



# Croydon Destination Parks Masterplanning Park Hill Recreation Ground

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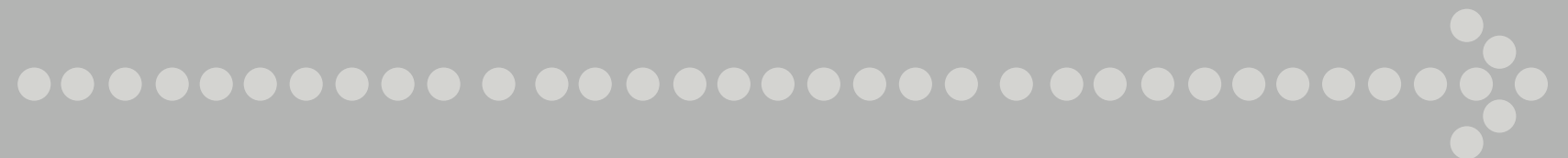
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# \\ Introduction

Tyréns UK has been appointed to prepare masterplans for six parks in the London Borough of Croydon as part of the strategic Croydon Destination Parks Masterplanning study. These are Ashburton Park, Park Hill Recreation Ground, Lloyd Park, South Norwood Lake and Grounds, Norbury Park and Happy Valley.

## 1. The Context for Croydon's Parks

Croydon is a borough of great diversity and contrasts; its residents speak over 100 different languages, 45% of the population is from a black or minority ethnic background, 25% is under 20 years old, and the population over the age of 65 is growing. The London Borough of Croydon is also in the midst of an exciting transformation, with new investments in retail, housing, education and the public realm rapidly reshaping the character and spirit of the borough.

In 2017, planned and upcoming developments such as a new Westfield shopping centre on North End, Berkeley Homes on Saffron Square and Fairfield Halls on Park Lane are attracting new residents to the borough and updating the retail, cultural and employment opportunities.

Despite a growing sense of opportunity and optimism, the London Borough of Croydon also faces social and economic inequality, with a greater concentration in deprivation levels to the north of the borough. This is further reflected in the provision of parks, with over 50% of the borough's residential areas rated as deficient in all forms of open space.

Within this context, Croydon's parks have been set the challenge to deliver positive health, leisure and environmental outcomes for the borough's growing population. Croydon is home to 127 parks and open spaces covering 1,000 hectares, but, at the time of writing, the Council faces financial pressure and a reduction in public subsidies for parks and open spaces. This has resulted in difficulties keeping a high standard of management and maintenance across the borough's parks, as well as a desire to establish new and more sustainable delivery models for services. The borough's vision is to ensure that the quality and accessibility of these assets is maintained for future generations and that the parks continue to play crucial roles in improving the health and well-being of their users.

## 2. Project Purpose and Outcomes

In January 2017, Tyréns UK was commissioned by Croydon Council to undertake the Croydon Destination Parks Masterplanning project. The project was commissioned as part of the 'Ambitious for Croydon' policy programme under the sponsorship of Councillor Timothy Godfrey, managed by the Council's Active Lifestyles team. The project will complement studies already undertaken by the council aimed at securing the long-term future of Croydon's parks. The study also integrates findings from the Croydon Talks Parks public consultation carried out in 2016.

The six parks selected by the council for the project are: Ashburton Park, Park Hill Recreation Ground, Lloyd Park, South Norwood Lake and Grounds, Norbury Park and Happy Valley, reflecting the different typologies of parks found throughout the borough.

The purpose of this study is to prepare a framework to guide future strategic decision-making around the planning and funding of park regeneration in Croydon. The project will deliver a baseline survey and masterplan for each of the parks, in addition to outlining ideas around new partnerships, ideas, solutions and models.

The project's objectives are to:

- Provide an exciting and attractive cultural and leisure offer
- Strengthen community involvement in the management of the parks
- Improve health and well-being outcomes
- Study and propose sustainable service delivery models
- Address environmental sustainability and biodiversity

## 3. Project Structure

The project has been structured as two work streams:

### Work Stream 1 - Baseline Information Review and Destination Parks Masterplanning

- Stage 1 - Understanding the Sites and Context
- Stage 2 - Framing the Key Issues and Project Vision
- Stage 3 - Preparation of Parks Masterplans

### Work Stream 2 - Consultation and Engagement

- Stage 1 - Structured Stakeholder and Group Interviews
- Stage 2 - Stakeholder Workshops. The parks have been divided into two clusters (North/Central, or Urban Parks, and Happy Valley)
- Stage 3 - Events and Design-Based Engagement on Masterplans

Supplementary community engagement was carried out at Ashburton Park.

## 4. Objectives and Role of this Report

This report is one of a sequence of six reports providing a final summary of the masterplan proposals prepared as part of the Croydon Destination Parks Masterplanning project. This report is the final masterplanning report for Park Hill Recreation Ground (park 2 of 6).

The report sets out a baseline context, vision and masterplan proposal for Park Hill Recreation Ground, along with funding and maintenance strategies to support implementation of these changes and help to sustain the park in the future. The report also compiles findings from ongoing community engagement. The current design for Park Hill Recreation Ground is the result of a collaborative process with Croydon Council, citizens, stakeholders and neighbour groups.

## 5. Project Deliverables

The following reports have been prepared as part of Croydon Destination Parks Masterplanning project documentation:

### Work Stream 1

- Destination Parks Masterplanning - Baseline Summary Report
- Parks Funding Strategy Paper
- Parks Masterplanning Reports (prepared for each park)
- Croydon Destination Parks Sustainability and Wellness Framework

### Work Stream 2

- Stakeholder Engagement and Consultation Programme
- Interview Stage Engagement Summary Report
- Stakeholders Workshops Consultation Summary Report (for each cluster)
- Events and Design Based Consultation Summary Report (for each park)

## 6. Project Programme

The early stages of the project - March to May 2017 - were dedicated to understanding the context of the parks. During this period, structured stakeholder interviews were carried out by the consultation team. From April to July 2017 two stakeholder workshops were held. The results of these workshops allowed the team to prepare a vision for each park. Once a strategic vision for each park was established, events and design-based engagement was carried out on site. The schedule for the preparation of masterplans is as follows:

- May - August 2017: Ashburton Masterplan Preparation
- July - August 2017: Park Hill Recreation Ground Masterplan Preparation
- August - September 2017: Lloyd Park Masterplan Preparation
- September - October 2017: South Norwood Lake Masterplan Preparation
- October - November 2017: Norbury Park Masterplan Preparation
- November - December 2017: Happy Valley Masterplan Preparation

## 7. The Tyréns Approach

Tyréns is a leading multi-disciplinary design consultancy specialising in masterplanning, transportation and project management, community regeneration, landscape architecture.

Disciplines required for the project include landscape architecture, urban design, management consultancy and community capacity building. Working with the council's team, Tyréns' approach centres around people; their needs, their habits and their visions inform the design. The goal is to encourage healthy lifestyles and enhance cultural spaces whilst protecting the local ecology and rich urban heritage.

# //Executive Summary

## A substantial body of data has been collated, reviewed and interpreted to set the vision for the Park Hill Recreation Ground Masterplan.

The masterplan report is set out in the following sections and chapters:

### Chapter 1 - Park Analysis

The first part of the report presents a comprehensive review of the physical, geographical, political, social and environmental context of Park Hill Recreation Ground, summarising the key issues and opportunities.

#### // Mapping Progression

A historical summary and mapping exercise reviews the evolution of the park. Formerly part of a deer park for the Archbishops of Canterbury, it was later used for agriculture and horse racing before finally being purchased for public use in 1887. It hosts several assets of its rich history including the water tower, Coombe Cliff, a walled garden and a 1930s wooden shelter.

#### // Field Survey

The team studied the park on a physical, observational, programmatic, environmental and neighbourhood-wide basis. Key findings include:

- Park Hill is located close to Croydon town centre. It is highly accessible by bus, tram and car, and has a strong urban centre feeling.
- The park has a local catchment area and is used mainly to walk dogs, enjoy the setting and play sports.
- The park already provides a wide range of facilities and programming such as sport and play facilities, food and beverages, and community activities, although these could be improved with further development.
- Park Hill is currently experiencing maintenance issues, with sport facilities not meeting current standards or worn down, outdated children's playgrounds and run-down infrastructure.
- It features numerous mature and specimen trees and wildlife habitats, but its ecological value could be enhanced.

The Opportunities and Constraints analysis of the park shows that:

- Park Hill features a number of historical and landscape assets that could be further promoted.
- The prime location of the park, close to the town centre, creates an opportunity to attract more visitors, develop new activities and benefit from funding from surrounding developments.
- The park would benefit from further biodiversity and ecology measures.

#### // Park Management and Operation Context

This section describes the landscape and conservation designation of Park Hill Recreation Ground and the local strategies impacting its development. It also describes current stakeholder and community involvement in the park's operations and summarises the existing covenants impacting its management.

### Chapter 2 - Concept Masterplan

#### // Vision and Explanation

This section sets out the vision and design intent that could shape the sustainable and active future for the park:

- An urban and active park: Park Hill should aim to better serve the needs of the surrounding community.
- People, community and activation strategy: key features and infrastructure (playground, sport facilities, water tower, shelter) within the park need to be refurbished. New elements and activities including an outdoor gym, events, community hub and café could be created to cater for all users.
- History, local character and special features strategy: the uniqueness and legibility of the park could be enhanced by building upon existing assets and by creating new features.
- Sustainability strategy: the creation of a rain garden and the appropriate management of the woodland and green corridor along the railway line would create new habitats, protect existing species and address the current drainage issue.

#### // Masterplan Concept

In this section, the masterplan concept is detailed and its key elements further explained:

- Prominent entrance area with café, toilets and cycle racks
- Open space / lawn dedicated to events
- Restored rose garden
- New walking and cycle route
- Rain garden
- Expanded and enhanced play area
- Outdoor fitness equipment
- Restored shelter and old depot into community hub
- Improved walled garden
- Restored water tower
- Refurbishment of sports area and creation of a multi-use games area (MUGA)
- Restored Victorian gardens
- Woodland and western edge of the park managed for biodiversity
- Improved pedestrian access at southern edge of the park
- Refurbished toilets

#### // Access and Information Recommendations

The first part of this section details the access strategy for Park Hill, which currently lacks visibility and accessibility from its immediate surroundings. The access strategy could re-establish the role of the entry point on Barclay Road as the main and prominent entrance. The southern entrance off Coombe Road would benefit from increased visibility and light levels, and within the park, the network of paths will be refurbished.

The second part of this section details the information and signage strategy for Park Hill. Materials could encompass historical and ecological subjects.

### Chapter 3 - Funding Strategy

#### // Capital and Revenue Funding Opportunities

This section summarises the different funding models that could be applicable to Croydon's Parks, covering both capital and revenue programmes. The specific sources of funding are presented under six funding models: Council Funding, Property, Grants and Fundraising, Partnerships, Levies and taxation, Endowment.

#### // Capital Funding Strategy for Park Hill Recreation Ground

This section considers the financial implications of any masterplan concept and ideas proposed to Park Hill Recreation Ground. It details the capital needed, the revenue that could be generated, the operation and maintenance implications and the funding opportunities linked to those propositions.

#### // Income Generating Activities at Park Hill Recreation Ground

This section considers opportunities to generate additional net income for Park Hill Recreation Ground: new café, temporary ice cream / snack van concession(s), licenses for commercial users of the park, third party events hire, advertising billboard.

### Chapter 4 - Equalities Impact Assessment

This section identifies potential positive and / or negative impacts of the masterplan strategy on different groups according to the following protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

### Chapter 5 - Engagement Summary

#### // Proposed Engagement Strategy

The Tyréns team used three different engagement methods: interviews, workshops and events.

#### // Stage 1 - Interviews

During this stage, face-to-face interviews were held with cabinet members, councillors, council officers and key stakeholders. A thorough review of the baseline engagement data was also conducted.

#### // Stage 2 - Stakeholders Workshop

The purpose was to bring together the project team and London-wide and local stakeholders to discuss early ideas for the parks.

#### // Events and design based community engagement

The purpose of this survey was to gauge community support on a range of proposals to improve and manage Park Hill in the long term. It was found that proposals for sport, play and biodiversity were widely supported. Controversial items include paid-for sport, the location of the existing refreshment kiosk, the location of the existing toilets and the creation of a new café off Barclay Road.





## CHAPTER 1 - PARK ANALYSIS







# Introduction

## Park Hill

# 1.1

## 1.1 Introduction

Park Hill Recreation Ground is a 6.07 hectare park located in the Fairfield Ward of Croydon and within Croydon Centre.

It is bounded on the west by railway lines, on the north by a large main street (Fairfield Road and Barclay Road), on the east by the back gardens of houses on Stanhope Road, and on the south by Coombe Road.



Figure 1.1.1 Location of Park Hill Recreation Ground within Croydon

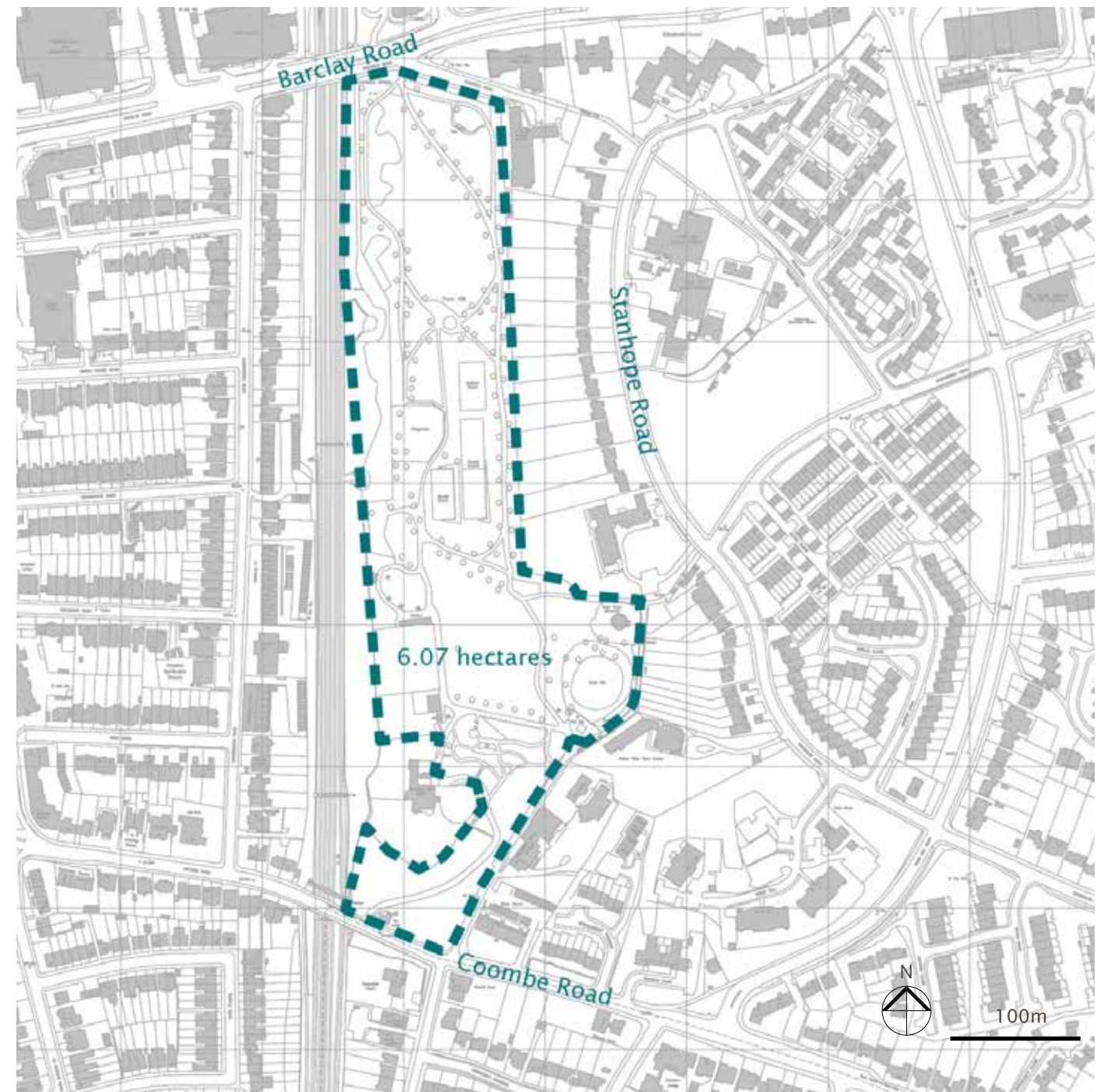


Figure 1.1.2 Boundary of Park Hill Recreation Ground



# Mapping Progression

## 1.2

### 1.2 Historic Summary

Park Hill Recreation Ground was created in two stages. The land was once part of the former deer park of the Archbishops of Canterbury during the time when Croydon Old Palace was one of their chief summer residences. The Old Palace was sold in 1780 and soon afterwards Addington Palace replaced it as the Archbishop's preferred summer residence.

The original Park Hill House was likely built for the keeper of the deer park, but was rebuilt many times before finally being demolished in 1949. The use of the parkland for deer gradually diminished, with much of the land used for agriculture and horse racing from c.1860 (although the racecourse later moved to Woodside).

The land around the edge of the park was gradually developed for housing and was owned by the Ecclesiastical Commissioners. As London became increasingly built-up, the provision of public open space became an important consideration. The Croydon Board of Health began its efforts to provide public open space from 1849, including an unsuccessful attempt to purchase part of Park Hill, but it was not until Croydon Corporation was formed in 1883 that part of Park Hill was finally purchased for public use in 1887.

Public access to the old parkland had been limited since the mid-nineteenth century cholera epidemic, when the town reservoir was constructed in 1851 to supply fresh water to Croydon. Later, c.1867/69, Baldwin and Latham's Water Tower was built on Park Hill, connecting with the Surrey Street Pumping Station which also still stands. Fifteen acres of the deer park were purchased for £4000 by Croydon Corporation from the Church Commissioners and opened as Park Hill Recreation Ground in July 1888. Its lay-out of paths and planting of trees were supervised by the Borough Road Surveyor. At the opening, the only decorative feature was an old fountain brought from Broad Green, but a bandstand was donated by Councillor F. T. Edridge the following year.

The public park was enlarged in 1930 when Croydon Corporation purchased the house and gardens of neighbouring Coombe Cliff. The house had been built c.1860 by E. C. Robins for the tea merchant John Horniman (1803-93), who had bought land called the Warren next to Park Hill. An avid collector, he established the Horniman Museum at Forest Hill for his collections. Coombe Cliff was his home for forty years, where he established a large botanical collection in a purpose built conservatory of enormous scale; this has been restored and re-erected at the Horniman Museum in Forest Hill.

Park Hill has many specimen trees and shrubs around the old house including Araucaria, Lebanon Cedar, Yew, and a notably old Mulberry. There is a 1930s wooden refreshment kiosk and shelter, although the bandstand was demolished in the 1960s. More recently, a walled garden was planted next to the former nursery, with a memorial garden for Cicely Mary Barker (1895-1973), the Croydon-born artist and illustrator famous for her flower fairies, created within.

#### LOCAL AUTHORITY DESIGNATIONS

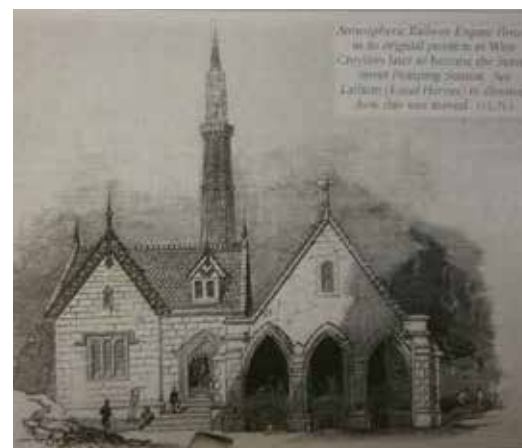
- Local Open Land
- Site of Nature Conservation Importance
- Local Importance Green Corridor
- Grade II-listed building - Croydon Water Tower
- Local List of Historic Parks and Gardens - Reason for inclusion on list: sufficient layout and historical features evident to indicate the original design of 1880s and association with a notable individual, John Horniman.



