



Marsden Park

10 Year Management Plan 2007 - 2017



Marsden Park

Management Plan - 2019 Update

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Marsden Park Management Plan

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Marsden Park Management Plan

1.0 Introduction

1.1 Summary

The Council made a commitment through their Parks Strategy 2007 – 2017 to develop and introduce individual Management Plans for all of Pendle's Parks. The Council recognises that all Parks are unique and need different management and maintenance regimes employed within them.

Pendle has a mixture of urban and rural settlements with the distinct geographical nature of the borough reflected in the wide variety of Parks in evidence. To enable flexibility and adapt Parks management to tie in with a specific Parks needs and characteristics and the people it serves, individual management plans will be introduced for the management and development of Parks that can be shared by staff at all levels and by different Park user groups.

The aim of this Management Plan is to outline how Pendle Borough Council will develop, maintain and manage Marsden Park. The implementation of the action plan will be done in collaboration with key stakeholders and other partners to ensure the full involvement of the local community and create a sense of ownership from users.

The Plan will be reviewed and updated on an annual basis. However, it should not be seen as the finished article and is intended to be a live, working document that management need to be flexible with, and as such will be subject to change as appropriate.

In addition to contributing to the Council's wider corporate objectives, Neighbourhood and Environmental Services' aims and objectives and the Park issues most pertinent to the local community, this Management Plan was produced with a view to achieving Green Flag Award Status for Marsden Park, and as such, the management and development of the Park is in accordance with the key criteria of the Green Flag Award as specified by Keep Britain Tidy.

1.2 Process to produce plan

This Management Plan has been driven and developed principally by a core working group. The group was set up to steer the plan's development, implementation and review, and consists of:

Kieron Roberts, Green Spaces Manager (PBC Neighbourhood Services)
Lee Johnson, Senior Park Keeper/Tree Officer (PBC Neighbourhood Services)
Keith Higson, Parks Officer (PBC Environmental Services)
Councillor Nadeem Ahmed, Executive Member for Parks

During the development process, the following persons or outside sources were consulted and have had some degree of involvement:

Friends of Marsden Park
Marsden Park Bowling Club
Landscape Maintenance Supervisors (PBC Environmental Services)
PBC Financial Services
PBC Legal Services
Liberata (Property & Estates Management)

The majority of the above persons/outside sources will be consulted with and involved in, the annual review process of this Management Plan to be undertaken between October and January of each year.

A list of all key stakeholders can be found in Appendix 1.

For the Management Plan to become a fully endorsed, cohesive and integrated working document it was essential that Council Members are fully committed to, and take ownership of, the Plan.

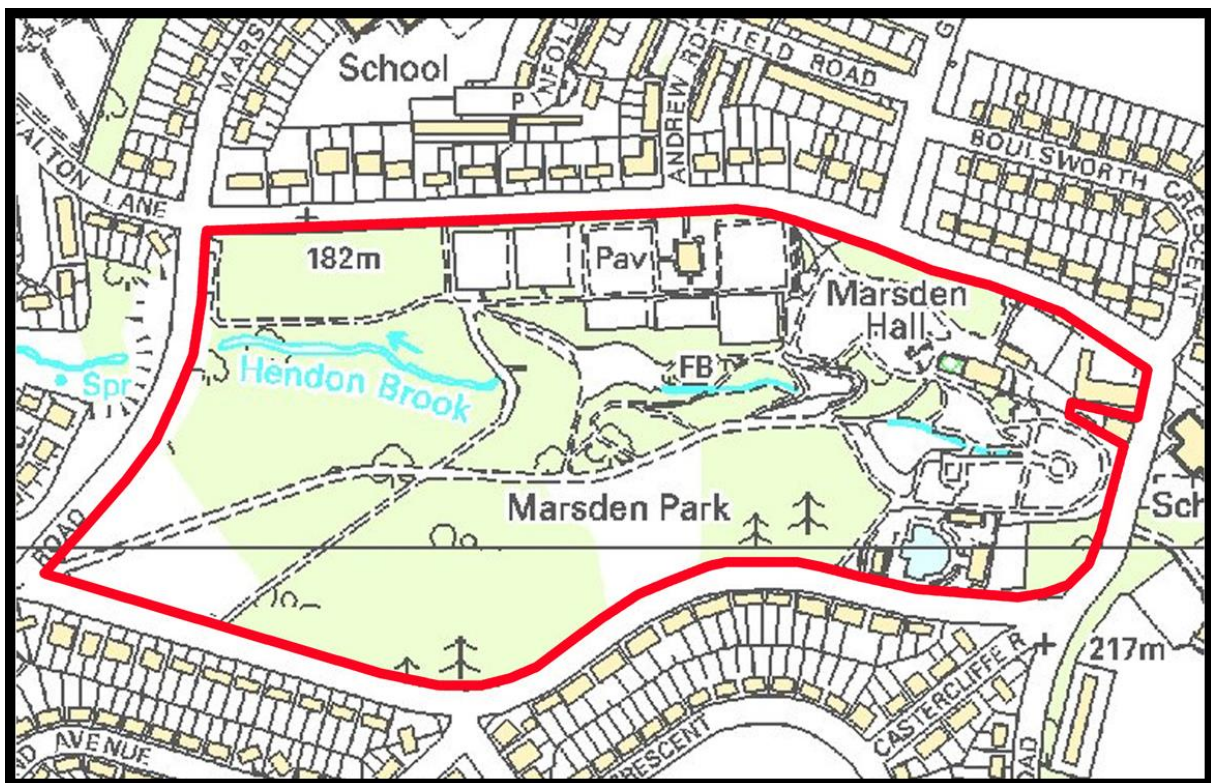
2.0 Where are we now?

The aim of this section of the Management Plan is to give a brief introduction to Marsden Park, its facilities, existing management of the park and also the strategies, corporate policies, bye-laws, licences and covenants that may affect the management of the park both at present and in the future.

2.1 Site Description

2.1.1 Ownership

The following plan shows the precise area of the Park, boundaries and area of PBC ownership.



2.1.2 Grid Reference & Area Size

OS Grid Reference: SD 8762 3804

Area Size: 12.0 Hectares

[Marsden Park on Google Maps](#)

2.1.3 General

Marsden Park is recognised by Pendle Borough Council (PBC) as a District Park. Situated within the grounds of the park is Marsden Old Hall, a Grade 2 listed building. The park represents an important open space for PBC used for sport,

recreation and leisure activities. The park does not feature in the National Register of Parks and Gardens.

The park also contains many historically significant elements of local importance to the area. These include varied monuments and structures including the icosahedral sundial, the wishing gate, an archway, and two entrances to Marsden Park Hall. The park contains many significant railings and stone work dating back to the 19th century.

It also contains several areas with local historical landscape significance including the Lady's Garden, the Roman Spa Baths and Upper Pond, Kitchen Garden, Upper Pleasure Gardens and Bridged crossings over Hendon Brook.

2.1.4 Current Uses

Marsden Park is used primarily by the local community for a variety of different reasons including informal recreation and sports, dog walking, bowling, tennis, children's play, as a shortcut and thoroughfare for local residents, to view historical and water features within the Park and for relaxation and well-being purposes.

Marsden Hall was restored to provide a focal point and an information and resource hub for the Park and its users. The Parks Outreach Team moved to the Fleet Street Depot from Marsden in September 2012. The Hall is currently used by the Friends Group and by Marsden Park Forest School.

2.1.5 Facilities & Features

Marsden is a large District Park containing many important historical and architectural features such as Marsden Hall, as well as many more conventional facilities like the children's play area, tennis courts, bowling greens, marsh area, woodland areas and informal grassed areas. A site description is detailed below.

[More information on the facilities and feature of Marsden Park are available on the Council website.](#)

2.1.6 Access

Local users – Marsden Park is located just over a mile to the east of Nelson Town Centre. It is accessed by either of the main entrances from Walton Lane or from any of the routes from Hallam Road or Marsden Hall Road. From Walton Lane, the higher entrance leads past Marsden Old Hall. The lower route from Walton Lane is through the ornate main gates and leads to a circular area of parkland and the Hall.

Driving directions from M65 - The park is situated just off Walton Lane and is approximately 1.5 miles from Junction 13 of the M65. From Junction 13 of the M65 eastbound, take the A6068 exit on to Reedyford Road. Continue to the top of



Reedyford Road and turn left at the mini-roundabout on to Leeds Road. After approximately 100 yards, turn right at the second of the two mini-roundabouts on to Walton Lane. Carry straight on, past the School and Cemetery on your left, across a mini-roundabout and the lower end of the Park is on your right.

Postcode for GPS use is BB9 8BW.

Bus - There is three bus routes that services the park and stops in several locations around the park boundary. The routes are the 3 (run by Transdev), 95 and 95A (run by Holmeswood Coaches).

2.2 Brief History

Marsden Hall was the home of the Walton's of Marsden in north east Lancashire from circa 1350, when they were described as farmers, until the line died out in 1851. Richard Walton and his son, Henry built the present Marsden Hall around 1560. The Marsden holdings of the Walton's continued to prosper and were much enlarged by astute marriages. A substantial extension to the Hall was built in 1740 and can be seen in many Marsden photographs from the Victorian and Edwardian era. It was likely that the parkland landscape of pasture enclosed by woodland belts and copses was also established at this time. The dense woodland adjacent to Hendon brook was possibly planted prior to this as part of the original development of the estate. In 1784, the direct line of descent died out and the estate passed to a cousin, the Reverend Richard Wroe, who took the name of Wroe-Walton.

In 1801, the estate was inherited by Richard Thomas Wroe-Walton who was responsible for developing the grounds in the picturesque style popular to the period. RT Walton became famous for his generosity to the poor inherited the estate. Tradition has it that Mr. Wroe-Walton's giving of alms to an unemployed stonemason was repaid by work on the many carved stone features in the ornamental gardens and parkland surrounding the Hall. From this period date (1801 – 1845), date the Roman Spa Baths, Sundial, Wishing Gate, ornamental pond and the Lady's Garden.

When the last direct descendant of the family, Maria Wroe-Walton, died in 1851, Marsden was still a scattered farming community and the nearby settlement of Colne a small cotton town. The Marsden Hall estate was leased for a number of years and then auctioned by the beneficiaries in 1885. In 1911, the Hall and its surroundings were bequeathed to Nelson Corporation, to be opened as a park in 1912 for the public of the rapidly growing township. In the mid 1920's significant terracing occurred along the northern boundary of the park to accommodate bowling greens and tennis courts.



The powerful contrast between the formal landscape elements in Marsden Park such as the Roman Spa Baths and Upper Pool set in a highly manicured garden, and the 'natural' woodland with its gorge-like form and rugged planting closely reflects the picturesque fashion of the times. An important concept on which the picturesque style rests largely relies on the artistic composition of

landscape scenery into a foreground, a middle ground and a background. In simplistic terms the theory was often applied to country estates by making a terrace close to the main hall as a 'beautiful' foreground, and then forming a 'transition' to a 'picturesque' park, and beyond a 'sublime' background, which could be woodland or a distant view.

