

SPARKS BRISTOL

Inspiring young people and the public to help address the climate emergency by creating a creative sustainability hub in Bristol city centre!

OPENING
13TH MAY 2023

This sponsorship pack outlines what Sparks Bristol is and how you can get involved as a sponsor for this project.



THIS IS A UNIQUE OPPORTUNITY TO ALIGN YOUR
BUSINESS WITH A **PIONEERING SDG-FOCUSED
PROJECT** IN THE HEART OF ONE OF THE MOST
CREATIVE AND GREEN CITIES IN THE UK.

**“This is a unique opportunity to transform
an iconic city centre space into an SDG hub.**

By creating a playful and vibrant space
that demonstrates the value of a circular
economy, we can inspire many more people
with easy affordable ways to address the
climate, ecological and cost of living crises.

This model can be replicated in other cities
and towns, as part
of the regeneration
of our high streets.”

**JENNY FOSTER
PROJECT LEAD**

GLOBAL GOALS CENTRE

“Since the store closed earlier this year
we have been working hard to find an
appropriate meanwhile use for the old M&S
building until a longer-term plan is ready.

Artspace Lifespace and the Global Goals
Centre are two great local organisations and
I’m glad that they’ll be putting both arts
and sustainability at the heart of
re-animating the space.

I look forward to seeing the new hub open
from April next year.”

**MARVIN REES
MAYOR OF BRISTOL**

WHO IS THE GLOBAL GOALS CENTRE?

We are an education charity with four years experience of creating innovative projects to inspire learning and action on climate and equality in our everyday lives, from digital games to refugee art installations.

Our projects focus around the UN Sustainable Development Goals (SDGs or Global Goals). These goals are a roadmap that every UN country and thousands of businesses and organisations have signed up to. They aim to address the climate and ecological emergencies, inequalities and poverty.

Global Goals Centre works to engage people with these goals, through themes that resonate with us all such as food, fashion and wellbeing. We have engaged thousands of young people and the general public as well as building positive partnerships with a huge range of local community groups and organisations.



OUR EXISTING PARTNERS:



WHAT IS SPARKS?

We are creating a hub that brings to life the Sustainable Development Goals, modelling what a greener, fairer future can look like. With 108,000 square feet to play with, and an average weekly footfall in Broadmead of 300,000 people, this is an exciting proposition!

The ground floor will be a reimagined department store with a difference! Designed by legendary creatives Invisible Circus, each 'department' such as fashion, food and electricals, will have recycled and sustainable goods for sale, as well as interactive installations offering practical, affordable ways to tackle climate change, inequality and poverty.

