PARKER BAY™

CONSULTANCY

Strategy. Impact. Trust.

WHO WE ARE · WHAT WE OFFER

PARKERBAY.CO.UK

WELCOME

Built from experience.

Before founding Parker Bay, I spent more than a decade on the other side of the table: leading community organisations, running a professional football club and raising the money to make things happen.

I started my career as a Senior Youth Justice Worker, then worked in the charitable sector as a Chief Executive and as General Manager of a professional football club.

Throughout my career I have personally secured millions of pounds in funding, including £5 million from the UK Government's Levelling Up programme.

I know what it takes to lead an organisation, answer to a board, and deliver for funders and communities at the same time. That experience shapes everything we do at Parker Bay.

I founded Parker Bay in October 2024. In our first two years we have helped secure more than £25 million for the organisations we work with, and have been recognised by Scottish Enterprise and the National Fundraising Awards.

We are practical, we are honest about what will and will not work, and we stay alongside our clients as they grow. This booklet sets out who we are, what we do and how we can help you.

£5M

UK Government Levelling Up funding secured by Greg

10+

years working in community development and sport

2023

CEO of the Year, Scotland

Greg Fenton

FOUNDER AND DIRECTOR, PARKER BAY CONSULTANCY

01

WHO WE ARE

Here for organisations of every size.

From volunteer-led community groups to established charities and businesses, we help organisations across the UK secure funding, run well and grow. Founded in Dundee in October 2024, we now work from Dundee and London.

£25M+
secured for charities, businesses and community organisations

£7.5M+
of capital projects supported

2
offices, in Dundee and London

Who we work with

Charities and SCIOs

From volunteer-led charities to established organisations with staff teams.

Community organisations

Sports clubs, community trusts, CICs, gardens and local groups.

Businesses and public bodies

Organisations growing their social impact, social value and community partnerships.

> No organisation is too small to get in touch.

WHAT WE OFFER

One trusted adviser, the full range of support.

01 **Fundraising strategy and grant applications**

The right funders, a clear plan and strong, evidence-based applications to trusts, foundations, lottery and public funders.

02 **Governance and policies**

Constitutions, policies and board practice that meet legal and regulatory duties with confidence.

03 **Charity formation**

Guiding new organisations through setting up as a SCIO or CIO, from charitable purposes to registration.

04 **Trustee and staff recruitment**

Finding, appointing and inducting the right people, with clear roles and fair processes.

05 **Organisational reviews**

An independent look at how you work, with a practical plan for development and growth.

06 **Monitoring, evaluation and impact**

Simple frameworks to measure outcomes, and impact reports funders and boards trust.

07 **Board and leadership support**

Working alongside chairs, trustees and chief executives on strategy and difficult decisions.

08 **Partnerships and consultation**

Corporate partnerships, stakeholder relationships and public consultation.

> Fundraising, governance and development are linked, because funders look at all three.

WHERE WE CAN HELP

Sound familiar?

These are some of the situations our clients are in when they first get in touch.

"We need funding for a new project or building."	We build a funding strategy, find the right funders and write the applications.
"We want to set up a new charity."	We guide you through the structure, constitution and registration.
"Our policies are out of date."	We review your governance and give you a complete, current policy suite.
"We need new trustees or staff."	We plan and run the recruitment, from role descriptions to induction.
"A funder wants to see our impact."	We set up simple monitoring and produce a clear impact report.
"We are growing and need a plan."	We carry out an organisational review and set out the next steps.
"We want businesses to support us."	We prepare your case for support and help build corporate partnerships.
"We are planning a public consultation."	We design and run it, and report on what people told you.

OUR VALUES

Strategy. Impact. Trust.

01 Strategy

We start with the bigger picture. Every application, policy and plan should move you towards your long-term goals, not just meet a deadline.

02 Impact

We focus on results that make a real difference: money secured, stronger organisations and better outcomes for your communities.

03 Trust

We are honest, reliable and careful with your information. Funders, boards and partners need to rely on what we produce, and so do you.

The Parker Bay Chevrons stand for growth, and for standing alongside our clients as they grow.

HOW WE WORK

Simple, flexible and transparent.

01 **Conversation**

We talk about your organisation, your priorities and what you want to achieve.

02 **Proposal**

We set out the proposed hours and options on our letterhead, so you can choose what suits you.

03 **Agreement**

We agree the scope in a clear written contract and welcome you as a client.

04 **Delivery**

You work directly with Greg. We keep you updated and deliver to the standard your funders and board expect.

05 **Review**

We review progress with you and plan the next stage together.

Ways to work with us

One-off projects

A single piece of work, such as a funding application, policy review or organisational review, charged at a clear hourly rate.

Retainers

A set number of hours each month, usually over six months, at a reduced hourly rate. Ideal for ongoing fundraising and development.

02

MEET GREG

The person you will work with.



When you work with Parker Bay Consultancy, you work directly with Greg Fenton, our founder and Director.

