

Investment / Sponsorship Opportunity Title	Peregrines - Dare Valley Country Park	Number	004
Originator's name	David Llewellyn	Validated	Yes
Originator's organisation	Groundwork Wales	Date	11 June 2012
Email Id	David.llewellyn@groundwork.org.uk	Tel. No.	01443 849 963

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

There is a need for cameras both to view and protect Peregrine activity at Dare Valley Country Park visitor centre and at the birds' nesting site in the park itself.

Dare Valley Country Park (www.darevalleycountrypark.co.uk) has achieved Green Flag status. The Green Flag Award® Scheme recognises and rewards the best green spaces in the UK and overseas.

2. WHERE IS THE LOCATION?

Dare Valley Country Park, Aberdare

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?	YES	
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If YES, please indicate what type of support is required and the benefits this will provide

Support for installation if cameras cannot be provided

Financial support required?	YES?/NO	
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If YES, please indicate the value of the support required and the benefits this will provide

- 1) Cameras for visitor interpretation: £8-10k (RSPB quote to cover kit and installation – which they must supervise)
- 2) CCTV: quotes required to inform investment opportunities

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?



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This will support corporate social responsibility objectives, raise awareness of the investor's brand, add further value to the investor's marketing budget and provide potentially different routes to market for the investor via the following exposure:

- Dare Valley Country Park website (300,000 visitors p.a.)
- 1000 followers on Facebook
- Ad-hoc direct marketing campaigns (latest involved sending 20,000 leaflets to local residents)
- Fortnightly exposure, from May – Sep, in the Cardiff Advertiser (which is distributed throughout South Wales)
- 150,000 visitors have passed through the courtyard in the previous 12 months (70% local, 15% from France and Ireland and 15% from the Midlands). Overall park visitors are +20%
- 1500 residential visitors p.a. (camping and caravan stays) – public and schools in England and Wales

5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

Dare Valley Country Park is a key valleys country park and a key gateway along the A465 Heads of the Valleys Road.

6. ANY OTHER COMMENTS?

7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

Chris Richards, Dare Valleys Country Park Manager, 07786 523 576

