

Investment / Sponsorship Opportunity Title	Go Wild event	Number	021
Originator's name	Melanie Dodd	Validated	16 <sup>th</sup> January 2013
Originator's organisation	Caerphilly County Borough Council	Date	16 <sup>th</sup> January 2013
Email Id	<a href="mailto:doddm@caerphilly.gov.uk">doddm@caerphilly.gov.uk</a>	Tel. No.	01495 235 253

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.

To support a local biodiversity partnership event called 'Go Wild' (Saturday, 8 June 2013 date tbc), which has been taking place biennially between Pontllanfraith (Caerphilly) and Tredegar (Blaenau Gwent) for 10 years. Over 100 organisations/groups participate in the event, such as the Wildlife Trusts, Hedgehog Helpline, bird and butterfly clubs. The event regularly attracts over 4,000 visitors and is one of the biggest and most well-established biodiversity events in the Valleys Regional Park area. It is also the flagship Wales Biodiversity Week event. The aim of the event is to raise awareness of local wildlife and what we can all do to help conserve and enhance biodiversity, as well as the importance of green spaces and sustainable living. All food for sale at the event is locally sourced and, where possible, organic. It is a family event with a variety of activities for children, live animal displays and lots of free expert information and advice. This year we are considering a theme based on pollination and the importance of pollinators.

Example comment received via [www.visitcaerphilly.com](http://www.visitcaerphilly.com) :

*"We attended the Go wild! event at Pontllanfraith today, and I just wanted to say a big thank you for such a lovely day out. It was wonderful to speak to so many passionate and knowledgeable people. My son (aged 6) was amazed to see otters, slow worms and grass snakes, and had the opportunity to stroke a baby hedgehog. None of which he had ever had the chance to see in real life!! A wonderful experience that we will both remember. Thank you!"*

2. WHERE IS THE LOCATION?

The event normally takes place in Sir Harold Finch Memorial Park, Pontllanfraith, Blackwood, NP12 2YW, which is a public park and a Local Nature Reserve (LNR), and at a central location in the county borough. There is a variety of habitats within the park, including a pond, hedgerows, woodland and wildflower meadows, as well as a playground, footpaths and car park. Part of the site is also a Site of Special Scientific Interest (SSSI) comprising traditional hay meadows.

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?

YES / **NO**

*If YES, please indicate what type of support is required and the benefits this will provide*

However, volunteer support would not be ruled out

Financial support required?

**YES** / NO

*If YES, please indicate the value of the support required and the benefits this will provide*



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The estimated cost of the event this year is approximately £12,750 and a breakdown of this is as follows:

£3,800 – marquee, tables and chairs, toilets, fire extinguisher hire, overnight security

£750 – graphics and printing (posters, flyers and banners)

£200 – prizes (children's linking competition and adult free prize draw for evaluation forms)

£500 – storyteller, face painter

£1,000 – live animal displays

£500 – displays of local enterprises, e.g. wood craft

£1,000 – miscellaneous event equipment (wood for bird box kits, hand gel, hazard tape, rope, pens, pencils, clipboards, etc.)

£5,000 – central arena / main activity based the theme for the event, e.g. pollination

*Option of inviting a celebrity to attend as a wildlife champion for increased publicity - £ not known*

#### 4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Businesses will have the opportunity to raise awareness of their company by being associated with and providing financial support to the flagship Wales Biodiversity Week event through promotion at the event, including sponsorship recognition on signage in and around the event venue and on all event publicity, including posters, flyers, press releases, articles in Newsline (council free paper) and possible TV/radio appearances.

Businesses would benefit from free online advertising showing their company logo and associated information about the business on the council's website.

The Company Chief Executive or other Senior Officer would be welcome to officially open or launch the event, and make a brief presentation to the public.

Sponsoring businesses would be welcome to attend the event and benefit from free promotion to visitors, for example, with a stand/stall and leaflets.

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



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Businesses who sponsor this event will ensure that an event that has been taking place for a decade is able to continue to provide a family orientated wildlife-themed attraction in the Valleys, which raises awareness of the importance of our natural heritage to residents and employers in the Valleys.

Raising awareness is a Biodiversity Action Plan target that encourages members of the public to help contribute towards reducing the loss of biodiversity in the county borough. Through supporting this event, a business can help to meet their environment and social responsibility programmes.

The event is not just about local wildlife, but also promotes the value of the green space in the urban environment, as well as the countryside, particularly in relation to human health and well being, and why sustainable living is important to us all, for example, local provenance.

#### 6. ANY OTHER COMMENTS?

The event is organised and supervised by staff from the Caerphilly CBC Countryside and Landscape Service on behalf of the Caerphilly Biodiversity Partnership. The event is therefore largely reliant on a large number of volunteers (c.100), so no organisations attending the event are charged, other than those that would gain commercially (e.g. refreshment providers, which would be charged 10% of their takings).

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

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Or Margaret Iles, Biodiversity Assistant, Caerphilly CBC 01495 235450  
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