



BECOME A LOCAL HERO

2024



# Playground Sponsorship Opportunities

Love Lowndes - Fund the Fun!

ARRANGED BY:



Friends of  
LOWNDES PARK



Chesham  
TOWN COUNCIL

● [www.crowdfunder.co.uk/love-lowndes](http://www.crowdfunder.co.uk/love-lowndes) ●

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# Our Problem

**Lowndes Park is the flagship park in Chesham;  
it deserves a flagship playground.**

The current play area is old and inaccessible. Substantial elements have been permanently removed and what remains doesn't serve a wide range of ages or interests.

Chesham Town Council owns the park and has committed £35,000 to renovate the play area. However, we need more money to complete the project.

**Will you sponsor us?**

Whether you're a **business**  
or an **individual**, we need your help!

**We need  
YOU!**



Love Lowndes is a Friends of Lowndes Park project in partnership with Chesham Town Council.



# Our Vision

I'm sure you remember being taken to a playpark as a child – perhaps it was Lowndes Park? We all made some amazing memories.

Playgrounds are still a vital, well-loved part of young life. I hope you agree that Chesham's children deserve a playground where they can make their own memories.

Your generosity will mean that THOUSANDS of children have access to a new play area.



Artist's impression of how our park could look.

# Our Evidence

## Bright Futures:

- Play is essential for a child's cognitive, physical & social development and it improves mental wellbeing.

## Deprivation:

- Ridgeway Ward in Chesham was ranked in the top 20% of the most deprived LSOAs nationally.
- 11.8% of children are living in poverty in Chesham compared with 9.5% across Buckinghamshire as a whole. Free play facilities are essential.

## Health:

- 32.2% of children in Year 6 are classified as overweight or obese in Chesham
- Chesham was ranked 'Highest Activity Need' within Buckinghamshire and Milton Keynes by Leap.

I used the park as a youngster, my children too and now my granddaughter. It's sad to see the playground in such a state. The new play area sounds brilliant and the children will really benefit.

# Our Mission

We will create a **destination** playground.

An **inspiring**, **inclusive** and invigorating place that fires imaginations and promotes wellbeing. It will be **sustainable** and in-keeping with our beautiful park.



**We need  
£200,000**

We're aiming to raise at least £200k. I know that sounds a lot, but we know that there are local flagship playgrounds, which many of our local community travel to due to the poor offering in Chesham, that cost over £200,000.

Provide	Create	Promote	Reflect	Recognise
a new, imaginative and physically challenging play experience for the children and young people of Chesham and surrounding towns and villages	an inspiring play space that will please, excite, challenge and stimulate the children's imagination	positive attitudes to children and young people in the community through play opportunities and providing a safe environment for play as part of our approach to a sustainable community	Chesham's heritage and enhance the look and feel of the park	the importance of community life for children.



The new play space in Lowndes Park will be based on extensive research and consultation and reflect the park Masterplan.

# Our Timeline





# Our Community



Chesham's community has come out in force to support Love Lowndes already. From our Pumpkin Parade, to events at the Elgiva, Chesham United's support to small local groups like the Squirrel Scouts doing a litter pick - it's been incredible.

We now need local business to show they are with us and push us over the line to deliver a playground we can be proud of.





# Our Opportunities

FOR YOU!

There are many benefits and opportunities available to you in supporting Love Lowndes.

- A lasting legacy in the heart of our town
- Brand awareness and enhancement
- Improving the local area - and therefore the economy
- Invitation to our Grand Opening event

This is a chance to shout about what you do and how you support amazing causes.

## Secure your place on our Honours Board

We will have a permanent\* interpretation board in the playground celebrating our amazing sponsors.

Type	#	Benefit	£
Platinum	3	Large logo / name on the top of the board	£5,000
Gold	5	Medium logo / name on second line	£3,000
Silver	10	Brand / name listed on third line	£1,600
Bronze	3	Small plaque on a bench or picnic table	£1,000

\*We guarantee to have the board displayed for 10 years!

# Our Finances

**We've currently raised over £155,000**

Our minimum target to build was £150,000 which means we're going ahead. But that would only deliver a basic park.

To create the inclusive, beautifully designed and destination park we need for Chesham, we need your help to raise that to £200K.

## Donations to date:

Source	£	Details
Chesham Town Council	£35,000	Taken from CIL funding budget 2022
Chesham and Villages Community Board	£10,000	We made a successful application to their 2024 funding round
Love Lowndes Activities	£25,000	Crowdfunder donations, Elgiva Comedy Night & Kids Show, Film Screening, Pumpkin Parade, Schools Mufti Day and donations from groups such as Damon Singers and Squirrel Scouts.
Veolia Environmental Trust and Rothchild Foundation	£85,000	We've made successful applications to various grant bodies and are applying to more.

**Your donation makes  
all the difference**

# Our Key Team



**Claire Wyatt**  
Chair



**Kate Hutinson**  
Finance



**Louise Hayday**  
CEO of Chesham Town  
Council



**Rachael Mathews**  
Councillor for Chesham  
Vale



# Our Contacts

## Chair



Claire Wyatt

## Website



[www.crowdfunder.co.uk/love-lowndes](http://www.crowdfunder.co.uk/love-lowndes)

## Phone



07780 660 246

## Email



[lovelowndes@gmail.com](mailto:lovelowndes@gmail.com)

## Donations



Natwest Bank  
Friends of Lowndes Park  
52-21-27  
29687586

Please get in touch with Claire if you'd like to find out more about Love Lowndes and discuss sponsorship opportunities.