Where it started

Greg began his career in community learning and development, graduating with an honours degree from the University of Dundee in 2015. He spent four years as a Senior Youth Justice Worker, supporting young people at difficult points in their lives.

Leading from the front

Greg went on to work in the charitable sector as a Chief Executive, leading through the pandemic, and as General Manager of a professional football club. In 2023 he was named CEO of the Year in Scotland.

Securing funding

Over his career Greg has personally secured millions of pounds in funding, including £5 million from the UK Government's Levelling Up programme.

Why Parker Bay

Greg founded Parker Bay in October 2024 to bring that experience to organisations that need it. He knows what it is like to juggle a board, a budget, funders and a community all at once, and he works alongside clients as a partner rather than a distant adviser.

Giving back

Greg is Chair of Your Space, a Dundee charity, and is a member of the Chartered Institute of Fundraising and the CLD Standards Council for Scotland.

IN PRACTICE

The 1893 Education Programme.

A £100,000 National Lottery-funded programme for young people, led by Greg at Dundee FC Community Trust during the pandemic.

When attendance was low, Greg redesigned the programme into two halves: an education session first, then football with Dundee FC players. Young people worked towards qualifications in computing, English and maths, and built banking and money skills.

Every participant gained qualifications, and eight of the ten went on to jobs with Dundee FC. The National Lottery wanted to fund a second year, and Greg was congratulated in the Scottish Parliament for the programme.

8 of 10

young people went on to jobs with Dundee FC

100%

gained qualifications

£100k

National Lottery funding

Career and recognition

2024–	Founder and Director, Parker Bay
2021–24	General Manager, professional football club
2019–24	Chief Executive, charitable sector
2015–19	Senior Youth Justice Worker

2026	Highly Commended, National Fundraising Awards (Parker Bay)
2025	Emerging Social Impact Business of the Year, Scottish Enterprise (Parker Bay)
2023	CEO of the Year, Scotland
2015	Honours degree, Community Learning and Development

WHAT YOU CAN EXPECT

Work you can put your name to.

01 **Senior attention**

You work directly with Greg, not a junior team.

02 **Honest advice**

We tell you what will work, including when something is not worth pursuing.

03 **Evidence first**

Everything we write is built on facts we can stand behind.

04 **Ready to submit**

Work prepared to the standard funders, boards and regulators expect.

05 **Clear communication**

You always know what is done, what is next and what we need.

06 **Joined-up support**

Fundraising, governance and development planned together.

Security and peace of mind

Professional indemnity

£1 million cover with Markel.

Liability insurance

£2 million public liability and £10 million employer's liability, with Markel.

Cyber insurance

£1 million cyber insurance policy with Beazley, plus the cyber cover that comes with our Cyber Essentials certification.

Cyber Essentials certified

Certified under the UK Government-backed Cyber Essentials scheme by IASME in November 2026, and renewed every year.

Data security

We run on Microsoft 365 Business Premium. Client files are encrypted, every account uses two-step sign-in and every device is protected by Microsoft Defender.

Backed up every day

Email and files are backed up daily to a separate, secure cloud backup outside Microsoft.

Data protection

Registered with the Information Commissioner's Office (ZB919760) and working to UK GDPR.

Confidentiality

Client information is kept strictly confidential and never shared between clients. Only the people working on your project can open your files.

Part of the Parker Bay Group

Parker Bay Consultancy UK Ltd, registered in Scotland, company number SC824953.

RESOURCES FOR OUR CLIENTS

Practical guides.

We write guides to help our clients understand the issues that matter to them. Ask us for a copy.

Corporate Social Responsibility

How businesses can give, at any size, and how charities can build lasting partnerships with them.

Gift Aid

How Gift Aid works and how to make sure you claim everything you are entitled to.

Charity Tax Reliefs

The reliefs beyond Gift Aid that charities and supporters often miss.

MAJOR PROJECTS

Parker Bay Capital.

For larger capital, regeneration and investment projects, Parker Bay Capital Ltd, also part of the Parker Bay Group, prepares HM Treasury Five Case Model business cases, Green Book appraisals, feasibility studies and investment readiness support. Ask us for the Parker Bay Capital booklet.

LET'S TALK

Let's talk about your organisation.

Whether you need a single funding application or a long-term partner for growth, we would be glad to hear from you.

EMAIL	greg@parkerbay.co.uk
TELEPHONE	07918 794612
WEB	www.parkerbay.co.uk
OFFICES	Dundee and London

CYBER ESSENTIALS CERTIFIED

Parker Bay Consultancy, Capital and Group · IASME

HOW WE PROTECT YOUR INFORMATION

We run on Microsoft 365 Business Premium. Client files are encrypted, every account uses two-step sign-in, every device is protected by Microsoft Defender, and our data is backed up daily to a separate, secure cloud backup.

PARKER BAY™
CONSULTANCY

SCAN TO VISIT OUR WEBSITE

Strategy. Impact. Trust.

Parker Bay Consultancy UK Ltd · Company No. SC824953
Registered office: 29 Commercial Street, Dundee DD1 3DG