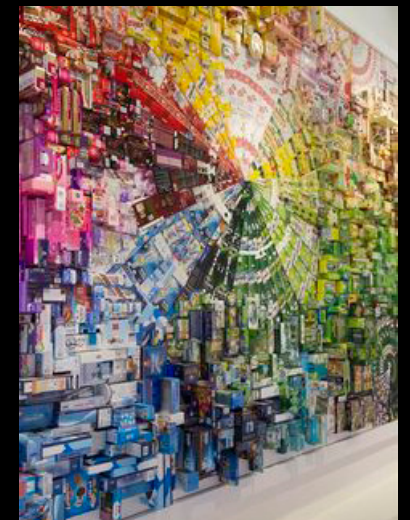
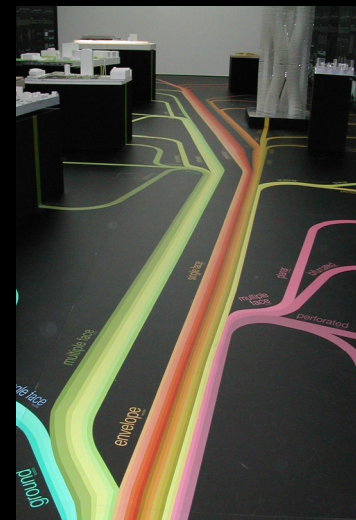
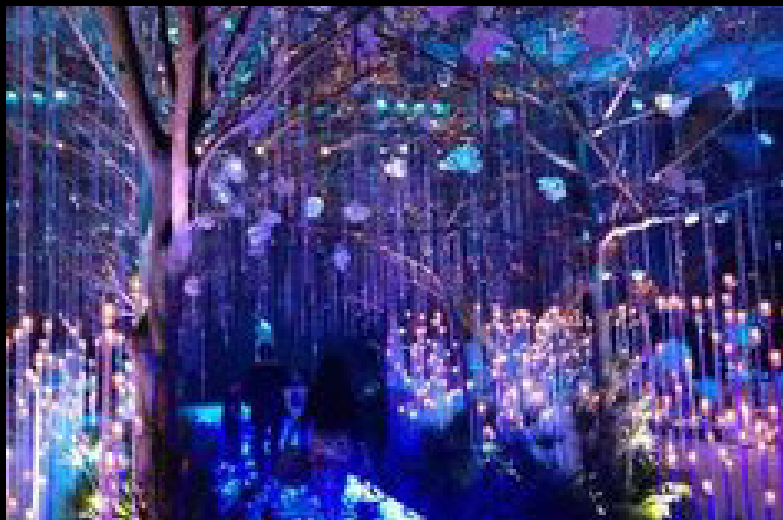
Telling positive stories inspires action, in contrast to the often anxiety-inducing media narrative on these issues – and that’s exactly what Sparks aims to do!

This unique combination of artist spaces, sustainable retail, education and re-use is a world first that can be replicated in other high streets.

Sparks is located right in the heart of Bristol's shopping area in Broadmead. Creative window displays will invite passers by to come in and explore. As you enter Sparks you will be transported into a vibrant, colourful and playful space with a cutting edge 'home' themed design.

A central walkway will guide you through the hub. On either side of the walkway will be 'portals' to themed departments such as food, fashion, nature and re-use.

The whole space will be created using discarded office furniture and theatre sets, reducing waste and carbon emissions.



Inspiration images.

SEE OUR DEPARTMENTS >

DEPARTMENT OF NATURE

Lead organisation: Bristol Natural History Consortium

About: This department will be at the main entrance to Sparks, drawing people into a green oasis of calm amidst the busy shopping area. As well as vertical farming, we will create an indoor garden using reclaimed materials and provide ways for people to participate in nature conservation in their neighbourhoods.



EDUCATION

WORKSHOP SPACE

Lead organisation: Global Goals Centre

About: We will offer a range of schools workshops on SDG themes such as sustainable fashion, food waste, refugees and migration and more. Sparks will be a living classroom, enabling young people and customers to see sustainability and the circular economy in action. There will also be a dedicated workshop area that can be used for schools workshops, corporate SDG workshops, skills workshops, film showings and other events by all delivery partners.



RE-USE SHOP

Lead organisation: TBC

About: Saving hundreds of items from landfill, this shopping emporium will be a fabulous place for saving money and recycling goods. A 'Library of Things' will enable people to borrow larger items. We will offer repair workshops that will utilise the skills of dozens of volunteers and enable them to pass their skills onto others.



TRAVEL AGENCY

Lead organisations: Sustrans and Travel West

About: All roads lead from the travel agency! This will be a one-stop shop of information on trains, buses, bikes and more, to enable people to reduce their travel carbon footprint. It will also show people how to reach green spaces in the city, so that more people can experience nature close to where they live.



DEPARTMENT OF

FOOD

Lead organisation: Better Events and Bristol Food Network

About: Entering the food department through a giant fridge you will find small sustainable food providers and local community groups running pop-up stalls, as well as an installation on how to reduce food waste and find Good Food in Bristol. This area will also include a Community Fridge and/or free surplus fruit and veg to help address food poverty.



