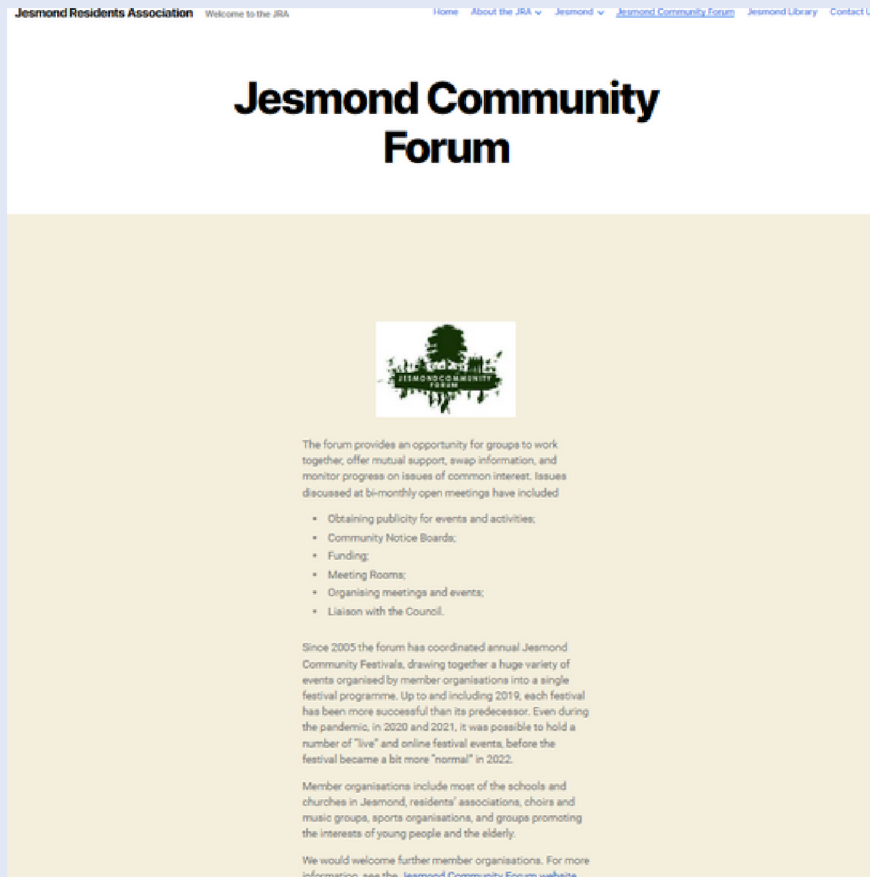


Appendix 7 - KJC Facebook



Appendix 8 - KJC X

Appendix



Appendix 9 - JRA Current Website



Appendix 10 - LOCAL Run Club

Appendix

New citywide partnership awarded £701,417 to improve pollinator habitats across Newcastle upon Tyne

15th March 2024 Campaigns and Initiatives, Green Spaces, Parks, Partnerships, Volunteering
and Scotswood Garden, Natural History Society of Northumbria, Newcastle City Council, Newcastle's Nature Networks, Northumberland Wildlife Trust, Northumbria University, Ouseburn Farm, Ouseburn Trust, Scotswood Garden, Species Survival Fund



A new citywide partnership led by Urban Green Newcastle has been awarded £701,417 from Defra and The National Lottery Heritage Fund to develop and improve pollinator pathways across Newcastle upon Tyne.

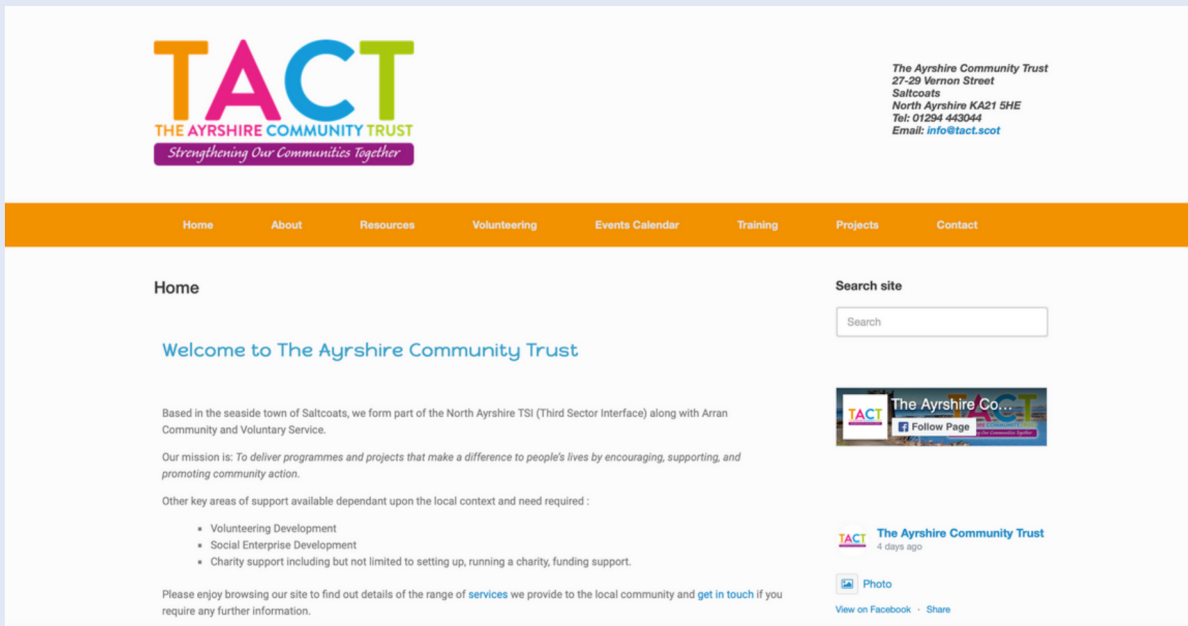
Newcastle's Nature Networks (NNN), which comprises Urban Green Newcastle, Natural History Society of Northumbria, Newcastle City Council, Northumberland Wildlife Trust, Northumbria University, Ouseburn Farm, Ouseburn Trust, and Scotswood Garden, received the grant funding from The Species Survival Fund; a partnership between Defra and The National Lottery Heritage Fund to support habitat creation and restoration projects across England.