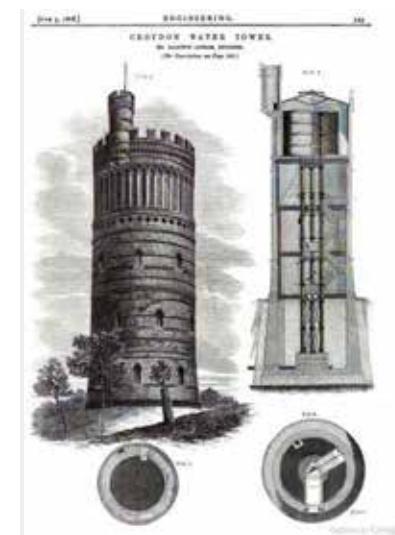
Park Hill, Victorian era



Park Hill, Edwardian era



Surrey Street Pumping Station



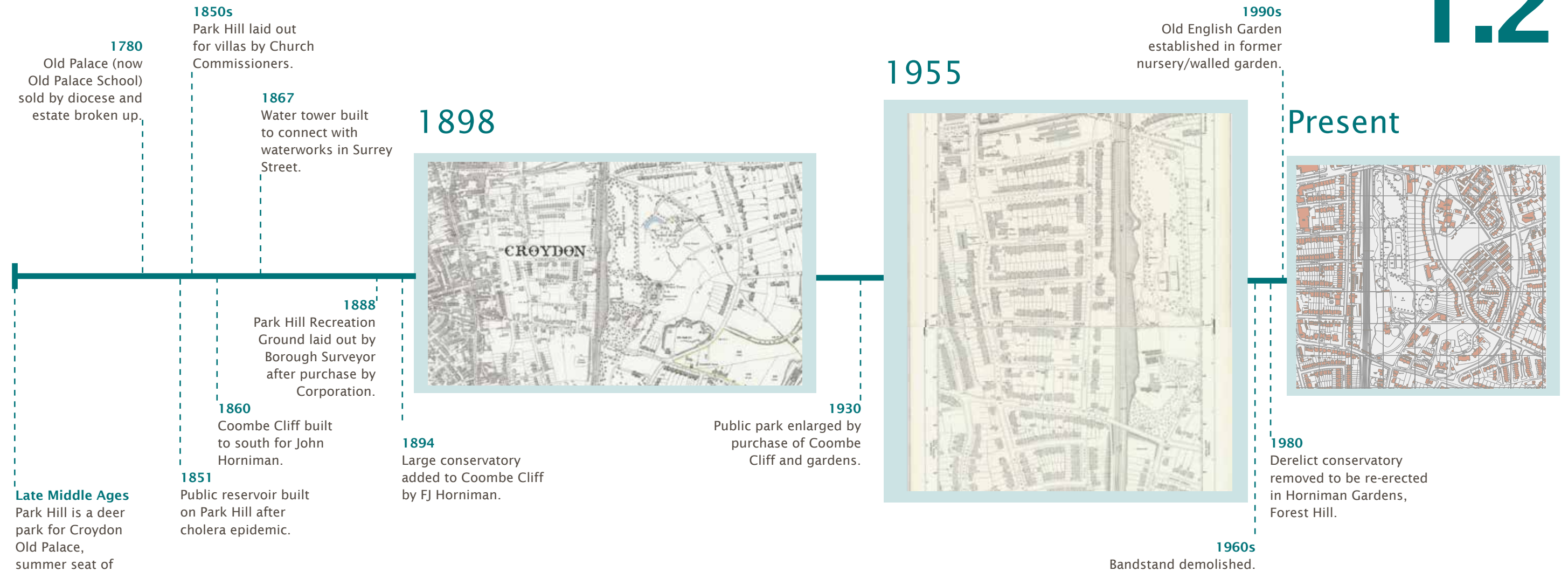
Croydon Water Tower



Coombe Cliff House

# \\Phases

# 1.2



## Late Middle Ages

Park Hill is a deer park for Croydon Old Palace, summer seat of the Archbishops of Canterbury.

Figure 1.2.1 Timeline of Park Hill history



Park Hill haymaking, 1908



Park Hill from air, 1924



Park Hill, 1940



Park Hill view, 1950



Coombe Cliff Gardens, 1955



# Site & Context

## Analysis

# 1.3

### 1.3.1 Neighbourhood Character

Park Hill has a strong 'urban centre' feeling, being located in Croydon town centre and within the Croydon Opportunity Area, an area of significant growth and renewal. In particular, Park Hill is adjacent to the new cultural and educational quarter proposed for East Croydon.

The Croydon Opportunity Area has a diverse character, with a mix of historic (medieval and Victorian) small-scale architecture, juxtaposed by large-scale modern buildings. Benefiting from high-quality transport links (East Croydon railway station, trams, buses), it hosts major retail (around two main pedestrian axes: North End, High Street, South End and Church Street, Crown Hill, George Street) and offices (around East Croydon station, Edridge Road, Fell Road and the high street). In the wider surrounding area, the main land use is residential, with a majority of Victorian and Edwardian terrace houses and a number of modern apartments in the centre.

A total of twenty-seven listed buildings and six conservation areas exist within the Croydon Opportunity Area. It lacks public green spaces, with Park Hill to the east, the Queen's Gardens to the south and Wandle Park to the north-west being the main green areas.



Park Hill is bordered by the busy Fairfield and Barclay roads

### 1.3.2 Park Hill Uses

Park Hill is widely used by the local community; it is a place for children to play and family recreation, somewhere to walk dogs, enjoy the setting, to exercise and play sports. It is regularly used by surrounding schools for its play and sport facilities, with one building within the park used by Cressey College, a school dedicated to special needs students. The Friends Group manages the walled garden.



Park Hill walled garden - medicinal and herb beds

## 1.3.3 Access and Connectivity

Given its central location, the park is accessible to many residents. It is a five minute walk between East Croydon station (tram route 1, 2 and 3) and the park.

The main entrance to Park Hill is located on Barclay Road to the north. This entrance needs to be more visible, as some residents of the surrounding area are not even aware of the park's existence. Another entrance to the park is on Coombe Road to the south. This is less accessible due to a steep access road. Finally, the east side of Park Hill, on Stanhope Road, features a pathway into the adjacent residential area.

Due to the railway bordering the west side of Park Hill, the park lacks connectivity on the western edge. A route is planned over the railway and will help in creating links with this area. This has been proposed separately to the masterplan. Funding for the route has not yet been secured.

Cressey College, a special needs school, is located in the southern area of Park Hill. There is evidence of parking and drop off issues here given the narrow and steep drive from Coombe Road and very limited parking.

Within the park a complex footpath network links all the existing facilities. Nevertheless, the sloping topography of the site presents some accessibility issues. Some surfacing is uneven and in need of improvement.

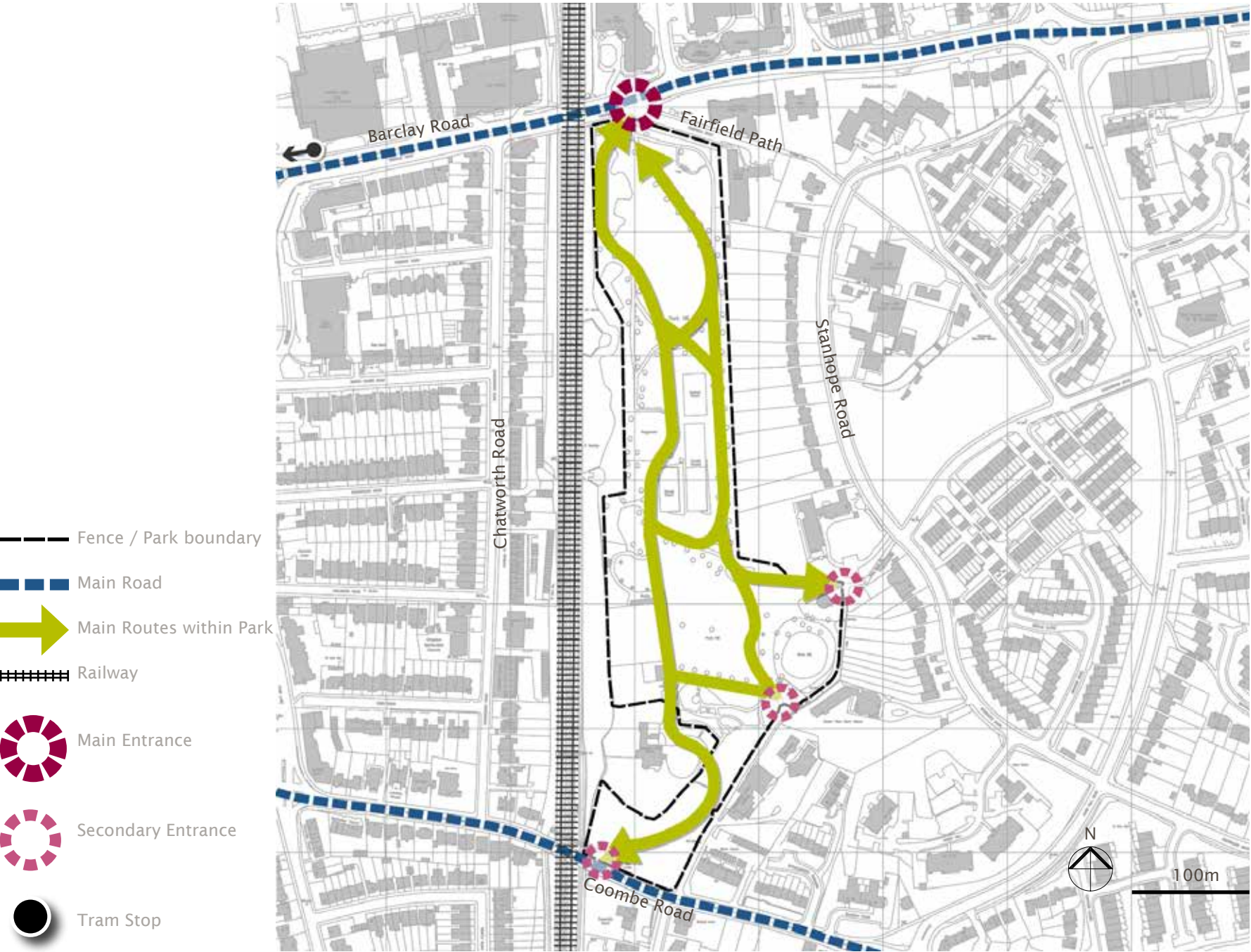


Figure 1.3.1 Existing access and connectivity situation at Park Hill



## 1.3.4 Landscape and Architectural Features

Park Hill is naturally zoned into four areas:

- Its southern area features an **elevated and designed landscape** with a short avenue of palm trees. Being the highest point of the park, this zone offers views towards East Croydon town centre. Croydon Local Plan created a New Local Designated View from Park Hill to Croydon Metropolitan Centre (Policy SP4).
- The **walled garden** with medicinal herbs.
- The middle area of the park hosts the **play and leisure facilities**.
- The northern area of the park is a **large open space** toward Croydon Centre.

The historic 140-foot-high water tower is adjacent to the east side of the park and is a landmark, widely visible from within Croydon town centre. Cressey College is also located in a historic house.

## 1.3.5 Ecology and Arboricultural Context

Park Hill Recreation Ground features many mature trees. An ecological survey is needed to further assess this aspect of the park.

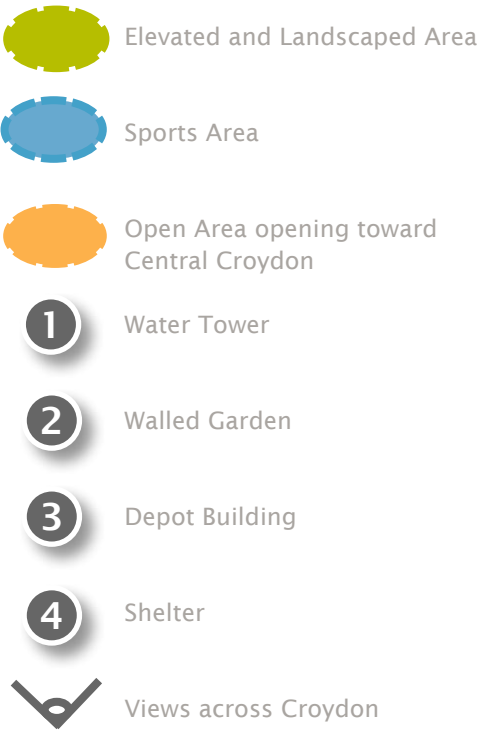


Figure 1.3.2 Existing landscape character areas at Park Hill



# Existing Conditions

## Survey

# 1.4

### 1.4.1 Park Facilities

Park Hill offers leisure and play activities:

- basketball court
- tennis courts
- young children's playground

More formal play areas could be provided for older age groups. The basketball court is regularly used by Cressey College.

The water tower kiosk sells ice cream and snacks during the summer.

Other facilities include a maintenance area with a mess room, tool shed and outside storage area, an unused shelter and toilets.

Finally, the old depot and water tower are disused and not open to the public, but represent an interesting opportunity for redevelopment.

Park Hill is furnished with a lot of seating, however these tend to be clustered on the higher grounds of the park. The park features some picnic tables around the kiosk but no barbecue facilities.

### 1.4.2 Way-finding and Interpretation

Within the walled garden, Park Hill features an interpretation board describing how Cicely Mary Barker, artist of the flower fairies, lived in Croydon and was part of the Croydon Art Society.

Other boards located at the park entrances indicate the name of the park.

In general, the park lacks signage to orient visitors toward its northern part.

### 1.4.3 Event Infrastructure

Seasonal events are regularly organised by the Friends Group, such as community gardening, an egg hunt, etc.

The location of the park close to Croydon town centre and to the refurbished Fairfield Halls is an opportunity for the organisation of other events.

- 1 Basketball court
  - 2 Tennis court
  - 3 Playground
  - 4 Shelter
  - 5 Ranger mess room and Toilets
  - 6 Cressey School
  - 7 Kiosk
  - 8 Water Tower
- Cluster of seatings
- Signage and interpretative boards

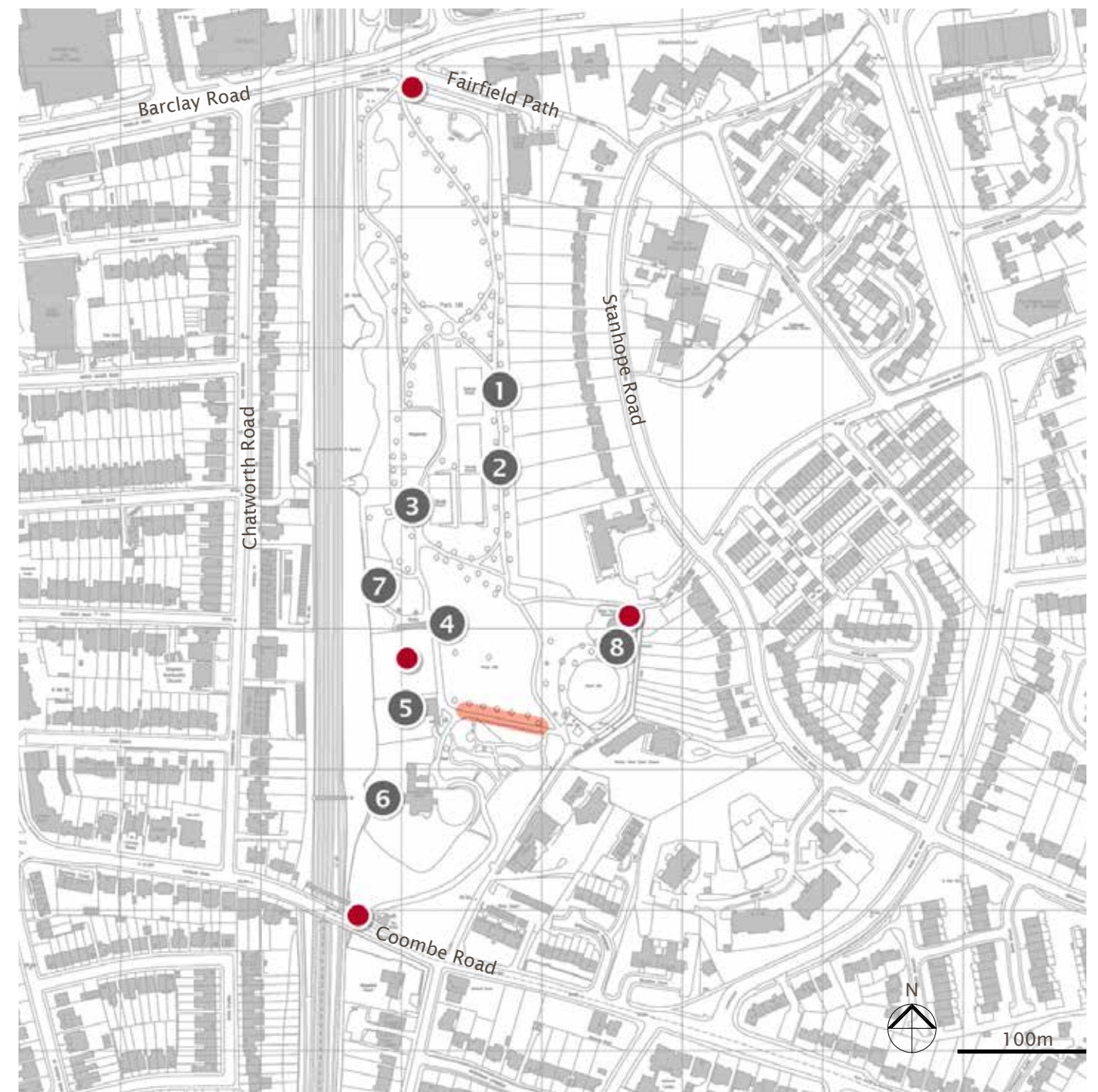


Figure 1.4.1 Existing facilities at Park Hill



## 1.4.4 Existing Conditions

- Park Hill Recreation Ground is well-maintained, with attractive planting and buildings. Nevertheless, some items show evidence of wear and neglect:
- Derelict state of the toilets in park, subject to recurrent complaints from users. They were recently vandalised and await repair works
  - Shelter in poor condition and with broken glass
  - Litter and seasonal drainage issues
  - Hidden access routes with low light levels due to vegetation
  - No car free / pedestrian only access from Coombe Road

## 1.4.5 Photo Survey and Observations



Figure 1.4.2 Existing conditions at Park Hill

1



The shelter is in poor condition: broken glass, etc.



2



The toilets have been vandalised and are closed, awaiting work.



The maintenance room is in good condition but needs minor repair: paint, etc.

3



Cressey School.



# 1.4

4



The sport facilities are well maintained and widely used by locals, schools, etc. Their quality and layout require improvement.

A



The lack of car park spaces and narrow space in front of Cressey College causes drop-off congestion.

D



The higher grounds of Park Hill are traditional landscape area featuring many species including palm trees.



Fairfield Road is a strong boundary between the park and adjacent neighbourhood.

5



The playground is in poor condition and features equipment for 2-8 years old.

B



Cluster of seating on the less accessible higher grounds of the park.

V



Park Hill features multiple views toward Croydon town centre.



The railway is a strong boundary between the park and adjacent neighbourhood.

6



The water tower is a strong landmark and could be redeveloped to a use such as leisure, residential, etc.

C



The walled garden is an attractive feature of Park Hill. It is carefully managed by the Friends Group and hosts an interpretative board about Cicely Mary Barker.



The southern side of Park Hill is less accessible, due to its topography.



# Opportunities & Constraints

# 1.5

## Strengths

- Proximity to and views toward the town centre
- History and heritage
- Wide footpath network
- Attractive historic planting and buildings: formal planted areas towards the south, walled garden, water tower
- Large area for maintenance of the park (depot area)
- Three broad zones define spaces and different activities / uses well
- Well-used facilities and active Friends Group

## Opportunities




- Linking to Fairfield Hall redevelopment and programming: designated areas for performances and events
- Increased links with Croydon town centre
- Potential fundings from surrounding developments
- Heritage grants
- Pop-up and temporary activities at the north entrance
- Catering at the northern entrance to capitalise on footfall and passing trade, drawing people into the park at dawn and dusk
- Possible redevelopment of the water tower into residential or leisure use
- Strengthen interpretation: history, heritage, environment, ecology, wildlife, Cicely Mary Barker

## Weakness

- South side is less accessible
- Lack of interpretation
- Poorly maintained planted areas at northern entrance
- Problematic parking / drop off to the school
- Maintenance issues of some of the facilities: toilets, shelter, sport courts
- Limited social seating
- Access routes and some internal paths hidden from view
- Low light levels from closed tree / shrub canopy

## Threats

- Cycling route planned in the park is perceived as a hazard by the residents
- Security concerns from some of the residents who overlook the park

-  The railway forms a boundary with surrounding neighborhood.
-  Facilities in need of refurbishment / redevelopment.
-  Difficult Access due to topography.




