

# Business Case for the Creation of a Documentary Video on the Cononley Station Garden Project

## 1. Executive Summary

This business case proposes the creation of a professionally produced short-form video (2:30–3:00 minutes) to document the creation and impact of the Cononley Station Garden. This volunteer-led initiative showcases a model for community gardening, heritage preservation, environmental sustainability, and local engagement.

## 2. Problem Statement / Need Identification

The Cononley Station Garden project embodies grassroots action into community improvement, biodiversity enhancement, and heritage engagement. However, without concise, high-quality documentation, the project lacks a format to:

- Communicate its story to wider audiences.
- Inspire replication by other communities.
- Serve as an educational and promotional tool.
- Demonstrate value to funders, partners, and stakeholders.

A short, impactful video offers the ideal format for maximum engagement while maintaining attention across digital and community platforms.

## 3. Goals and Objectives

### 3.1 Strategic Goals

- Amplify the impact and visibility of the station garden project.
- Support future funding bids with a powerful audiovisual tool.
- Promote sustainability and community-led transformation.
- Inspire civic pride and engagement in rural regeneration.

### 3.2 Technical Objectives

- Deliver a 2:30–3:00 minute professional video.
- Ensure clear storytelling, visually rich content, and emotional resonance.
- Support multi-platform use (social media, local screenings, presentations).

## 4. System Context and Stakeholders

The Cononley Station Garden exists at the intersection of community action, environmental stewardship, public transport infrastructure, and cultural heritage. The proposed documentary video must reflect this multi-faceted context, engaging a diverse set of stakeholders who contribute to and benefit from the project.

### System Context

The garden is located on the grounds of Cononley railway station, a functioning transport hub that connects rural and urban areas. The station space, once underused and visually neglected, has been transformed through community-led efforts into a vibrant green area rich in biodiversity, creativity, and local character.

The documentary video functions within this broader ecosystem as a communications tool; capturing the garden's role in:

- Enhancing local biodiversity and climate resilience.
- Fostering community wellbeing and volunteerism.
- Celebrating local heritage and place identity.
- Supporting active travel and sustainable transport narratives.
- It must operate effectively across digital platforms, community spaces, and stakeholder presentations to serve its purpose.

This multi-stakeholder environment requires the video to balance professional quality, accessible messaging, and strategic alignment with a range of interests — from local pride to policy impact.

## Key Stakeholders

Stakeholder Group	Role / Interest
Local Volunteers & Artists	Core contributors to the garden's creation and maintenance; their voices and stories form the emotional and narrative heart of the video.
Cononley Parish Council	Supporter and potential funder; interested in promoting civic pride and local engagement.
Northern Rail / Network Rail	Infrastructure stakeholders; invested in positive public perception and station improvements.
Community Groups & Schools	Participants and future collaborators; potential users of the video for learning and inspiration.
Environmental and Heritage Organisations	Interested in biodiversity gains, sustainable development, and heritage preservation.
Funders & Grant Bodies	Require clear, compelling documentation of outcomes and impact.
General Public	Target audience for awareness, replication, and increased engagement with the space.

## 5. Functional Requirements

### ID - Requirement Description

FR1 - Tell the story of the garden's creation within 3 minutes max.

FR2 - Feature 3–4 key voices: volunteers, artists, and/or partners.

FR3 - Visually show transformation of the station space.

FR4 - Include community artwork, biodiversity, and planting visuals.

FR5 - Reference local history/heritage and link to place identity.

FR6 - Integrate sustainability themes and visual examples.

FR7 - Output must be usable online and in small-format presentations.

## 6. Non-Functional Requirements

ID - Requirement Description

NFR1 - Video duration must be between 2:30 and 3:00 minutes.

NFR2 - Content must be emotionally engaging and visually polished.

NFR3 - Must be suitable for social sharing (captioned, concise).

NFR4 - Eco-conscious production approach where feasible.

NFR5 - Deliverable in 1080p or higher for archival use.

## 7. Cost-Benefit Analysis

Cost Category Estimated Cost

Filming (2–3 days) £1,500

Editing/Post-Production £1,200

Licensing (music, archive) £250

Accessibility (subtitling, formats) £150

Promotion & Distribution £400

Total Estimated Cost £3,500 (approx)

Key Benefits:

Sharable in funding applications and public presentations.

Ideal for social media and website embedding.

Easily digestible – more likely to be watched in full.

Captures essential legacy and learning in a concise format.

## 8. Risks and Mitigation

(Minor reduction in interview time and depth due to length limit – mitigated by careful scripting and editing.)

## 9. Implementation Plan

Phase	Activities	Timeline
Planning	Short script outline, stakeholder input, scheduling	Week 1
Production	2–3 filming days (interviews, footage)	Week 2–3
Post-Production	Editing, subtitling, final approvals	Week 4–5
Launch	Social media, council platforms, community event	Week 6

## 10. Recommendation

Proceed with commissioning a professional 2:30–3:00 minute video to tell the story of the Cononley Station Garden. A concise, engaging film maximizes impact and accessibility while capturing the heritage, creativity, and environmental value of the project.