At Marsden Park it is possible that this popular and prevalent thinking of the period influenced RT Wroe Walton, thus desiring the smooth transition between the Hall and the natural landscape. The foreground of the view from the house would have been the terraced gardens with its profusion of flowers. It would have been 'beautiful' and well-kept for the family's use. The middle ground of the view would have been the 'natural' woodland. Sir Uvedale Price, an important landscape theorist of the eighteenth century, stated that the most important component of the picturesque garden was a river with rocky banks, overhanging trees, rushing water and reedy swamps. Parkland elements that could be considered to be very similar to the steep sided valley of Hendon Brook as it passes through the woodland and opened out at the Lower Pool. The background of the view would have been the panoramic views of Pendle Hill. This 'sublime' view probably would have been framed by the woodland planting which would have opened up at strategic places along the walk around the garden.

The Marsden Park of today still looks much as it did in the 19th Century, an attractive country house landscape, based on the valley of a small brook, with ornamental gardens and water overlooked by a stone built sixteenth century Hall, an impressive entrance drive with gates guarded by heraldic beasts, lawns and shrubberies and an extensive area of woodland. In the absence of historic information and on the advice of English Heritage, the planting choice for the Park has sought to reflect the specific qualities of Victorian parks and gardens in order to address the conservation needs of the site.



Photographs of many of the unique historic features of the Park are found in Appendix G (Volume 2) of Gillespie's Stage 2 Application - Restoration Proposals 2002. An analysis of the history of certain important features within the park can be found in Section 3 (Volume 1) of Gillespie's Stage 2 Application - Restoration Proposals 2002. Further planting analysis can be located in Appendix D of Gillespie's Stage 2 Application - Restoration Proposals 2002.

2.3 Existing Management & Maintenance

Although some of Pendle's Parks have or are being transferred to their respective Town/Parish Councils, Nelson Town Council (who would take ownership of the Park if it did transfer) are currently not in a position to be able to take over the Park. As such, management and maintenance of the Park will continue to be the responsibility of Pendle Council.

In 2018/19 financial year, Nelson Town Council agreed to pay 50% of the maintenance costs for the Park with the other 50% being paid for by Pendle Council. The Town Council have been asked to pay 75% of the costs for 2019/20 but as yet have not agreed to this. They are due to inform Pendle Council of their decision by early-mid February 2019. We are hopeful that they will agree to this proposal. If not, then the maintenance regime for Marsden will have to be reduced by 25% which could significantly affect quality standards within the Park this impacting Green Flag Award status.

The next couple of years are going to be a period of uncertainty although Officers

and staff are determined to do our best to keep quality standards within the Park as high as reasonably possible.

All maintenance tasks in the Park are identified in the Landscape Maintenance work programme which covers all aspects of landscape maintenance (including highway tendered work) across the Borough of Pendle.

We have a dedicated Landscape Maintenance Parks team that maintain all Parks across Pendle. They are based at the Fleet Street Depot in Nelson.

Although mobile teams carry out maintenance work in the Park, there is a lot more flexibility in relation to one off jobs and we regularly deviate away from the schedule to ensure that the Park is maintained to a decent quality with a large amount of input from Officers, landscape maintenance staff and the Friends Group.

Maintenance of the interior and exterior of buildings within the Park is the responsibility of Neighbourhood Services with technical advice, when needed, sought from the Council's Property Services. Since December 2012, the Council's Waste Services section has been charged with the responsibility of emptying all litter and dog waste bins across green space sites. All other maintenance tasks are the responsibility of the Landscape Maintenance team.

Task	Frequency per annum
Grass cut medium maintenance	12
Grass cut high maintenance	16
Edge maintenance (Hard) Weed kill	2
Edge maintenance (Soft) Edging Tool	1
Edge maintenance (Soft) Edging Shears	6
Edge maintenance (Hard) Strim	1
Hedge Formal Cut (H1) both sides & top	2
Hedge Formal Cut (H2) both sides	1
Hedge Formal Cut (H2) both sides & top	1
Hedge Formal Cut (H4) both sides & top	1
Shrub bed maintenance – Dig/Mulch area	1
Shrub bed maintenance – Hoe & weed	6
Shrub bed maintenance - Prune	1
Prepare summer flower beds	1
Plant summer flower beds	1
Hoe and weed summer flower beds	6
Herbaceous bed maintenance - Hoe and weed beds	6
Herbaceous bed maintenance - Remove dead growth/stakes	1
Herbaceous bed maintenance - Fork and manure beds	1
Clean pond	12

Clean river	12
Empty Litter bins	156
Litter pick site	156
Sweep paths and steps	12
Paths/Steps – Cleanse gullies	2
Leaf clearance	1
Sweep playground surface	156
Inspect playground	52
Clean bowling green gullies	12
Grass Cut Greens – fine turf	30
Edge Maintenance (Soft) – Edging Tool	1
Edge maintenance (Soft) - Edging Shears	6
Scarification	6
Aerate slit tine	6
Apply autumn dressing to greens	1
Apply autumn fertiliser to greens	1
Apply spring dressing to greens	1
Apply spring fertiliser to greens	1
Overseed to greens	1
Hollow/solid tine greens	1
Apply winter fertiliser to greens	1
Apply selective weed killer to greens	2
Apply wetting agent to greens	2
Erect Tennis nets	1
Tennis Courts - Clean surface & mark out	1
Remove Tennis nets	1

Appendix 2 details the existing organisational structure for the Council. The strategic arm of the Green Spaces section is positioned within Neighbourhood Services (Parks & Sports Outreach, Park Keeper & Hall & Pavilion Keeper) with the GM team and associated officers who carry out maintenance across Pendle's green spaces within Environmental Services. The two teams work closely together and are based at the same depot. Both teams will come together from April 2019 onwards as a result of another Council wide restructure.

2.4 Strategic Context

This section of the management plan provides a summary of information contained within a variety of strategic documents and policies that are relevant to, and may have a potential impact on the management of Marsden Park.

The following local and national strategies were taken in to account in the writing of this management plan. This section also displays where Marsden Park sits within the strategic context of the Council and how the Park contributes to the overall aims and objectives of the Council.

Pendle Borough Council Strategic Plan 2018 - 2020

The Council's Strategic Plan 2018-20 sets out what the Council are doing about the priorities set out in the Sustainable Community Strategy. It also lists the major issues/actions the Council will be looking at during this period. The plan shows how the Council will contribute to the eight agreed priority outcomes in the Sustainable Community Strategy and provides headline actions for the year ahead. The headline actions come under the Council's four key objectives, these are:

- Working with partners, the community and volunteers to sustain services of good value
- Helping to create and sustain jobs with strong economic and housing growth
- Helping to create and sustain resilient communities
- Maintaining a sustainable, resilient and efficient organisation which is Digital by Default

Marsden Park's Management Plan can make a contribution to actions under the first and third strategic objectives.

Pendle Local Plan Part 1: Core Strategy

The Pendle Local Plan Part 1: Core Strategy was formally adopted by the Council on



the 17th December 2015. The Strategy is the key Development Plan Document (DPD) that will form part of the new Local Plan for Pendle.

It sets out the strategic planning policies the Council will use to help guide development to the most sustainable places over the 15 year period between 2015 and 2030.

All other planning policy documents must build on the principles set out in the Core Strategy regarding the development and use of land in the Borough. Its strategic objectives accord with the goals established in the Sustainable Community Strategy.

A broad framework for the protection and enhancement of our natural and historic environments (including nature conservation and open space sites) is to be looked at as part of the development of the Green Infrastructure (GI) Strategy.

The Council has previously adopted a number of documents that consider the provision of open space, parks, sports and recreation, and biodiversity in the Borough. These include:

- Pendle Open Space Audit (2008) - this has recently been updated and a new audit will be in place during 2019
- Outdoor Recreation Strategy
- Parks Strategy 2007 – 2017
- Children's & Youth Play Area Strategy 2006 – 2016
- Park Management Plans
- Biodiversity Audit 2010

It is proposed that the GI Strategy will bring together much of the contents from these documents in order to take a more integrated and strategic approach to the provision and management of green space in Pendle.

There will be numerous actions and policies set out within the document that will relate to or will have implications for Barrowford Park.

Pendle Equality Plan

The Council is committed to ensuring that it continues to comply with the Equality Act 2010.

Neighbourhood Services and Environmental Services contribute to the Council's Equality & Diversity objectives taking in to consideration all aspects of equality and diversity that may impact upon service delivery, e.g. Race, Disability, Sexual Orientation, Religion, etc.

Both Service Areas endorse and adhere to the corporate commitment and has incorporated this in to any developments, plans, policies and practices to enable better equality of opportunity and improved access for all Parks related services.



Neighbourhood Services Service Plan 2018/19 & Environmental Services Service Plan 2018-20

Within both Service Plans there are priorities and actions relevant to all Parks. The actions outlined below directly affect/impact upon all Green Flag Parks in Pendle.

Environmental Services	Neighbourhood Services
Continue to work with Town and Parish Councils during the transfer of services, particularly transfer of Parks, to ensure we provide good value services that meet the needs of our Town/Parish Council clients.	Manage the process for the transfer of services to Town and Parish Councils.
	Implement the new Public Space Protection Orders in Pendle's parks and recreation facilities
	Retain existing eight Green Flag Awards.

Pendle's Parks Strategy 2007 – 2017

This document ceased to exist at the end of 2017 and there are no plans to develop a new one due to the fact that all of Pendle Borough Council's Parks are due to be transferred to more localised Town/Parish Council's in 2019 and 2020.

Climate Change Action Plan

The Borough of Pendle supports the creation of low carbon communities and is striving to be more energy efficient. Subsequently, a Climate Change action plan

has been developed by the authority.

Neighbourhoods and Environmental Services have specific actions set out in the Council's action plan that we must deliver in relation to reducing carbon emissions, energy usage and adaptation.

Marsden Park Wildlife Survey

A wildlife survey of Marsden Park was undertaken in 2001 by the Wildlife Trust to identify opportunities for environmental enhancement of the Park and to increase community involvement in relation to future design, implementation and maintenance. The report identifies a number of potential projects and recommendations.

The Park needs to be surveyed again in the short/medium term but this will probably not happen until it has been transferred to Nelson Town Council.

Quantified Tree Risk Assessments and Surveys

As part of a risk management process a decision was taken by the Risk Management Working Group to carry out a Quantified Tree Risk Assessment (QTRA) across all our parks in Pendle with the exception of Walverden Park which has a more detailed survey and management plan instigated by their Friends Group.

The QTRA's were carried out by a local independent specialist in 2015/16 and work has been ongoing over the last few years to implement the recommendations detailed. It is envisioned that the QTRA's and subsequent surveys will be carried out again in 2019/20.

Natural Environment and Rural Communities Act 2006

Local authorities in England and Wales have a key role to play in the conservation of biodiversity and this is now recognised and formalised within Section 40 of the Natural Environment and Rural Communities Act (NERC) 2006, where:



“Every public body must, in exercising its functions, have regard, so far as is consistent with the proper exercise of those functions, to the purpose of conserving biodiversity”

With this in mind, any works carried out within Marsden Park or indeed any of Pendle’s Parks, should not be to the detriment of the local biodiversity and where possible should include an element to the scheme that would improve the environment for future generations.

Public Health - Pendle Health & Well-being Group

A Pendle Health & Well-being Partnership has been set up to replace the Pendle Health & Well-being Group that was established in 2015. The new group meets bi-monthly and the Chair alternates between Pendle Council and the local Clinical Commissioning Group (CCG). The Partnership will play a crucial role in helping to improve public health in Pendle and tackling the wider detriments of health.