-  Need to create new links with the surrounding neighborhood.
-  Proposed New Cycle Route.
-  Opportunity for the location of new activities: redevelopment of the water tower and old depot, events, Food and Beverage.



Figure 1.5.1 Opportunities and Constraints at Park Hill

# Parks Management & Operations Context

## 1.6

### 1.6.1 Policy and Designation

#### 1.6.1.1 LANDSCAPE AND CONSERVATION DESIGNATION

Park Hill is subject to the following designations:

- Local Open Land Site of Nature Conservation Importance
- Local Importance Green Corridor

Park Hill is also a proposed Local Historic Park / Garden.

The water tower has been a Grade II-listed building since September 2015.

#### 1.6.1.2 LOCAL STRATEGIES

A Connect 2 cycle route link is being planned through the park, raising security concerns from some of the users of the park.

As previously described, Park Hill sits within the Croydon Opportunity Area, an area of significant growth and renewal, requiring high-density development and allowing for tall buildings (Policy DM40).

### 1.6.2 Users Groups and Stakeholders

#### 1.6.2.1 GROUPS

- Friends of Park Hill Park and Recreation Ground
- SSCA South Croydon Residents Association
- Chatsworth Residents Association
- Park Hill Residents Association

#### 1.6.2.2 SCHOOLS

- Cressey College
- Park Hill Infants and Juniors School
- Archbishop Tensions CE High School

#### 1.6.2.3 ORGANISATIONS

- St Matthews Church.







## CHAPTER 2 - CONCEPT MASTERPLAN

# Vision and Explanation

## An Urban and Active park

## 2.1

### 2.1.1 Vision: an Urban and Active Park 2.1.2 Design Intent: People, Local Character and Sustainability

Park Hill Recreation Ground is an urban park located close to Croydon town centre and its administrative, office, commercial, cultural and transportation hub. It is an area of higher density, with a greater percentage of the population living in flats compared to the rest of the borough. Park Hill therefore plays an important role as an open and recreational space for local residents and workers. However, the park is not always identified as such and could be better visited and enjoyed.

In this context, Tyréns' vision is threefold.

First, as the town centre continues to undergo significant urban growth, Park Hill should affirm its singular position in the daily life of Croydoners and seek to improve the range of facilities and services it offers to the population. To achieve this, the park should cater for all of its users – small children, teenagers, families, elderly, those with disabilities, visitors, etc. – through the provision of adequate and high-quality facilities, as well as through an exciting events programming.

Park Hill should strengthen its links with the surrounding environment, physically and spatially, through an access strategy that aims at making the park more visible, attractive and welcoming from its entrances, especially from Barclay Road, and through collaboration with surrounding institutions and groups such as Fairfield Halls, local schools, Saffron Farm, local artists, etc.

Park Hill is a strongly landscaped park with a rich history, thus showcasing numerous features that could be strengthened and developed. All those assets could be weaved into the unique story of Park Hill, acting as prominent landmarks and activators, and help with attracting funds and generating revenue for the park. Today the park benefits from a strong community involvement, in particular through the Friends of Park Hill Park. Tyréns recommends supporting this community participation, nurturing the Friends passion for horticulture and energy for community building. The eagerness of the group to develop new activities in their beloved park could support the attraction of grant funding towards the park and enhance physical infrastructure.

This vision is embodied in the following design interventions and would allow to unlock existing potential at Park Hill.

#### 2.1.2.1 PEOPLE, COMMUNITY AND ACTIVATION STRATEGY

Tyréns' strategy is to strengthen the role Park Hill plays in the life of all of its users, providing adequate facilities and activities for all. Being located in a dense urban context with a potential high footfall, the park can expand and diversify its facilities and services:

- Play and sport offer: the masterplan aims to provide adequate, exciting and high-quality equipment for children of all ages, teenagers and adults. The existing playground could be refurbished and expanded toward the café kiosk, with new play items created for older and disabled children. The sport courts could be refreshed and partially converted to accommodate existing informal games. An area equipped with outdoor fitness equipment could complete this offer.
- Leisure and relaxation: through the provision of new seating spaces and the restoration of prominent landscape features, Park Hill would provide spaces of tranquility and contemplation away from the busy and tiring life of the city. The activation of the water tower into a public venue, along with the programming of events and the creation of a new full-time café would provide activities and opportunities for all tastes.
- Education and learning: through appropriate information panels located at key spots across the site, the park would communicate the history, nature and community. Events, workshops and classes could also be hosted within the park.
- Community and culture: a new community hub could be created at the heart of the park around the historic shelter and walled garden. Hosting various activities throughout the year, it would drive new users to the park and provide a space for community gatherings and interaction.

#### 2.1.2.2 HISTORY, LOCAL CHARACTER AND SPECIAL FEATURES STRATEGY

Tyréns aim to foster a strong local character and identity for the park by building upon existing historic and natural features including the walled garden, the water tower, the Victorian gardens, the rose garden and the shelter. These, if refreshed and activated, would enhance the aesthetics of the park and become part of its uniqueness.

New special features - a full time café by the main entrance of the park and a rain garden could be created and further punctuate the park with nodes of activity, creating a space that is more legible and enjoyable.

The special features strategy should go hand-in-hand with an information and education strategy aimed at getting those assets more visible and known.

#### 2.1.2.3 SUSTAINABILITY STRATEGY

As with all open spaces today, Park Hill should take a bold step into climate change mitigation, biodiversity protection and sustainability. Tyréns' strategy recognises the key role played by the existing biodiversity as well the rich wildlife present on site and the contribution of the park's ecosystems to the well-being of its users. The sustainability strategy aim to help mitigate current issues such as poor land drainage, protecting existing and creating new habitats.

The creation of the rain garden on the western edge of the park would mitigate the issue of surface water drainage. The provision of diverse and mainly native species in the rain garden would serve to enhance biodiversity and to host a rich variety of wildlife, whilst also being a space designed for education and learning.

The woodland bordering the southern edge of Park Hill is of particular ecological value and should be managed to further support protected and notable species. A green corridor could be created to link the woodland to the adjacent railway line to assist with species dispersal, habitat creation and places for foraging and refuge. Bat and bird boxes could be added to trees and insect hotels could be installed at key spots to further attract species to the site.



# 2.1



Figure 2.1.1 Vision for Park Hill, "An Urban and Active Park": key measures



# Masterplan Concept

## An Urban and Active park 2.2

### 1 PROMINENT ENTRANCE AREA WITH CAFE, TOILETS AND CYCLE RACKS

Refurbishment of the entrance on Barclay Road to create a high-quality and welcoming gateway into the park. The new entrance could feature a full-time and all-year round café sitting on a hard-surfaced area. The café would provide indoor and outdoor seating with a terrace opening towards the park and protected from the road traffic. Cycle racks, new disabled toilets and baby change could also be part of the furnishing of the café. An iconic feature, such as a sculpture referring to the park's history could also be commissioned to a local artist. The space would provide a focus for activity and strengthen the unique identity of Park Hill Recreation Ground. The café, being highly visible and accessible from the street, would act as a beacon to the park.



Pavilion Café, Victoria Park, London

### 2 OPEN SPACE / LAWN DEDICATED TO EVENTS

Opportunity for event space that can host fairs, concerts, outdoor cinema, open-air theatre, performances, craft or farmers markets, sport classes, etc. These events could be linked to surrounding cultural venues such as Fairfield Halls or nearby schools. When not occupied by an event, the lawn would provide a space for play, leisure, informal recreation and informal cricket ground.



Annual park festival, Dulwich Park, London

### 3 RESTORED ROSE GARDEN

The rose garden is a valuable asset to the park and is part of its numerous ornamental features. Its restoration could encompass cleaning of the beds, introduction of new plant specimens and the provision of informative signs. This would further strengthen the identity of the park, enhance the aesthetics of the entrance and provide a quiet and lovely place to sit. To avoid relying on public funds, the restoration of the rose garden could be supported by a successful bid to the Heritage Lottery Fund.



Rose Garden, Holland Park, London

### 4 NEW WALKING AND CYCLE ROUTE

A walking and cycle route could be introduced to the eastern edge of the park, taking cyclists away from traffic and through an attractive park. To ensure all park users remain safe and enjoy the park, the path supporting the cycle route should be widened and feature clear markings in accordance with the provision of the DfT TSRGD 2016.



Shared cycle routes, Kensington Garden, London

### 5 RAIN GARDEN

The northern lawn of Park Hill is regularly flooded with surface water. The creation of a rain garden along the western boundary of the park would showcase and expose natural infiltration in the form of a small SUD. It would also provide a valuable area for biodiversity and an ideal habitat for wildlife, in particular birds and butterflies.

The rain garden could also be designed for education, with appropriate signage regarding surface water run-off and water retention. The planting of different shapes and colour would be highly aesthetic. The rain garden would be composed of a shallow constructed depression planted with deep-rooted plants and grasses, with a mix of native and other non-invasive species, shrubs and herbaceous perennials. All species should be tolerant to drought and the temporary ponding of rainwater, ensuring that the rain garden requires very little maintenance.



RBC Rain Garden at London Wetland Centre, London



RBC Rain Garden at London Wetland Centre, London



# 2.2



Figure 2.2.1 Park Hill Masterplan



# 2.2

## 6 EXPANDED AND ENHANCED PLAY AREA

The small children's play area could be relocated next to the kiosk and shelter, connecting with the main activity hub of the park and allowing for an easier supervision. Its features could be refreshed and improved, with supplementary seating for families, items adequate for children with disabilities and natural / embedded or adventure play elements. The diversity of playing types would create a rich and dynamic space that offers children endless possibilities for play.

The existing playground could be converted into a play area for 8 - 14 year old children, featuring a table tennis table, a climber, rotating disc roundabouts, nest swings, parkour items, etc.



A low height rotating disc supporting play for all children



Table tennis at Kennington Park, London

## 7 OUTDOOR FITNESS EQUIPMENT

Provision of free-to-use, low-maintenance and all-weather equipment to exercise. Users can use their bodyweight on several sets of bars installed at different heights to perform various exercises. The equipment could also be used as a parkour feature for teenagers.



Outdoor fitness equipment used for parkour by teenagers

## 8 RESTORED SHELTER AND OLD DEPOT INTO COMMUNITY HUB

Refurbishment of the shelter and possible conversion of the old depot into a community space and educational & arts base, with a strong link to the walled garden. The space would provide a focus for activity and strengthen the unique identity of Park Hill. It could be used by local schools, families and the Friends of Park Hill and could be programmable in partnership with local groups.

Possible activities include:

- Art or education classes and workshops
- Training or apprenticeship opportunities for young people
- Spaces for local community groups to hire for parties or events

The shelter could be refurbished to become weather-proof, provide a direct access to the walled garden and feature a lettable classroom / community space. The old depot is currently in use but could, in later stages, become part of the community hub.



Ecology and Community Pavilion at Mile End Park, London

## 9 IMPROVED WALLED GARDEN

The walled garden is a very special and unique asset to Park Hill, already well used and maintained by the Friends group. Landscape improvements to the planting beds of the garden would also strengthen its aesthetics and allow it to grow a wider range of plants and herbs.

The creation of a community hub around the walled garden would allow people to use this space for community gardening and therapeutic uses as well as to host events, outdoor classes, workshops and revenue-generating small events.



Herb garden at Geffrye Museum, London

## 10 RESTORED WATER TOWER

Restoration of the disused water tower and conversion into an animated and unique venue. The activation of the water tower could go hand-in-hand with a revenue-generating use that can help fund its upkeep. Possible new uses include: a viewing platform offering panoramic views of Park Hill and Croydon town centre; climbing wall; holiday home; art gallery and exhibition space. An appropriate access strategy and landscape intervention in the woodland surrounding of the water tower would allow it to become more visible and accessible.



Leith Hill tower converted into a viewing platform, Surrey, UK



# 2.2

## 11 REFURBISHMENT OF SPORT AREA AND CREATION OF A MUGA

Resurfacing of the existing tennis and basketball courts and replacement of damaged features (hoops, fences, etc.) as required. One of the existing courts is currently undefined and could be converted into a multi-use games court with cricket markings, allowing for existing uses such as informal games, cricket, cycling, etc.



MUGA at Newham Sixth Form College, London

## 12 IMPROVED CYCLE AND PEDESTRIAN ACCESS AT SOUTHERN AND EASTERN EDGE OF THE PARK

The southern and eastern entrances to Park Hill, bordered by the dense vegetation of the adjacent woodland are perceived as unsafe by park users. Pruning and thinning some of the vegetation and reducing tree crown directly overlooking the path would improve light levels and create a more accessible entrance to the park. The southern entrance access is narrow, not providing any separated footpath. During pick times - dropping off and picking up children at Cressey School - there is congestion on the road. Traffic management measures could be explored to address this issue and improve safety. The historic gates at this entrance could be restored to create a more attractive gateway to the park.

## 13 REFURBISHED TOILETS

Refurbishment of the existing toilets and removal of the existing shrub at its entrance to enhance safety levels.

## 14 RESTORED VICTORIAN GARDENS

Restoration of the character and the plant collection of the Victorian gardens. Key features could include:

- Successive row of flowers with taller plants at the back
- Collection of ornamental specimen shrubs, trees and vines, used for delineating paths and framing views
- Use of ornaments

Punctuated with appropriate seating spaces, the restored Victorian gardens would form a beautiful space for the quiet enjoyment of the park. Situated at the park's highest point, it would offer pleasant views over Croydon.

As for the rose garden to the north of the park, the restoration of the Victorian gardens could be supported by a successful bid to the Heritage Lottery Fund in order to avoid relying on public funds.



Victorian garden at Rowallane Garden, County Down

## 15 WOODLAND AND WESTERN EDGE OF PARK MANAGED FOR BIODIVERSITY

The southern part of the park is dominated by semi-natural deciduous woodland, with occasional conifers. This habitat is of particular ecological value and offers potential for the park to further support protected and notable species.

The adjacent railway line, bordering the western edge of the park, provides an opportunity to link this side of the park with the linear habitat of the railway and the woodland on site. This would assist with species dispersal, provide habitat and places for foraging and refuge. Key measures could include:

- Creation of a mosaic of habitat types
- Diversified planting along the western edge of the park
- Diversify grassland beneath trees with woodland type planting - understorey and ground cover
- Bat and bird boxes added to trees
- Creation of insect hotels
- Dead wood retained in park to supplement habitat

Such management could be supported by the involvement of community groups such as TVC or Forest Schools.



Woodland management by volunteers at Abney Park, Stoke Newington



# Access and Information

## Recommendations

## 2.3

### 2.3.1 Access Recommendations

Despite its central location, Park Hill lacks visibility and accessibility from its immediate surroundings. The main entrance on the northern end of the park is located off a major highway while the entrance on the southern end leads to a steep path bordered by dense tree cover and it therefore perceived as dark and unsafe.

The access strategy aims to re-establish the role of the entry point on Barclay Road as the main entrance, playing a key role in framing views into the park and making it welcoming. The location of a new full-time café by the entrance would help activate this end of the park and attract new visitors. The entrance could also feature refreshed hard surfacing, renewed information panels, accessible toilets, baby changing facilities and cycle racks.

The eastern and southern entrances of the park on Coombe Road would benefit from an improved management of the vegetation bordering the park in order to improve light levels and provide safer access to the park and to the water tower.

Secondary entrances could be more modest and play a functional role by providing access to the key facilities of the park: the water tower, the Victorian gardens and the community hub.

Within the park, existing paths link the different spaces, constitute a clear, accessible and legible network and enhance movement. A new path could be created to directly link the water tower to the main path. The surfaces of all the existing paths should be refurbished as required to cater for all users.

A walking and cycle route could be implemented in the park, traversing the site along its eastern boundary and promoting sustainable travel modes. The path supporting this new cycle route should be widened to accommodate for safe use of the park by all users. It should feature clear sign of the boundary of the cycle route and a 10mph speed limit.

There is an opportunity to locate new disabled parking bays by the eastern entrances of the park to facilitate access to the park and the community hub. Tyréns recommends further study into the feasibility of creating accessible paths from those entrances to the community hub.

Finally, Tyréns recommends building upon the changes implemented in the park to initiate public realm improvements to the immediate surroundings of the park: pavements, crossings, connections to bus stops, etc.



Figure 2.3.1 Access Recommendations for Park Hill



## 2.3.2 Information and Signage Recommendations

The objective of the information and signage strategy is both to strengthen the identity and uniqueness of the park and to raise awareness among the community of a number of subjects. In particular, the use of appropriate information panels and materials, portraying the park under a new light, would support its revitalisation and foster community pride.

Park Hill Recreation Ground features a number of historic assets – the water tower, the walled garden, the shelter, the Victorian gardens, the rose garden – that would benefit from increased signage and visibility to the public. Key spaces to communicate those elements are the main entrances around the aforementioned spaces.

Information materials should also be created regarding the ecological features of the park, in particular the rain garden, woodland, railway line green corridor and walled garden.

Information materials could be provided with community involvement and activities in order to foster social interaction and pride towards the park. They might include interactive elements, personal histories, and develop into arts projects and events.

Finally, tailored education, training or cultural activities could be developed in partnership with voluntary sectors and educational groups, such as Groundwork London, TCV and others.



Figure 2.3.2 Information and Signage Recommendations for Park Hill







## CHAPTER 3 - FUNDING OPPORTUNITIES AND STRATEGY

# Capital and Revenue Funding Opportunities

## 3.1

Set out below are the most likely and relevant capital and revenue funding opportunities for Croydon's parks. In the subsequent sections, detailed consideration is paid to specific capital funding sources for the range of masterplan proposals for Park Hill Recreation Ground as well as the activities which are considered to represent the greatest income potential in the short- to medium-term.

### 3.1.1 Council Funding

#### 3.1.1.1 LOCAL AUTHORITY SUBSIDY

Over a period of four years, between 2013/14 and 2017/18, the Croydon parks maintenance budget (contracted to ID Verde) has reduced by 32% or £650k. Looking ahead, there is no indication that this reduction will reverse. Indeed, the general consensus remains fairly bleak, with speculation of further cuts being inevitable, despite the possibility of reduced austerity at a national level. Relying largely on local authority subsidy cannot guarantee a sustainable future for the short- to medium-term for Croydon's parks and open spaces. It is also worth noting that despite there being no statutory duty of care for parks, it is generally accepted that changing this will not solve the issue of funding and in fact, could establish greater obstacles, making it harder to achieve a sustainable outcome. No doubt, in the short- to medium-term, local authority subsidy for parks and open spaces will, and should (despite continuing cuts), remain a significant and critical element of the funding mix. In the longer-term however, if the political will at a national level doesn't change (i.e. a shift towards accepting that parks and open spaces are a 'public good') ways to reduce the reliance on public sector subsidy should be explored, but this will require a significant shift in how the parks and open spaces are perceived, governed and managed.

#### 3.1.1.2 GROWTH ZONE FUNDING

All six of the parks being masterplanned fall outside of Croydon's Growth Zone. Despite this, Park Hill is understood to have a strong potential to secure investment under Social Infrastructure, within this programme. Overall, some £300m is being invested in the Growth Zone, with the large majority being allocated to infrastructure. Investment decisions will be predicated on individual business cases (the demonstration of leveraging in additional grants will be looked on favourably) with a report covering themes and project proposals being presented to the cabinet in December 2017. The indication is that those projects supported by a robust business case could be initiated from 2018 onwards.

#### 3.1.1.3 PRUDENTIAL BORROWING

Local authorities are increasingly using their prudential borrowing powers to fund a broader range of projects (e.g. Brighton's i360 visitor attraction). For most local authorities the amount of debt and other liabilities incurred are no longer capped, however the borrowing inevitably requires a robust business case to service the debt as well as the council's guarantee. As such, prudential borrowing will not be appropriate for the majority of park-related improvements and investments.

