



Barnwell Verge:
Seeds of Hope Project

SPONSORSHIP PROPOSAL





ABOUT US

Abbey People aims to develop community cohesion, make Abbey a better place to live, and support the most at-risk in a highly deprived area.

We do this through targeted community projects, general support such as a community food provision, supporting access to education and employment and developing a culture of volunteering in the community.

We include partnership work, running activities and events, networking with key stakeholders in the community and responding to identified needs within the local community.

“I was tired of seeing mud and puddles along the main road in our community, so I wanted to make a change. I thought this would be the best way to make our community the best place it could be.”
- James (young person)



OUR TEAM



NICKY SHEPARD
CEO



EMMA JORDAN
Programme Manager



CAITLIN HERMAN
Sustainability
Coordinator



JILL
Stained Glass
Artist



DAN
Biodiversity
Garden Designer

Working with:





OUR VISION

Over three years, the Abbey Ward community has collaborated on a comprehensive project to increase biodiversity through grassroots efforts.

The Barnwell Verge: Seeds of Hope project will rejuvenate a problem area on a main road through Cambridge, improving it to have colour, art and wildlife, stop parking on the verge, increase active travel, and build intergenerational relationships in the community.

The project will create a 500+m² community garden on Rayson Way, and a 250m long 'river' of ivy and other plants to mirror and run parallel to Coldham's Brook along Barnwell Road with integrated sculptures and stained-glass art made collaboratively with the local community.

The designs have been developed through all-ages workshops, working with a local artist and local garden designer. The designs include a community garden with trees, wildflowers, bee posts and integrated art which will double nature while creating an urban oasis of nature along the busy ring-road.



Barnwell Verge as it is now

Our vision for Barnwell Verge

1: Metal bike rack

2: Flowering tree (Photographia)

3: Red apples

4: Autumn foliage (Autumn)

5: Blackberries

6: Flowering tree

7: Wildflowers

8: Utility pole

Site Plan Details:
 - MH CL10.542
 - MH CL10.607
 - Dimensions: 4339, 2136, 1716, 2118, 2280, 2141, 9804
 - North Arrow

TEASELS BIODIVERSE DESIGN & CONSULTANCY	
401 Great Clive St Leon, PE27 5JH E: david@teaselst.co.uk W: www.teaselst.co.uk 01975 725210	
Client Address The Hub, CB5 8RG	
Client Abbey People	
Project Title Raysom Way	
Sheet Title Landscape plan..	
Scale 1:100	Sheet No. 7
Drawn by 194110204	Checked by 194110204
Drawn to AS	Printing to A3



PROJECT BENEFITS



**IMPROVE
HABITATS**

**IMPROVE OVERALL
APPEARANCE**



**INCREASE ACTIVE
TRAVEL**



**SAFEGUARD
EXISTING TREES**



**TACKLE
LONELINESS**



Sponsorship Packages

Abbey People are calling for local businesses and individuals to provide support through sponsorship which will bring this vision to reality.

Platinum Garden Sponsor and Platinum Sculpture Sponsor

- Logo placement on a signage board the the community garden
- A post on LinkedIn and Instagram on Teasels and Abbey People accounts
- Tagged in a social media video filming delivery of materials etc
- Logo on social media, blog post, posters and press release about the project
- Attendance at corporate volunteer work-days
- Attendance at 'ribbon-cutting ceremony'
- One minute social media video highlighting your company and what being involved in the project means to you
- Blog post spotlighting your company and involvement in the project

£10,000

Gold Sponsor

- Logo placement on a signage board the the community garden
- A post on LinkedIn and Instagram on Teasels and Abbey People accounts
- Tagged in a social media video filming delivery of materials etc
- Logo on social media, blog post, posters and press release about the project
- Attendance at corporate volunteer work-days
- Attendance at 'ribbon-cutting ceremony'

£5,000

Silver Sponsor

- Logo placement on a signage board the the community garden
- A post on LinkedIn and Instagram on Teasels and Abbey People accounts
- Tagged in a social media video filming delivery of materials etc
- Logo on social media and blog post about the project

£1,000

Sponsorship Packages

Bronze Tree/ Fruit Bush Sponsor

- Logo or name placement on a signage board the the community garden
- A post on LinkedIn and Instagram on Teasels and Abbey People accounts
- Tagged in a social media video filming delivery of materials etc

£250

Additionally we will require a range of materials to complete the project. These include (but are not limited to): self binding gravel, corten steel, 75mm cobbles, sharp sand, cement.

Please get in contact for full list.

In-kind Sponsor

- A monetary value will be placed on the amount of materials donated which will determine the level of sponsorship.
- Once sponsorship level is decided upon, the sponsor will receive the accompanying benefits

“The Barnwell Verge: Seeds of Hope project is about building meaningful connections with nature for the residents of Abbey and the local wildlife. The colourful community garden on Rayson Way will create a biodiverse oasis of nature, while still being functional for local residents and supporting active travel.”

- Garden Designer, Daniel Lee from Teasels Biodiverse Design & Consultancy

CONTACT US

 01223 211945

 nicky.shepard@abbeypeople.org.uk

 abbeypeople.org.uk

 The Hub, 15 Barnwell Rd,
Cambridge, CB5 8RG