DEPARTMENT OF

FASHION

Lead organisation: A Single Thread (Sustainable Fashion Week)

About: Entering through a giant wardrobe you will find vintage fashion, a clothes lending service and clothing repairs, delivered in style! Baby Bank will offer free and low cost clothing and toiletries for children, encouraging re-use and addressing poverty. An interactive installation will encourage customers to try sewing, as well as present stories of garment workers, to connect people to those behind the products.



DEPARTMENT OF

IMAGINATION

Lead organisation: Artspace Lifespace and Invisible Circus

About: Affordable studio, rehearsal and workshop space for artists will fill the three upper floors, meeting a real need in the city. Artists and creatives will contribute to the creation of the other departments and display their work for sale in a downstairs gallery.



DEPARTMENT OF

ENERGY

Lead organisation: Bristol Energy Network

About: This area will have a warm glow! It can supply solar torches and more, as well as offer advice on saving on energy bills and swapping to a green supplier.



HOW DO WE KNOW IT'S WANTED?

1. MEETING LOCAL TARGETS

Sparks Bristol will help to deliver Bristol's One City Plan, and meet the Climate and Ecological Emergencies and Net Zero 2030 city target by offering accessible, affordable sustainable choices to a diverse range of citizens.

30% of carbon emissions come from households and 30% from businesses, so we need much wider buy-in to address our climate challenges.

94% of people in Bristol's Citizens' Assembly voted for a one-stop shop for sustainability – Sparks can deliver this.

2. ADDRESSING YOUTH CLIMATE ANXIETY AND EDUCATION NEEDS

Sparks will offer schools workshops aiming to reach over 200 children per month.

We will also host creative/green/tech/hospitality jobs and skills training for over 50 young people per month.

3. CONTRIBUTING TO CITY CENTRE REGENERATION

Sparks Bristol will bring to life a high-profile empty building in Broadmead, helping to increase visitor economy and footfall.

This project helps deliver city centre regeneration targets in line with what the Bristol public say they want to see in the city centre – more green areas, community services, independent shops, art and community events (Bristol City Council survey March 2022).

We have support from Broadmead BID, Bristol City Council and the One City Boards.

