

London Parks & Gardens Strategy 2025-2035

Our Vision

Green spaces have always made London liveable. Our vision is that green spaces in London, old and new, can be enjoyed by everyone and are protected.

Our Mission

To ensure London's green spaces are protected, so everyone can enjoy them.

Our Theory of Change

We believe the best means of achieving our mission is to mobilise the public to support our vision.

If we can demonstrate to decision makers sufficient people care deeply about our mission, we will be **better equipped to help** minimise any loss of London's green spaces and maximise the public's opportunities to enjoy them.

We believe we can deliver this theory of change IF we also achieve six real world outcomes, namely that:

1. Enough people form an emotional connection to our mission and as a result feel motivated to amplify our mission and help us achieve it.
2. Enough people are persuaded of the value of our vision.
3. Enough people trust us as a credible actor and enjoy working with us.
4. Enough people either as individuals or as communities feel and are empowered to act for our cause.

5. Enough other partners share our vision and amplify our message.
6. We apply the lessons learnt by others in various sectors about how to build an impactful public movement.

We recognise delivery of our theory of change will be an experiment, requiring constant monitoring of its real-world impact and a willingness to course-correct if necessary.

In our first phase of realising these outcomes, we will design our activities to:

- ✓ Connect people to green space because everyone's lived experience grows connections and empathy for things which matter to them; generating greater public passion for, and devotion to, green spaces, *so our mission is amplified.*
- ✓ Evidencing the story of the social, cultural, wellness, and environmental value embodied in the spaces we care about because it builds public understanding about what's at stake and confidence in us as a credible actor, *so we are trusted.*
- ✓ Empower people to take action to protect their spaces because by providing local communities with the necessary tools, relationships, skills and confidence they can join us in taking up the cause of protecting these spaces, *so our public movement grows.*
- ✓ Collaborate with diverse groups of people and organisations to draw a broadly based coalition of interests together working to a shared mission because it will help carry and amplify our message *so that it becomes a widely supported and irresistible demand.*
- ✓ Deliver the funds, infrastructure and the team to implement this strategy, *so we realise our vision.*

Our Values

In designing and delivering our work we will aim to be:

1. Inspiring

2. Inclusive

3. Informed

4. Influential

This is what success will look like (Key Indicators)

Our objectives fall into FOUR key categories.

 Mobilising commitment.

 Protecting urban green spaces.

 Connecting people.

 Organisational strengthening.

By 2035 we will have achieved the following:

A. Mobilising commitment objectives

1. 1,000 paying supporters ('subscriber'), ideally reflecting a broad and diverse demographic.
2. 100k supporters receiving our newsletter and following us on social media.
3. 1 million people visiting our website and inventory annually.
4. Established collaborations with 10 social media influencers.

B. Protecting objectives:

1. Established our 'Green Spaces at Risk' Report as an important moment in the public debate in London, which stimulates five key media mentions, one question in Parliament, and LPG recognised and quoted in GLA reports.
2. Succeeded in getting five new sites registered as heritage sites, and five Grade II registrations upgraded to 2*.
3. Succeeded in improving the protection for ten sites through submissions to local area plans and local planning policy.
4. Established collaborations with 17 of London's Borough Councils.
5. Won (with partners) political commitments from every major party to protect London's green spaces in election manifestos for the next Mayoral and general election.

6. Persuaded UK Parliament or the Mayor's Office or NGO coalition to propose a new vision for the protection of London's green spaces ([Possibly amending the 1931 Act?](#))

C. Connecting people objectives:

1. Established London Open Gardens as a major annual demonstration of the societal & environmental value provided by London's green spaces with defined outcomes around:

- (a) belonging,
- (b) enjoyment,
- (c) wellbeing,
- (d) LPG brand recognition
- (e) and the numbers and identity of visitors.

2. Be running two annual mini-LOGs and associated events a year, enabling us to better engage with and grow local audiences, amplifying our messages during the year, and reducing our reliance on LOG as our primary income generator.

3. Attracted an audience of 3,000 people annually to our educational events (in person and online).

4. Established collaborations with 17 of London's Borough Councils. *NB This objective is a crossover with Protecting Objectives, so features twice.*

D. Organisational strengthening objectives:

1. Established a high-profile advisory group (minimum of six people) to enrich our work as critical friends.

2. Monitor progress and reflected on the implementation of the strategy and business plan through quarterly reporting to the Board of trustees.

3. Move from being an organisation of £200k annual income to £500k annual income to support the necessary activities to implement the strategy; and by diversifying our income streams, and derisking our financial sustainability.

4. 1,000 paying supporters (subscribers), ideally reflecting a broad and diverse demographic. *NB This objective is a crossover with Mobilising Commitment, so features twice.*

These are the five big things LPG will do differently to deliver our Theory of Change

1. Our focus will turn outwards to engage with all parts of the public living-in and visiting London, decision makers and stakeholders.
2. Our people (volunteers, staff and trustees) will collaborate with one another proactively to deliver our shared Theory of Change.
3. We will learn from other organisations who are successful in engaging the public, particularly about London-centric issues.
4. Our specific activities will be designed to optimise their potential to deliver our Theory of Change.
5. Our resources will be allocated to activities which are most efficient (time and resources) and impactful in delivering our Theory of Change, and we will redesign or stop any not offering the opportunity to scale up our engagement with the public.