Neighbourhood Services and Environmental Services main aim is to encourage greater use and access to green spaces for the positive benefits of improved mental health, physical activity and relaxation (to deal with stress related problems)

2.5 Bye-Laws

The Borough of Pendle has bye-laws for pleasure grounds, public walks and open spaces in relation to Parks, Cemeteries, Outdoor Recreation and Open Spaces. The bye-laws incorporate rules pertinent to Marsden Park. The most recent bye-laws were developed in accordance with national guidelines and came in to operation from 1 June 2009.



The existing bye-laws have been reviewed and will be incorporated in to the new Public Space Protection Orders (PSPO’s) that we will be implementing across all Parks from April 2019.

Public Space Protection Orders (PSPO’s)

Public Space Protection Orders (PSPOs) were brought in under the Anti-Social Behaviour, Crime and Policing Act 2014.

PSPO's specify an area where an activity is taking place that is likely to cause nuisance or be detrimental to the community's quality of life. The order also imposes conditions or restrictions on people using that area.

The Council committed to placing PSPOs on all play areas and MUGAs outside of parks during the 2016/17 financial year. From April 2019, the Council will introduce PSPOs within recreational and parks sites. The existing bye-laws and some new ones have been included in the new Parks PSPO's.

2.6 Leases, licences and covenants

Parks & Recreation holds a [Premises Licence](#) that allows us to provide activities in Marsden Park. The Council are licensed, through the Premises Licence, to provide activities such as:

- A performance of a play
- An exhibition of a film
- A performance of live music

The Licence authorises the carrying out of these activities between the hours of 10.00am and 11.00pm.

There are no other covenants, leases or licenses pertaining to the Council's management of the site.

2.7 Recent Developments

This section of the document provides a brief summary of works carried out and/or improvements/progress made within the Park during the life of the management plan.

Park Specific Developments during the life of this plan

- Involvement in Exploring Landscapes Urban Parks Programme – an artist resided in the Park for 3 weeks during October 2012. The artist worked with local community groups such as the Friends Group, the local Youth Club, etc., holding drop in sessions and having conversations with park users to gain an understanding of how people view parks and what they think of them. The art work and research undertaken during the 3 weeks will be used to inform the creation of a spectacular new art work to be exhibited in 2013.
- Demolition of conservatory and completion of new courtyard area. As part of this scheme, the old stone clock on the gable end of Marsden Hall

was restored and a new wheelchair accessible paved courtyard was created with surrounding perimeter wall planted up with herbaceous shrubs/planting.

- Marsden Park Centenary Event – This was held on Saturday 23 June 2012 and was organised and run by Parks & Recreation and the Friends Group. As part of the centenary event, a new granite bench inscribed with 'Marsden Park Centenary 1912 – 2012' was also installed in the Sensory Garden area.
- Walton Lane Children's Centre started using Marsden Hall and the Park for their Forest School
- The Friends Group, in co-ordination with the Park Keeper's, continue to run conservation activities and small scale events/workshops throughout the year at Marsden Park. Examples from the last year include the Big Bug Day in July 2012, clean up days around the park, etc.
- Installation of new interpretation boards throughout the park.
- Refurbishment work to boardwalk.
- Development of Forest School Area in the woodland.
- Development work to the marsh area.
- Concessionary footpath started through the woodland area.

Developments during the last review period include:

- Installed barriers and knee rail fencing in the car park area in order to prevent cars from accessing the ornamental gardens at the top of the park
- Erection of brown sign in order to direct visitors in to Marsden Hall Car Park off Walton Lane via the Carriage Entrance
- Closed off uneven steps which were treacherous in bad weather close to the upper pond area.
- Removal of two large trees adjacent to the Hall due to them being dangerous
- Carried out emergency repair work to the Roman Bath area to ensure access in to them is restricted
- Dead hedging around the edge of the marsh area. This was undertaken by the Park Keepers and the Friends Group before April 2018.
- Walton Lane Children's Centre (Forest School) organised and ran Halloween, Christmas and Easter events in the Park utilising the Hall
- Erection of two warning signs on upper pond fencing requesting park users do not go on to the pond when frozen and that swimming/entering the water is not permitted
- Re-located the blind garden interpretation board to enable greater visibility for park users
- Installed interpretation board regarding the former open air swimming pool
- Upper Pond Management Survey and Report completed by external consultant

Restructure (to be implemented from April 2019)

The Council has gone through another restructure exercise with details still being finalised. Neighbourhood Services will cease to exist from the end of March 2019 with the Green Spaces strategic and outreach staff being moved in to the Environmental Services section to join the administration and operational functions (Landscape Maintenance).

This in effect brings it back full circle to how we operated approximately 3 years ago, thus we hope it will provide stability and a more joined up approach to managing Parks and other green space sites for the future.

Financial and operational implications for Neighbourhood Services and Environmental Services

Over the last 5 years, a significant amount of savings have been made in relation to the management of Green Space sites. In addition, Capital schemes have been significantly reduced to a point where there is more or less no Capital Programme.

The Strategic and Corporate Directors continue to ask all Managers of the Service groupings to reduce their operational costs on an annual basis. As such, all staff have been asked to come forward with money saving ideas for their particular section and the Council in general.

In view of the financial position of the Council and the ongoing transfer of Parks to Town and Parish Councils, Officers have reduced action plans to a more manageable size. The lack of finance has seriously affected some of our plans for parks in recent years and as such we have continued to work with the Friends Groups in working up action plans that are more realistic and less ambitious than previous.

We also continue to put the onus on Friends Groups to be more proactive in sourcing external funding and initiating/carrying out small scale projects through the advent of volunteer time. Officers will continue to work with the Friends Groups and other volunteer groups to source funding and develop small scale projects in the parks until that time when they officially transfer over to their respective Town/Parish Council.

Transfer of Services to Town/Parish Councils

In order to reduce operating costs, shed liability and to contribute to meeting the target savings needed to enable the Council to survive and function in the medium term, the Council have (and continue to) transferred a number of services to Town and Parish Councils over the past 3-4 years. This process begun in 2015 with the transfer of community halls and public toilets.

In 2016/17, play areas and MUGAs outside of parks were transferred along with bus shelters, on-street seating and CCTV.

Most notably though was the decision by Senior Management and Councillors to look at the transfer of its parks to Town/Parish Councils between 2017 and 2020.

Three Pendle Parks have transferred to their respective Town/Parish Council in 2018, these are:

Valley Gardens, Letcliffe Park & Victory Park – Barnoldswick Town Council

Barrowford Park is due to transfer to Barrowford Parish Council in April 2019.

The remaining seven Parks, still under Pendle Council ownership, are due to be transferred before the end of 2020. However, this is dependent upon their respective Town/Parish Councils agreeing to this.

For the three Barnoldswick Parks that transferred in 2018, it was agreed that the Council's Landscape Maintenance Team continue to undertake the maintenance of the Parks for at least the next 2 years. The Town Council will pay Pendle Council an annual fee to carry out this work.

Until the remaining seven Parks are transferred over to the Town/Parish Councils, they have also been asked to pay 75% of the total maintenance cost in 2019/20 to maintain the Parks on an annual basis. Most Town/Parish Councils have intimated that they are willing to do this but as of yet this has not been formally confirmed by Nelson Town Council. If they do commit to this, then maintenance levels will keep the same but if they don't then maintenance levels will be reduced.

An example being that Brierfield Town Council has stated that they are only willing to pay 50% of the maintenance budget for Heyhead Park in 2019/20. Pendle Council will pay 25% of the budget cost but there will now be a shortfall of 25% thus the Landscape Maintenance schedule will have to be reduced to reflect this lower budget. Consequently, the quality of the park will inevitably fall.

Consequently, all of the above changes will have an enormous impact upon the delivery of Parks across Pendle and it will be dependent on each individual Town or Parish Council as to whether they continue to be involved with the Green Flag accreditation scheme.

As a result of the transfers, the two Park Keeper roles within Neighbourhood Services were lost at the end of March 2018 (they were re-deployed to the Environmental Crime Team). This has impacted upon the Green Spaces section significantly and has reduced our resources in so much as that we are only able to

do very limited volunteer working days at the remaining seven parks under our control.

3.0 Where do we want to get to?

3.1 Vision

Pendle Council are committed to providing a safe, well-maintained, diverse, vibrant and accessible network of quality Parks across the Borough that builds on and respects the traditional roles and heritage, whilst encouraging a modern forward thinking approach to all aspects of the management and development of Parks.

The Council is also committed to satisfying the needs of all members of our community, ensuring the Parks meet current and changing demands and improving our social, environmental and economic well-being whilst positively contributing to the Council's 'Cleaner, Greener, Safer' Liveability agenda and corporate vision of establishing Pendle as a great place to live, learn, work and visit.

Management aim to positively contribute to this vision for all Parks through the development of a high quality management plan for Marsden Park. We recognise the importance of Marsden Park as a local resource and aim to get more usage and involvement from local residents. We want a Park representative of the local area's needs, that instils people with a sense of pride and which establishes a greater degree of ownership from all sections of the community.

3.2 Site Assessment & Analysis

To enable us to achieve our vision and realise our aspirations, we need to assess Marsden Park's current position in relation to the key criteria laid down by Keep Britain Tidy's Green Flag Award Scheme. As part of the Green Flag Award assessment, judges produce a feedback report detailing strengths and weaknesses and provide recommendations as to what we can improve upon, from both a management Plan (desk assessment) and Parks based point of view (field assessment), in the future.

Subsequently, we need to analyse the information derived from both these assessments, identify where we have gaps, weaknesses and issues that need to be resolved, and then develop an action plan to address those issues.

During November and December, several site visits are made to Barrowford Park by the Management Plan's author and the Council's own fully trained Green Flag Award judge. The aim of this exercise is to use the Green Flag Award Assessment Scoring sheet to determine how the Park measures up to the criteria as set out by Keep Britain Tidy.

This assessment, in addition to taking in to consideration comments made by independent Green Flag Award judges, issues raised by the Friends Group, past experience and working knowledge of the Park (through our internal Officer's Working Group), informs the production of the action plan.

The following section looks at Marsden Park's current status and highlights aspects of the Park that need to be improved in accordance with Green Flag Award key criterion.

3.2.1 A Welcoming Place

Marsden Park is a District Park of approximately 12.0 hectares, located just over a mile to the east of Nelson Town Centre. Marsden Hall and its surroundings were bequeathed to Nelson Corporation, to be opened as a Park, in 1912 for the public of the rapidly growing township.

It is owned and managed by Pendle Borough Council.

Marsden Park is an extremely popular, welcoming and aesthetically pleasing Park to visit and still looks much as it did in the 19th Century. It has an attractive country house landscape, based on the valley of a small brook, with ornamental gardens and water overlooked by a stone built sixteenth century Hall, an impressive entrance drive with gates guarded by heraldic beasts, lawns and shrubberies and an extensive area of woodland.

The Park is a perfect mixture of hard and soft landscaping, formal and informal landscape elements, maintained areas and more natural environments and is generally in keeping with a typical Victorian-style Park. Although the topography is of a terraced nature with features that utilise the natural landscape, there is a real emphasis on improving visual accessibility in the Park, e.g. creating clear sight lines, visible exits, open layouts, etc., and providing good, safe access throughout.

