

PARKS COMMUNITY UK : 8 PILOT SITES

CENTRAL PARK, PETERBOROUGH
CHERRY TREE WOOD, BARNET
DUKES MEADOWS, HOUNSLOW
LATCHMERE REC, KINGSTON UPON THAMES
MEADOW ORCHARD, HARINGEY
TURN MOSS, TRAFFORD, GTR MANCHESTER
WANDSWORTH PARK, WANDSWORTH
WOODCOCK PARK, HARROW

What are your priorities for 2021 ?

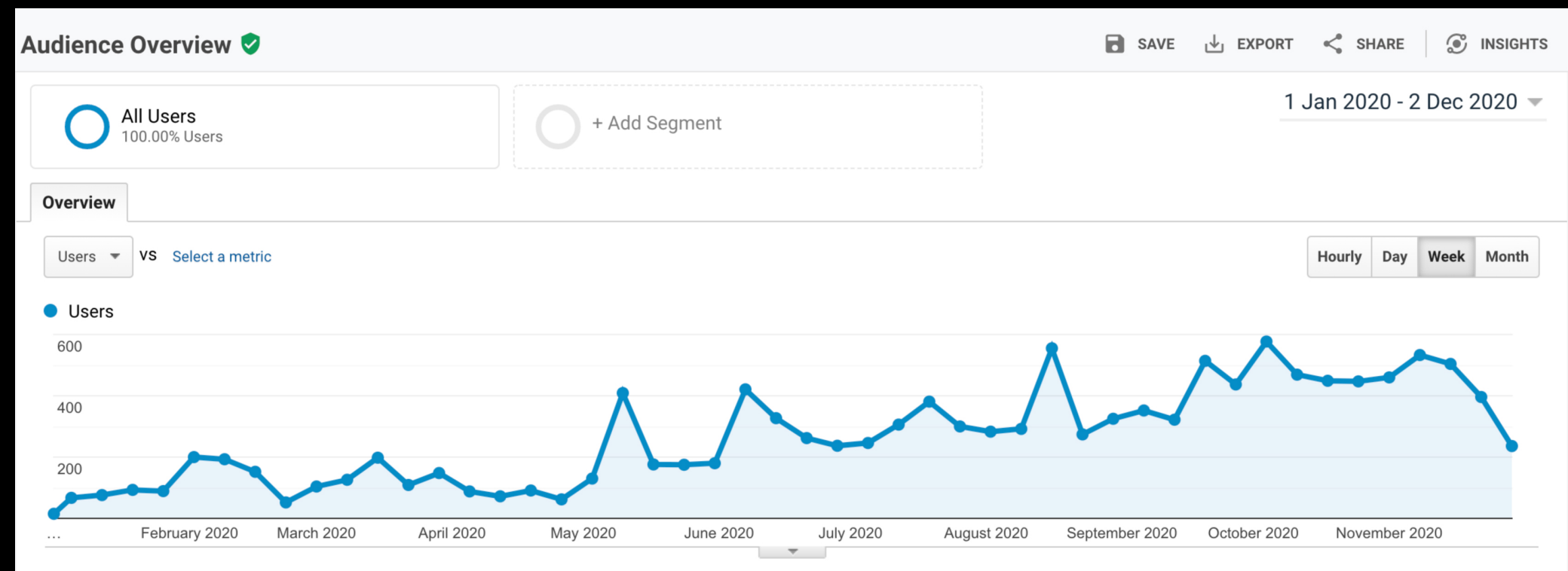
RECAP OF PCUK PROJECT AIMS

- Listen
- Support
- Connect
- Promote

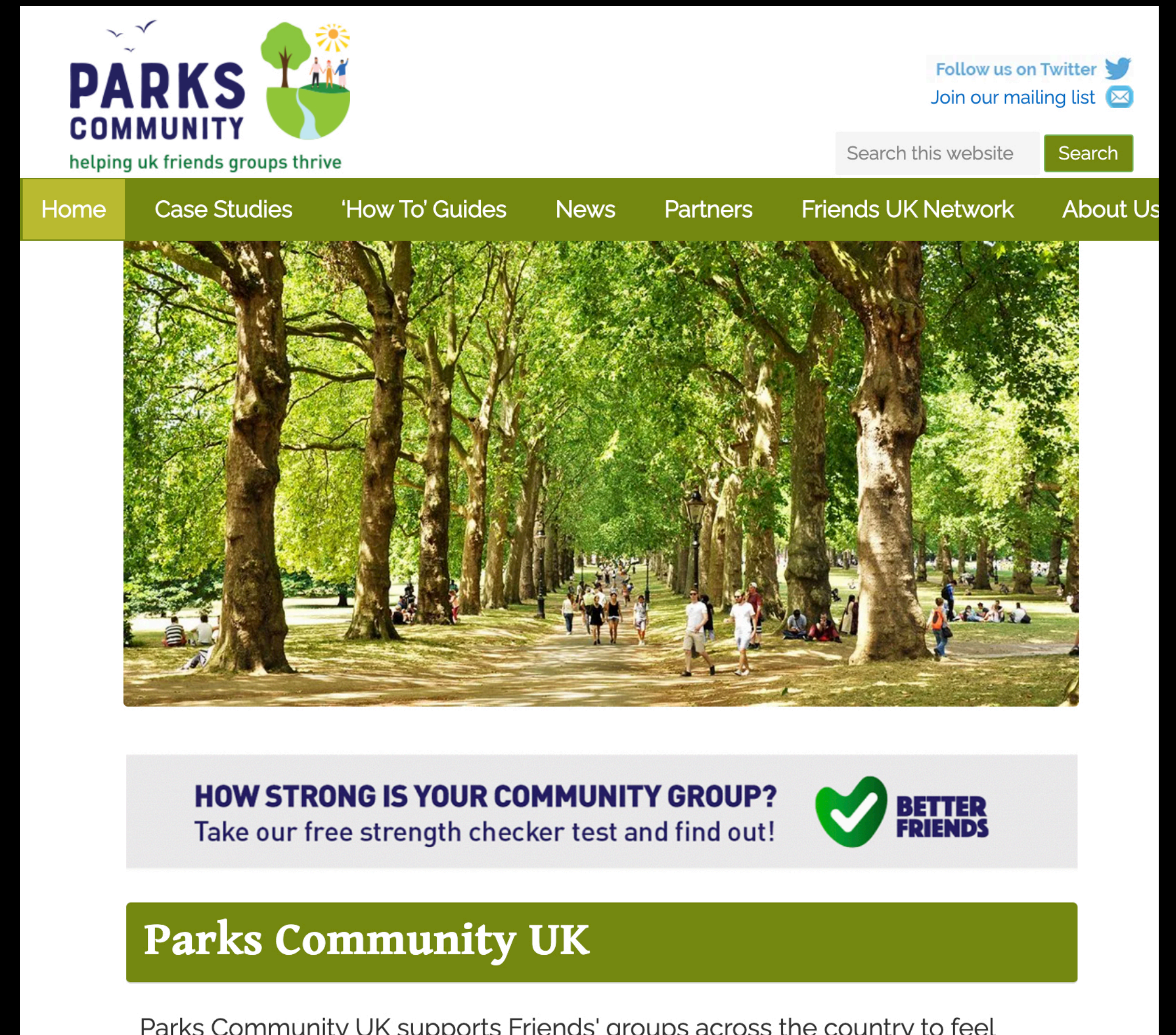
NEW IDENTITY + STRAPLINE



CREATE NEW WEBSITE




- 60 visitors a day
- + 41% up from previous 3 months
- 11,858 new users (Jan-Dec 2020)
- 28,238 page views (Jan-Dec 2020)



CREATE NEW SOCIAL MEDIA PROFILE

- Jan 2020 PCUK join Twitter
- Create Profile @ParksCommUK
- 2022 Followers (on Dec 10 2020)
- 3112 Following (on Dec 10 2020)
- Average 3 tweets per day
- 55K times tweets viewed per month


 **Analytics** Home Tweets More ▾

Dec 2020 • 10 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 8,881 impressions

! Hot off the press !
NEW mega "How To" guide for all those campaigning to save their parks/green spaces.
parkscommunity.org.uk/how-to/how-to-...
inc NIMBY, trolls, PR + being the voice of reason 🧐
Please pass on to anyone you think needs to read it. Thank you! [#parksmatter](#)
[#lovewhereyoulive](#)
pic.twitter.com/NM2XEyZj5z



