

PLOT *TWIST*

*Put your name on something people **walk past every day.***

Plot Twist turns the forgotten corners of UK towns and cities into community green space — in the places that need it most, funded by businesses that want local impact they can stand in, photograph and report on.

WHY THIS, WHY NOW

Most corporate giving disappears. This doesn't.

Every business we talk to has the same problem: a social value, ESG or community budget that gets spent on things nobody can see. A donation, a logo on a programme, a line in the annual report.

A sponsored Plot Twist site is different. It's a real place — a fenced-off corner, a strip behind a car park, a tired verge on an estate — in a neighbourhood that has waited longest for green space. Your funding turns it into a garden, a growing plot, a pocket woodland or a place to sit. Your name is on it. Your people helped build it. And it's still there, and still looked after, years later.

"Not a logo on a report. A place with your name on it, in a town where you trade."

WHERE THE NEED IS

01**Green investment skips the places that need it**

Environmental money flows to leafy areas that already have parks. Estates and post-industrial towns get less — and have the worst air, heat and health outcomes.

02**Councils have the land but not the budget**

Every town has dozens of small neglected plots that fall between everyone's remit. Councils will lend them. They can't fund them.

03**Businesses have the budget but not the route**

Social value and ESG commitments need visible, local, measurable delivery. Plot Twist is the route: we find the site, do the work and report back.

SIX THINGS A SPONSORED SITE GIVES YOUR BUSINESS

Impact you can see, show and report.

01**A named, permanent place**

Your name on the site sign and in every mention of it. A physical presence in a town where you employ, sell or operate — that your customers and staff walk past.

02**ESG & social value evidence**

Measured outcomes — area greened, planting, biodiversity, volunteer hours, residents engaged — in an annual impact report you can lift straight into ESG, B Corp or social value submissions.

03**Staff volunteering that leaves something behind**

Build and planting days for your team, then a standing invitation to come back. Team-building with a result you can visit.

04**Stories worth telling**

Before-and-after photography, an opening event with the ward councillors who helped find the site, local press and social content — real material, not stock imagery.

05**Local relationships**

Councillors, officers, schools and community groups all involved in your site. For businesses that need goodwill in a place — planning, recruitment, reputation — that matters.

06**None of the hassle**

Land agreements, design, contractors, insurance, permissions and years of maintenance — all handled by Plot Twist. You fund it. We deliver it. We report back.

LIVE CONVERSATIONS · AUTUMN 2026

Our first sites: real plots, real councils, right now.

We're not asking you to fund an idea. Our first conversations are with councils across Hertfordshire, Bedfordshire and Luton, and councillors are putting forward specific plots in the wards that need them most. A sponsor coming on board now gets first choice of these — or names a town of their own, and we go and find the plot there (see the next page).

Site details are shared with sponsors in conversation. Every site below is at the "identified and under discussion" stage — nothing here is a promise until the landowner agreement is signed, which is exactly why early sponsors shape the programme.

4COUNCILS IN LIVE
DISCUSSION**3**PLOTS PUT
FORWARD BY
COUNCILLORS**UK**ANY TOWN — YOU
NAME IT

Watford

SITE PUT FORWARD BY A CABINET MEMBER

An unadopted, neglected grassed plot with old beds and trees in a residential ward — once tended by residents who can no longer manage it. Ideal for a planted, growing and seating scheme the neighbours take back on.

Luton — Farley

WITH THE COUNCIL'S HOUSING TEAM

A small housing-owned plot in one of Luton's most deprived wards, put forward by the ward councillors and now being considered by housing officers. A past attempt at food growing shows the appetite is there — it needs funding and stewardship.

Luton — second ward

SITE WALK BEING ARRANGED WITH COUNCILLORS

Three ward councillors have responded positively and a walk to identify candidate plots is being scheduled for October.

Bedford Borough

PORTFOLIO HOLDER ENGAGED · GROUNDS TEAM SEARCHING

The environment portfolio holder has asked the council's grounds team to identify a suitable site.

ANYWHERE IN THE UK

Tell us the town. We'll find the plot.

Every town and city in the UK has the same forgotten corners — the fenced-off plot, the strip behind the car park, the verge nobody owns the time for. So a sponsored site doesn't have to be one of ours. Name the place where you employ people, serve customers or operate, and we go and find a plot there.

We start where the need is greatest: the neighbourhoods in the most deprived fifth of the country, where green space, air quality and health are all worst, and where a small, visible change is felt most. That's also where your name does the most good.

*Finding a site usually takes six to eight weeks
from a sponsor naming a town.*

6–8WEEKS FROM
TOWN TO
SHORTLIST**3**CANDIDATE PLOTS
ON EVERY
SHORTLIST**£0**COST TO THE
COUNCIL**01**

Map the need

We use the Index of Multiple Deprivation, green-space access data and the council's own brownfield and land registers to rank the wards where a site would matter most.

02

Ask the people who know

Ward councillors know every neglected corner in their patch and have every reason to champion a visible win. We write to them, walk the ward with them, and ask officers who owns what.

03

Shortlist and walk

Three candidate plots, each with ownership, size, condition and a first view from our landscape architect. You walk them with us and choose.

