

Friends of Holly Hayes Wood

Our Mission (or purpose)

The purpose of 'Friends of Holly Hayes Wood' is to own, safeguard and improve the areas of Holly Hayes Wood, Coalville Meadows and Forest Rock Wood, or any other adjacent area to Holly Hayes Wood, by demonstrating the value of woodland to the local community and proving the concept of community owned woodland.

Our Objectives

We will achieve this by:

- » **Providing a long term solution to the ownership of the woodland**
 - » Undertaking a feasibility study to look at the viability of the project
 - » Establishing Holly Hayes Wood Ltd (a not for profit making company – limited by guarantee)
 - » Setting up a bank account for 'Friends of Holly Hayes Wood'
 - » Developing financial controls and investment policies
 - » Developing a fund raising strategy to ensure adequate funds to purchase the woodland
 - » Engaging with potential investors
 - » Ensuring that the venture is self sustainable
 - » Developing our business strategy & plan
 - » Purchasing the woodland from Hanson plc
 - » Creating a project plan
- » **Improving community use and access to the woodlands**
 - » Establishing the constitution for the 'Friends of Holly Hayes Wood'
 - » Launching 'Friends of Holly Hayes Wood'
 - » Engaging with our stakeholders to seek approval for our approach
 - » Through 'Friends of Holly Hayes Wood' establishing regular consultation with local residents and the wider community
 - » Resolving immediate concerns of local residents
 - » Reducing the issues raised by the local community with regard to anti social behaviour in the woodlands
 - » Establish liaison with local police regarding security issues
- » **Learning from other community social enterprises**
 - » Developing partnerships with similar ventures (such as Hill Holt Wood)
 - » Undertaking benchmarking with other community ventures (not necessarily woodland)
- » **Promoting our venture through publicity and media relations**
 - » Developing a communications plan
 - » Engaging with local press
 - » Developing an Internet presence
- » **Establishing the ongoing maintenance of the woodland**
 - » Adopting or developing a woodland management strategy
 - » Developing an approach to meeting the labour needs of the woodland
 - » Determining our target labour audience and developing the types of vocational and non-vocational training we wish to make available within the woodland.
 - » Identifying strategic woodland suppliers
 - » Developing a Biodiversity Action Plan
 - » Overseeing the restoration of Coalville Meadows - the site of special scientific interest
 - » Establishing liaison with the National Rivers Authority and the Environmental Agency
- » **Supporting the education and rehabilitation of young people**
 - » Establishing revenue opportunities for Holly Hayes Wood Ltd.
 - » Providing vocational training in the woodlands
 - » Engaging with Education Department, Probation Service, The Princes Trust and Youth Offending Team
 - » Developing Service Level Agreements for woodland services – with the above groups
- » **Offering viable and sustainable employment opportunities within the woodland**
 - » Working with stakeholders to secure agreements for work placements & vocational training
 - » Identifying the roles needed to manage the woodland
 - » Developing roles which offer job security and competitive pay and reward
 - » Developing a resource strategy

Correct as of 13th July 2006, but subject to change at the discretion of the Executive Committee as the project progresses.

Friends of Holly Hayes Wood

Incorporating Coalville Meadows, Holly Hayes & Forest Rock Woodlands

