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| **Project name** | | | | | | |
| **The Cambridgeshire and Peterborough Future Parks project**  *For people | For communities | For life* | | | | | | |
| **Our vision** | | | | | | |
| We want a future where our green spaces can thrive, helping people lead happy, healthy lives for generations to come. | | | | | | |
| **Our mission** | | | | | | |
| Future Parks is a two-year project exploring new ways to transform, manage and fund green spaces across Cambridgeshire and Peterborough, in a sustainable way for the future. | | | | | | |
| **High-level messages – to be used when communicating with ALL target audiences** | | | | | | |
| The multi-million-pound Future Parks programme is funded by the National Trust, the National Lottery Heritage Fund and the Ministry of Housing, Communities and Local Government.  Cambridgeshire and Peterborough was selected as one of just eight projects across the UK to help find new ways to manage and fund existing and new parks and open spaces.  This is a landmark moment for the nation’s parks as we remind ourselves of the value of parks and green spaces in our cities, towns and cities and rural communities. | | **Parks and green spaces are good for life**. We want to improve access to local, high quality green spaces to improve the physical and mental health and wellbeing of all who live and work in our county.  **Parks and green spaces are good for the community.** We will engage with those who use our green spaces and work to understand the barriers for those who don’t.  **Parks and green spaces are good for nature**. The issue of climate change is unavoidable, but parks and green spaces will help us tackle the challenges of the climate emergency together.  **Parks and green spaces are good for growth**. Greater Cambridgeshire is one of the fastest growing areas in England – and Peterborough one of the fastest growing Cities, and we want to take a sustainable approach to development, incorporating well-managed, accessible green space for all.  **And parks are fun!** They are places for all to enjoy, treasure and cherish. | | | Our project is the most ambitious of the eight – bringing together seven local authorities, the Cambridgeshire Local Nature Partnership, as well as other key partners.  Project funding gives us the capacity we need to research and develop recommendations for how we can secure the future of our county’s parks for years to come.  Within the two-year timeframe, we will:   * Map and value our greenspace * Consult stakeholders and empower local communities’ involvement   *So we can*   * Identify long-term, sustainable funding and governance models for new and existing parks, securing their future for generations to come. | |
| **Key messages split by five main audience sectors** | | | | | | |
| **Local community (users and non-users)** | **Governance Local Authorities and Councillors** | | **Organisations managing /delivering green space** | **Developers** | | **Businesses** |
| Everyone living and working in Cambridgeshire and Peterborough should have access to local, high quality green space.  We want to make sure generations to come can still experience fun, freedom and adventure in parks and open spaces.  This ambitious project is all about securing the future of our parks and green spaces  We are exploring new ways to make sure this can happen - and we want to hear your views! | We want to help Cambridgeshire and Peterborough grow and develop well.  Parks are central to improving quality of life, improving physical and mental health, as well as mitigating the effects of climate change  As pressure on budgets increases, we must find new ways to fund and manage our green space.  This project is not about short term park maintenance.  This project will build an evidence base to produce bold, practical recommendations for the long-term future of our parks | | Parks are vital in our communities, but with public sector budgets under pressure – funding is a challenge.  This project aims to find the best ways to secure the future of parks and open spaces.  We want to build on great things already happening, identify improvements and determine the future together.  Communities are key to this and we are looking for involvement, enthusiasm and innovation. | Ensuring the future of parks and green spaces countywide is essential to Cambridgeshire and Peterborough’s growth and popularity.  This project will identify the needs of local communities and their requirements from green space  This will help you deliver high quality design – and more desirable developments  It will also give a countywide picture/blueprint for developers to consider when planning for the future | | We want to help Cambridgeshire and Peterborough grow well.  Providing better access to well-managed, high quality green space, will encourage more people to live and work in our county sustainably – improving our prosperity.  We can only do this by working with partners, using their expertise to help inform new funding and management models for parks and green space.  We want to develop practical recommendations – and involve those who are interested in the future prosperity of the county to help us |
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