



This is a draft document for review only. Please do not share.

## Our Space Walsall Corporate Supporter Packages

DRAFT - Version 2





## What is Corporate Social Responsibility?

Corporate social responsibility (CSR) refers to the efforts made by a company to improve society and contribute towards sustainable development. Also known as corporate conscience or corporate citizenship, CSR describes initiatives run by a business to evaluate and take responsibility for their impact on a number of issues ranging from human rights to the environment.

CSR is a type of self-regulatory business plan, with initiatives focusing on achieving economic, social and environmental benefits for all stakeholders involved (employees, consumers, investors and other groups).

The purpose of CSR is to encourage businesses to operate in an ethical manner and work towards having an even more positive impact on society through ensuring sustainable growth.

## Our Space Walsall Corporate Supporter – What is it?

Our Space Walsall is a CSR initiative which enables companies to play their role in giving back to the community. Companies, customers and communities can and should thrive together.

## Our Space Walsall Corporate Supporter – What are the benefits?

The CSR packages that have been developed will give your organisation an opportunity to contribute to our parks and green spaces, providing the following benefits to the local community;

- Support for a diverse species of flora and fauna
- Provide beautiful spaces where families and friends can get together and relax.
- Improve the environment and reduce air pollution



## Your organisation will also benefit as a result of the following;

- Better company image and customer loyalty
- Increased employee engagement and satisfaction
- Improving company's reputation as a supportive employer
- Contribution towards employees wellbeing with potential to reduce sickness absence
- Actively engaged in and improve the communities in which your business operates
- Pride in immediate impact your support has on improving local spaces for nature
- Attracts talent and investors

Your organisation's support could be in form of a financial contribution but also in a form of a volunteering, where staff time could be contributed towards our different projects, or it could be a combination of both.

## Our Space Walsall Corporate Supporter – What is the offer?

CSR packages have been developed through the Rethinking Parks programme which funded by National Lottery Community Fund, National Lottery Heritage Fund and NESTA.

Walsall is recognised as being a particularly green borough and its green spaces are an asset that the borough residents can be justifiably proud of. Parks and countryside sites are the most valued leisure and cultural facilities in Walsall, and our valuable open spaces offer a green, leafy refuge providing opportunities where people can relax, engage with nature, contemplate and enjoy the fresh air or participate in active and recreational pursuits. Why not get involved and support your community by helping to restore our parks and at the same time getting some benefits for your organisation and your employees.

The packages have been developed based on three types of Corporate Social Responsibilities, environmental, ethical and philanthropic.



- **Environmental:** This is one of the most common forms of corporate social responsibilities activities and companies try to focus towards reducing their impact on the environment. Our packages offer corporate volunteering in parks that will support nature restoration. They also include financial support that contributes towards offsetting environmental damage by purchasing trees, wildflower meadows, etc.
- **Ethical:** By providing corporate volunteering activities, organisations can support the wellbeing of their workforce. Employees benefit from time away from work helping to reduce stress and improve motivation.
- **Philanthropic:** This type of CSR is frequently associated with donating money to activities that will benefit the local community. By investing in the community, the business will also encourages loyalty from both employees and customers.



Our Space Corporate Supporter Packages	CSR Type	Our Space Basic Package	Our Space Mid Package	Our Space+ Package	Our Space Financial Package	BESPOKE	
Package Number		1	2	3	4		
Cost		Free	£1000	£2000	As per contribution		
Employee Volunteering Project (some examples of projects below)	Environmental/ Ethical	✓				<b>Build your own package</b> Speak to us and we can work together to help you meet your CSR priorities	
Employee Volunteering Space+ and Mid Project (some examples of projects below)	Environmental/ Ethical		✓	✓			
Experience Days	Environmental/ Ethical			✓			
Use of park building* for meeting / employee away day	Ethical	25% discount	✓	✓	✓		
Employee Health Checks for All Volunteers	Ethical	✓	✓	✓	✓		
Additional funding contribution from business to support infrastructure development/ environmental restoration	Philanthropic/ Environmental	<b>Optional</b>	<b>Optional</b>	<b>Optional</b>	✓		
<b>Promotion/ Local Recognition of CSR Contribution</b>							
Image of volunteering project/ infrastructure and company reference in local press		✓	✓	✓	✓		
Inclusion on corporate social media		✓	✓	✓	✓		



## Our Space Walsall Corporate Supporter – What's involved?

Please note that list of activities below is not exhaustive and if you decide to get involved, we are able to provide your organisation with a list of further possible activities.