### 3.1.2 Property

#### 3.1.2.1 LEASES AND CONCESSIONS

Across Croydon's parks, a range of leases and concessions already exist. For buildings, these typically relate to the cafés, sports facilities and larger buildings such as the former convent in Ashburton Park or Waterside Centre in South Norwood Lake and Grounds – where ideally, leases place the full repairing and insuring obligations on the leaseholder, thus alleviating the council of the associated risk and liability. In some cases, the financial stress these obligations place on leaseholders (which are often small, community or charitable organisations) cannot be supported by their businesses and such obligations are waved with the eventual cost of repairs falling back to the council. That said, there are cases where communities run successful businesses out of such facilities, but the limited length of tenure offered often prohibits the long-term planning and care of the assets.

Across London and the UK more generally, there has been a significant growth in range of 'commercial leisure activities' being installed in parks, responding to a combination of financial pressures, innovation in the leisure sector and market demand. Examples include: climbing, high ropes experiences, zip wires, Segway and cycle hire, mini golf and many more.

In addition to the leasing of buildings and land, temporary concessions covering catering (e.g. mobile coffee and ice-cream vans), retail, leisure and parking are also common and can generate significant revenue streams (often as much as equivalent built, permanent facilities).

#### 3.1.2.2 SECTION 106 / CIL (COMMUNITY INFRASTRUCTURE LEVY) CONTRIBUTIONS

There is an indication that CIL could allow for the generation of revenue, in the form of commuted sums, in recognition of increased wear and tear on public parks, including play equipment, arising from increased populations. This funding source, outside council tax revenue streams, should be explored, as

the presence of 'nearby parks' allows some property developments to provide no facilities on their sites for residents directly. This is especially true for 5-12 and 12-18-year olds who, without playspace in nearby parks, are required to have provision made on site under the London Plan. Having a clear masterplan for each park and list of prioritised projects will assist in attracting and allocating such contributions.

#### 3.1.2.3 EVENT HIRES

Historically, there has been limited drive and coordination in Croydon for the hire of parks for third-party events. This is set to change however, with greater emphasis now being placed on culture across the borough and a radical overhaul of the event application and promotion processes being planned.

In the main, the events that are staged (across the six masterplan parks), tend to serve local communities and rarely draw from outside of the borough e.g. local festivals and celebrations, funfairs. The revenue generated from these can vary considerably and often, long-standing regular events (such as funfairs) have not been subjected to recent market testing and are being undervalued. Lloyd Park has been the exception, with larger-scale events such as the Croydon Mela and Cancer Research's Race for Life 10k – although in recent years, the number of such events has reportedly dropped.

Looking ahead, there are certainly opportunities to generate significantly greater levels of income from events hire across the six parks, but with this comes inevitable trade-offs e.g. restricted access, noise, congestion, maintenance cost, etc. The promotion of events hire and programming of events therefore needs to be dealt with carefully, ensuring that events are appropriate for the proposed park (in terms of scale and nature) and that the positive social, environmental and economic impacts are measured and communicated to help mitigate the trade-offs (i.e. the importance of monitoring and assessing the full range of impacts generated by events is vital). Returns from the masterplan surveys show that residents are willing to accept trade-offs of this kind, so long as income streams generated are then identifiably directed to the benefit of the park(s). Looking at and demonstrating how revenue generated within parks is accounted for and used to offset maintenance costs will be important to gain the communities acceptance of new revenue generating activities in parks.

Generally speaking, where larger event opportunities exist across other London boroughs, they are favoring a policy that focuses on hosting a smaller number of larger events rather than, a larger number of smaller events – meaning that any negative impacts for local communities are concentrated over a shorter timeframe. Looking more specifically at the parks and event opportunities, Park Hill – given its town centre proximity – is considered to have potential if access arrangements can be resolved (e.g. outdoor cinema – Luna Cinema's 2017



# 3.1

programme appears to have a geographical void across Croydon); and Lloyd Park remains attractive for larger scale, one-off events.

## 3.1.2.4 SPONSORSHIP AND ADVERTISING

In some circumstances, there may be opportunities to raise sponsorship – either cash or in-kind contributions – for individual assets, programmes or activities. Across the parks there are also a variety of advertising opportunities that could generate positive financial contributions such as billboards, poster-boards, electronic sign-boards, communication literature (print and electronic), uniforms, vehicles, etc.

Clearly, for both sponsorship and advertising opportunities, one needs to carefully balance the range of trade-offs and potentially negative impacts that could arise e.g. associations and PR, alignment with council policies, visual impact, and so on.

## 3.1.3 Grants and Fundraising

### 3.1.3.1 HERITAGE LOTTERY FUND (HLF)

The HLF currently has 17 discrete grant programmes many of which could be applicable to parks and open spaces across Croydon. The recent success experienced with Wandle Park is evidence of the value of pursuing HLF grant.

HLF can provide up to 90% of the project cost depending on the programme (i.e. only 10% matching required). However, in some cases competition for grants means that higher gearing is encouraged. The HLF, as are other grant giving bodies, are particularly encouraged by successful serial applicants, where a long-term plan has been mapped out and together they can work in partnership. However, with HLF investment, comes with a requirement to commit to maintenance. The issue of how individual parks might generate increased revenue directly as a result of this type of capital investment, and how this information is measured, then off-set against increased maintenance costs in the same location is likely to be important for its longer-term renewal strategy.

### 3.1.3.2 SPORT ENGLAND

Sport England have a number of grant programmes (covering both capital and revenue), which could be relevant to a variety of projects and programmes across Croydon’s parks (programmes include: Small Grants, Community Asset Fund, Active Ageing, Families Fund etc.).

By way of example, the Community Asset Fund, which receives applications up to £150k (previously ‘Inspired Facilities’ programme) is aimed at improving community sporting assets, but is reported to be heavily oversubscribed for the current year (by 375%), having received £57m worth of applications since its launch in January 2017.

As a borough, Croydon is considered to be lagging behind others in the volume of applications and awards made. Over the last three years the borough appears to have only received a handful of Sport England grant awards, all to non-council organisations e.g. small grant awarded for “Recycle Teenagers”, by dance-based organisation Advice Support Knowledge Information (2017); small grant award to Woodcote Wolverine Basketball Club (2015); award of £131k for “Get Active Wandle” by the Wandle Valley Regional Trust, cover multiple-boroughs; and, an award of £240k for “Game Changer” which targeted 16-25yr olds by the Croydon Voluntary Action (2014/15).

The lack of applications made by Croydon, coupled with its demography, indicates a strong prospect of succeeding with future grant applications (subject to business cases and meeting the programme priorities). Furthermore, having recently developed a Playing Pitch Strategy and Indoor Strategy, the borough is now eligible to bid for Sport England’s Strategic Facilities fund, which typically relates to larger leisure centre / facilities refurbishments and developments, for up to £2m. While this probably has little relevance to the majority of parks, it will be important to ensure going forward that there is a co-ordinated approach to the future indoor leisure provision across the borough and their nearby parks and open spaces.

### 3.1.3.3 ARTS COUNCIL ENGLAND

Although unlikely to be a high priority across the parks, Arts Council England awards funding for the arts, museums and libraries with a mission of “Great art and culture for everyone”. The new National Portfolio for 2018-22 has recently been announced and their future capital grant programme is currently under review. At this stage, the strongest potential for arts-related funding across all of the parks is thought to be Park Hill with its links to Fairfield Hall and the related cultural regeneration programme.

### 3.1.3.4 THE BIG LOTTERY

The Big Lottery has a number of programmes covering both capital and revenue, ranging from £300 to over £500k, designed to support community and voluntary groups and charities. Current relevant programmes include Awards for All England (£300 to £10k) and Community Assets (10k to £1m).

### 3.1.3.5 LANDFILL COMMUNITIES FUND

ENTRUST is the regulator of the Landfill Communities Fund (LCF), a tax credit scheme which enables Landfill Operators to contribute money to enrolled environmental bodies to carry out projects that meet environmental objects contained in The Landfill Tax Regulations 1996.

Viridor and Biffa operate landfill sites near Croydon, but the precise eligibility to apply for funding for the six parks needs to be clarified.

Based on initial research, it is thought that all six of the parks are within 15 miles of a Biffa landfill site so could all apply for ‘building biodiversity’. Norbury Park, Park Hill, Lloyd Park and Happy Valley, which are within 10 miles of a Biffa site, could also access awards for ‘Community Buildings, Recreation and Cultural Facilities’ through the Main Grants scheme, which ranges from £10k to £75k.

### 3.1.3.6 LANDSCAPE MANAGEMENT SCHEMES

There are a number of schemes, sponsored by government departments and/or agencies which promote the environmental beneficial forms of landscape management and conservation. The Environmental Stewardship Scheme has been one scheme, running from 2005, by the Department for Environment, Food and Rural Affairs aiming to:

- Improve water quality and reduce soil erosion by encouraging management which can help to meet these aims
- Improve conditions for farmland wildlife including birds, mammals, butterflies and bees
- Maintain and enhance landscape character by helping to maintain important features such as traditional field boundaries
- Protect the historic environment including archaeological features and artefacts

### 3.1.3.7 OTHER TRUSTS AND FOUNDATIONS

There are a plethora of trusts and foundations for whom particular projects and programmes developed in and around the six parks may be of interest and could meet their funding criteria (e.g. GLA Good Growth Funding, Historic England, Prince’s Regeneration Trust). By way of example, the London Marathon Trust – which is closely aligned to Sport England’s ‘Community Asset Fund’ – invites capital grant applications of up to £150k to support improvement to sports facilities with an emphasis on engaging with ‘inactive’ and ‘under-active’ people. Applicants to this fund often apply to Sport England as well and the two are understood to be able to leverage one another.

# 3.1

## 3.1.3.8 PRIVATE DONATIONS

There is the potential, through a well-structured and co-ordinated approach, to fundraise through private donations such as specific appeals, philanthropic donations and legacies. Worth noting is that some of the parks came into being because of the legacies made by their owners e.g. Lloyd Park (and with these, come a number of restrictive covenants).

## 3.1.3.9 CROWD FUNDING

Crowd funding is becoming more widespread with the traditional model of raising finance through a small number of larger investments switching to a large number of individuals who contribute small amounts.

Models for crowdfunding range from donations and reward crowdfunding (where people invest because they believe in the cause) to debt (peer to peer) and equity crowdfunding. The ability to crowdfund successfully depends on many factors – first and foremost, what is being financed – but also, who is making the request e.g. council versus an individual, private business, trust or community group).

## 3.1.3.10 OTHER AGENCIES

As noted above, this list of funding opportunities is not exhaustive. Other potential avenues to explore should include (and could assist in leveraging other grant applications):

- GLA scheme for tree planting to improve air quality
- TfL investments in transport schemes include cycling ‘quietways’
- Environment Agency or council’s own investment in ‘soft’ engineering measures to assist flood risk alleviation including deculverting, flood water storage and Sustainable Urban Drainage schemes

## 3.1.4 Partnerships

### 3.1.4.1 NATURAL CAPITAL

The Natural Capital afforded by parks and open spaces and their links to other sectors (namely health, education, energy, flood control) has gained increasing focus and attention in the pursuit of finding new funding models for parks. However, while many partnership ideas covering such agendas can be identified, the promise of more significant, larger scale partnerships being achieved remains relatively speculative.

### 3.1.4.2 VOLUNTEERS

The six parks already benefit considerably from volunteering, derived from a variety of sources including: Resident Groups, Parks’ Friends groups, Croydon Voluntary Action etc. However, it is important to recognise (as many recent research studies have) the limits of volunteering and the significant resource required to mobilise and manage their efforts, in a coordinated and productive fashion.

While volunteers will no doubt play a vital and valuable role in the future of public parks and open spaces, they should not and cannot be relied upon to off-set the decline in local authority funding.

The National Trust provides one of the best examples for mobilising their volunteers, which amounts to millions of pounds worth of manpower contributed each year to the cause of the organisation, assisting in conservation projects, landscape management, tour guiding, staffing shops and visitor centres, and a vast array of other operational duties.

For Croydon’s parks, the contribution of volunteers has a number of benefits including (but not limited to) the productive effort that volunteers deliver, the local pride and ownership of place that is engendered, the skills and training attained, and the leverage that can be offered through the in-kind volunteer contributions in the form of ‘matched funding’ for grant applications.

There is scope for Friends Groups to set up formal park charities or trusts as fund raising vehicles for parks, in a similar way to that done by museums. This would not require Croydon Council giving over all aspects of the park to them, but can act to secure and top-up funds. Friends Groups could set up membership, charge for or manage parking, hold or manage events happening in the park and retain any profits, crowd funding, etc. Such involvement of the Friends Groups could represent a way to ‘ring fence’ funds without establishing a full trust or entirely giving up council control.

## 3.1.5 Levies and Taxes

Levies and taxation were identified within Nesta’s Rethinking Parks<sup>1</sup> research as one possible means of raising revenue to support parks and open spaces. The reality is somewhat challenging however, and there are few UK examples where this is working successfully in practice (whereas such approaches are more common in the US).

1: Rethinking Parks (2013) & Learning to Rethink Parks (2016), Nesta, Heritage Lottery Fund, Big Lottery Fund

Liverpool has recently considered, as part of its city-wide green spaces strategy<sup>2</sup>, a number of levy options including a parks’ levy to be added to Council Tax (but requiring approval through a local referendum), car park levy, student levy and tourism levy – none of which have yet to be taken forward.

While none of the parks are within Croydon’s Business Improvement District, it would be worth exploring, particularly for those parks closest (namely, Park Hill), possible projects or programmes that may provide mutual benefit to both the BID membership and the parks. Worth noting in this regard is the importance of the network of green links, which connect up the parks and green spaces throughout Croydon (and the BID area). So, while the Croydon BID might not relate directly to the six parks, there may be opportunities to forge partnerships with other green infrastructure across the BID’s defined area.

## 3.1.6 Endowment

Endowments can be the most effective and reliable forms of revenue funding typically being formed of either a commercial property portfolio or a capital fund. However, they can also be the most challenging to establish.

The Parks Trust, which was established to look after the 4,500 acres of parks and open spaces following the development of Milton Keynes, was endowed with a £20m commercial property portfolio. This endowment has been increased as further land has been added to the Trust’s portfolio. Similarly, many of the National Trust’s parks and gardens have also benefited from endowments in the form of property portfolios (typically relating to the estates) or investment funds.

The formation of the Newcastle Parks Trust, which is set to take over the management of Newcastle’s 33 parks and open spaces, has, with the aid of the National Trust, been looking into the potential for establishing an endowment linked to partners who have an interest in the Natural Capital and outcomes that can be afforded e.g. health providers, utility companies.

2: Strategig Green and Open Spaces Review (2016), Liverpool City Council



# Capital Funding Strategy

## for Park Hill

## 3.2

The following sources of capital funding and associated priority are considered to represent the greatest opportunity for Park Hill Recreation Ground in the short- to medium-term.

- Local authority / High Priority – local authority capital contributions used to seed and leverage additional funding from other sources
- Growth zone funding / High Priority – despite being outside the curtilage of the Growth Zone, Park Hill's proximity could attract significant funding for the provision of cultural and leisure amenities
- Leases and concessions / High Priority – where new leases could attract third party investment into refurbishing or delivering new assets (notably, the existing café, new café, shelter and old depot, and water tower)
- Section 106 / CIL contributions / High Priority
- Heritage Lottery Fund / High Priority – with a focus on the Parks for People, Heritage Grants and Heritage Enterprise (e.g. water tower) programmes
- Sport England / High Priority – focusing on the upgrade of sports facilities;
- Arts Council England / High Priority – focusing on the provision of 'legacy' resulting from arts and cultural programmes hosted and staged in and around Park Hill
- Big Lottery / High Priority – with a focus on the Reaching Communities England, Parks for People, Awards for All programmes
- Landfill Communities Fund / High Priority – being within 15 miles of a Biffa landfill site Park Hill could apply under the 'building biodiversity' programme and being within 10 miles could also access awards for 'Community Buildings, Recreation and Cultural Facilities' through the Main Grants scheme, which ranges from £10k to £75k
- General fundraising / High Priority - targeting Trust and Foundations, Private donations and Crowd Funding and other grant opportunities notably, the Greater London Authority, Transport for London and the Environment Agency
- Natural capital / Low Priority – by utilising the broader impact of parks to forge partnerships with health, education and environmental partners to leverage additional funding or in-kind support or divert existing resources
- Volunteers / Medium Priority – mobilising volunteers to offset capital costs in the renewal, refurbishment and delivery of capital projects

The detailed tables that follow list each proposed masterplan intervention for Park Hill Recreation Ground and consider the most likely sources of capital and revenue funding to deliver and maintain them directly. A wide range of possible improvements and interventions for Park Hill Recreation Ground were generated through the extensive field work, sites and market analysis and community engagement undertaken as part of the masterplan work. During this process, these were refined to the prioritised set of projects, which form the basis of the masterplan proposals. Any further prioritisation will need to consider a combination of factors including: income generation, funding opportunities, social impact (e.g. health, wellbeing, education, skills etc.), environmental benefits etc.

# 3.2

MASTERPLAN CONCEPT & IDEAS		CAPITAL COSTS						REVENUE COST					
		Capital Cost	Quantity	£ Rate	£ Fixed Sum	Notes	Implementation timescale (excl permissions)	Direct Cost	Quantity or % Rate	£ Rate	Notes	Responsibility	Regularity of formal inspections
1	New entrance area featuring a café, toilets and cycle parking – northern edge of the park	£ 500,000	150m2	£ 2,500/m2	£ 125,000	Rate assumed to cover modest new building and fixed sum for external landscaping and utility connections	1 - 2 years	£ 15,000	3%		Revenue cost covered by lease or occupier / user income	Either via lease or buildings maintenance contract	Toilets daily; Other structures quarterly or annually
2	Refurbishment of all entrances and signage	£ 35,000	5,000m2	3 entrances	£ 20,000	Lump sum assumed to cover three entrances and distributed signage at key points throughout the park	0 - 6 months		0%		Cost assumed within general maintenance cost of park	Via parks maintenance contract	quarterly
3	Improvements to pedestrian access on southern end of the park (reduction of vegetation)	£ 5,000			£ 5,000	Clearing of vegetation, tree crowning and pruning to improve visibility, sight lines and security	0 - 6 months						
4	Refurbishment of the sport area	£ 100,000			£ 100,000	Assumed to allow for full refurbishment of MUGA including fencing							
5	Expansion and improvements to the play area	£ 150,000	400m2	£ 375/m2		Assumes full refurbishment of play area and relocation of smaller kids play area to kiosk location	0 - 6 months	£ 7,500	5%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	weekly
6	Restoration of the water tower into a revenue generating venue	£ 2,000,000			£ 2,000,000	Notional cost included. Actual cost will depend on state of building, extent of repairs, nature of repurposing and partnership deals	1 - 2 years	£ 100,000	5%		Notional revenue cost set at 5% / 25 years replacement	Either via lease or buildings maintenance contract	annually
7	Restoration of the rose garden	£ 8,000	400m2	£ 20/m2		Rate assumed to include clearing area, preparation, planting; Work needs to be undertaken at appropriate time of year; Design linked to history and heritage.	0 - 6 months	£ 2,000	£ 400	5.00	Rate assuming watering in dry season, regular maintenance and necessary replanting	Via parks maintenance contract or designated voluntary organisation	monthly
8	Restoration of the Victorian gardens character and plant collection	£ 40,000	1,600m2	£ 25/m2		Rate assumed to include clearing area, preparation, planting; Work needs to be undertaken at appropriate time of year; Design linked to history and heritage	0 - 6 months	£ 8,000	£ 1,600	5.00	Rate assuming watering in dry season, regular maintenance and necessary replanting	Via parks maintenance contract or designated voluntary organisation	monthly
9	Improvements to the walled garden	£ 8,000	400m2	£ 20/m2		Rate assumed to include clearing area, preparation, planting; Work needs to be undertaken at appropriate time of year	0 - 6 months	£ 2,000	£ 400	5.00	Rate assuming watering in dry season, regular maintenance and necessary replanting	Via parks maintenance contract or designated voluntary organisation	monthly