Access to the Park can be gained through a number of entrances with the main formal entrances being off Walton Lane. The main entrance is through the ornate main gates which underwent major refurbishment as part of the HLF restoration. This entrance now has gates to match the original ones and forms an impressive vehicular and pedestrian access point. The carriage entrance is located higher up Walton Lane and is used mainly to gain access to Marsden Hall. Signage providing visitors to the Park direction in to the main car park via the carriage entrance was erected in 2017. In total there are nine recognised entrances around the perimeter of the Park, although certain areas, such as the grassed areas at the Marsden Hall Road/Hallam Road and the Marsden Hall Road/Walton Lane junctions are also used informally by local residents to access the Park. The ethos behind the more formal entrances is to provide an attractive and enticing entrance point where visitors to the Park feel welcome and gain a sense of the Park being well cared for.

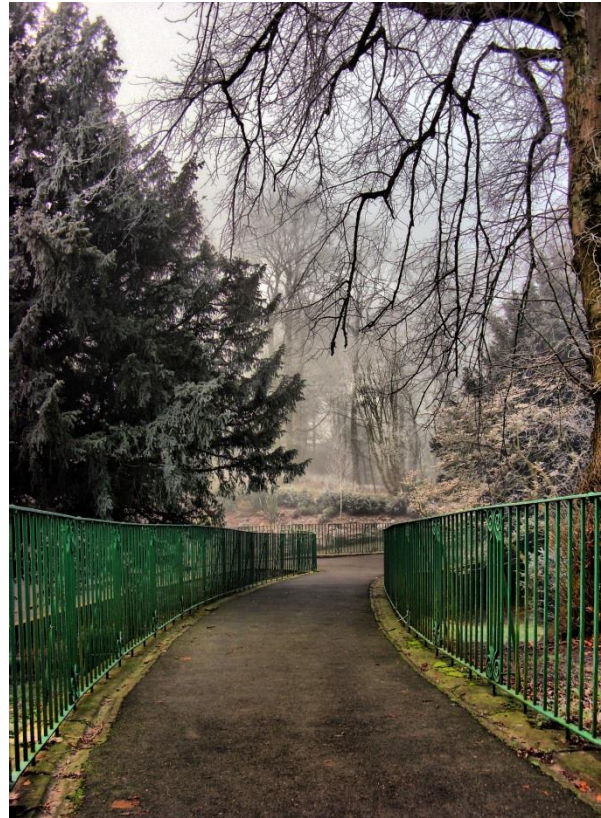
Although a car park was created adjacent to the Hall as part of the restoration to cater for the increased number of visitors to the Hall, there is still a problem with cars parking on Walton Lane near to the Bowling Greens/Tennis Courts entrance. Users



do not have a designated car park and thus park on Walton Lane.

A circular bus route service from Nelson Town Centre stops at several points around the perimeter of the Park. These stops are located on Marsden Hall Road, Walton Lane and Townhouse Road.

Prior to the restoration programme, there was no specific lighting for the main thoroughfare through the Park. As a way of improving access and encouraging usage from local people during the winter months and at night, lighting has been installed along the existing occupational path from Walton Lane to Hallam Road as well as providing lighting through the newly created woodland path accessed from the junction of Walton Lane and Hazelwood Road. These improvements have had the positive effect of improving visibility, instilling a greater sense of security and encouraging people to use the Park at all times of the year. Unfortunately, the lights have not been in use for the past 6 months due to an electrical fault. We are working to get the lights re-installed during 2019.



The majority of pathways in the Park are of a good quality and are suitable for wheelchair users and mobility scooters although there is no set resurfacing programme in place. The Park has appropriate facilities and is accessible to people with a disability in accordance with the Disability Discrimination Act 1995. The Council is committed to ensuring equal access for all and making the Park 'user friendly'. The children's play area contains at least two items of play equipment that can be accessed by children with a disability and we provide specially adapted harnesses for the cradle swings. Members of the public can request these harnesses from the Park Keeper or from the main depot at Fleet Street. Signage has been erected since 2008 to make the dedicated parking bay facilities more distinguishable.

The Bowls Pavilion is also DDA compliant as a result of recent improvements and incorporates a disabled toilet. A Sensory Garden with tactile path finders was created as part of the HLF restoration in close proximity to the Hall. These facilities and services are promoted on Pendle Council's website (www.pendle.gov.uk/parks).



Signage within the Park has improved significantly since the restoration programme was completed in 2007. Directional finger posts are located at main intersections and there are currently nine interpretation boards (a new one was put in near the former open air swimming pool in 2018) installed within the Park. These boards are at the following locations:

- Marsden Hall
- Marsden Hall Road/Hallam Road entrance
- Near to the play area off Walton Lane
- Next to the Wishing Gate
- Near to the Chapel Arch
- The marsh area
- On the occupation path near to the Woodland area
- Former Open Air Pool
- Blind Garden

Directional signage to the Park in the surrounding area are scarce with only one brown traffic sign (for tourist businesses) located at the junction of Leeds Road and Walton Lane to assist visitors who are not local. This is a joint sign depicting Marsden Park and Marsden Park Golf Course. As this was erected before the restoration of Marsden Park, there is no mention of the Hall.

A general parks leaflet has been produced containing information on all eleven parks across Pendle. As such, Marsden Park is included.

3.2.2 Healthy, Safe & Secure

The Borough of Pendle recognises the importance of ensuring that Marsden Park is a safe and secure site for staff, visitors and the local community as well as contributing to improving the health and well-being of Pendle and developing a better quality of life for its residents.

The Park offers free and accessible recreational provision to all sections of the community and can contribute to improving the health and well-being of local people and develop a better quality of life for its residents.

The park and nearby Ringstone Crescent form important green spaces for people that live in the locality. The good quality, hard surfaced paths encourage people to spend time walking in the park and surrounding area.

The Park has a number of informal grassed areas, e.g. below the children's play area, that are used for informal recreation such as ball games. The more formal aspects of the Park such as the upper pleasure garden areas, have a more contemplative feel about them, with benches strategically placed to promote and encourage the opportunity for solitude, tranquillity and relaxation.

The Council appreciate that users have different perceptions of their own health and safety, thus we work closely with the local community to address issues and fears.

Vandalism, anti-social behaviour and fear for personal safety are all identified as some of the most significant types of problems encountered in Parks whenever consultation is undertaken and is a trend synonymous with Marsden Park.

The main issues facing management derives from the local community and park users being afraid to use and/or access the Park during hours of darkness, e.g. evenings, winter months, etc. Past problems and experiences of anti-social behaviour can create a negative local perception and low sense of personal safety within the Park. There have been instances in the past, which continue, of young people drinking in the Park, usually in medium-large groups, which in turn leads to them creating litter (bottles, cans, etc.) and on the odd occasion causing damage.

A more recent cause for concern is the prevalence of drugs, either being sold close to, or taken, in Marsden Park. Drugs are not isolated to the Park and the issue is part of a more widespread drugs problem across the borough which has had a negative impact on some Parks.

The Council, the Friends Group and the Bowling Club continue to work with the Police and the Council's Anti-Social Behaviour Co-ordinator on general anti-social behaviour issues associated with the Park.

The Council's Environmental Crime Team (ECT) was established in 2010 to deal with all enforcement matters. The team is made up of three Environmental Crime Officers, plus one Dog Welfare Officer. All four staff members carry out regular patrols around Pendle's Parks and public land and have the powers to issue fixed penalty notices, or fines. 40% of their working time is dedicated to Green Space sites.

District Enforcement will also be working closely with the ECT during 2019 as they have been secured on a 12 month pilot project to provide presence mainly in town centre areas but will also spend some of their time at green space 'hot spot' sites where we have issues with dog fouling and control and litter.

We work closely with ECT and provide information to them on any 'hot spot' areas in relation to high levels of dog fouling, litter or anti-social behaviour at our sites. The ECT record any fixed penalties issued and prosecutions.

The Council employ a Dog Welfare Officer who deals with all instances of stray dogs within Parks.

All staff are uniformed and vehicles are sign-written to provide a highly visible presence.

Environmental Services manages a twenty-four hour emergency call out rota. This service can be obtained by ringing an out of hour's emergency number that is operated via a control room. This emergency number is displayed on the interpretation boards and will be put on any future marketing materials.

Pendle Council takes Health and Safety of all those affected by its operations very seriously. Litter operatives, the playground inspector, landscape maintenance staff and officers also report damage and anti-social behaviour. All incidents of damage are assessed and either made safe immediately, removed or programmed for repair depending on the severity of the risk that they present.

For any play facility defects (as a result of wear and tear or vandalism), the playground inspector will assess the defect and decide whether it is a minor or urgent defect. For all minor defects we aim to repair the defect in 48 hours of assessment. For urgent defects, we aim to repair defects within 24 hours.

All service activities are risk assessed by competent, qualified staff who works in the field of the task that is being carried out. The Council also has lone working policies in place, complete with a traceable monitoring system should a member of staff require assistance.

All staff are issued with the appropriate Personal Protective Equipment (PPE) for the tasks that they carry out as part of their day to day duties. In addition to this, staff are trained to use, inspect and maintain any tools and machinery that they require to complete their roles. All tasks are individually risk assessed and the assessments are freely available to staff. Both hard copies and electronic copies of all risk assessments are available at the main depot at Fleet Street. An example of the risk assessment template used can be seen in Appendix 5.

If anti-social behaviour is witnessed by Pendle Council staff or we are informed of ASB by the public, Friends Group, residents within the Park, etc. then we forward details on to the Council's Anti-Social Behaviour Co-ordinator who then liaises with the Police and the local PCSO's.

The local PCSO frequents the Park and the surrounding area on a regular basis.

The Council recognises the importance of having staff with a broad skills base. With this in mind, we encourage staff to undertake personal development through professional qualifications and vocational training in line with the sections needs and demands.

3.2.3 Well Maintained & Clean

The Council recognises that the quality of a visitors experience and increasing the levels of usage of a park or green space is greatly impacted upon by the standard of maintenance and cleanliness of the site. A well maintained site leads to an overall feeling that the site is cared for and encourages return visits by park users.

The Council has a dedicated Landscape Maintenance Section that carries out all of the regular landscape maintenance tasks throughout the parks in Pendle. Their work is guided by the Landscape Maintenance Work Programme which is a frequency based, single, all-purpose system. Details of the maintenance schedule for Marsden Park can be found in section 2.3 of this document.

Within the Park, there exist a number of features that require specialist attention from skilled people/contractors. Specialist materials to undertake any necessary maintenance/repairs are supplied from a specific person or contractor (for any new features developed as part of the HLF restoration, usually the contractor who carried out the work). In some cases, we will also need to appoint specialist consultants to carry out condition inspections and/or structural surveys of features to ensure that new and existing features within the Park do not fall in to disrepair and are health and safety compliant.