### Employee Volunteering Project

#### Examples include;

- ✚ Litter picking in hard to reach areas e.g. plantations and park boundaries.
- ✚ General Fishing Pool surrounding area clearance
- ✚ Litter picking around the other several areas of the park
- ✚ Clearance, maintenance work
- ✚ Hedge laying
- ✚ Other

### Employee Mid and Space+ Volunteering Project

#### Examples include;

- ✚ Create areas for summer and winter bedding and plant up;
- ✚ Expansion and renovation of herbaceous planting;
- ✚ Planting and maintaining specimen trees;
- ✚ Top dressing and maintenance work to existing pathways;
- ✚ Installation of bird / bat boxes;
- ✚ Small bridge construction and repair;
- ✚ Fencing and pedestrian gate installation;

Under these volunteering projects some materials will need to be purchased as a part of the package.

#### Examples include purchase of;

- ✚ Bird or bat box
- ✚ New litter bins
- ✚ Woodland benches
- ✚ Sowing / planting of woodland seeds / bulbs
- ✚ Bridge materials
- ✚ Creation of wildflower meadow and first years maintenance
- ✚ Replacement of fencing in conservation area
- ✚ Rose Planting



## Experience day

### Examples include;

- **COPPICING EXPERIENCE DAY (8 members of staff):** Learn traditional craft of coppicing, participants will;
  - Gain an understanding of traditional woodland management
  - Learn practical skills of using billhooks and saws and tool maintenance
  - Develop tree and plant identification skills
  - A woodsman lunch will be provided and participants will take home a traditional forged billhook and plant and tree identification (ID) book.
- **HEDGELAYING EXPERIENCE DAY (8 members of staff):** Learn the traditional craft of hedge laying, participants will;
  - Gain an understanding of the traditional practice of hedge laying and the myriad of different styles and techniques
  - Learn practical skills of using billhooks and saws as well as tool maintenance;
  - Develop tree and plant ID skills;
  - A hedgerow lunch will be provided and participants will take home a traditional forged billhook and ID book.

## Use of park building for meeting / employee away day

Leave the hustle and bustle of the town or city behind and choose one of our buildings in a beautiful park setting for your meeting, seminar, team away day or training day.

Park buildings include;

- **Wilenhall Memorial Park**
  - ✚ Pavilion - Capacity of 80 people
  - ✚ Kitchen facilities
  - ✚ Café shop every Wednesday
- **Kings Hill Park**
  - ✚ Pavilion - Capacity of 30
  - ✚ Kitchen facilities



- **Palfrey Park**
  - ✚ Pavilion - capacity of 40 people
  - ✚ Kitchen facilities
- **Arboretum**
  - ✚ Seedhouse Room – capacity of 35 people
  - ✚ Conference Room - capacity of 12 people
  - ✚ Catering can be arranged for additional cost

## Employee Health Checks

NHS Health Checks and Health Assessments delivered by Walsall Council Public Health commissioned One You Walsall service ([www.oneyouwalsall.com/](http://www.oneyouwalsall.com/)) will provide your staff with an assessment of their cardiovascular risk, alongside personalised advice to support their lifestyle and improve/ maintain their health and wellbeing. NHS Health Checks include questions about family history and lifestyle, and assessments of blood pressure, cholesterol, blood glucose and body mass index.

## Image of volunteering project and company reference in local press

Reference in the local newspapers together with your company's information acknowledging your support for Walsall's parks. At the same time we will acknowledge your contribution through our corporate social media.

## Additional funding contribution from business to support infrastructure development

Funding will contribute towards infrastructure and environmental improvements. Decisions on how funding is spent will be made jointly between the local community Friends of the Park group and Walsall Council Healthy Spaces Team. If you would like your funding to be provided towards a particular item / activity, please mention this when discussing your package option.



## Examples of infrastructure include;

£100 - 8 bird / bat boxes

£100 - 10m of hedge laying

£200 - 10m<sup>2</sup> of bulbs OR a standard tree

£500 - A picnic bench with disabled access

£650 - funds 10m of a countryside path

## Contacts and Further Details

If you are interested in any of the Our Space CSR packages, please get in touch at [healthyspaces@walsall.gov.uk](mailto:healthyspaces@walsall.gov.uk) or xxxx

If after reading this document you do not feel that packages offered meets your expectations or needs, please contact us so we can discuss a bespoke package. Alternatively you may be interested in our sponsorship packages which are available at [www.....](http://www.....)