The Species Survival Fund will help halt and reverse the decline in species abundance by preserving vital habitats. The new funding is supporting projects that tackle habitat loss, safeguard fragile ecosystems, and create and restore nature-rich landscapes full of wildlife-friendly habitats within precious chalk streams, wetlands, heathlands, grasslands and scrublands.

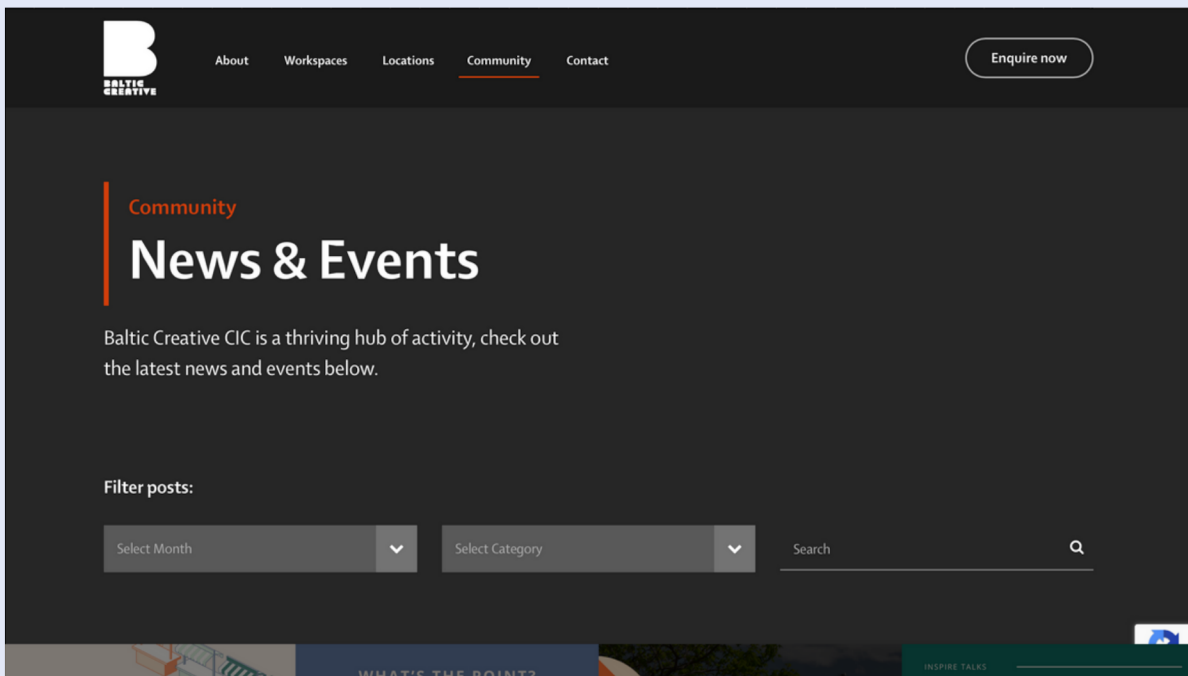
In Newcastle upon Tyne, habitat improvements will create and restore 41 green spaces across public parks, nature reserves and previously developed land, to support the growth of pollinator species across the city.

Appendix 11 - Urban Green Grant

Appendix



Appendix 12- Ayrshire CIC Website



Appendix 13 - Baltic Creative CIC's News & Events Page

ACKNOWLEDGEMENTS

The report was written and created by members of Newcastle Nexus Consultancy:

Christopher Leathard

Adam Harris

Harjan Matto

Mason Kevern