# 3.2

MASTERPLAN CONCEPT & IDEAS		CAPITAL COSTS						REVENUE COST					
		Capital Cost	Quantity	£ Rate	£ Fixed Sum	Notes	Implementation timescale (excl permissions)	Direct Cost	Quantity or % Rate	£ Rate	Notes	Responsibility	Regularity of formal inspections
10	Creation of a rain garden for surface water management and biodiversity	£ 50,000			£ 50,000	Assumed to cover drainage works, ground modelling and planting	6 - 12 months	£ 1,000	2%		Assumed to be low annual maintenance requirement	Assumed to be low annual maintenance requirement	monthly
11	Management of the woodland for biodiversity on southern edge of the park					No capital project assumed		£ 5,000			Proactive woodland management	Via parks maintenance contract or designated voluntary organisation	quarterly
12	Refurbishment of the former depot into a community arts and education hub	£ 300,000	200m2	£ 1,500/m2		Rate for building re-furbishment	0 - 6 months	£ 9,000	3%		Revenue cost covered by lease or occupier / user income	Either via lease or buildings maintenance contract	annually
13	Refurbishment of the shelter	£ 100,000	200m2	£ 500/m2		Rate for building re-furbishment	0 - 6 months	£ 3,000	3%		Revenue cost covered by lease or occupier / user income	Either via lease or buildings maintenance contract	annually
14	Creation of an area for events with improved access and drainage	£ 150,000			£ 150,000	Notional cost for improved access arrangements, levelling and necessary services	0 - 6 months	£ 4,500	3%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	annually
15	Creation / installation of outdoor gym	£ 40,000			£ 40,000	Purchase and installation of outdoor gym equipment - assuming some basic groundworks.	0 - 6 months	£ 1,200	3%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	monthly
16	Installation of outdoor table tennis table	£ 7,500			£ 7,500	Purchase and installation of of two table tennis tables and basic ground preparation e.g. paved area	0 - 6 months	£ 225	3%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	monthly
17	Refurbishment of existing toilet block and removal of shrub bed in front of building	£ 40,000	50m2	£ 800/m2		Rate assumes basic refurbishment (no structural work)	6 - 12 months	£ 2,000	5%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	monthly

TOTAL CAPITAL COST: £ 3,533,500

# 3.2

MASTERPLAN CONCEPT & IDEAS		CAPITAL AND REVENUE FUNDING OPPORTUNITIES																									
		Council			Property			Grants & Fundraising									Partners				Levies / Taxes				Endowment		
		Core Funding	Prudential Borrowing	Grant leverage	Section 106/CIL	Concessions / lease of park land and/or buildings	Events staged in parks	Heritage Lottery Fund	Big Lottery	Sport England	Arts Council	Landfill Communities Fund (Biffa)	Environmental stewardship scheme (Natural England)	Trusts and foundations	Other (private donors, crowd funding, etc.)	Sponsorship and advertising revenue	Health service / providers	Utility / environmental companies	Education	Voluntary Organisations	Council Tax - Parks Levy (via local referendum)	Car park levy	Student levy	Business Improvement District activities	Commercial real estate	Capital Fund	Natural Capital Account (partners)
1	New entrance area featuring a café, toilets and cycle parking – northern edge of the park	x		x	x	x		x	x	x		x		x	x	x				x							
2	Refurbishment of all entrances and signage	x		x	x			x	x			x		x	x	x				x							
3	Improvements to pedestrian access on southern and eastern end of the park																										
4	Refurbishment of the sport area	x		x	x	x		x	x	x				x	x	x											
5	Expansion and improvements to the play area	x		x	x				x			x		x	x	x	x										
6	Restoration of the water tower into a revenue generating venue	x		x	x	x		x	x					x	x	x				x							
7	Restoration of the rose garden	x		x	x			x	x			x		x	x	x	x		x	x							
8	Restoration of the Victorian gardens character and plant collection	x		x	x			x	x			x		x	x	x	x		x	x							
9	Improvements to the walled garden	x		x	x			x	x			x		x	x	x	x		x	x							
10	Creation of a rain garden for surface water management and biodiversity	x		x	x				x			x		x	x	x		x	x	x							
11	Management of the woodland for biodiversity on southern edge of the park	x		x	x				x			x		x	x	x			x	x							
12	Refurbishment of the former depot into a community arts and education hub	x		x	x	x	x		x			x		x	x	x			x	x							
13	Refurbishment of the shelter	x		x	x	x	x		x			x		x	x	x	x			x							
14	Creation of an area for events with improved access and drainage	x		x	x	x	x		x			x		x	x	x	x										
15	Creation / installation of outdoor gym	x		x	x				x	x		x		x	x	x	x										
16	Installation of outdoor table tennis table	x		x	x				x	x		x		x	x	x	x										
17	Refurbishment of existing toilet block and removal of shrub bed infront of building	x		x	x							x															



# Income Generating Activities at Park Hill

## 3.3

Each of the proposed capital interventions will have an ongoing revenue costs to cover its maintenance and operation. In some cases, these costs could be lower than the equivalent revenue cost of maintaining the status cost, as a result of long-term neglect (i.e. a reduction in or transfer of existing budget). Where revenue costs are 'additional' to the existing operational budget, then an increase in funding will need to be sourced. This funding will be derived from a combination of sources including direct income generated through new and enhanced commercial activities associated with the park, together a cocktail of funds secured from other sources listed above e.g. grants, partnerships, volunteers, levies, endowment etc.

Before committing to any capital expenditure, a business case should be prepared, which will confirm how the assets and services will be maintained and sustained in the short, medium and longer term.

Guardians for our public open spaces are increasingly embracing a range of alternative operational funding models to address the ongoing maintenance of public parks and open spaces. This includes:

- Mobilising volunteers
- Revenue grants from lottery sources, public agencies, trusts and foundations
- In-kind contributions from targeted social programmes e.g. back-to-work, skills development, training, education, health, etc.
- Corporate Social Responsibility from businesses that either have a thematic or geographic connection
- Natural Capital accounting to forge partnerships with health, education and environmental partners

In terms of generating additional net income from Park Hill itself, there are a small number of opportunities where the local authority (or its partners) are encouraged to prioritise their efforts in the short-term. The estimated annual income is assumed to represent a net contribution (after direct costs) and for a stabilised year in operation (i.e. once a normalised state of operation has been achieved which is typically between 3yrs and 5yrs from its development or launch). Note, income associated with sports facilities are excluded since these are assumed to covered under the new Leisure contract from April 2018.

ACTIVITY	ESTIMATED NET ANNUAL INCOME
<b>PROPERTY LEASES, CONCESSIONS AND LICENSING</b>	
New café at northern entrance (e.g. lease or trading profit)	£ 15 - £ 40k
Temporary ice cream / snack van concession(s)	£ 10 - £ 15k
Licenses for commercial users of the park	£ 5 - £ 10k
<b>TEMPORARY HIRES</b>	
Third party events hire	£ 50k - £ 75k
<b>ADVERTISING</b>	
Installation of advertising billboard on western side of park facing railway line	£ 5 - £ 10k







# Equalities Impact Assessment

## 4.1

### 4.1.1 Purpose of the Equalities Impact Assessment

The Equality Act 2010 establishes a number of groups with protected characteristics. The Act requires that when a new policy or strategy is proposed, the potential impacts on these groups are considered and that the outcomes of this assessment inform the policy or strategy. In accordance with the Equality Act (2010), the Equality Impact Assessment identifies potential impacts on different groups according to the following protected characteristics:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

### 4.1.2 Scope

This equalities assessment pertains only to Park Hill Recreation Ground, as included in the brief for the Croydon Destination Parks, to the processes of developing new masterplans including documents supplied and engagement activities planned/undertaken, and to the outcomes of the design process. It does not include wider equalities assessment of parks within Croydon, nor of the processes of park management, maintenance, or staffing (beyond those evident within the parks or recommended as a result of the masterplanning process), all of which can have impact in the equitable delivery of the parks service.

### 4.1.3 Assessment: Overall Aims

ITEM	COMMENTARY	DELIVERED WITHIN PARK HILL MASTERPLAN PROCESS
What are the main aims of the Croydon Destination Parks Masterplan?	<p>To provide potential models of park development to Croydon Council:</p> <ul style="list-style-type: none"> <li>• To support healthy, cohesive communities in the context of significant population growth</li> <li>• To provide sustainable funding models in the context of diminishing public funding</li> </ul>	<p>The team has set out, using information from background materials provided, drawn from professional expertise, and from new information generated through a range of engagement strategies:</p> <ul style="list-style-type: none"> <li>• Opportunities for widening the benefits of the six parks to support healthy cohesive communities, and identified any issues for participation associated with protected characteristics</li> <li>• Recommendations for funding options, while identifying any equalities issues arising</li> </ul>
What are the intended outcomes of the Masterplan?	<ul style="list-style-type: none"> <li>• Six masterplans to inform future delivery of attractive, safe, financially sustainable, inclusive public park spaces that promote health and well-being for Croydon's diverse community</li> <li>• Proposals that support Croydon's perception as a great place to live and work within London as a whole</li> <li>• Models for park design and management that may have wider application within the borough</li> </ul>	<p>The masterplan for Park Hill Recreation Ground provides options for renewal and change that can inform a future strategy for the park, as well as for funding and the wider design. It promotes positive local perceptions of place, wider participation and promotes health and well-being.</p> <p>Consideration of differing needs of populations with protected characteristics has informed all parts of the masterplan development.</p>



### 4.1.4 Potential Impacts of the Project Overall

ITEM	COMMENTARY	DELIVERED WITHIN PARK HILL RECREATION GROUND MASTERPLAN PROCESS
Will the project impact upon the whole population of Croydon or particular groups within the population?	<p>The strategy has the potential to positively impact the whole population of Croydon in relation to access, health, leisure, sport, well-being, community cohesion and civic pride, but the impact is likely to be greatest in areas immediately surrounding the parks affected.</p> <p>The project will inform the development of policy and future actions relating to open space borough wide.</p>	<p>The strategy for Park Hill Recreation Ground has the long-term potential to positively impact the whole population of Croydon through policy development in relation to access, health, leisure, sport, well-being, community cohesion, civic pride, but the impact from participation in this stage of the project's development is likely to be greatest in areas immediately surrounding the park itself, and for those who have directly participated, who may now feel supported in sharing their aspirations for the park.</p> <p>There is a risk of issues if there are no actions arising, or a lack of subsequent communication regarding the likely project outcomes, and some groups may feel uncertainty for the future, causing distress. Through the engagement process, many local residents were aware of funding issues for parks long term, and expressed fear how market forces might adversely impact their access to the park in the future.</p> <p>On-going communication can mitigate some issues. Significant and long-term benefits will only follow through the development of policy, and through the development of the masterplan to delivery.</p>

### 4.1.5 Potential positive and / or negative impacts, and issues with regard to protected characteristics

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	DELIVERED WITHIN PARK HILL RECREATION GROUND MASTERPLAN PROCESS
<b>Race</b> Issues relating to people of any racial group, ethnic or national origin, including gypsy travelers and migrant workers.	<p>Research indicates that everyone values access to quality parks and green spaces, but that BME populations tend to be under-represented as park users in the UK, and that ethnicity is a stronger influence on frequency of park use than income alone. Ensuring that voices from all ethnicities are heard in the development of park masterplans will be crucial to maximising the chances of equitable outcomes.</p> <p>People of BME are disproportionately of low income in the UK. Ensuring that any income generating proposals do not exclude low income people from use of the park and facilities could be an equalities issue.</p>	<p>Equalities assessment identified that existing data held by the council for park use showed under representation of the views of ethnic groups that have large populations within Croydon.</p> <p>Specific face-to-face targeted survey work was carried out, and the levels of representation of different ethnic groups compared with levels in the surrounding resident population, both to mitigate against under-representation and through the analysis of results, to address information gaps. Variations were demonstrated in priorities for parks along lines of ethnicity that influenced the development of the masterplan.</p> <p>The findings are set out in detail in Chapter 5.</p>
<b>Sex</b> Issues specific to women or men.	<p>Research shows that women are more fearful in park spaces than men, and ensuring spaces are designed to promote confidence and safety will be important. Some groups of women may find it difficult to engage in sport where genders are mixed. Spaces that might be booked for women only sessions may be appropriate in some public parks, as well as provision of separate changing facilities. Men's access to park space can be limited where the primary function is perceived to be a space for children.</p>	<p>Our early engagement survey in Ashburton and the design survey for Park Hill found that gender - in our sample we asked for claimed gender rather than biological sex of participants - influenced the popularity of particular proposals for / features and activities in parks.</p> <p>Variations were highlighted in survey participants priorities for Park Hill along lines of gender that may influence the development of masterplan.</p>
<b>Disability</b> Issues relating to disabled people.	<p>The council's own research has indicated Croydon's park spaces are not currently perceived as very accessible to people with disabilities.</p> <p>As well as providing many physical health benefits, research has found open green space has significant benefits for those individuals with mental health issues.</p> <p>Social prescribing for health in parks and open spaces can be supported by providing opportunities to participate in gardening or physical exercise.</p> <p>The project aims to make open space available to all and reduce accessibility barriers.</p>	<p>Survey work to date has had low representation of people with disabilities, and this is especially true with regard to Park Hill. Our recommended action is that we will seek to engage with gatekeeper organisations to obtain wider participation from people with this protected characteristic.</p>
<b>Age</b> Issues relating to a particular age group e.g. older people or children and young people.	<p>Older people tend to make less use of park spaces with age, and higher numbers have been found to fear for personal safety in park space. At the other end of the age spectrum, Croydon has a growing young population, and the borough has identified specific health issues relating to young people which may be attributed to a lack of perceived social cohesion, or lack of positive activity for this group. Young people have also been found to be fearful in some park spaces.</p> <p>Ensuring designs build confidence for the use of all groups, and provide age appropriate activity across the spectrum of ages is of great importance in ensuring well-being for all.</p>	<p>Our surveys found that gender, age and ethnicity all influence the typical preferred activity in Croydon's parks.</p> <p>Our survey at Park Hill showed there is proportionally high engagement of older people with local residents groups and the park Friends, and low levels of participation in groups from the younger people in our sample. Older peoples' views are likely to be well represented. We also had far higher numbers of people over 65 participate in the survey than would be expected from the surrounding catchment population and very low numbers of young people.</p> <p>We have taken action to promote online engagement with younger people in the catchment of Park Hill through local schools and social media networks. Depending on the outcome of this activity, we may seek to engage with gatekeeper organisations to obtain wider participation from people under 25.</p>

# 4.1

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	DELIVERED WITHIN PARK HILL RECREATION GROUND MASTERPLAN PROCESS
<b>Religion or Belief</b> Issues relating to a person's religion or belief (including non-belief).	<p>Many Muslim people can be reluctant to share park space with dogs off the lead. There is a religious restriction on contact with dogs, and often unleashed dogs are not controlled well by their owners. If there is no dog controlled space in a park, it can deter access to park space for this group. Jewish people can also be fearful of dogs for religious reasons, and can therefore benefit from inclusion of dog control areas.</p> <p>For religious reasons, some groups of women may find it difficult to engage in sport where genders are mixed or to 'uncover' in spaces that can be viewed.</p> <p>Spaces that might be booked for women only sessions may increase access in some public parks, as well as provision of separate changing facilities.</p>	<p>Faith groups across Croydon and within the six park catchments were contacted directly, however no participation was requested beyond promoting engagement dates.</p> <p>Ethnic characteristics, but not religion, were noted in face-to-face engagement. In accordance with Croydon's equalities guidance, the need to gather equalities data had to be balanced with the amount of time people would have available to participate in a survey, so information on some protected characteristics was not gathered. Some ethnicities are allied with particular faith groups, and any specific issues for the six parks will be identified for further investigation as they arise.</p> <p>A question relating to maintaining and increasing existing dog control has been included in every survey. At Park Hill, increased dog control was supported by some but not by a majority of respondents including for analysis by ethnic group. Informal dog controls are anecdotally operating well in Park Hill at present.</p>
<b>Sexual Orientation</b> Issues relating to a person's sexual orientation i.e. lesbian, gay, bi-sexual, heterosexual.	<p>Research shows that LGBT community are more fearful in park space than other groups, and ensuring spaces are designed to promote confidence and safety will be important for this group.</p>	<p>At Park Hill, fear was expressed regarding access routes into the park and hidden access to the existing toilets. Both will be considered in masterplan recommendations.</p> <p>This characteristic was not specifically recorded as in accordance with Croydon's equalities guidance. The need to gather equalities data had to be balanced with the amount of time people would have available to participate in a brief survey, and also where young people were to be included, some questions, such as those around sexual orientation, may be considered intrusive. Consideration of independent research findings is included in park masterplanning.</p>
<b>Marriage and Civil Partnership</b> Issues relating to people who are married or are in a civil partnership.	<p>There are no specific impacts known with regard to this characteristic.</p>	<p>This characteristic was not recorded as set out above. Consideration of independent research findings is included in the considerations for park masterplanning.</p>
<b>Gender Reassignment</b> Issues relating to people who have proposed, started or completed a process to change his or her sex.	<p>Impacts relating to community safety as detailed above.</p>	<p>At Park Hill, fear was expressed regarding access routes into the park and hidden access to the existing toilets. Both will be considered in masterplan recommendations.</p> <p>This characteristic was not recorded as set out above. Consideration of independent research findings is included in park masterplanning.</p>
<b>Pregnancy and Maternity</b> Issues relating to the condition of being pregnant or expecting a baby and the period after the birth.	<p>Park toilets and baby change facilities, consideration of women only or quieter seating to allow breastfeeding and accessible paths for baby buggies support access for this group.</p>	<p>A proposal for an accessible toilet with baby change facilities was included in the survey for Park Hill and supported. Toilets at the upper level may be considered within proposals for the area around the walled garden, which has nearby on-street parking, and a relatively level access route.</p> <p>This characteristic was not recorded in surveys. Consideration of independent research findings is included in park masterplanning.</p>
<b>Multiple / Cross Cutting Equality Issues</b> Issues relating to multiple protected characteristics.	<p>There are potential positive cross cutting impacts relating to age, disability, religion/belief and race equality. Potential negative impacts and issues raised above for any individual characteristic can be compounded for multiple characteristics. However it is important to note, all of the research relates to impacts that are statistically observable within populations, and impacts will be individually variable, not universal.</p>	<p>Consideration of variation in views held in accordance with demographic characteristics has been part of the park masterplanning process. In order to ensure as diverse a sample as possible, face-to-face techniques have been used, however the resulting relatively small sample sizes mean cross tabulation to investigate compound effects is not viable</p>



## 4.1.6 Assessment: Processes of Masterplan Development to date

### 4.1.6.1 ENGAGEMENT PROCESSES: INTERVIEWS AND STAKEHOLDER WORKSHOPS

Participation in the early stages of engagement was invited from a range of organisations representing people with protected characteristics, however there was very little take up from agencies at this stage.

No formal equalities data was gathered at either the interviews or at stakeholder workshops. From assessment of visual characteristics, and from conversations held, there is good representation of men and women, and of people age 40+ within stakeholder groups.

There were however fewer BME people than in the wider Croydon population, and no people under 18. People with disabilities are also likely to have been under-represented compared with the population as a whole.

### 4.1.6.2 ENGAGEMENT PROCESSES: RESIDENT ENGAGEMENT

Resident engagement included equalities data collection in accordance with Croydon’s equalities policy. As young people were to be part of the process, and guidance recommends questions around gender identification and sexuality can be sensitive and therefore may not be appropriate for young people, only self identified data was collected with regard to gender, and no data was collected with regard to sexuality.

A face-to-face engagement process was proposed to allow directed sampling, and to ensure that some people who were not actively engaged with parks would also be heard from. The engagement process will be completed toward the end of the study period. To date, face-to-face and personal interaction techniques have resulted in good sampling across a range of characteristics, however there is still under-representation of some groups with protected characteristics who have proved harder to reach. At Park Hill, this is especially true for people with disabilities, and for young people under 25.

### 4.1.6.3 PARTICIPATION IN GROUPS AND CLUBS

Data has been collected to establish levels of participation in volunteering activities and in a variety of activities/sports within the six masterplan parks. This data will be summarised towards the end of the study across all six parks.

Our survey at Park Hill showed there is proportionally high engagement of older people with local residents groups and the park Friends, and low levels of participation in groups from the younger people in our sample.