4. HELPING WITH THE COST OF LIVING CRISIS

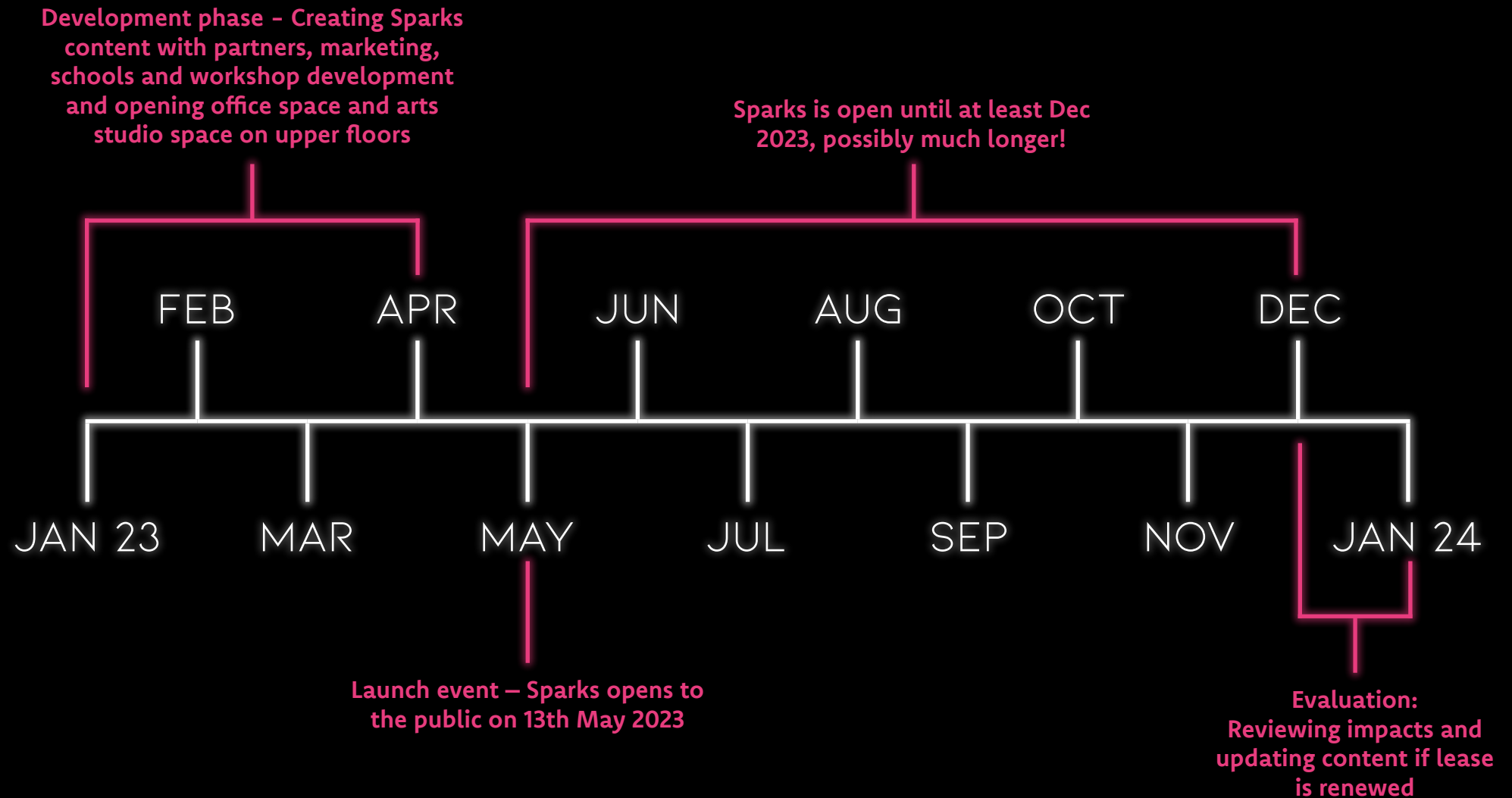
The centre will offer affordable re-used items, items for loan, free food and children's clothing as well as money saving repair options, to help households reduce their waste and carbon footprint and save money.

5. SUPPORTING LOCAL CULTURE AND COMMUNITIES

We will provide affordable studio space for local artists, as well as office and workshop spaces for community groups.

This is lacking in the city centre where prices have increased by more than 20% in the last year alone.

WHAT IS OUR TIMELINE?



WHO WILL WE REACH?

- Broadmead footfall is 300,000 people per week on average.
- Our combined social media reach with all our lead partners is over 330,000 followers.
- This is a unique project – an exciting pilot of a new model which is already gaining interest from around the world.
- Bristol is one of only two UK cities in the 100 Zero Carbon Cities and our Mayor is Chair of UK Core Cities, so we have wide networks to both share the model and market the project locally, nationally and globally.
- Sparks will also be promoted via leading local networks and media including Bristol Green Capital Partnership, Bristol 24/7, Broadmead BID, Visit West and more, guaranteeing a further reach of over 140,000 on Twitter alone.



HOW WILL YOUR BUSINESS BENEFIT?

We would like to work with an exclusive circle of companies who share our vision to reach the Sustainable Development Goals.

In return for your financial support the Global Goals Centre will:

- Help you deliver your ESG, Social Value and Corporate Responsibility objectives and contribute to the Global Goals.
- Enhance your employee engagement programme by offering immersive SDG-themed staff training, volunteering opportunities and team-building events.
- Invest in your future workforce by upskilling the next generation about vital issues and how to find solutions.
- Explore with you how your support could be tied into a specific element of our work that resonates with your business.
- Raise your profile by displaying your name in Sparks.
- Provide you with tailored content to share with your stakeholders and online to demonstrate your support.

