

Camperdown Growing Space

Project Outline

Camperdown Park is a much-loved green space that sits on the northern edge of Dundee. Within the park there is a Horticultural Nursery and nearby glass house that have traditionally supplied the plant requirements for Dundee's civic spaces, from trees and shrubs to be planted in parks and open spaces, to annuals for bedding and hanging baskets.

Due to resource rationalisation there is now much less need for this scale of production and so Dundee City Council (DCC) are looking at innovative ways to develop the 7 acre site, if possible using a social enterprise approach.

DCC approached Dundee Social Enterprise Network to help take this forward, and DSEN have identified and engaged with a range of interested organisations and individuals.

These organisations and other relevant stakeholders have been involved in regular meetings and facilitated discussions along with study visits to look at how the space could be used and improved whilst addressing a range of local needs. The aim of the initiative is:

'Camperdown Growing Space will encourage local growth and supply of plants. It will look to be a self-sustaining operation, producing fruit, plants, and vegetables for Dundee and the surrounding areas'

The ideas that have emerged from the various engagement activities that have taken place to date could be broadly categorised under 3 main headings:

- **Community Involvement and Accessing Green Growing Spaces:** Dundee has identified obesity and mental ill health as being 2 of the major health challenges that it currently faces – This initiative would meet these health challenges by offering a pleasant green environment to spend time in, be active in and also grow healthy produce to help improve people's diet.
- **Education:** it is hoped to use the site to improve people's awareness of where food comes from. Also to offer via Dundee & Angus College, the opportunity to gain a range of accredited Horticulture based qualifications. This could also be connected to employability initiatives.
- **Selling for Sustainability:** The project will look to access significant initial development funding, but to ensure sustainability, it would also require on an on-going basis to generate a substantial percentage of its own income. The site has a number of semi derelict polytunnels. One option would be to use these to produce plants or veg, for sale. Any surplus generated from these sales would be



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used to finance the Community Involvement and Education functions. This approach has been successfully adopted by other SE initiatives, which sells veg boxes to regular customers. These SEs then utilise the surplus from the commercial activity to fund their own community growing initiatives and via a small grants fund, to support other organisations working in this field.

Partners

Main Partners include:

- Dundee Social Enterprise Network
- Maxwell Centre
- Dundee City Council

Other potential partners who have expressed an interest in the initiative:

- Dundee and Angus College
- Dundee Criminal Justice Service
- A range of third sector organisations
- Dundee Health & Social Care Partnership

As a result of the engagement and consultation work that has already been carried out, the main partners have agreed that there is real potential to create a project that will provide a range of social and health benefits for the people in Dundee.

The partners have agreed that carrying out a feasibility and options appraisal will inform the process of creating a sustainable initiative. To this end funding from the Big Lottery, Dundee City Council and Community Innovation Fund has been secured.

The funding will enable the employment of a Business Development Officer to deliver a feasibility study and reasoned option appraisal, as well as a comprehensive business plan.



Communities in Control





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Recruitment Process

18 Feb 2019: Post Advertised. Applications by C.V and covering letter to Admin@dundeesen.org

11 March 2019: closing date for applications.

20 Mar 2019: interview date for Business Development Officer/Consultant

Start date: immediately (or as close to)

Business Development Officer

Job Description

Post Title:	Business Development Officer/Consultant
Reporting to:	Steering group
Line managed by:	Dundee Social Enterprise Network
Contract of Employment:	100 days on a part time or full time basis (maximum employment period being 6 months)
Salary:	£27,480 pro rata p.a.
Annual Leave:	30 days per year pro rata
Pension:	Matched up to a maximum of 5%

This post is a fixed term contract starting on (or as soon after) 21st March 2019 and ending no later than December 2019. The employer will be DSEN on behalf of the partnership and the post will be based in the DSEN office at the Factory Skatepark in Dundee with some homeworking possible.

The post will be managed by DSEN but work to a steering group made up of the main partners above.

DSEN will consider offers of carrying out this work on a consultancy basis.

Role and Responsibilities

- Undertake consultation with professionals, social enterprises and the community as well as communities of interest.
- Information gathering through identifying and communicating with the key participants (both at a local and regional level)
- Delivering a feasibility study into the potential for a SE growing initiative, addressing factors including:
 - the availability of similar initiatives and demand for this proposed project
 - options for the range of products and services to be offered and potential markets
 - governance structures and operating model for the new enterprise
 - financial modelling demonstrating how sustainability could be addressed
 - staffing requirements
 - infrastructure and facilities requirements
 - partnership opportunities to work with local communities, statutory & voluntary organisations and other relevant stakeholders
 - employment & training providers and funders
- Undertake option appraisal for management of the site which includes continuation of Council operations
- Writing a 3 year business plan
- Identifying potential development funds
- Any other reasonable duties required for the effective implementation and management of the project.



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Person Specification

Essential	Desirable
Horticultural / plant production knowledge	Experience working in the horticultural industry
Experience of building and maintaining relationships with a wide range of individuals and organisations.	
Proven track record of developing business plans, feasibility studies, options appraisals and funding applications.	Direct experience of social enterprise. Experience of applying for grants
Strategic thinking and an ability to develop and report on project plans. Ability to produce succinct and accurate reports.	Experience of working with the public sector and an understanding of community planning. Awareness of key partners in the area
Experience of working in the Third Sector, charities and communities. Experience of community engagement and partnership working.	An interest in community growing
Experience of developing income generation for financial sustainability	
Good organisational / time management skills and ability to work to deadlines.	
Excellent written and verbal communication skills. High level of computer skills and use of social media.	
Self-motivated, enthusiastic and a good team player.	
Flexible approach to working (e.g. occasional evenings and weekend days). Ability to travel between locations for meetings and events.	