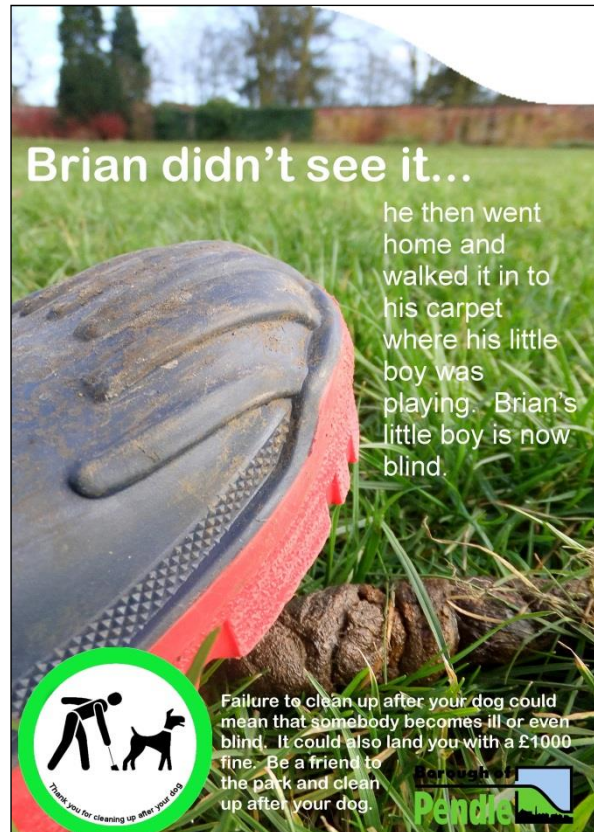
The elements within the Park which require specialist materials or skills for repairs are:

- Ornate Gates
- Ornate Railings
- All Stonework features
- Marsh Area (Water Management & Boardwalk Maintenance)
- Lighting
- Signage

The maintenance of built structures and the infrastructure of the Park are managed on an annual basis. Revenue budgets are in place to undertake any repairs and improvements as and when they occur. Work is generally reported through staff and Friends Group members to the relevant Officers, who then organise repairs either through



internal services or external contractors. This system works well with anything reported being repaired in a quick and efficient manner. In addition to this, the Bowling Club will make requests for repair and maintenance or report problems with the pavilion to the relevant officers/staff who would then action it. The Bowls pavilion is DDA compliant and continues to serve its purpose safely although in the last 2-3 years its condition has deteriorated rapidly. Subsequently, we would like to make significant improvements to the existing building and currently have bids in to the Council's Capital Programme for 2019/20. We appreciate that money is scarce but have intimated to senior management that if no work is forthcoming on the upgrade of the building that it will become unfit for purpose within the short-medium term.



Although the Park saw a substantial amount of investment through the Lottery in the mid 2000's, there are many examples within the Park where a lack of investment and maintenance for non-heritage eligible aspects of the built environment and infrastructure over a long period of time has had a negative impact on the aesthetic value of the Park. These include the Bowls Pavilion, the tennis courts above the play area and sections of the Park's perimeter railings that have been neglected and are now out of keeping with the rest of the Park and are in a state of poor repair.

The Hall is also in need of some investment in the short term due to issues with damp, lead being stolen from the roof, etc. The building is not used as much as it was 10 years ago due to re-locating staff to Fleet Street and Walton Lane Children's centre reducing its use. This brings problems of the building becoming isolated and the lack of presence on a daily basis attracts unwanted attention from undesirables.

Marsden Park is litter picked three times a week (156 times a year) by Waste Services. There are 16 litter bins and 12 dog waste bins in the Park.

Litter is removed from the site on completion of the employees round and is transported back to Fleet Street Depot to be disposed of at the end of the day.

There are currently no recycling bins available on site. Although the current system of litter collection works well, it does not allow for recycling. Therefore, consideration should be given to the replacement of some existing bins with recycling units.

The loss of the Park Keepers in April 2018 means that additional litter picking work that they carried out whilst doing regular patrols of the Park will not be forthcoming. In periods of heavy footfall, e.g. summer holidays, good weather, etc. in the Park, the

Park Keepers were asked to keep an eye on bins in the Park to ensure that these do not overflow and become unusable. Unfortunately, we do not have this service anymore so we regularly have occasions where we are faced with overflowing bins and litter on the floor nearby after a busy weekend, etc.

All equipment, tools, machinery and vehicles are regularly checked for safety. Hand Arm Vibration (HAV) monitors are used on all relevant machinery/equipment used. Individual operatives are responsible for regular checks and if faults occur reporting to their Supervisor or Line Manager.

3.2.4 Sustainability

The Council are working towards providing services and facilities that have minimal impact on the environment, are cost effective and provides for future generations. We are committed to tackling social, economic and environmental problems affecting Parks whilst implementing new initiatives to further enhance sustainability across all Parks. Any future Parks improvements will adopt the principle of not being pursued at the expense of the interests of future generations.

Although the use of pesticides and chemicals are contentious with most members of the public, it is necessary in most Parks to use them. Marsden Park is no different in that it does use these substances to control weeds although we are endeavouring to limit the use of them and where possible find non-chemical solutions.

The types of chemical that are used by the Council are as follows:

- **Herbicides** – Herbicides are used mainly for the control of weeds on hard surfaces and on sports surfaces such as bowling greens. Trained staff carry out regular checks on herbicide products and use chemicals that have a minimal risk to the environment or the operator.
- **Timber Preservatives** – The majority of timber preservatives used are pre-applied by the supplier as tanalith pressure treatment. Any additional timber preservatives tend to be water based and have a very low risk to the environment.
- **Other Chemicals** – Any other chemical is only used on the completion of a COSHH risk assessment and after every other method has been explored.

Pendle Borough Council has a policy in place whereby plants and bedding bought in from outside contractors use only peat-free compost.

The Council attempts to minimise waste at source, thus reducing the need for recycling and the use of landfill. Parks produce three main types of waste, these being litter, green waste and refuse and fly tipping. Waste generated by visitors to the Park is generally put in to the litter bins provided. The waste is wide and varied and often contains sharp objects and animal waste. As a result, this type of waste is not sorted due to the risk to the litter pickers and is disposed of via the municipal waste systems.

All our green waste from Marsden Park, e.g. tree clippings, grass cuttings, etc. are

recycled and placed in a variety of bays at Victoria Park Depot and are re-used as mulch on flower, rose and shrub beds throughout the year in all Parks. We also use bark chippings for woodland paths in some of our Parks (including Marsden).

Smaller waste from tree works is on occasion used to create valuable habitats for wildlife by the construction of habitat piles or to help alleviate instances of erosion by the use of dead hedging (this is in evidence in and around the marsh area).

Any instances of fly tipping and the abandonment of vehicles in Parks are reported to, and disposed of, by Environmental Services unless the waste is minimal or is green waste which is then dealt with by our own staff. The Environmental Crime Team will assist in investigating fly tipping instances.

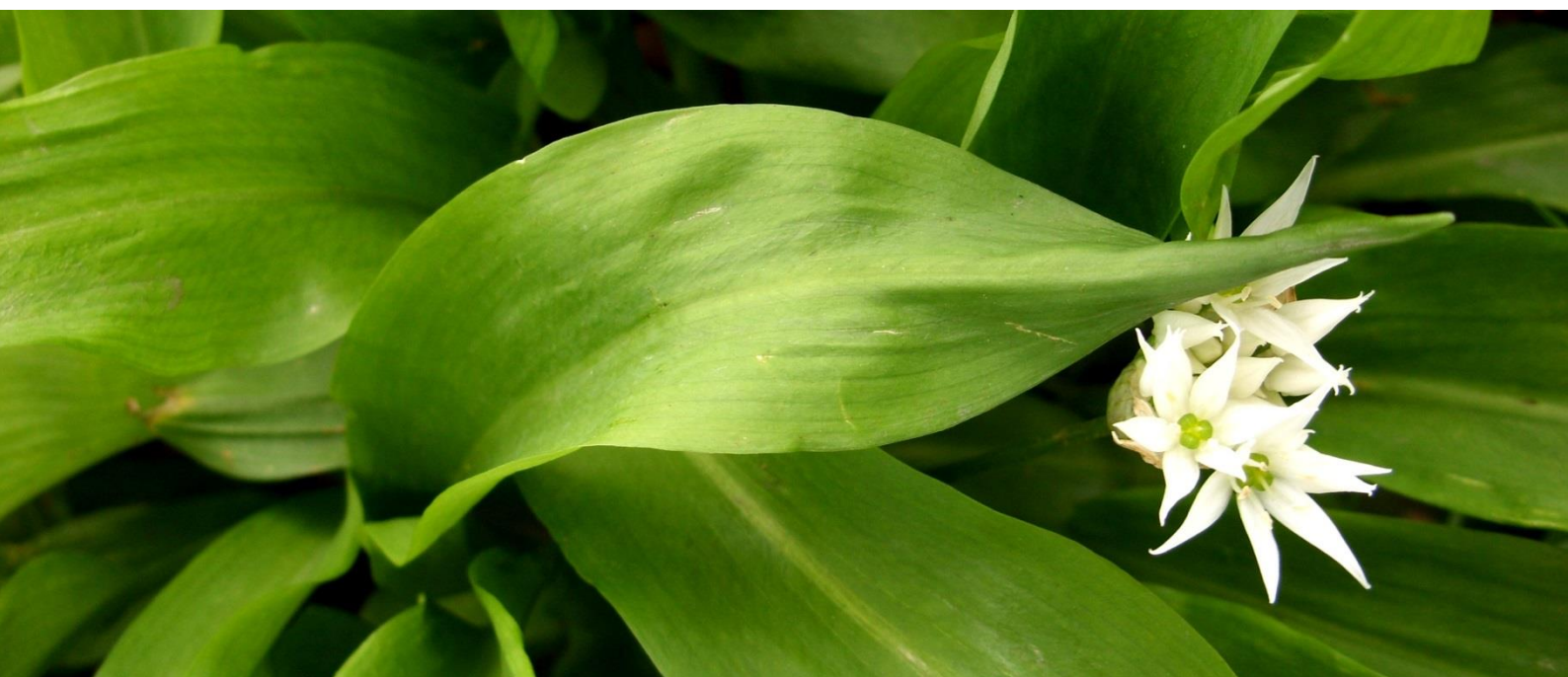
The Council supports the creation of low carbon communities and is striving to be more energy efficient. Subsequently, a Climate Change action plan has been developed by the authority.

Neighbourhood Services and Environmental Services have specific actions set out in the Council's action plan that we must deliver in relation to reducing carbon emissions, energy usage and adaptation. The main actions concentrate on cutting energy bills within buildings across our Parks and Outdoor Recreation sites. Marsden Bowls Pavilion and the Hall are included in the work we are doing around this.

3.2.5 Conservation & Heritage

Natural Features

The Council are seeking to maximise the environmental potential of Parks across Pendle, placing a greater emphasis on protecting and encouraging biodiversity and making sure appropriate management practices/regimes are implemented to allow



natural and semi-natural habitats to flourish.

Marsden Park was surveyed in October 2001 by the Lancashire Wildlife Trust. The main principles and recommendations from this Survey are referenced and incorporated within this Management Plan. A second survey was carried out by the Senior Park Keeper and volunteers during 2010/11. The report can be found in the appendix of this document.

It should be the intention to repeat this exercise in the near future but this may not occur until it has been transferred to Nelson Town Council.

The trees/woodland management in Marsden Park is currently managed on a reactive type basis. As a result of an Arboricultural Survey undertaken in March 2005, extensive works were carried out in accordance with recommendations made in the final report.