04

Agree the land

A simple licence with the council or landowner: they keep the land, pay nothing, and can take it back on notice. Then design, build and your name on the sign.

THREE WAYS IN

From a single plot to a whole town.

Indicative ranges — every site is costed individually by our landscape architect once it's confirmed, and we agree the final figure with you before anything is spent. All packages include design, delivery, insurance, a site sign with your name, photography and an annual impact report.

PLOT SPONSOR**£10k – £20k***one site · funds build plus two years' care*

- A single small site: raised beds, planting, seating, paths
- Two staff volunteer days (build and planting)
- Site sign and launch with ward councillors
- Before-and-after photography and social content
- Annual impact report for two years

For a local business, branch or regional office that wants one visible site in a town it serves.

PLACE SPONSOR**£30k – £60k***one larger site · funds build plus three years' care*

- A fully designed scheme: planting, play or growing, seating, lighting where needed
- Paid local coordinator hours for three years
- Four staff volunteer days a year, plus an opening event
- Community design sessions your team can join
- Case study, film and local press support
- Annual impact report for three years

For a company with a social value or ESG commitment that needs a flagship it can point to.

FOUNDING PARTNER**£75k +***a programme of sites across a town · multi-year*

- Several sites across one town or area, delivered over 2–3 years
- Naming across the programme ("in partnership with")
- A seat in site selection and community design
- Coordinator and volunteer programme for the whole area
- Bespoke reporting aligned to your ESG or social value framework

For an employer, developer, utility or large business with a long-term stake in a place.

FROM YES TO OPENING

What happens once you say yes.

You make one decision. We do the rest, and keep you involved at the moments that matter — site choice, design, build day and opening.

WEEK 0

Agree & choose

We agree the package and the town. You pick from the sites on offer, or we find one where you need it. Funds are ring-fenced to your site.

WEEKS 1–6

Secure the land

Licence agreed with the council or landowner. If a site falls through, your funding moves to the next site in the same area — never lost.

WEEKS 4–12

Design with the community

Residents, schools and groups shape the brief; our landscape architect turns it into a costed design you sign off.

MONTHS 3–6

Build & plant

Contractors do the heavy work; your team and local volunteers do the planting. Opening event with councillors, residents and press.

YEARS 1–3 +

Care & report

Paid coordinator hours and volunteers keep it thriving. You get photos, numbers and an annual impact report — and a standing invitation back.

1

DECISION FROM YOU

3–6

MONTHS FROM SITE TO OPENING

100%

OF YOUR FUNDING RING-FENCED TO YOUR SITE

THE QUESTIONS SPONSORS ASK

Straight answers.

Q What exactly does the money pay for?

Design, materials, contractors, planting, insurance, signage, the launch, and a ring-fenced pot for maintenance and paid local coordinator hours for the agreed number of years. We share the site budget with you before anything is spent and report against it.

Q How do you measure impact?

Area greened and planted, biodiversity (species planted and recorded), volunteer hours, residents and groups involved, events held, and before-and-after imagery — reported annually in a format you can drop into ESG, B Corp or social value reporting.

Q What if the site falls through?

It happens — councils change their minds, land turns out to be unregistered. Your funding is held and moves to the next site in the same town or area. It is never spent on anything else.

Q Can we choose the town?

Yes — anywhere in the UK. We prioritise places where sponsors have a real stake: somewhere you employ people, serve customers or operate. Tell us the town and we find the plot; see 'Name your region' for how.

Q Who owns the site?

The council or landowner keeps ownership. Plot Twist holds a licence to transform and maintain it. Your name sits on the site for the length of the sponsorship, and the improvements stay for good.

Q Is Plot Twist a charity?

Plot Twist is being incorporated as a community interest company — a not-for-profit structure with a legal asset lock, so surpluses and assets can't be distributed for private gain. Incorporation completes before any sponsorship funds are received. Sponsorship can usually be treated as a marketing or community investment cost; check with your own advisers.

Q How much of our time does it take?

As much or as little as you want. The minimum is one decision and a signature. Most sponsors choose to send a team for build day and turn up for the opening.

Q Can we sponsor with more than money?

Yes — materials, plants, skilled time and in-kind support all count, and are credited in the same way. Talk to us.

THE PEOPLE BEHIND IT

Founder-led. Specialist-backed.

Patrick

FOUNDER

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 — floating offshore wind, major highways and carbon capture and storage — taking several of the country's most significant and contested projects through the Development Consent Order (DCO) process. Getting councils, communities and businesses to agree on land is what he does.

He previously served as a trustee of Active Sussex, the county sports partnership. Patrick is based in Hertfordshire, and Plot Twist works with councils and sponsors across the UK.

WHO WE WORK WITH

A chartered landscape architect for design, costing and planting plans · ecology and sustainability specialists for biodiversity and impact measurement · local contractors and community groups for build, planting and long-term care.

CIC

PLANNED LEGAL STRUCTURE · ASSET
LOCKED

UK

TOWNS & CITIES, NATIONWIDE

LET'S FIND YOUR PLOT

Tell us the town. We'll show you the sites.

A 20-minute call is enough to work out whether there's a fit — and which site could carry your name first.

EMAIL

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READ MORE

plot-twist.org