



# Shared Assets

*unrivalled experience and expertise in the development of new models for parks and public open spaces.*

## About Shared Assets

**Shared Assets** is a social enterprise think and do tank. Our mission is to make land work for everyone. We do this by: providing practical advice, support and training to landowners and communities who want to manage land as a sustainable and productive asset, and undertaking research, policy and advocacy work to help create an environment where common good models of land management can flourish. We have worked on innovative models for parks management directly with local authorities, trusts, social enterprises and development corporations, and as a part of national programmes such as [Rethinking Parks](#) the Community Ownership and Management of Assets programme and Delivering Differently.

We have experience of supporting the development and implementation of a range of models such as;

### *Parks Improvement Districts*

As part of the first round of the Rethinking Parks programme we worked with LB Camden to develop a five year business model and implementation plan for a Parks Improvement District. The PID proposal was based on the Business Improvement District regulations enabling it to benefit from a levy on business rates.

### *Charitable Trusts*

We have worked with a number of local authorities to support the development and implementation of Charitable Trusts, including the individual site of [Elvaston Castle Country Park](#) in Derbyshire and for the [London Borough of Barnet](#).

### *Entrepreneurial Approaches*

We have worked directly with a number of existing Trusts and social enterprises to support them in developing their governance and business plans. We have also worked with local authorities to support them in developing more entrepreneurial approaches to the management of assets such as parks and playing fields.

## **Innovation in technology**

We have been developing a tool for combining open data sets with a focus on Land, the tool is still in development and there is the opportunity for us to shape it for use in parks. If you are interested in data and exploring the potential of digital innovation for your park/s see more about Land Explorer [here](#).

## Examples of previous work

Our previous clients include local authorities, development corporations, the National Trust, the Forestry Commission, Locality, Community Development Foundation, Local Trust and numerous local land based community enterprises. We have also delivered programmes and projects supported by Tudor Trust, Esmee Fairbairn Foundation and Calouste Gulbenkian Foundation.

### *London Borough of Barnet: Alternative Parks Delivery Models*

Shared Assets was commissioned by the London Borough of Barnet to review options for the future strategic governance of its parks and open spaces. We reviewed existing information and strategies, the political and budgetary constraints the council was operating under, and the aspirations for the overall parks portfolio. We proposed a number of potential options for delivering public benefits from parks while enhancing income and reducing costs. The final output of this work was a phased 10-year transition plan for the establishment of a charitable trust, with a clear decision making framework for the council to be able to adapt as new information and circumstances arose.

### *London Borough of Camden: Parks Improvement District*

Shared Assets was commissioned to develop a detailed proposal and business model for a Parks Improvement District (PID) covering nine central London parks and squares. We undertook a baseline analysis of each of the sites, interviewed local residents, businesses and institutions, conducting condition surveys and commissioning a survey of park users. After developing and reviewing a range of options for income generation we developed a detailed proposal for a PID based on a short term levy on local business rates. Outputs included a business plan, five year financial model, a staged implementation plan and recommendations for internal leadership and coordination.

*“Shared Assets brought a wealth of knowledge of different models for managing 'community' assets, and the thinking and steps that are needed to get there. They developed and led a well-structured workshop, with plenty of room for debate and discussion” - Nick Sellwood, National Trust*

You can also read more of our thinking on parks [here](#) and [here](#).

## Contact

To discuss how we could work with you please contact [hannah@sharedassets.org.uk](mailto:hannah@sharedassets.org.uk)  
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*We are also developing a training programme around innovative management of parks which we will be rolling out during 2019. See more about [Parks Academy here](#).*