

The Green Estate CIC

A Case Study from 'The Worst Estate in Britain'

- Operational now since Feb 1999. Grant funded for first 4 years
- Original Purpose to regenerate 600 hectares of urban Green Space and to use environment as a vehicle to improve quality of lives locally
- In June 2003 *Company Ltd by Guarantee* created and self sustaining since then
- Now a CIC, still with a local 'place stewardship' role but with a major focus on 'green and cultural' enterprise



Motivation



Benefits Today



Challenges Overcome

- Multi faceted interrelated social economic environmental problems and multi generational social issues
- A really c**p business idea to start with.
- Bottomless pot of regeneration needs battling against needs to invest in the bits that could actually make money
- Transitioning from regeneration to commercialisation
- Retaining social values in a competitive business
- Succession Planning

Ingredients of Success

- Ambition, Blagging it and Bigging it up.
- Resilience, Persistence, Passion.
- The Robin Hood Business Strategy.
- Annual Strategic Planning – things change and so must you.
- Actually doing stuff that achieves change.
- Adaptability, time and longevity.
- Partnerships, friendships, collaborations.
- Succession planning (again!)
- 21 years of sleepless nights and poor pay.

The Next 21 Years?

- Restructured
- New Vision, Mission, Purpose
- From regeneration to a locally rooted successful (global!) community business
- New ambitions : No longer 'just' the *Chatsworth of the Inner City* but *Sheffield's alternative to the Eden Project*