### 4.1.7 Assessment: Material Characteristics Individual Parks - Existing and Proposed

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	
<b>Race</b> Issues relating to people of any racial group, ethnic or national origin, including gypsy travelers and migrant workers.	<b>Positive</b> A range of activities within the park likely to appeal to different groups.  <b>Negative</b> No sociable seating, facilities for large groups or for eating outside. Dog control not yet recorded, but no issues of uncontrolled dogs observed on site.	Differences were identified in most supported proposal associated with race, ethnic or national origin, but overall support for provision for sport, for expansion of play, for improvements for biodiversity and sustainable drainage, and for some garden restoration will meet the diverse priorities and sustain a wide range of activities likely to appeal to different groups. Existing dog controls should be maintained, but dog control was not identified as a major barrier to use at this park.
<b>Sex</b> Issues specific to women or men.	<b>Positive</b> Ornamental garden may offer opportunity for hidden from view single gender activity. Plenty of space not solely dedicated to children.  <b>Negative</b> Toilets hidden and may provoke fear of crime.	Opportunities to develop a programme of events for different groups, including single gender activities at the walled garden is supported through consideration of Arts & Education Trust with facilities in this location. Proposals relating to toilets will address the current issues.
<b>Disability</b> Issues relating to disabled people.	<b>Positive</b> Opportunity to participate in gardening, presence of varied sensory planting.  <b>Negative</b> Toilets not accessible, paths uneven, topography challenging, disabled parking not observed, very limited opportunity for disabled play.	Gardening can be supported with greater consideration for accessible routes into the park from nearby parking spaces. Parking space is available on street near the water tower and via the vehicular access from Park Lane, but detailed topographic information is required to assess whether national guidance for slopes can be met for paths to the garden and any other facilities, new seating or restored buildings for example at this upper level from either location. There is poor provision for disabled access via Barclay Road at present, this will be part of improvements for events access and new café/ toilets. Disabled play will be part of proposals for expansion and renewal of the current play area. Options for participation in new facilities. For example, an outdoor gym will be part of proposal development.
<b>Age</b> Issues relating to a particular age group e.g. older people or children and young people.	<b>Positive</b> Fairly frequent seats with backs on paths, activity (gardening) suited to older people provided, range of activities near younger children's play support (limited) provision for families with children of mixed age.  <b>Negative</b> Toilets hidden non- functional, play provision ages 10-18 restricted to sport.	Proposals support increased distribution of furniture and improvements to paths. Expansion of play provision will be included for a wider age range.
<b>Religion or Belief</b> Issues relating to a person's religion or belief (including non-belief).	<b>Positive</b> Ornamental garden may offer opportunity for hidden from view single gender activity. Dog control not yet recorded, but no issues of uncontrolled dogs observed on site	See discussion of dog control and single gender activity above.



# 4.1

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	
<b>Sexual Orientation</b> Issues relating to a person’s sexual orientation i.e. lesbian, gay, bi-sexual, heterosexual.	<b>Negative</b> Toilets hidden and may provoke fear of crime.	New toilets are proposed near Barclay Road, and action is proposed regarding light levels / visibility on access routes into the park and to remove hidden access as part of any proposals regarding existing toilets.
<b>Gender Reassignment</b> Issues relating to people who have proposed, started or completed a process to change his or her sex.	<b>Negative</b> Toilets hidden and may provokefear of crime.	New toilets are proposed near Barclay Road, and action is proposed regarding light levels / visibility on access routes into the park and to remove hidden access as part of any proposals regarding existing toilets.
<b>Pregnancy and Maternity</b> Issues relating to the condition of being pregnant or expecting a baby and the period after the birth.	<b>Positive</b> Quiet but overlooked areas with seats provide space for breastfeeding.  <b>Negative</b> Toilets non- functional.	New toilets are proposed near Barclay Road with baby change facilities. Proposals support increased distribution of furniture and improvements to paths.



# Introduction: Proposed Engagement Strategy

## 5.1

Tyréns initially proposed three different engagement methods at different work stages - interviews, workshops and events - to tease out key issues, bring parties together creatively, and help identify where opportunities might reside and what constraints and risks may apply.

The strategy for engagement was based on the foundation of existing resident participation through the borough-wide Croydon Talks Parks project (reviewed at Project Stage 1), and our team's skills and experience in delivering representative stakeholder engagement for our clients. It was conceptualised as moving from the borough-wide scale of the earlier work, to an area-wide scale, and ultimately to a local scale alongside the sequential development of the masterplanning process.

The proposed workstages are described as follows:

- **Stage 1** - Stakeholder Interviews: borough, area, and local stakeholders
- **Stage 2** - Creative workshops for partnership building: area and local stakeholders and invited participants
- **Stage 3** - Events with the wider community: Local events to hear directly from residents both in and beyond the parks to access users and potential users

Methods originally proposed at Stage 3 included traditional 'show-and-tell' with drawings and survey materials in the parks themselves, supplemented by flexible, and targeted mobile consultation (e.g. at transport hubs or retail areas), supplemented by educational events and digital engagement, using social media or similar platforms.



# Stage 1 Engagement

## Interviews

## 5.2

### 5.2.1 Interviews

Face-to-face Interviews were held with the lead cabinet member for the project, Councillor Godfrey, councillors for the six parks, council officers involved in strategy and forward planning, as well as officers engaged in operations for the parks and properties within them. These were held at the council offices in Croydon. There were also a series of telephone interviews to supplement these.

Park Hill Recreation Ground in particular was represented in face-to-face interviews by Councillor Sue Winborn.

Interviews were held with the Friends of Park Hill, near the park, and conversations continued via extensive email correspondence. Prior to the stakeholder workshops, all local residents groups were contacted, and a number of emails exchanged where those involved in Park Hill Residents Association, East Croydon Community Organisation, South Croydon Community Association and Chatsworth Road Residents Association provided some general thoughts for the team.

A full review of the baseline engagement data the borough-wide Croydon Talks Parks project was included in the Stage 1 report. As the survey had been self-selecting, the sample was not entirely representative of Croydon's population, and the team proposed to undertake some targeted survey work to ascertain if the sample composition had in any way skewed the findings.

The early survey findings are discussed in full in the report for Ashburton Park, however, key findings have significance for all the parks in the study, and so are briefly summarised below.

### 5.2.2 Supplementing Baseline Data key findings: equalities issues

There are characteristic patterns of park use/preference found in the early engagement survey associated with demographic characteristics, that are likely to be found in the wider population.

Overall the most important reason given by participants in our April survey for visiting parks was for children's play or for exercise. The activity finding differs from the Croydon Talks Parks survey, where the most important activity was walking. Our analysis has identified that the likely variation between the two surveys is a reflection of the demography of the sample. The April survey found that gender, age and ethnicity all influence the typical activity in parks.

Young people, men, and people claiming black ethnicities were more likely to go to parks for exercise than for any other reason.

The sample of people claiming Asian ethnicities was quite small (29 returns of various Asian ethnicities) however typically this group visited the park for children's play.

Older people, white people and women tended to prioritise walking in parks. Walking dogs is an activity most typical of older white women.

Demography also is related to dislikes, with the primary dislike for all groups being dog fouling. Significantly more people of BME dislike dog fouling than those of white ethnicities. Antisocial behaviour, litter, the park being 'run down' and poor play provision were all also major dislikes.

Almost half of all people sampled indicated they would be put off from visiting parks because of the thing they disliked. However, people of BME are more likely to be put off from visiting parks by their dislike.

When dislikes were examined against other equalities criteria, the condition of toilets was found to be significantly more concerning for people with disabilities.

# Stage 2 Engagement

# Stakeholders Workshop

## 5.3

### 5.3.1 Proposed Strategy

The workshops were intended to bring together Tyréns' team, and London wide actors, like the GLA, or the London Wildlife Trust, with local actors – Friends groups, third sector organisations with various agendas from inclusion, to vocational training, to health, to food production, with ward councillors and representatives of specific constituencies: faith, age ethnicity or disability for example. The idea was to get people who might be partners, collaborators and supporters all together, around some early ideas for the parks in their area, looking at exemplar projects in Croydon & beyond, hearing where funding (if any) is available, where there might be opportunities, what policy initiatives might be on the horizon to tap into for support and/or funds. We viewed the workshops as an opportunity to generate interest in and local support for connections to the wider funding and policy context, and for the areas residents/ voluntary sector and our team to look at the bigger picture, as well as think about individual spaces and their specific opportunities. Initially three workshops were planned, one for the North Area (Norbury South Norwood Lake & Grounds), one for Central (Ashburton, Park Hill & Lloyd Park) and one for South (Happy Valley).

### 5.3.2 Amendments to programme

Due to the calling of a general election, the planned programme of workshops had to be amended. As several invitees had already committed to the dates in question it was decided to enlarge the Central Area workshop to include the northern parks. Many of the issues faced and stakeholders involved were similar. The South Area workshop date unchanged. There were ultimately two workshops – one for north & central parks on June 13, one for Happy Valley on June 20.

### 5.3.3 Stakeholder Invitees and Responses

The invited stakeholders included representative of groups, agencies and organisations with an interest in parks or in a particular sector of the community who may not yet be very active in parks in Croydon, but who could become engaged in order to benefit the group represented.

The Greater London authority, London Wildlife Trust and Groundwork London all agreed to attend and to present regarding green infrastructure and Natural Capital benefits of parks, managing parks for nature and volunteering, and developing greenskills employment programmes in parks and open spaces respectively.

A range of Croydon-wide and local stakeholders were invited to participate. There was space for a total of 50 people for the five central parks, including Tyréns' team. With restricted numbers able to attend, it was decided not to invite all ward councillors, but to focus on community-based stakeholders, and to invite the cabinet lead and deputy member for Culture, Leisure & Sport. As the date of the meeting approached there were few responses for stakeholders of Lloyd Park, and so, rather than have limited local representation, it was decided to issue an invitation to surrounding residents groups, who are largely also from the catchment for Park Hill. The following groups were contacted: Park Hill Residents Association, East Croydon Community Organisation, South Croydon Community Association and Chatsworth Road Residents Association, and there were also additional contacts made via their networks by representatives of organisations in for example Addiscombe. This resulted in a large number of requests for attendance, and numbers had to be carefully managed. Ultimately the event was very well attended and the venue was full. Unfortunately, councillors were unable to attend.

A full list of invitees, and attendees is included in the appendices to the report.

### 5.3.4 Design of Workshops

The approach proposed was firstly to engage stakeholders in a workshop around key themes, to encourage them to think widely about what parks offered and what opportunities for funding might be available, then in a second exercise to encourage them to annotate schematic plans/diagrams of the park they were most interested in.

#### 5.3.4.1 WORKSHOP ONE: THEMES, CASE STUDIES AND PERCEPTION OF CROYDON PARKS

This workshop operated like the game 'Top Trumps'. Each value in the game was represented by a theme. There were cards prepared for use on the table tops that set out the teams' priorities under each theme. A full set of the cards included in the workshop is set out in the appendices. These thematic cards were each linked to a brief presentation by team members or by invited speakers.

The themes were:

- People in Parks – with sub-themes on Inclusion/Equalities, Well-being & Community Building
- Activity in Parks – with sub-themes on play, sport and health
- Climate & Biodiversity – with sub-themes on green connections, air & water quality, sustainable drainage, wildlife and habitats
- Food Education & Training
- Culture & Heritage – with sub-themes on history & heritage, arts programmes, and cultural events
- Funding, with sub-themes on capital costs, volunteering, and revenue funding

Two themes would be introduced by speakers, then seated at tables allocated by Tyréns to ensure a mix of expertise and representatives of a mixture of the parks, the stakeholders were asked to discuss the Croydon Destination Parks in turn, and allocate scores against the themes. A series of case study cards were provided at all tables as examples of the very best in London and further afield in at least one aspect of the different themes.

The score cards were collected and the scores across the various tables collected. The average scores for Park Hill Recreation Ground across all the tables is represented in Figure 5.3.1.

#### 5.3.4.2 WORKSHOP TWO

The stakeholders gathered around a table for each park and annotated two diagrams, one with strategic proposals, one which was simply an OS base of the park with trees plotted. The results of this exercise are represented in Figure 5.3.2.

# 5.3



Comments collected on the strategic plan during the stakeholder workshop



Stakeholder workshop

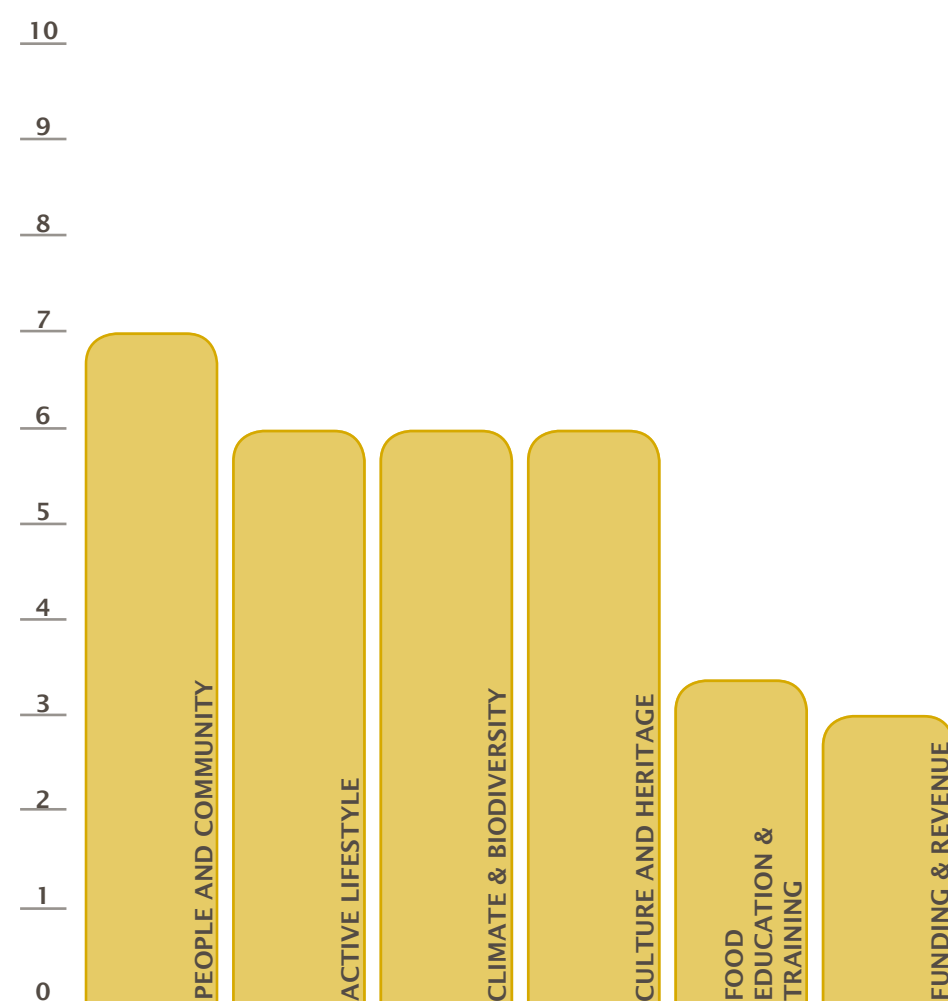


Figure 5.3.1 - Workshop One average scores

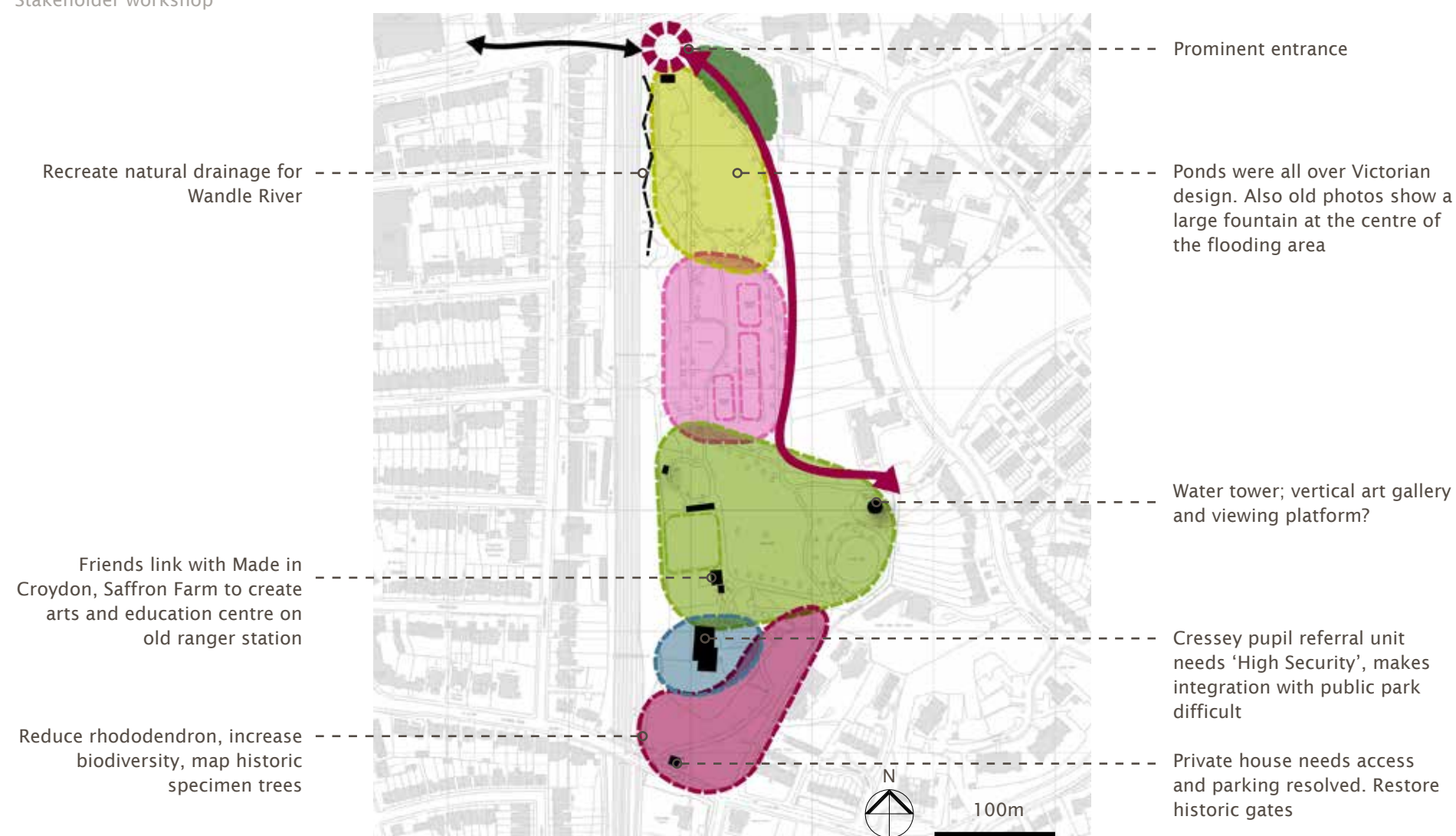


Figure 5.3.2 Feedback collected during Workshop Two



# Stage 3 Engagement

## Events and Design Based

# 5.4

### 5.4.1 Objectives and Method

The purpose of the survey was to gauge likely community support for a range of proposals to improve and manage Park Hill Recreation Ground in the long term. As the likely participants in a park-based event would be local residents, and therefore also in the catchment for Lloyd Park, it was decided to provide consultation materials for both Lloyd Park and Park Hill Recreation Ground over two subsequent weekends, allowing people to attend one event but comment on both parks plans.

The main survey took place between 12 pm and 4 pm on Saturday 22nd July, in Park Hill, and was supplemented on Saturday 29th July in Lloyd Park. The survey team at both events comprised six people with spatial design expertise. On July 22nd the weather was initially dry, but ultimately persistent rain meant the park was virtually empty. In order to engage with local residents, two members of the survey team remained in the park and obtained responses from those who braved the weather to attend, the remainder of the team spoke to passers by outside the park on Barclay Road, Coombe Road and surrounding residential streets, and also knocked on doors. The weather was sunny and warm on 29th July. As well as providing an opportunity to comment on Park Hill Plans at Lloyd Park. One team member returned to Park Hill on 29th July for an hour, to gather more survey responses from the park at a planned Indian event.

Analysis was carried out using Microsoft Excel. Proposals that were supported were awarded a score of 1, if participants expressed no preference, or did not answer a particular question, a score of 0 was allocated, and if proposals were opposed, the score of -1 was awarded. Relative popularity of proposals overall and by demographic characteristic was then reviewed. Where questions allowed qualitative responses, these were recorded. An analysis of results was made and reported to the design team.

