

PLOT TWIST · A COMMUNITY INTEREST COMPANY (IN FORMATION)

Plot *Twist.*

Green space, *where it's needed most.*

The neighbourhoods most starved of nature have waited the longest to get it. We're starting there — transforming derelict, underused and tired urban land across the UK's towns and cities into community spaces, at no cost to landowners.



THE COMPANY

A community interest company (in formation)

FIND US

plot-twist.org · hello@plot-twist.org

— WHY WE EXIST

The places *that need* nature most.

Walk through any UK town or city that's seen better days and you'll find them: empty lots behind the high street, neglected verges, fenced-off corners of estates, and tired stretches of street that nobody seems to care for. Land and spaces that do nothing — for nobody. Meanwhile, environmental investment continues to flow toward leafy places that already have green space. The post-industrial town, the estate, the boarded-up high street — they get less.

Plot Twist is built on a simple correction: **start where it's most needed**. We partner with landowners — mainly councils — to transform derelict, underused and tired urban land into community-led green and public space, in the towns and cities that have waited longest for investment.

"We don't take land. We borrow it, give it back better, and make sure the community living next to it is the one that benefits."

— WHAT THIS MEANS FOR RESIDENTS

**Cleaner air, cooler streets**

Urban greening cuts air pollution, reduces summer heat and lowers local flood risk.

**Spaces neighbours actually use**

Designed with local people for local people — gardens, play areas, places to meet.

**Better physical and mental health**

Daily access to nature reduces stress, encourages exercise and improves wellbeing.

**Pride, place & local jobs**

Visible improvement in neglected streets, plus paid roles and skills for residents.

— OUR PROCESS

Five steps, *one site* *at a time.*

Each project moves through the same five stages — from finding the right site to keeping it thriving for years afterwards.

01 Identify — *land & partners*

We work with councils and other landowners to identify underused urban sites in or near deprived neighbourhoods. We focus on land that's been forgotten — vacant plots, fenced-off corners, derelict verges — where transformation will have the biggest impact for residents who have the least access to green space.

02 Design — *with the community*

Each site is shaped around what local people actually want and what the land can support. We consult residents, schools and community groups, then work with landscape and ecology specialists to design something genuinely useful — not a parachuted-in template.

03 Fund — *corporate partners & sponsors*

We secure all funding for each project — primarily through corporate sponsorship from businesses looking for genuine, visible local impact, with grants and charitable funding alongside where appropriate. The landowner contributes nothing. Funding decisions and budgets are transparent and reported annually.

04 Deliver — *build & transform*

Sites are built using a mix of professional contractors and community volunteer days. Timelines depend on site size and complexity, but most transformations take three to six months from approval to opening. We handle permissions, insurance, safety and the practical work.

05 Sustain — *the local impact*

Every site has a long-term local impact plan — paid local coordinators, trained volunteers, and partnerships with community groups. This is where most projects fall down, and where ours is built to last. See the next page for how it works.

— WHAT HAPPENS NEXT

Lasting *local impact.*

Most community land projects launch well and fade quietly. A planting day, some photos, a press release — and then the weeds win. Ours is built to last, because we treat the years after delivery as the part that matters most. Every site supports paid local employment, a growing volunteer programme, and partnerships with groups in the community who benefit most from being included.



Three layers, *one local goal.*

At the centre is a **paid local coordinator** — part-time, hired locally, paid hourly. They keep the site thriving and may look after multiple sites in an area.

Around them is a **volunteer programme** for local residents who want to learn new skills, give back, or simply spend time outdoors with their neighbours.

Around that, **community partnerships** — schools, SEN groups, day services, recovery groups — make our sites places of meaningful inclusion, not just gardens.

01

Real local employment

Not large numbers, but real ones. Every site supports paid hours for someone in the community who lives nearby.

02

Meaningful inclusion

Partnerships with groups supporting learning disabilities, recovery and other underserved communities.

03

Sites that stay good

Because someone is paid to keep them that way, our sites don't slip into neglect after launch.