The report gave detailed arboricultural advice on existing trees and provided specific recommendations on necessary arboricultural work in relation to health and safety and future management.

Taking into account recommendations from the Arboriculture Survey, we implemented a tree thinning regime resulting in the removal of 240 trees. This had an immediate positive impact on the wildlife conservation value of the woodland areas, with increased structural diversity and natural regeneration of young trees and ground flora occurring.

Approximately 900 trees (consisting of whips and heavy standards) were planted.

The original survey was extremely comprehensive and provided us with a sound basis with which to develop future surveys and build upon tree management within the Park.

Since then, a decision was taken by the Risk Management Working Group to carry out a Quantified Tree Risk Assessment (QTRA) across all our parks in Pendle with the exception of Walverden Park.

The QTRA's were carried out by a local independent specialist in 2015/16 and work has been ongoing over the last of couple of years to implement the recommendations detailed. It is envisioned that the QTRA's and subsequent surveys will be carried out again in 2019/20.



The water features within Marsden Park were significantly improved through the restoration programme and a management schedule was put in place to ensure the marsh area and the upper pond did not fall in to a state of disrepair.

Unfortunately, due to loss of resources (financial and staff) the management and maintenance of the upper pond has not been followed through. As such, we commissioned Stillwater Management Consultants in 2016 to carry out an assessment of the upper pond in terms of its wildlife value and physical condition with a report produced to provide us with recommendations on how we can make improvements. We also did this for the lakes at Barrowford Park and Victoria Park. Due to there being capital monies available to pursue the recommendations in the Barrowford Park report, priority was given to this project. As such, we have not yet progressed any further in terms of improving the upper pond.

Signage has been erected warning park users of the dangers of going on the pond when it is frozen over and to inform people that no swimming or entering the water is allowed.

There is also an intention to upgrade/improve the marsh area boardwalk as there have been problems with users slipping during periods of wet and cold weather. The boardwalk is also suffering from rot in certain places which is causing problems in that it is very expensive to repair and a significant amount of expenditure is experience on an annual basis to ensure that this facility can remain open to the public.

Signage has been erected warning users of the dangers during the winter months but in the long term we need to look at the replacement of the wooden boardwalk with something more robust, less slippery and less maintenance intensive.

Landscape Features



The Park is situated on the north facing slope of the Calder Valley and is built either side of Hendon Brook, which provides a natural feature running through the entire length of the Park and feeds a small pond (Upper Pond) and the marsh area.

Marsden Park has many attractive features including extensive herbaceous borders, shrub beds and the more traditional flower beds.

The parkland was originally laid out as a private garden and grounds around Marsden Hall, former home of the Walton Family. It was purchased by Nelson Corporation in 1912 and opened to the public on June 12, 1912.

The Park has had the benefit of a Heritage Lottery grant, enabling the restoration of many of the original features including the landscaping and replanting of some of the herbaceous borders and shrub beds. The herbaceous borders provide habitat for a large number of insects, moths and butterflies, especially in the late summer months.

Although there has been a move away from more traditional bedding to herbaceous beds, we still have a few traditional flower beds in the Park. These are situated near to the Sensory Garden, in the Blind Garden and in the Lady's Garden area. These beds are only planted once a year now with traditional displays of summer bedding

plants. The bedding displays are designed by our own staff and are purchased by tender each year. After stripping the beds, all the old plants are composted and recycled.

The Park is split in to three main areas; the ornamental, the sports and play area and the more natural woodland area to the bottom end of the Park. The lawns and grassland areas of the park are mown on a regular basis according to the specification. All grass cuttings are recycled.

Buildings & Structures

The conservation and maintenance of historical character and heritage value features throughout the Park such as the Sundial, Wishing Gate, etc. are not included in the annual maintenance regime for the Park. It is recognised that these features need greater management through specialist management skills and maintenance procedures to ensure the quality of them is retained and the fabric of the Park does not suffer from future neglect but in recent years this has been more difficult to ensure as resources have become extremely stretched. This has resulted in historical features being somewhat neglected. Most of the features that make Marsden Park the historic park it is are currently still in an adequate condition but if no management/maintenance of these features is forthcoming over the next 5 years, we are concerned that they will fall in to a state of disrepair that will be very difficult to bring back.

There are also many non-heritage features where a lack of investment and maintenance over a long period of time has had a negative impact on the aesthetic value of the Park.

Facilities and features that need to be addressed include the Bowls Pavilion, railings around the perimeter of the Park, etc.

Since 2011/12, Capital monies have been significantly cut and we do not get funding for one off projects anymore. Subsequently, we have to rely solely on the productive use of revenue budgets (and external funding where applicable) for any repairs and for the purchase of new.

3.2.6 Community Involvement

The Council is proud of its connections with the local community. Management heavily involves the local community in the design and implementation of its improvements for all Parks across Pendle. Marsden Park is no exception to this and has an active Friends Group that is consulted with and gets involved in any key developments for the Park.

The Friends Group are still active although member numbers have reduced in recent years. A list of small scale conservation tasks has been put together for the Friends Group by the Council to work on over the upcoming year. They regularly hold conservation working days in the park where they work on the list of projects and any one is free to come along and help. They also assist in running annual Park events at Halloween, Christmas and Easter which are organised by Walton Lane Children's

Centre (Forest School).

Although we have a proactive Friends Group, more work needs to be forthcoming on encouraging people of all ages to become active members of the group and to develop schemes that are of more long term benefit to the improvement of the Park.

In view of the financial situation at this time, it is especially important that the Friends Group begin to take on more responsibility and explore a wider variety of funding in order to supplement funds being put in by the Council (and the Town Council).

The Chairperson of the Friends of Marsden Park is also a member of the Parks Forum. The Parks Forum are an 'umbrella' group consisting of representatives from each Friends Group who meet twice a year to discuss and assist with strategic and day to day issues that are affecting the Borough's Parks.

This Forum has become fairly diluted in recent years and meetings take place less regular. Due to the transfer of Parks, this group may cease to exist in its current capacity in the coming year although there is some talk of the Town and Parish Councils having something similar.

The Friends of Marsden Park are a constituted group with a small membership including local Councillors, local residents, park users, bowling club members, etc.

The Senior Park Keeper and Green Spaces Manager play a vital role as the points of contact between the Friends of Marsden Park and the Council. The Green Spaces Manager also works closely with the Bowling Club and the Forest School as well as other relevant Council Officers, such as the Anti-Social Behaviour Co-ordinator, and attends meetings on behalf of the Council to disseminate information on any initiatives/issues within the park and pick up information on any issues brought up by local people pertaining to



(c) Friends of Marsden Park



the park.

It is recognised by the Council that any key developments, short or long term, must involve the local and wider community and any interested parties. Without their involvement in the decision making processes, the chances of long term ownership and sustainability for Marsden Park would be significantly diminished. It is with this in mind that Officers ensure that the Friends Groups of all our parks are actively involved in the management planning process. The Green Spaces Manager and the Senior Park Keeper meet with the groups to specifically discuss the management plan and set the actions for the year ahead.

Marsden Park has an active Bowling Club who use the two bowling greens and pavilion from April through to October. Any issues relating to the Bowling greens and associated facilities are generally dealt with by the Council's Green Spaces Manager.

3.2.7 Marketing

The marketing and promotion of Parks has become an essential and necessary part of Parks management. With this in mind, it is imperative to present a positive image of the Parks services, facilities and events focussing on attracting new Parks users and retaining existing users through adopting a more co-ordinated and strategic approach to the marketing of Parks.

Marketing can allow the service area to achieve several key messages, these include:

- Promoting Council Services
- Promoting Council Facilities
- Education
- Attracting visitors
- Attracting economic regeneration
- Exploring tourism potentials

Currently, the Council employ a limited approach to marketing mainly due to a lack of resources; therefore it is important to ensure, through annual review, that existing resources are being used effectively.



The Park has three main entrance interpretation boards with two (Hallam Road entrance and the main Hall car park) having lockable notice boards that allows for the promotion of Park events, Friends meeting notifications, General Parks news, etc. as well as including literature from other local voluntary and community groups. There are an additional six interpretation boards in the Park (Marsh area, Open Air Pool, Chapel Arch, Blind Garden, Wishing Gate & Play Area). Details of locations can be found in the 'A Welcoming Place' section.

A general Parks leaflet has been produced containing information on all eleven parks across Pendle. As such Marsden Park is included.

Information on Marsden Park can be obtained from the Council's website at www.pendle.gov.uk/parks/marsden. This web page provides information on the history of the Park, facilities available, biodiversity in the Park, a site map, etc.

There are links from this page to 'Related downloads' which include Parks Bye-Laws, Management Plans, plans, etc.

In addition to this the Council have a [Facebook page](#) and [Twitter feed](#).

Whenever an event or community led initiative takes place in the park a press release is sent out to all local agencies.

Events are a direct way of marketing the Park to the local community through engaging with local residents, children, etc. They are an opportunity to give people a taste for the Park and the features contained within them with a view to gaining repeat visits from people who have previously not used the Park before.

Since attaining Green Flag Award status for the Park, we have marketed the fact that

we have attained a benchmark of quality to local users and visitors using the Park by positioning the flag at a location where it is seen by the highest number of people. We also incorporated the Green Flag logo in to the generic Parks information leaflet.

3.2.8 Management

This management plan will form the basis for the future management and development of Marsden Park that can be shared by staff at all levels and by the different park user groups.

A commitment was made by management and members, through the adoption of the Parks Strategy 2007 – 2017, that individual management plans be introduced and developed. It was recognised that Pendle had a wide variety of Parks in evidence and thus to enable flexibility and adapt Parks management and maintenance to tie in with a specific Parks needs and characteristics and the people it serves, individual management plans would be introduced as live working documents.

The Corporate Director has ultimate responsibility for managing both Environmental and Neighbourhoods Service Areas although day to day management of parks is the responsibility of a team of Senior Officers from across Neighbourhood and Environmental Services. The Council also work with, and have support from, our partners in developing parks. These partners include; the Police, the Community Safety Partnership, Parish/Town Councils, Area Committees, Schools, Pendle Leisure Trust, etc.

To be able to achieve targets and improve the Park, management have designated lead officers who will primarily be responsible for delivering specific actions in Section Four. This provides staff at all levels with a clear sense of direction and recognises particular expertise and specialists within the Section.

Management have developed methods of self-assessment (Green Flag Award) and a procedure to measure improvements and effectiveness in the overall management of Marsden Park. This is looked at in more detail in Section Five.

The Council are striving to manage and maintain Pendle's Parks to the best possible standards ensuring that money and resources being invested in Parks are being used in the most effective way possible, whilst simultaneously being proactive in seeking new ways of securing additional sources of funding to build on existing Council resources.

Ownership of the Park may change in the next couple of years and as such the current management and maintenance framework may change in time to something different and in line with what Nelson Town Council's aims/objectives are. The Town Council have intimated that if the Park was transferred, in the short term nothing much would change and that Pendle Council staff would be paid to keep the status quo in terms of management and maintenance. We would endeavour to work with

the Town Council to ensure that Marsden Park is kept to a good quality standard.

3.3 Aims & Objectives

The aim of this section of the management plan is to outline the Council's main objectives in relation to the development and improvement of Marsden Park. These objectives take in to consideration issues highlighted in Section 3 and provide future direction for management and partners in all aspects of parks services to fulfil our overall vision for the Park.