Campaign to save Walton Hall Park, Liverpool
© Chrisie Byrne

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HELP US UNDERSTAND WHAT PCUK SHOULD PRIORITISE

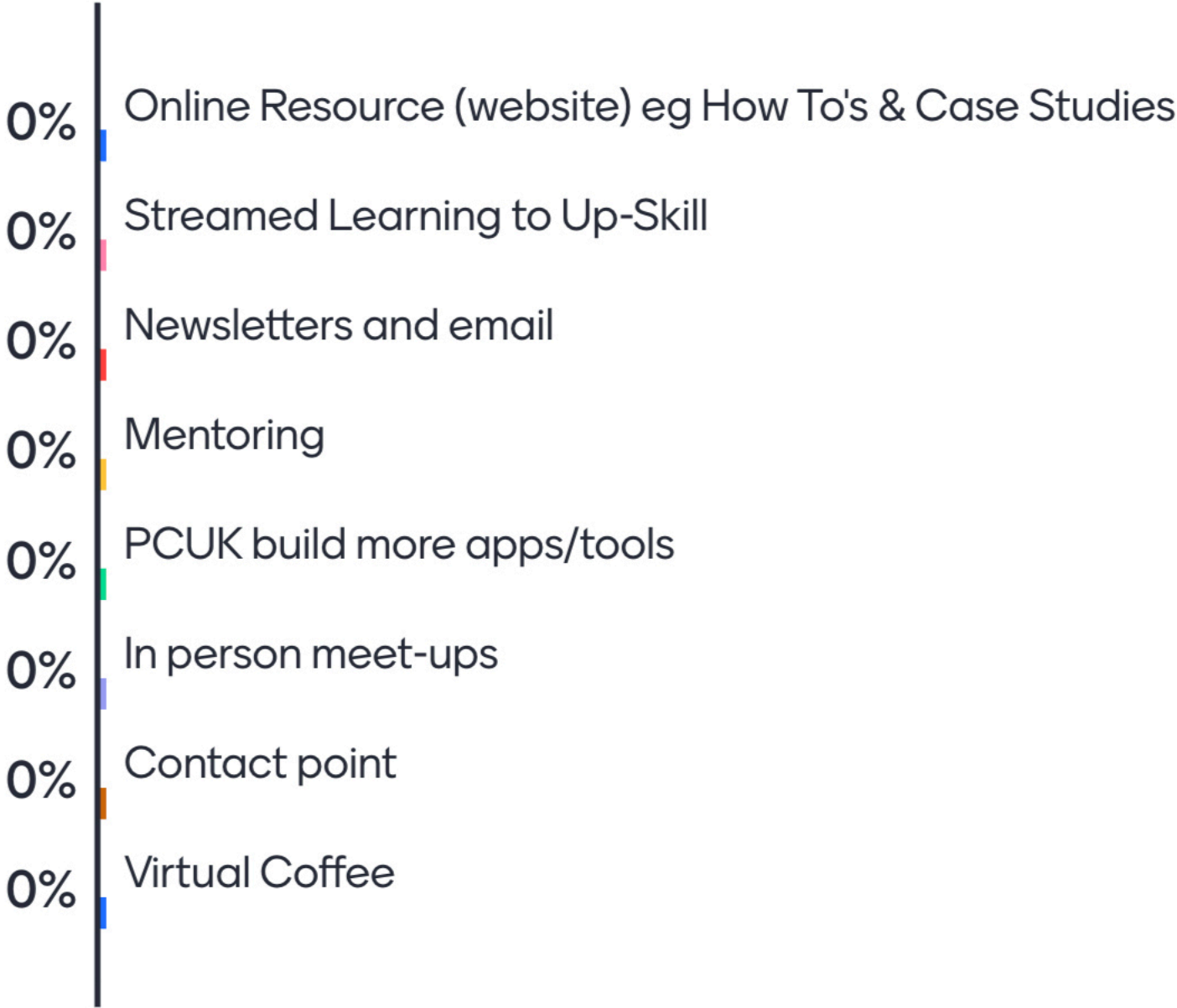
WHICH OF THE FOLLOWING ARE MOST IMPORTANT TO YOUR GROUP?

- 1 - [Online Resource](#) - PCUK continues to cultivate the website as a resource inc original articles/recordings, share useful 3rd party content and contacts
- 2 - [Streamed Learning](#) - PCUK to provide live online sessions designed to up-skill green space groups on topics of interest
- 3 - [Mailing List](#) - keep in touch with members via regular newsletters and email updates
- 4 - [Mentoring](#) - PCUK to facilitate sharing and learning opportunities between groups eg 1:1 buddy ups or “mini-masterclass” case studies & How-tos.
- 5 - [More apps/tools](#) specifically aimed to benefit and empower Friends Groups (similar to Better Friends)
- 6 - [In person meet-ups](#) (when it is safe to do so)
- 7 - [Contact point for queries](#)
- 8 - [Virtual Coffee](#) - regular online meet-up for chat and support which PCUK hosts. Open invite to all the Friends community.

Go to www.menti.com and use the code 17 72 44 8

How helpful are these to your Group?

 Mentimeter



Questions for Final Session Pilot Sites

1. Is PCUK performing a needed and valuable service?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ None at all

2. How do you see your own contribution to Parks Community UK in the next 12 months? Please tick any which apply.

- ☐ I am happy to contribute to case studies/research
- ☐ I am happy to help other groups by becoming a mentor
- ☐ I am happy to give feedback when requested
- ☐ I will regularly visit the PCUK website
- ☐ I will regularly visit @ParksCommUK on Twitter
- ☐ I will spread the word about PCUK and the work it does
- ☐ Other (please specify)
- ☐ None of the above

WHAT PARKS COMMUNITY AIMS TO DO...

PARKS COMMUNITY UK IS A SUPPORT NETWORK, ONLINE KNOWLEDGE HUB AND LEARNING SPACE, SERVING THE NEEDS OF PARKS AND GREEN SPACE FRIENDS GROUPS IN THE UK.

WE ALSO AIM TO IMPROVE WORKING RELATIONSHIPS AND UNDERSTANDING FROM A LANDOWNER/SERVICE PROVIDER POINT OF VIEW.

OUR COMMUNITY PREDOMINANTLY CONSISTS OF VOLUNTEERS, MANY OF WHOM LIVE VERY CLOSE TO THEIR SITE AND CARE DEEPLY ABOUT HOW IT IS LOOKED AFTER.



In one word,
can you sum
up your
current mood?

Press S to hide image