— WHY THIS IS STRAIGHTFORWARD

A genuine *win-win.*

We've built the model around the questions a sensible council officer is going to ask. Nothing to fund, nothing to maintain, nothing to worry about.

01

It costs the council nothing

Plot Twist secures all funding — primarily through corporate sponsorship, with grants and charitable partnerships alongside. We cover design, delivery and ongoing maintenance.

02

The land stays yours

We work under flexible "meanwhile use" licences or short tenancy agreements. You retain full ownership and the right to take the land back, on agreed notice.

03

No private profit, by design

Plot Twist is being established as a community interest company. The legal structure includes an asset lock — assets and surpluses cannot be sold or distributed for private gain. They stay locked to the mission.

04

If it ends, the site comes back better

At the end of any agreement, sites are returned with biodiversity gains, improved soil quality, removed waste and significantly enhanced amenity value.

— FREQUENTLY ASKED

Questions, *answered.*

Q What kinds of sites are you looking for?

Underused, derelict and tired urban land — vacant plots, neglected verges, fenced-off corners of estates, tired high streets and former garage sites, in or near deprived neighbourhoods. No site is too small. Whether it's a single planter site or a multi-hectare brownfield plot, we'll look at it.

Q How long do you need the land for?

Flexible — we work to whatever timeframe suits the landowner. "Meanwhile use" arrangements of 2 to 5 years are common where the long-term plan for the site is uncertain.

Q Who designs the project for each site?

We work with local communities to shape each site around what they actually want — gardens, wildflower meadows, play areas, outdoor classrooms, or a mix. Council priorities are factored in from the start.

Q Where does the money come from?

Primarily from corporate sponsorship — businesses looking for genuine, visible local impact in the communities they operate in or care about. We supplement this with grant funding (National Lottery, environmental foundations, public health budgets) and charitable partnerships where appropriate. Never from the landowner.

Q What about anti-social behaviour or maintenance failure?

Active, designed-in local impact is the cornerstone of the model — paid coordinators on every site plus a trained volunteer programme. We track outcomes and report transparently.

Q How do we know you'll still be here in five years?

Plot Twist is in the process of being incorporated as a community interest company. Incorporation will be completed before we enter into any agreement with a landowner. Once formed, we'll publish accounts and an annual community impact report. The asset-lock structure means that if Plot Twist ever wound down, sites would transfer to a comparable asset-locked organisation — never sold off.

Q How do we start a conversation?

Email us with a rough site in mind, or just an indication of interest. We'll arrange a short call, visit the site, and come back with a no-obligation outline of what's possible.

— THE PEOPLE BEHIND IT

A small team, *a clear focus.*

Plot Twist is founded and run by two directors with backgrounds spanning sustainability, infrastructure, community engagement and project delivery.

P**Patrick Traynor****MANAGING DIRECTOR**

Patrick brings a decade of experience in public affairs, stakeholder engagement and communications. Over the last five years he has supported the delivery of some of the UK's largest and most complex infrastructure projects — including floating offshore wind farms, major highway schemes and carbon capture and storage developments — taking several of the country's most significant and contested projects through the Development Consent Order (DCO) process. Patrick previously served as a trustee of Active Sussex, the county sports partnership, focused on community engagement and sport participation.

S**Sarah Traynor****SUSTAINABILITY DIRECTOR**

Sarah is a Chartered Environmentalist and sustainability specialist at a leading global consultancy, where she advises some of the world's largest businesses on environmental strategy and impact. She is also a qualified B Leader, working with organisations pursuing B Corp certification. At Plot Twist, Sarah leads on environmental design, impact measurement and corporate sponsor partnerships. Patrick and Sarah live locally with their two young daughters — the next generation Plot Twist is ultimately built for.

**Asset
Locked****PLANNED CIC
LEGAL STRUCTURE****£0****COST TO
LANDOWNERS**

Let's start *a conversation.*

If you've read this far, you're probably wondering whether there's a site near you that this could work on. There almost certainly is. We'd welcome a short call or an exchange of emails — no expectation, no commitment.

EMAIL US**hello@plot-twist.org****READ MORE****plot-twist.org**