The action plan in Section Four, developed in accordance with the Green Flag Award's eight key criteria and in co-ordination with the Friends Group, will put forward a number of actions with a view to achieving the following objectives:

- Enhance and enrich the general quality of the Park;
- Ensure the Park is safe, accessible and encourages equality of opportunity;
- Encourage use of the Park by all sections of the community;
- Ensure the Park is managed in a cost effective and efficient manner;
- Create an attractive and welcoming Park that promotes a positive image of the local area and Pendle;
- Ensure the Park is well used, appreciated and instils local people with pride;
- Promote the value and raise the profile of the Park as a means of improving the Environmental, Recreational, Social and Economic benefits to the local area and population;
- Encourage and develop ownership and self-management of certain aspects of the Park by the local community;
- Promote and preserve the Park's local heritage;
- Ensure the Park is managed to maximise and enhance its biodiversity;
- Ensure sustainability in managing and developing the Park;
- Ensure the Park meets the needs and aspirations of the local community, now and in the future;
- A Park that provides learning opportunities for all ages and abilities;
- A Park that has a shared vision from all its stakeholders;
- A Park that promotes health and well-being and increases the quality of life of the local community.

4.0 How will we get there?

4.1 Action Plan

The following section relates to the action plan and how Pendle Council will address and respond to the weaknesses/gaps identified, issues raised and challenges facing the Park in accordance with the eight key criteria as set out by Keep Britain Tidy under the Green Flag Award.

The action plan is split in to two. The first action plan concentrates purely on the next 12 months and provides more detailed actions which management are seeking to deliver in the short term. These actions contain milestones and provide timescales for each milestone. This is to ensure that actions are progressed and hopefully completed within the prescribed deadline.

The main action plan is a continuation of the previous year's action plan and incorporates a mixture of short, medium, continuous and long term actions. Although the actions contained within this document do not have milestones and are not as detailed as the 12 month action plan it does not mean that they are less of a priority and will not be progressed in the short term. The 12 month plan identifies both priority actions and also actions that may be easily achievable due to them having no resource implications, etc.

For both action plans, the tables identify whether actions are of a high, medium or low priority, resource implications, who is responsible for overseeing the action and partners involved.

- Short term actions = 1-2 years
- Medium term actions = 2-5 years
- Long term actions = 5-10 years
- Continuous actions = throughout the 10 year life span

From October this document, specifically its action plan, will be reviewed. During the period of October to January, a process of review will ensue which will include the gathering of information from various sources. Information will be derived from:

- Green Flag Award feedback (Mystery Shop and Formal Judging)
- Local Community Group feedback
- Pendle Council Officers

The results of these exercises and the review of the action plans will then determine the points of action for the following year taking in to account staff levels, budgetary constraints and other commitments.

The monitoring and review process for the Management Plan is discussed in more detail in Section Five.

Action Number: 1/7	Project Title:	Upper Pond Improvements				
Project Description:	Investigate the cost of carrying out improvement works to upper pond based on consultant's report from 2016.					
Priority:	Key Officer(s):	Partners:	Project Milestones			
Low	Green Spaces Manager; Senior Park Keeper	Friends of Marsden Park, Environment Agency (EA)	Number	Due Date	Milestone Description	Completion Date
Project Completion Date:			1	31/01/2020	Obtain quotes from three contractors for recommended work	
31/01/2020			2	31/01/2020	Liaise with EA on way forward and any possible funding	
Project Outcomes: Improved perception of a well-maintained park; Improved health and safety.						
Green Flag Criteria:	Healthy, Safe & Secure; Conservation					
Additional Information:	During 2016 an independent contractor was engaged to survey the ponds of Marsden, Barrowford and Victoria Parks. The results of which informed a report on the current state of the pond and recommendations to improve it.					

Action Number: 2/7	Project Title:	Picnic Tables				
Project Description:	Install new picnic tables in the former open air pool area. Investigate whether fencing that splits the large grassed area could be removed.					
Priority:	Key Officer(s):	Partners:	Project Milestones			
Medium	Senior Park Keeper	Friends of Marsden Park	Number	Due Date	Milestone Description	Completion Date
Project Completion Date: 31/3/2017			1	31/1/2017	Complete artwork for the board	12/2017
			2	31/3/2017	Manufacture and install board	
Finances: Existing budgets						
Project Outcomes: Interpretation for this park feature						
Green Flag Criteria:	Heritage and Conservation; Marketing					
Additional Information:						

Action Number: 3/7	Project Title:	Bowls Pavilion Improvements				
Project Description:	Carry out improvement works to the bowls pavilion					
Priority:	Key Officer(s):	Partners:	Project Milestones			
High	Green Spaces Manager	Friends of Marsden Park; Marsden Park Bowling Club & Liberata Property Services	Number	Due Date	Milestone Description	Completion Date
Project Completion Date:			1	31/03/2019	Engage Liberata to carry out assessment of work and obtain new quotations.	
31/01/2020			2	31/12/2019	Secure relevant funding	
			3	31/01/2020	Carry out works	
Finances: Existing budgets, External funding						
Project Outcomes: Improved perception of a well-maintained park						
Green Flag Criteria: Well Maintained & Clean						
Additional Information:						

Action Number: 4/7	Project Title:	Lighting				
Project Description:	Investigate the repair and restoration of the lighting on Occupation Path.					
Priority:	Key Officer(s):	Partners:	Project Milestones			
Medium	Green Spaces Manager, Senior Park Keeper	Friends of Marsden Park	Number	Due Date	Milestone Description	Completion Date
Project Completion Date:			1	30/06/2019	Obtain options and quotations from contractors	
31/01/2020			2	31/01/2020	Secure necessary funding	
Finances: Existing budgets, external funding						
Project Outcomes: Improved perception of a well-maintained park; Improved health and safety.						
Green Flag Criteria:	Healthy, Safe & Secure; Well Maintained and clean					
Additional Information:						

Action Number: 5/7	Project Title:	Public Space Protection Orders				
Project Description:	Implement the Public Space Protection Order for Marsden Park. Update all interpretation boards to include details of PSPO's.					
Priority:	Key Officer(s):	Partners:	Project Milestones			
High	Green Spaces Manager	Friends of Marsden Park	Number	Due Date	Milestone Description	Completion Date
Project Completion Date: 01/04/2019			1	01/04/2019	Implement PSPO	
			2	01/04/2019	Promote introduction of PSPO and install new signage	
Finances: Existing budgets						
Project Outcomes: Improved community safety and involvement.						
Green Flag Criteria:	Healthy, Safe & Secure					
Additional Information:						

Action Number: 6/7	Project Title:	Small scale projects – Conservation work days				
Project Description:	Friends Group undertake small scale tasks (as developed in co-ordination with PBC) in the park as part of regular conservation work days.					
Priority:	Key Officer(s):	Partners:	Project Milestones			
Low	Green Spaces Manager, Senior Park Keeper	Friends of Marsden Park	Number	Due Date	Milestone Description	Completion Date
Project Completion Date:			1	31/01/2020	Undertake small scale tasks as part of volunteer work days	
31/01/2020						
Finances: Existing budgets						
Project Outcomes: Improved opportunities for volunteers						
Green Flag Criteria:	Community involvement					
Additional Information:	PBC will provide any necessary support if needed in terms of providing tools, promotion, etc.					

Action Number: 7/7	Project Title:	Marsden Hall Building Repairs				
Project Description:	Carry out necessary building repairs to ensure the fabric of the Hall is maintained and does not fall in to disrepair, e.g. damp, roof work (missing lead), etc.					
Priority:	Key Officer(s):	Partners:	Project Milestones			
High	Green Spaces Manager	Friends of Marsden Park; Liberata Property Services	Number	Due Date	Milestone Description	Completion Date
Project Completion Date:			1	31/03/2019	Engage Liberata to carry out assessment of work and obtain new quotations.	
31/01/2020			2	31/12/2019	Secure relevant funding	
			3	31/01/2020	Carry out works	
Finances: Existing budgets, External funding						
Project Outcomes: Improved perception of a well-maintained park						
Green Flag Criteria: Well Maintained & Clean						
Additional Information:						

Action	Green Flag Criteria	Priority	Time Scale	Finances/Resources	Key Officer(s)	Partners
Work in partnership with appropriate agencies to combat youth nuisance, e.g. Community Safety Team, local Police, etc.	Healthy, Safe & Secure	Medium	Continuous	Staff time	Senior Park Keeper	Friends of Marsden Park, Community Safety Team, local Police
Refurbish tennis courts above the play area including carrying out necessary repairs to the tennis court boundary fencing.	Healthy, Safe & Secure, Well Maintained & Clean	Low	Medium	External funding	Green Spaces Manager	
Continue to work in co-ordination with the Council's Environmental Crime Team to alleviate the problems of litter, dog fouling and dog control in the Park.	Well Maintained & Clean	High	Continuous	Staff time	Senior Park Keeper, Senior Parks Officer	PBC Environmental Crime Team

Re-asses the satisfaction survey process with a view to implementing a new approach.	Management	Medium	Short	Staff time/Existing budgets	Green Spaces Manager	Friends of Marsden Park, PBC Communications Team
Work with key agencies to establish best practice.	Management	Low	Continuous	Staff time	Green Spaces Manager	
Work in partnership with the Friends Group in getting them to secure external funding which will enable them to carry out small scale projects in the Park.	Community Involvement	High	Continuous	External Funding/Staff time	Green Spaces Manager, Senior Park Keeper	Friends of Marsden Park
Encourage external groups and organisations to hold events/activities in the Park	Marketing	Low	Continuous	Staff time	Green Spaces Manager	Friends of Marsden Park

5.0 How will we know when we get there?

5.1 Monitoring & Review Plan

The Green Spaces Manager will ultimately be responsible for monitoring the progress of the Management Plan and its subsequent action plan. Monitoring performance of the annual management and maintenance programmes will be undertaken in-house by relevant Officers. Officers will track progress and check that all components of the Park are being managed and maintained as intended.

This will subsequently feed in to the annual Service Planning process. Green Flag Award progress will also be discussed at the Friends Group's meetings and at the Parks Forum. All these meetings are aimed at promoting continued involvement and ownership from key users and to ensure the proposed actions are being delivered in line with the timescales outlined in the action plan.

The desired cycle is to PLAN – OPERATE – MONITOR – REVIEW – PLAN.

From October, this document, specifically its action plan, will be reviewed. During the period of October to January, a process of review will ensue which will include the gathering of information from various sources. Information will be derived from:

- Green Flag Award feedback (desk & field assessments)
- Local Community Group feedback (Friends Groups, Parks Forum, etc.)
- Performance Management & Quality tools (Performance Indicators, Green Flag Award)
- Neighbourhoods & Environmental Services Officers (Green Flag Working Group (Departmental Management Team Meeting feedback))

The information gathered will be collated to produce an annual report that will allow us to analyse the work we have carried out over the last twelve months and what we need to do to improve in the forthcoming year.

The results of this exercise and the review of the action plan will then determine the points of action for the following year taking in to account staff levels, budgetary constraints and other commitments.

5.2 Measuring Performance & Quality

To measure how well we are performing and provide the public with evidence that management are maintaining levels of quality and the Park is developing and improving on a continual basis, the following performance management tools will be used.