### 5.4.2 Survey Returns

80 participants returns were included in the analysis, with their views recorded on 66 survey sheets (some sheets represented multiple views). 25 of the participants belonged to local groups. 20 were members of residents associations, 5 were Friends of Park Hill. The remaining 55 participants did not claim membership to groups, though several followed the Friends on Facebook. 4 individual returns were made by the kiosk operators. Group membership in our sample is primarily associated with claiming white ethnicity, (22 of 25) and more than half of the oldest participants claimed group membership. No under 25s responding to the survey belonged to local groups.

The demographic characteristics of all the participants, where provided, are tabulated and represented graphically in Figure 5.4.1. The ONS 2011 census identifies Fairfield ward as 51% male 49% female. Around 19 % of residents in 2011 were under 18, 8% approximately between 19 and 25, circa 43% aged 26-45, 18% aged 46-64 and the remaining 12% aged over 65. At the time of the census, 51% of ward residents claimed British white ethnicities, circa 6% claimed mixed ethnicities, 27% claimed British Asian ethnicities - the largest British Asian group at 16% of the ward population claiming British Indian ethnicity - and 13% claimed black ethnicities. 6% of ward residents claimed an illness or disability that had a serious limiting effect on daily life, and a further 9% claimed a disability or long-term health issue that had a minor limiting effect on daily life (source: ukcensusdata.com).

Of our survey, 55% of returns were from people claiming white British ethnicity, 3% of mixed ethnicity, 11% of black ethnicities and 21% of Asian ethnicities, with the largest percentage of these claiming British Indian ethnicity. The survey could therefore be said to be broadly representative along lines of claimed ethnicity, however age profiles and gender mix are not representative, which will be reflected on in the analysis.

Under 18s in particular are under-represented, with only 7% of returns, compared to a ward level of 19%. 19-25 year olds are at half of the ward percentage and over 65s are over-represented with 19% returns from this age group compared with 12% of the local population. Ages 26-64 are at representative proportions, giving a broad sense of likely trends, but having identified the importance of age of respondents through the earlier survey at Ashburton, this anomaly will be paid particular attention during analysis of the results. The gender claimed by participants shows a higher proportion of men in the sample than would be expected, with the ratio of male to female being 56:44 compared to 51:49 in the ward.

There were only three participants who claimed any long-term health issues or disability that impacted their daily life, compared with an expected level of 15% of the ward population. In developing designs further, action is recommended to ensure the needs of disabled people and their carers are considered, and work with gatekeeper organisations is recommended.

47 participants who answered the question lived within 15 minutes walk of Park Hill, more than half of the participants who answered the question visited the park at least weekly (some more than once a day), and 20% visited between four and 15 times a year. The remainder of those who responded were rare visitors to Park Hill, and one respondent who lived locally did not use the park.

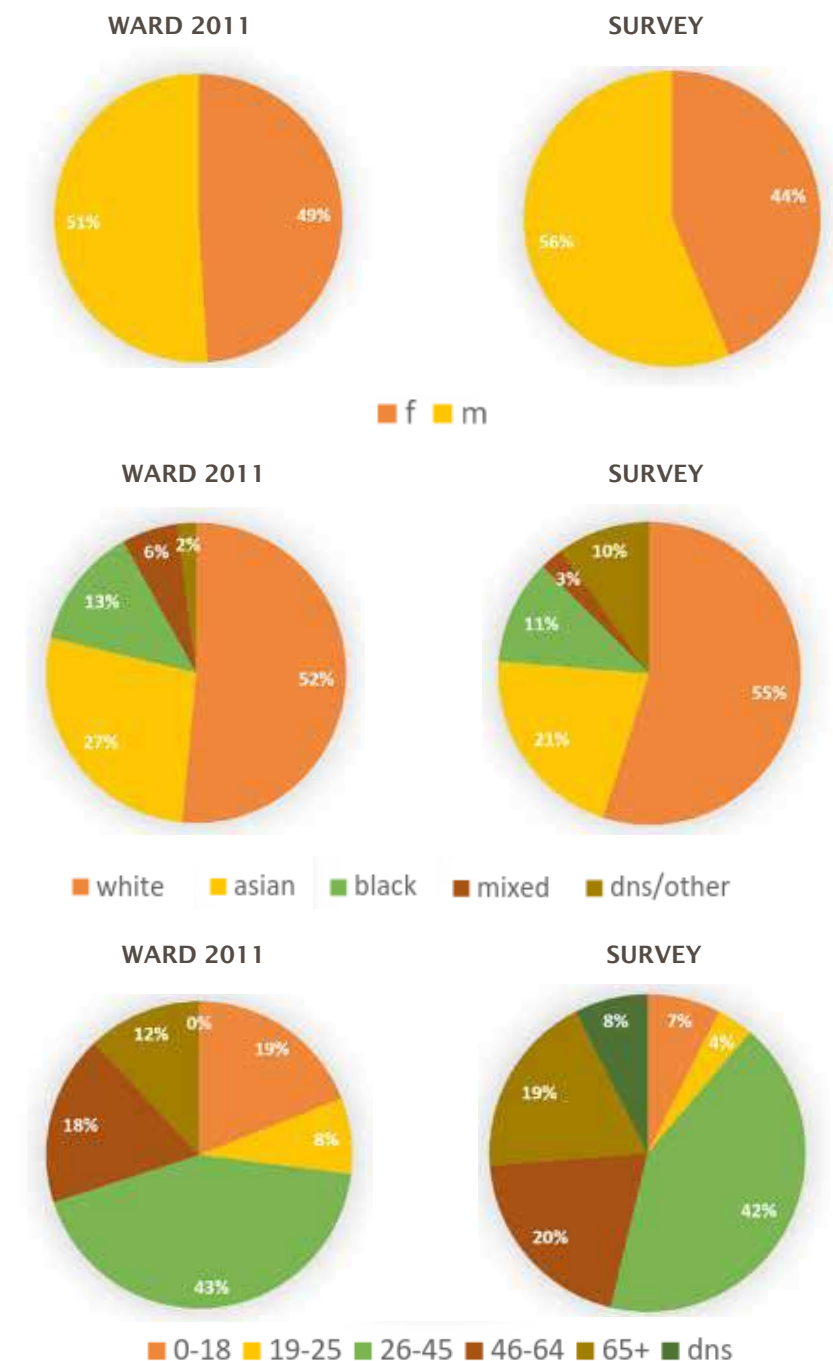


Figure 5.4.1 - Differences in demographics between ONS census and survey returns

## 5.4.3 Key Findings

### 5.4.3.1 ITEMS THAT WERE WIDELY SUPPORTED

The most widely-supported proposal was to retain all sport currently within the park, achieving a score of 71 out of a possible 80. Proposals achieving an overall score above 57 include proposals to improve the woodland area for biodiversity (61), to renew the children’s play area (58) and create a rain garden to assist with water management in the lower lawn (58).

When results are split by different demographic characteristics there are indications of some differing priorities. For white participants the work to the woodlands is the most popular proposal, although retaining all sport is second. Restoration of the rose gardens is the third most popular proposal for this group. For Asian participants, the most popular proposal is to retain facilities for sport, but the renewal of the children’s play area and expanding the age range offer are second highest scoring, along with the rain garden. For respondents claiming black ethnicities (a very small sample), retaining sport and improving the area to host more events are most supported, with all proposals regarding improvements to play in second place.

Priorities for men reflect the overall, while for women, restoring the rose garden is third most popular proposal. For under 18s and under 25s, the top three scores are for renewing the play area, retaining sports facilities and improving space for events. For 26-45 the priorities are broadly in line with the overall, but finding a use for the tower is second most popular after retaining sports, for 45-64 the rose garden restoration is the most supported proposal alongside retaining dog-proof fencing around the play area, and for 65+ while generally supporting the overall pattern, gardens restoration and the arts trust are also among the most popular proposals.

Overall, there was support for - with almost no opposition to - proposals for planting, improvements to the play area and events space, to retain and even expand provision for sport, for the idea of an arts and education trust, for activity in the water tower, and improvements to entrances.

Wayfinding within the park was not really seen as an issue that needed action and did receive some opposition, plus a low approval rating and similarly, the need for a dog-free area outside of the play space was not a priority in Park Hill, with several people said that dogs were not a problem in this particular park.

Participants were asked to suggest any sports that might be added to the current offer. There are three hard courts currently, one has a tennis net, one has basketball hoops and the third is undefined. Many people mentioned

using this space informally for different kinds of recreation from cricket to bike riding. There were suggestions that this use might be formalised as a MUGA and that there should be better facilities for cricket. The most frequent suggested addition was for an outdoor gym/fitness trail. One participant suggested combining a fitness trail with arts and cultural information. Other suggestions included table tennis or skateboarding (the latter suggested by three participants aged over 65!)

The limited participation by younger people in the survey, for whom play and sport were the main priority, should be considered here, and further engagement is recommended with this group.

### 5.4.3.2 COMMENTS RECEIVED

Space was provided for comments. Many of the comments have been incorporated into the analysis of supported or controversial items. Other suggestions that could be considered in designs/recommendations going forward include:

- some entry routes to the park are not overlooked, rather dark, and frightening, could this be improved (lighting was suggested)
- better seating and furniture more generally to support picnicking and sociability
- Coombe Road entrance gates need restoration, and a footpath
- ‘Community Payback’ (via probation service) engaged in repainting fence (once repaired)
- outdoor gyms with moving equipment and fitness trail/static bars options should both be included to suit different audiences
- create a dedicated council post for management of parks funding
- mechanisms should be put in place to ensure revenue generated in parks was directed to park upkeep

### 5.4.3.3 CONTROVERSIAL ITEMS

‘Paid for sport’ was controversial; for every six respondents who were in favor of an independently-managed pay-for-use tennis facility, one was against. This finding shows less controversy around paying for tennis than at Ashburton Park, however many of those in favour were clear that charges should not be high, and expressed concern over exclusion of young people and those on low incomes. Some suggested that Lloyd Park offered local people formal sporting facilities, Park Hill was for those who were more casual, or seeking recreation

rather than high standard facilities. It is therefore recommended that as the project develops beyond masterplan stage, where third sector operated sport facilities are proposed, a likely cost per use, and typical discounted rates for young people, schools or low income individuals be part of any further consultation.

The location of a new café at Barclay Road with accessible toilets and baby change was opposed by eight participants (three of whom operate the kiosk), but supported by 52 of 80 respondents, so it is generally a well-supported proposal, however reactions to the location of the existing toilets and kiosk were more mixed. For every three men or two women that felt the existing toilets were in the wrong place, one man and one woman thought they were in the right place. Access from the route via the water tower, where there is on-street car parking makes this part of the park quite accessible, and it is close to the walled garden, terraces where people sit, and to the kiosk.

Everyone who knew the toilets felt they should be kept in better condition, and some suggested that removing planting in front of them would make them feel less frightening and make them less susceptible to vandals. In comparison with toilets at Barclay Road, some (not a majority) felt the existing site was a better location, but closer to the play area would actually be best. Others felt there should be toilets in the existing location and at Barclay Road.

29 respondents felt the current location for the kiosk was the right place, while 39 felt it was not. Some of those who felt the kiosk was in the wrong place now didn’t think Barclay Road would be the best location for a cafe. Some felt a café/kiosk should be closer to the play area, that Barclay Road was too noisy or too far away from features in the park they most used. Of those who were familiar with the kiosk, many felt that it should be open more often. One person suggested that rather than move the kiosk and toilets to the play area, the play area should move up to in front of the kiosk and shelter to be nearer to the existing facilities, which would help to bring the existing features at the relatively accessible centre of the park together.



## Park Hill Recreation Ground

### Parks Vision, Design Strategy, 2017



Key plan used during the event and design based consultation



## Park Hill Recreation Ground Parks Vision, Design Survey, 2017

Park Hill Recreation Ground is one of 6 parks in Croydon included in a pilot project, exploring ways the council can sustain and fund all its parks into the future, as great places for everyone. Can you please look at the plans, & fill in this survey about our preliminary ideas? There is space for your thoughts at the end.

### PLANTING

Would you like to see the rose garden restored?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Would you like the Victorian gardens to be restored?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Would you be happy to see the woodlands near Coombe Road improved for tree health & wildlife?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>

### PLAY

Would you like to see the play area refreshed and expanded, with more social seating for families?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Should the play area offer zones for a wider range of ages under 5s, 5-10 and 10-14?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Should we include imaginative and natural play elements, as well as active and challenging play elements?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Should the play area remain fenced & dog free?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Would you welcome a new dog free area of lawn that isn't a part of the playground?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>

### WATER

The lower 'event' lawn gets flooded with surface water. We can divert it to create a rain garden off the lawn. Should this be designed for nature and education?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
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### SPORTS & ACTIVITIES

Do you agree the sports currently offered are the right ones and all should be kept?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
What could go and/or what other sports or activities should be offered?			

## Park Hill Recreation Ground: Parks Vision, Design Survey, 2017

Tennis courts are quite costly to maintain. Would you like the tennis courts renewed & managed as a bookable, pay & play low cost facility?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
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### BUILDINGS & CIRCULATION

Do you think entrances should be more attractive and visible, with signage providing information on facilities, history, and wildlife?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Would you like to see better wayfinding to and from the park from destinations like the station, town centre, South Croydon etc?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Should we improve pedestrian access from Coombe Road?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Events can help generate revenue. Do you think the events lawn should be improved to support more events?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Is the current cafe / kiosk in the right place?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Are the existing toilets in the right place?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
A new café with indoor/outdoor sitting and disabled accessible toilets/ baby change could be built at Barclay Road. Do you agree with this idea?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
A self funding arts & education trust or similar could use the old depot & restored shelter to create a hub in the park for schools, families & Friends of the park. Do you agree with this use?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>
Do you think the water tower should be 'activated' with a revenue generating use that can help fund its upkeep, and bring activity to that part of the park?	Agree <input type="checkbox"/>	No preference <input type="checkbox"/>	Disagree <input type="checkbox"/>

### ABOUT YOU

#### EQUALITIES MONITORING

Croydon council want to ensure our services are accessible to and useful to people from all sections of society in Croydon, and will take steps to address gaps and barriers once we know about them. Answering these few questions will help us to do this.

Your Age  Your Gender

Are your day to day activities limited because of a health problem or disability which has lasted or is expected to last at least 12 months? ☐ Yes ☐ No ☐ Prefer not to say

Your Ethnic Group (See list of groups below)  ☐ Prefer not to say

Asian ethnic groups: British Bangladeshi / Indian / Pakistani / Chinese, or any other Asian background  
Black ethnic groups: Black African / Caribbean / Black British or any other Black background  
Mixed/ Multiple ethnic groups: White and Asian / White and Black African / White and Black Caribbean, or any other Mixed/Multiple Ethnic background  
Other Ethnic Group: Arab / or Any other ethnic background  
White ethnic groups: White English/ Welsh/ Scottish/ Northern Irish/ British, Irish, or any other White background

Are you a member of any user group or club based in Park Hill? Yes/ No

If yes, which .....

Are you in a residents group locally? Yes/ No

If yes, which .....

Do you live in 15 minutes walk of Park Hill? Yes/No

How often do you use the park.....?

Please use the space below and over for your own thoughts or ideas

# Online Engagement Analysis

## 5.5

### 5.5.1 Online Sample Analysis for patterns of park use, locality and user or other group membership

88 returns were received regarding proposals for Park Hill from the online survey. 79 answered questions regarding their proximity to the park and 75% of these returns were from people living within 15 minutes walk of Park Hill. Around 1/5 of respondents claimed membership of residents groups, but only one respondent claimed belonging to any user group as an occasional gardener. 36 reported using the park at least weekly, 22 were less frequent but still regular users, visiting between fortnightly and quarterly each year. The remaining 21 respondents to this question mostly used the park infrequently, only one didn't use it. In contrast with other online surveys no one commented they would become more frequent visitors if the proposed changes were implemented (though a lack of working toilets were mentioned as a reason for not visiting by three respondents).

### 5.5.2 Online Sample Analysis against ward demographic characteristics

The returns from the online survey as presented to the team cannot be interrogated to assess whether support or disagreement with proposals could be linked to any demographic characteristic, for example we cannot isolate responses for people with disabilities, or women for example, we can only know how many respondents claimed these characteristics within the total. This prevents use of this data for identifying shared issues or preferences for different groups with protected characteristics or from increasing the comparative sample for groups with low representation in the face to face survey.

It is possible however to assess whether the sample is representative of the local resident population, or whether it is weighted more heavily to any particular group. The sample does not represent ward demographics, over representing people claiming white ethnicities, female gender and age between 45 and 64. This can be seen clearly in the pie charts of ethnicity, age and gender compared with ward data from the 2011 census (figure 5.5.1), and the potential for these characteristics to skew the findings must be taken into consideration. There is a representation of almost 14% of people claiming disabilities, which is similar to levels in the ward, however as it is not possible to disaggregate their preferences from the total, any specific patterns of association with specific preferences for this protected characteristic will be hard to identify.

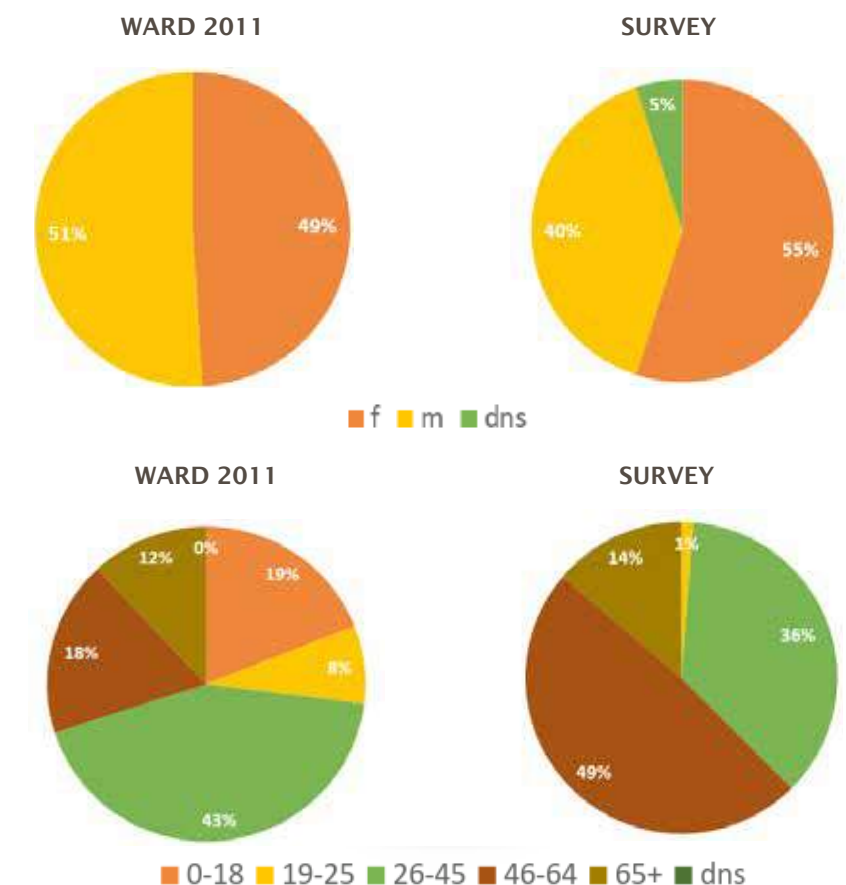


Figure 5.5.1 Differences in demographics between ONS census and survey returns

## 5.5.3 Comparison between online and face to face survey findings

### 5.5.3.1 DIFFERENCES BETWEEN THE QUESTIONS ONLINE AND FACE TO FACE

There are no differences identified between the online survey questions and those in the face to face survey, however in the online survey no space was provided for free comment.

### 5.5.3.2 GENERAL FINDINGS

The sample is skewed and this raises some concerns from an equalities perspective. At the same time there is good representation of people with disabilities, when compared with the face to face survey.