We welcome support at all levels and recognise some partners offer significant support in kind as well as financial input to the project; please talk to us about how we can collaborate with you.

“We were keen to give our support to the Sparks project as it aligns with our commitments to both community and sustainability. We’re excited to see the Sparks project launch. It’s a fantastic resource for the city and a very tangible and accessible way in which to engage people in sustainability – in its broadest sense.”

KIRSTY GREEN-MANN
HEAD OF CORPORATE RESPONSIBILITY
BURGES SALMON

SEE OUR SPONSORSHIP OPPORTUNITIES >

HEADLINE SPONSOR (MAX 4)

What you get:

- Opportunity for appropriate promotion on public facing shop window or shop frontage
- Logo and thanks on website
- Social media promotion
- Acknowledgement on all press releases relating to Sparks Bristol
- 5 launch event invites
- Employee engagement opportunities through SDG workshops, volunteering and more

DEPARTMENT SPONSOR

What you get:

- Your name displayed creatively within the department
- Logo and thanks on website
- Social media promotion
- 2 launch event invites
- Opportunity to discuss and contribute to the content of the department

Departments available:

- Department of Nature
- Re-use Shop
- Department of Fashion
- Department of Food
- Travel Agency
- Department of Energy

EDUCATION & SKILLS SPONSOR

Global Goals Centre will deliver workshops within Sparks on a range of issues that impact nature and climate, aiming to reach 200+ schoolchildren per month. Our workshop area will also be available for community groups to use for skills workshops, gardening and wellbeing talks and more. We are collaborating with WECA and City of Bristol College to deliver green skills training for hundreds of young people in Sparks.

What you get:

- Your name in the Workshop space
- Logo and thanks on website
- Social media promotion
- 2 launch event invites
- Your name on education materials

SUPPORTING BUSINESS

What you get:

- Logo and thanks on website
- Social media promotion
- 1 launch event invite
- Employee engagement opportunities through SDG workshops, volunteering and more

MEET THE SPARKS TEAM



JENNY FOSTER
PROJECT LEAD
GLOBAL GOALS CENTRE

RSA Fellow with 25 years management experience in sustainable development, including events, volunteer management and hospitality.



MARK JACOBS
DEVELOPMENT LEAD
GLOBAL GOALS CENTRE

BAFTA Award winning ex-BBC Executive Producer.



MANU MAUNGANIDZE
EDUCATION LEAD
GLOBAL GOALS CENTRE

Diversity Consultant, RSA Fellow and Director at Nature Youth Connection and Bristol Green Capital Partnership.



VERITY JONES
EDUCATION LEAD
GLOBAL GOALS CENTRE

Associate Professor of Education at UWE.



ALICE FLANNERY
DIGITAL PRODUCER
GLOBAL GOALS CENTRE

Experienced charity communications and graphic design professional.



AAMINA MOHAMED
PROJECT ASSISTANT
GLOBAL GOALS CENTRE

BSc Politics and International Relations student at the University of Bristol.



DOUG FRANCISCO
CREATIVE DESIGNER
INVISIBLE CIRCUS

Creative Director at Invisible Circus, with an impressive CV including Boomtown, Arcadia, Wake the Tiger and Banksy's Dismaland.



ARTSPACE LIFESPACE

Transforms under-used and problem properties into thriving creative resources, including Ashston Court Mansion and The Island.

**GLOBAL
GOALS
CENTRE**



SPARKS

WE NEED YOUR SUPPORT TO MAKE THIS
INCREDIBLE OPPORTUNITY A REALITY.
GET IN TOUCH TODAY!

LET'S TALK ABOUT HOW YOU CAN BE INVOLVED!

Jenny Foster, Project Lead, Global Goals Centre

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www.globalgoalscentre.org