5.2.1 Green Flag Award Status

The Green Flag Award standard recognises the quality of individual sites and is generally recognised as the national standard for Parks and Green Spaces. To gain a Green Flag Award involves satisfying a rigorous and wide variety of criteria and Councils are strongly recommended to manage Parks in accordance with the standard.

The securing of a Green Flag Award for Marsden Park and the subsequent maintenance of Green Flag status is used as an annual independent external review mechanism for measuring performance management and the general quality of the Park. As part of the annual Green Flag assessment undertaken by Keep Britain Tidy, independent judges carry out desk and field research which involves scrutiny of the Park's Management Plan and assessment of the Park, against a set list of eight criteria, to obtain a combined final score.

Through successfully achieving a score sufficient enough to gain and then sustain Green Flag status for Marsden Park in the future, we are ensuring that sound management and maintenance practices are evident and continuous improvement is promoted in all aspects of the Park. We also utilise the scoring system to establish a baseline figure for the Park against which future progress can be measured annually.

5.2.2 Performance Indicators

We do not have any park specific local performance indicators at the present time. Performance indicators (PI's) and service statistics for Parks & Recreation tend to be a broad brush set of indicators that measure general aspects of service delivery as opposed to indicators specifically centred around individual parks, e.g. playgrounds

We will continue to look at the development of relevant and worthwhile PI's for all our parks in the future.

Appendix 1 - Current Stakeholders

[The Friends of Marsden Park](#)

Joint Acting Chairs: Helen Holmes/Karen Haworth

[Pendle Parks Forum](#)

Chair: David Smith

Marsden Park Bowling Club

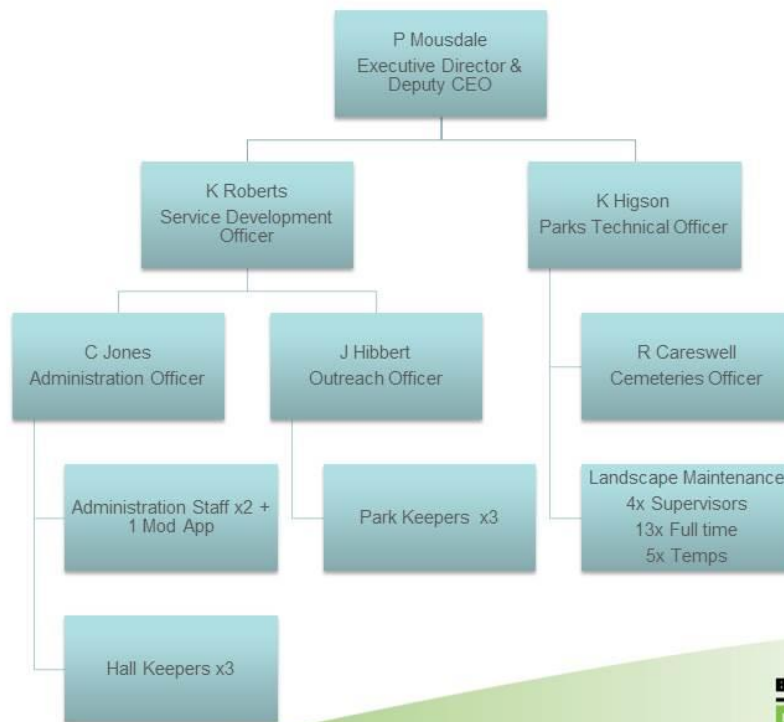
President: Eddie Wilkinson

[Walton Lane Nursery - Marsden Park Forest School](#)

Contact: Karen Haworth

Appendix 2

Parks & Recreation Organisation Chart



Appendix 3 - Press Releases

- [Mayors' Tour of the Parks - Lancashire Telegraph, 15th August 2014](#)
- [Green Flag Awards Announcement - Lancashire Telegraph, 28th July 2014](#)
- [Summer Event - Lancashire Telegraph, 12th June 2014](#)
- [Tree Felling - Lancashire Telegraph, 12th February 2014](#)
- [Volunteer Day - Lancashire Telegraph, 17th September 2013](#)

Appendix 4 - Recent Developments

Action Number: 1/13	Project Title:	Big Bug Day				
Project Description:	In co-ordinations with the Friends Group, deliver the Big Bug Day event during 2013					
Priority:	Key Officer(s):	Partners:	Project Milestones			
Medium	Outreach Officer	Friends of Marsden Park, Forest School	Number	Due Date	Milestone Description	Completion Date
Project Completion Date: 30/09/2013			1	30/09/2013	Secure appropriate budgets to run event	
			2	30/09/2013	Organise events	
			3	30/09/2013	Deliver events	
Finances: Existing budgets, Friends Group budgets, staff time, volunteer time.						
Project Outcomes: To provide the local community with conservation/wildlife events; attract visitors to the park.						
Green Flag Criteria:	Conservation & Heritage; Community Involvement; Marketing					
Additional Information:	Big Bug Day has become a regular event in the park. It is now organised with the Friends group and the Forest School. The Park Keeper offer technical support at the event.					

Appendix 5 - Risk Assessments



MANAGEMENT OF HEALTH AND SAFETY AT WORK REGULATIONS 1999

RISK ASSESSMENT

SERVICE AREA:	Environmental and Recreation Services - Parks
REFERENCE NUMBER:	
OVERALL RISK RATING:	LOW
SUBJECT OF ASSESSMENT:	<u>GRASS CUTTING</u>
Tasks involved:	Grass Cutting by Ride-On-Mower Pedestrian Cylinder Mower Pedestrian Rotary Mower Strimming
LOCATION:	Various
<u>COMMON</u> HAZARD(S):	Manual Handling Injury to Eyes, Limbs and Body Discharged Materials
<u>SPECIFIC</u> HAZARD(S):	
Grass Cutting by Ride-On-Mower:	Rotating Blades Sliding on bankings Risk of vehicle overturning
Pedestrian Cylinder Mower:	Rotating Blades
Pedestrian Rotary Mower:	Rotating Blades
Strimming:	Rotating Cord

INDIVIDUAL(S) AT RISK:	The individual(s) undertaking the task and others within the immediate area.	
COMMON CONTROL MEASURES IN PLACE:	1. Adequate information, instruction and training. 2. Suitable PPE distributed and worn. 3. HAVs Test undertaken. 4. Induction by Supervisors and/or Supplier.	
SPECIFIC CONTROL MEASURES IN PLACE: Grass Cutting by Ride-On-Mower:	1. Full Driving Licence Required.	
FURTHER CONTROLS NECESSARY:	None identified at present	
SOURCE OF REFERENCE:	Safe working practices S/4/0A HSE codes of practice S/4/0m Source of reference doc 2 S/04/K Operators manual low box 1, 2 and 4 HAVS 2014	
ASSESSMENT UNDERTAKEN BY:	<u>NAME</u>	<u>SIGNED</u>
RISK ASSESSOR	M PAYNE	
NOMINATED OFFICER	K HIGSON	
OPERATIVE	Various	
ASSESSMENT UNDERTAKEN (DATE)	Apr 2014	
ASSESSMENT REVIEW (DATE)	Apr 2015	

Appendix 6 - Parks Communication Plan

Parks communications activity planned 2014/15

Objectives:

To communicate Pendle Council's investment in parks and green spaces

To encourage Pendle residents and visitors to the area to get out in the borough's parks and support outdoor events

To promote the Friends of Parks groups as a volunteering opportunity

To encourage people to get involved in regular volunteer days in Pendle's parks

Audiences:

All residents of Pendle

Residents of neighbouring areas who may wish to visit parks outside of their own boroughs

Unemployed people who can gain skills for work whilst enjoying outdoor activity through the Friends of Parks groups

Active retired people who have time to contribute to the Friends of Parks groups

Families who can get involved in or even help out with Friends activities

Community groups

Council, Liberator and Pendle Leisure staff

Activity	Dates	Communications tools	Notes
Green Flag Awards judging	May/June	Blog post Media opp?	Highlight the amount of work that goes into an application and the involvement of the Friends of Parks groups
Walverden Park sparrowhawk sculpture replaced	Late May / early June 2014	Media opportunity Social media with photo(s) Blog post	
Promotion of tennis courts in Pendle's parks, linked to Wimbledon	June	Social media with photo(s) Blog post with photo(s) News release	Highlight steel tennis nets in Alkincoats & Heyhead parks
New steel tennis 'nets' in Alkincoats & Heyhead Parks	June 2014 LINK TO WIMBLEDON?	News release & media opp Social media Blog post	
New synthetic cricket wicket on Swinden playing fields	Mid June	Media opp Blog post Social media	Money from Nelson Area Committee Replaces a damaged wicket
Opening of Steven Burke Sports Hub at Swinden playing fields	Late June	News release & media opp Invite regional TV Social media Radio interviews Blog post Council staff intranet news	

Wildflowers blooming in parks	July	Parks blog Media opp Social media	
Promotions linking to Love Parks Week	25 July - 3 August 2014	Website carousel Social media Blog post News release? Any events? Link to Green Flag Awards announcement?	Run by Keep Britain Tidy, Love Parks Week is the biggest and best celebration of green spaces. Encouraging people to get out into their local parks and linking to our Green Flag Awards results
Green Flag Awards announcement	July	News release & media opp Social media with photo(s) Blog post with photo(s) Council staff intranet news	We've applied for eight Green Flag Awards this year
Promote becoming a Friend using the theme of Volunteers <i>Make a Difference Day</i> , including calling for new Friends for the parks that don't currently have Friends groups	October 2014	Website carousel Social media Blog post Council staff intranet news	
Tree management work in Nelson's Walverden Park	Late 2014	News release Social media Blog post	
New year, new you – become a Friend of your local park	December 2014 / January 2015	Website carousel item from late December to late January 2015 Radio? Social media Blog post Council staff intranet news	
Valentine's Day – show your love for your local park	14 February 2015	Social media with photo(s) Blog post	Encourage people to share their love for their local park

East Lancashire Playing Pitch Strategy	???	News release Blog post	Kieron working on with Burnley, Rossendale & Ribble Valley Football, cricket, rugby & tennis About quality of pitches and protecting their future
Future use of former bowling green at Alkincoats – outdoor gym equipment	???	News release & media opp Blog post Social media	Responding to issue of anti-social behaviour
Volunteer days and other events/opportunities to get involved with Friends groups or get out in your local park	Ongoing	Website events calendar Emails to key local media Media opps Social media – before & after the events Blog posts 2BR What's On listings Council staff intranet news/MOTD emails	Check with Julie first as dates may change
Pendle parkrun	Ongoing	Social media (using Pendle Council profiles to share updates from the Pendle parkrun profiles as well as creating our own) Blog posts Northern Life family mag feature, summer 2014 News releases/media opps at milestones/when newsworthy angles are identified Council staff intranet news	
Human interest stories – to be identified	Ongoing, as identified	As appropriate to each story	

		identified	
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Plan author C Tulloch, May 2014

Approved by: KR, LJ May 2014



اگر آپ یہ معلومات کسی ایسی شکل میں چاہتے ہیں، جو کہ
آپ کے لئے زیادہ مفید ہو تو برائے مہربانی ہمیں ٹیلیفون کریں۔

**If you would like this information in a way
which is better for you, please telephone
us.**