In this sample the patterns of support for the majority of the proposals put forward are generally similar to those for the face to face survey, especially when compared with results for the dominant age, gender and ethnicity of participants online. For example, retaining all sports, which was the most well supported proposal overall in face to face engagement is still supported, but not within the top 10 in terms of support for this sample. Proposals for garden restoration are more supported than for the woodland area, which was the most popular planting proposal in face to face engagement. While this is a similar pattern when the gender and age bias of the online sample is taken into account, it may also be that the woodland area is less appealing for the proportionally higher sample of people with disabilities. There were also higher levels of support online for introduction of some dog controls beyond those in the play space, and retaining dog controls in the children’s play area with over 90% approval was the most supported proposal online.

### 5.5.3.3 COMMENTS RECEIVED

Space was not provided for comments in the online survey, however there were free comment spaces for sport or other facilities, and some gave comments in the space relating to frequency of visits. In the online survey:

- many requested improved toilet facilities
- several people requested greater dog control, some relating incidents that put them off using the park
- several people questioned the level of provision for tennis, feeling it was overprovided, and less in demand than other activities like basketball
- many requested table tennis, fewer an outdoor gym than in the face to face survey, though this was still popular

### 5.5.3.4 CONTROVERSIAL ITEMS

The majority of those answering the survey online felt that the kiosk in the park was in the right place. One third thought the existing toilets were in the right place, one third thought they were not, and one third had no preference. The proposal to introduce a new café at Barclay Road, while supported by the majority (55%) was opposed by almost 1/3 of all respondents, the highest level of disagreement with any proposal.

### 5.5.3.5 EQUALITIES ISSUES

The underrepresentation of young people’s views at Park Hill means it is not clear whether the proposals will adequately address their preferences or needs, although overall patterns of preference for young people do indicate that improving facilities for older children’s play, and for sport would be likely to be well supported, as would an increase in events.

## 5.5.4 Conclusion

Overall the views showed similar overall patterns of support or opposition to the face to face engagement especially when compared with returns from 45-64 year olds, with women and participants claiming white ethnicities. The patterns of support appear to be associated with demography to a large extent. Some variation in results from the face to face survey, for example regarding dog control, or café/ kiosk / toilet location may be due to the effect termed “self selection bias” where those who elected to seek out participation, in this case in the online survey, may be motivated to do so because they have specific predispositions, and as a result the sample will be skewed. Greater opposition online may also be influenced by other factors. It may be that local people found themselves less able to express opposition to our team directly, they may have felt themselves persuaded, or may not have wished to appear rude in rejecting ideas we were putting forward.

At the same time, it may be that without someone to explain what was meant, there may have been some misunderstanding of the extent or type of proposal that was offered, and that the answer given was not based on the intended proposal. It would be desirable to disaggregate responses for under-represented groups from the majority, for example from participants claiming disabilities, as the sample size in combination with face to face survey would provide a greater level of reassurance that proposals are meeting the needs of people with this protected characteristic.







**APPENDICES**



# Case Study Themes

## Stakeholders' Workshop

Below are the cards prepared for the stakeholders' workshop. The stakeholders were asked to discuss the Croydon Destination Parks in turn and allocate scores against six themes: People in Parks; Activity in Parks; Climate and Biodiversity; Funding and revenue; Culture and Heritage; Food, Education and Training. A series of case study cards were provided at all tables as examples of the very best in London and further afield in at least one aspect of the different themes.

**THEMES**  
Burgess Park, Southwark

**People in Parks**

Inclusion/Equities - accessible paths, toilets, play as well as sport for teens, activities & games areas for older people. It feels safe, there are a variety of spaces & things to do, space for dogs, and with dog controls.

Wellbeing - places to socialise, to be calm, to garden & to enjoy nature.

Community Building - welcoming, having a say, feeling involved, seeing yourself represented in promotions & events, meeting people different to you.

**Qualities**

Inclusion/Equities	10
Wellbeing	10
Community Building	10

Shaping Futures  
FOURTH STREET  
TYRÉNS

**THEMES**  
Queen Elizabeth Park, Water Play

**Activity in Parks**

Play - play is not competitive, so a place to meet, enjoy, learn, meet and explore. Younger ones are brought to adults or siblings, so play spaces should appeal to them too.

Sport - formal sports spaces can require big investments, but past for sport can have access. Sports support integration & employment opportunity.

Health - good active parks are inclusive. Physical activity builds healthy hearts, reduces obesity, and improves mood.

**Qualities**

Play	10
Sport	10
Health	10

Shaping Futures  
FOURTH STREET  
TYRÉNS

**THEMES**  
Belair Park, Southwark

**Climate & Biodiversity**

Green connections - access by public transport, and safe cycling & walking links between green spaces promote sustainability, equality & health.

Air & water quality - plants can filter out pollutants for cleaner air & water.

Sustainable drainage - holding run off water in parks can prevent floods.

Wildlife & habitats - parks provide diverse opportunities to support nature.

**Qualities**

Green connections	10
Air & water quality	10
Sustainable drainage	10
Wildlife and habitats	10

Shaping Futures  
FOURTH STREET  
TYRÉNS

**CASE STUDIES**  
Belair Park, Southwark

Belair Park is a Grade II listed landscape, with listed park lodge, entrance gate and old stable building. There are spaces to hire, a lake and flower gardens, tennis, a dog free play area for ages 2 to 10 years, & new skate/wheel paths, free use of tennis courts, paid football and cricket pitches available. Recently re-modelled to allow more surface water storage. Many education and outreach activities are managed by the Friends, and its wildlife areas are a result of their campaigning and fundraising.

**Qualities**

People & Community	7
Active Lifestyles	8
Climate & Biodiversity	8
Culture & Heritage	8
Food, Education & Training	4
Funding & Revenue	6

Shaping Futures  
FOURTH STREET  
TYRÉNS

**CASE STUDIES**  
Burgess Park, Southwark

A significant £20 million investment ending 2015, addressed access & inclusion, improved walking, increased facilities for play & sport, including tennis, football, & a very successful BMX track. It also introduced greater biodiversity with expanded wetlands and species-rich grassland. The park offers education & training, has commercial & community space, nursery care, sports hall, fitness trails, fishing, gardens, food growing, and a programme of events at different times throughout the year.

**Qualities**

People & Community	10
Active Lifestyles	10
Climate & Biodiversity	8
Culture & Heritage	8
Food, Education & Training	10
Funding & Revenue	9

Shaping Futures  
FOURTH STREET  
TYRÉNS

**CASE STUDIES**  
Kennington Park, Lambeth

Kennington Park's Friends group have successfully raised nearly £100,000 since 2012 from different sources. They first found funds to change debris bins, courts to a playground for 9-15, & since have developed fitness trails and nature walks, restored historic flower gardens, installed seats, & table tennis. Their community garden is a beekeeping project in the park with green skills training cherry racks & shoots. The park also offers state of the art pitches for sport, run by Better.

**Qualities**

People & Community	9
Active Lifestyles	8
Climate & Biodiversity	6
Culture & Heritage	8
Food, Education & Training	8
Funding & Revenue	7

Shaping Futures  
FOURTH STREET  
TYRÉNS

**THEMES**  
The Wellington Park Café

**Funding & Revenue**

Capital costs - fundraising, grants, policy relevant public sector investment or planning system contributions for periodic renewal.

Volunteering - volunteer, and participants in funded schemes delivering health, wellbeing or training can supplement basic maintenance, and transform park space.

Revenue - paid for activities, income from concessions or venue hire & events, or long term endowments.

**Qualities**

Capital Costs	10
Volunteering	10
Revenue Funding	10

Shaping Futures  
FOURTH STREET  
TYRÉNS

**THEMES**  
Ladywell Fields, Lewisham

**Culture & Heritage**

History & heritage - many parks have historic features and buildings that can tell stories of our past, and be useful now.

Arts programmes - arts can bring new interpretations and enrich park space.

Cultural events - a great space to bring people together for large & small events. Infrastructure & communications make this possible.

**Qualities**

History & Heritage	10
Arts Programmes	10
Cultural events	10

Shaping Futures  
FOURTH STREET  
TYRÉNS

**THEMES**  
Brockwell Park, Lambeth

**Food, Education & Training**

Education - learning can be intergenerational & informal, takes walks, or activities, or a part of school. Interpretative signs can enrich our understanding of place.

Training - vocational training in horticulture, land management, hospitality and sports skills.

Food - park space can be a productive landscape - allotments, community gardens, beekeeping, and fresh produce and herbs for sale supply.

**Qualities**

Education	10
Training	10
Food	10

Shaping Futures  
FOURTH STREET  
TYRÉNS

**CASE STUDIES**  
Brockwell Park, Lambeth

Brockwell Park's £1m lottery funded restoration saw historic features, the lakes, walled garden, and facilities like the playground revamped. Free billiards, tennis, cricket nets, charge for bowling, tennis. Active friends group, etc. 1955 lead campaign & fundraising to protect its lake, restore the clocktower. Wildflower areas. Brockwell Park Community Greenhouse is a charity managing a community garden in the centre of the park, with outreach, educational & therapeutic programmes and selling produce including honey.

**Qualities**

People & Community	8
Active Lifestyles	9
Climate & Biodiversity	7
Culture & Heritage	10
Food, Education & Training	10
Funding & Revenue	8

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FOURTH STREET  
TYRÉNS

**CASE STUDIES**  
Horniman Gardens, Lewisham

The Horniman Gardens was awarded a £1m lottery money to unite the museum and its 18 acres of gardens. The museum's collections are now reflected through planting and interpretation including world food garden, insect areas, medicinal garden, & musical play. There is another play area, a nature walk, and a meadow field where dogs are allowed off the lead. Community & education activities are in a pavilion near an animal walk. The restored conservatory & bandstand can be hired out for private events.

**Qualities**

People & Community	8
Active Lifestyles	6
Climate & Biodiversity	6
Culture & Heritage	10
Food, Education & Training	8
Funding & Revenue	9

Shaping Futures  
FOURTH STREET  
TYRÉNS

**CASE STUDIES**  
Ladywell Fields, Lewisham

The River Ravensbourne was hidden in a concrete channel in 2011, when a new river channel was created, meandering through the centre of the park by Ladywell village, providing a focus and drawing people in. New footbridges and footpaths through the park connect station to hospital and surrounding areas. Play areas were improved, a new cafe created and wildflower meadows provide habitats of colour. Ladywell Fields is part of a riverside walking and cycling route from Sydenham to Deptford.

**Qualities**

People & Community	7
Active Lifestyles	8
Climate & Biodiversity	9
Culture & Heritage	7
Food, Education & Training	8
Funding & Revenue	5

Shaping Futures  
FOURTH STREET  
TYRÉNS





Parks Trust, Milton Keynes

The Parks Trust was created in 1962. It cares for many of Milton Keynes parks and green spaces – up to 5,000 acres of river valleys, woodlands, lakesides, parks and landscaped areas alongside the main roads – about 25 percent of the new city area. Funding is generated by a substantial property and investment portfolio. The Trust has 999 year leases on the major parks and strategic open space in MK, while the freehold belongs to Milton Keynes Council. It is entirely self-financing.

Qualities	
People & Community	8
Active Lifestyles	8
Climate & Biodiversity	9
Culture & Heritage	8
Food, Education & Training	7
Funding & Revenue	10



The Level, Brighton

Work on The Level was completed in 2011, including a new cafe, accessible children's playground, fountain, petanque, table tennis, new planting and paving, skate bowls and street skate area, a sensory garden, new lighting and seating. Historic features from the 1920s were also restored, including park pavilions which are available for community hire and exhibition spaces. Nationally rare oak trees surrounding the Level host a colony of endangered White-letter Hairstreak butterflies in the canopy.

Qualities	
People & Community	8
Active Lifestyles	8
Climate & Biodiversity	9
Culture & Heritage	9
Food, Education & Training	7
Funding & Revenue	8



Victoria Park, Tower Hamlets

Victoria Park hosts several large revenue generating events and cultural festivals each year. It is London's widest public park, renovated in 2012 with £12M lottery & council funds. Two large play areas, including upgraded woodland area & new skatepark west door, a new cafe & raptor station, lakes & historic garden restored. Lakes and plant erosion now fed by boreholes, not mains water, and cycle route connections made to surrounding network. No barbecues allowed, & dog control only in play areas.

Qualities	
People & Community	8
Active Lifestyles	9
Climate & Biodiversity	7
Culture & Heritage	10
Food, Education & Training	7
Funding & Revenue	9



Ashburton Park, Croydon

Qualities	
People & Community	8
Active Lifestyles	9
Climate & Biodiversity	7
Culture & Heritage	10
Food, Education & Training	7
Funding & Revenue	9



Park Hill Park, Croydon

Qualities	
People & Community	8
Active Lifestyles	9
Climate & Biodiversity	7
Culture & Heritage	10
Food, Education & Training	7
Funding & Revenue	9



South Norwood Lake, Croydon

Qualities	
People & Community	8
Active Lifestyles	9
Climate & Biodiversity	7
Culture & Heritage	10
Food, Education & Training	7
Funding & Revenue	9



Queen Elizabeth Park, Newham

Queen Elizabeth Park is managed by the legacy development Corporation, with revenue generated from surrounding property development & paid use of world class sporting venue and attractions. It has a biodiversity North Park, and activity-focused South Park, with play 'rooms' down, sociable promenades & gardens. Park entry & site facilities to age 14 are free. It's managed by residents, and dogs are on leads. Connects to cycle infrastructure & manages flood risk/ water recording, provides events building and tours.

Qualities	
People & Community	7
Active Lifestyles	6
Climate & Biodiversity	9
Culture & Heritage	5
Food, Education & Training	6
Funding & Revenue	9



The Wandle Trail, South London

The Wandle Trail is a 12 mile, mainly traffic-free route along the River Wandle from the Thames at Wandsworth, to Croydon. More than ten parks & green spaces lie on the route, which improves access to be wheelchair accessible throughout. Funding has come from: Transport for London, & Suttons. Attractions provide navigation, resources, activities, bridges and look out points. In partnership with the Boroughs & Wandle Regional Park, Groundwork London run Wandle Green Team offering green skills apprenticeships.

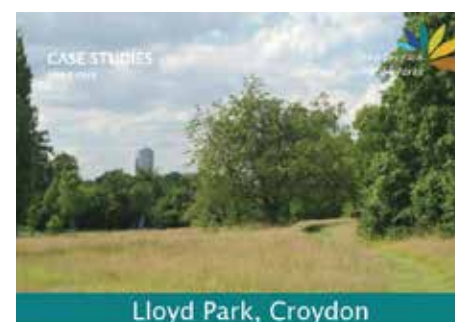
Qualities	
People & Community	7
Active Lifestyles	8
Climate & Biodiversity	9
Culture & Heritage	10
Food, Education & Training	8
Funding & Revenue	8



Wandle Park, Croydon

The River Wandle was 'dedicated' from a culvert under the park with 4.5 km lottery funds in 2012. At the same time new paths, seating, signage and interpretation were installed, bankland restored, play area redesigned, including hard & sound play. The 1950s pavilion was upgraded to provide cafe, toilets and changing facilities. Free activities now include skate park, table tennis, ball court, 10m trail and outdoor gym. Volunteer training supports events in the park, gardening & park maintenance activities.

Qualities	
People & Community	8
Active Lifestyles	8
Climate & Biodiversity	7
Culture & Heritage	8
Food, Education & Training	7
Funding & Revenue	4



Lloyd Park, Croydon

Qualities	
People & Community	8
Active Lifestyles	8
Climate & Biodiversity	7
Culture & Heritage	8
Food, Education & Training	7
Funding & Revenue	4



Norbury Park, Croydon

Qualities	
People & Community	8
Active Lifestyles	8
Climate & Biodiversity	7
Culture & Heritage	8
Food, Education & Training	7
Funding & Revenue	4



# Standard Letters of Contact

## Stakeholder

Below is a standard letter of contact informing stakeholders of the masterplanning process and inviting them to share their views on the future of the park during the engagement and participation process.

Dear Stakeholder,

I am working for a team of consultants, Tyréns, looking at six parks in Croydon, three in the Central Area (Ashburton, Park Hill and Lloyd), two in north Croydon (Norbury & South Norwood Lake), and one, a country park in the south of the Borough in the Downs (Happy Valley). We wanted to invite you to participate in the project, and to let you know about some stakeholder workshops planned very soon.

Our project's aims, briefly put, are to investigate measures to help all Croydon's residents access all the potential health & wellbeing benefits (including social, environmental and biodiversity benefits) offered by parks, and at the same time, to explore how new revenue streams and voluntary sector activity can support sustainable park maintenance in the context of significant population growth, and diminishing public sector resources in the Borough.

My role is to lead on engagement and participation.

There are several ways to get involved, which I will set out here.

Firstly you can get in touch, via email or by phone, and tell us your views. We are interested to hear how well you feel any of the parks named is currently providing for your organisation, what might be better, what is already good, and any vision for the future you might have. We have been hearing from a range of local and Borough stakeholders and residents already in initial interviews and some early residents survey work.

Secondly stakeholder workshops are planned in a few weeks time, as part of the process of thinking about the best way to secure the future for these parks, and what their potential might be, within a local and a wider context. The proposed dates for the workshops are as follows:

- Central & North Area June 13th 3.00-6.30pm - venue will be central Croydon;
- South Area June 20th 4.00-6.30pm - venue will be near Happy Valley.

Venues will be confirmed imminently.

The workshops are intended to bring together Tyren's team, and London wide actors, like the GLA, or the London Wildlife Trust, with local actors – Friends

groups, third sector organisations with various agendas from inclusion, to vocational training, to health, to food production, with ward councillors and representatives of specific constituencies: faith, age ethnicity or disability for example. The idea is to get people who might be partners, collaborators and supporters all together, around some early ideas for the parks in their area, looking at exemplar projects in Croydon & beyond, hearing where funding (if any) is available, where there might be opportunities, what policy initiatives might be on the horizon to tap into for support and/or funds. This is an opportunity to generate interest in and local support for connections to the wider funding and policy context, and for the areas residents/ voluntary sector and our team to look at the bigger picture, as well as think about individual spaces and their specific opportunities.

Thirdly there will be a series of engagement events in the parks themselves (each on one of the proposed dates below) to look at the preliminary ideas, and give people a chance to recommend changes or add support before the plans are finalised. The parks masterplans are to be developed sequentially, and the dates for engagement reflect the order for design development that has been agreed with the council.

- 24/25 June: Ashburton Park
- 1/2 July: Park Hill
- 9 July Lloyd Park
- 29/30 July South Norwood Lake
- 19/20 August Norbury Park
- 9/10 September Happy Valley

If you send a contact name and telephone number, I will call to discuss the project in more detail.

We would really welcome your participation in the project and the workshops. Please confirm if you are interested to participate, and in particular if you wish to attend the stakeholder workshop so I can forward venue details.

Best,

Bridget Snaith



# Standard Letters of Contact

## User Group

Below is a standard letter of contact informing user groups of the masterplanning process and inviting them to share their views on the future of the park during the engagement and participation process.

Dear *(User Group)*

I am working for a team of consultants, Tyréns, looking at six parks in Croydon, including (park name). Our project's aims briefly put, are, to investigate measures to help all Croydon's residents access all the potential health & wellbeing benefits (including social, environmental and biodiversity benefits) offered by parks. At the same time, we have been asked to explore how new revenue streams and voluntary sector activity can support sustainable park maintenance in the context of significant population growth, and diminishing public sector resources in the Borough.

As a key user of the park, we wondered if you would like to let us know any issues your organisation currently feel should be addressed with the park, what you currently really like about the park, and any concerns you might have about any changes to (park name). Any comments ideas or concerns you have will be included in our thinking.

We are also trying to understand who currently is using the park now, as part of an equalities assessment. We don't know what your membership is like, and we would very much like to know from you a little about the numbers using the (club facility), and some information for our equalities assessment - would you be able to provide an overview of your membership from different age groups (0-18, 19-34, 35-54, 55-64, 65+), if you have any members with disabilities, and roughly what percentage of your members are from Black or Minority ethnicities?

We will be coming to *(park name)* on *(engagement date)* with a preliminary design based on the views we have heard from everyone, and on opportunities we think there are to broaden the appeal and support funding for the park. We will want to hear from people what they think. We can send information to you directly for your members to provide their feedback, if you provide a contact email? We will notify you of precise timing closer to the date.

If this seems a long way off, there will be a stakeholder workshop in *(workshop detail)* as part of the project, aimed primarily at groups (like Friends Groups, residents associations) who might interested in perhaps a broader role in overall park management, in seeking funding for projects, and thinking about how parks can meet a range of different agendas, around health, environmental

quality, food growing/green skills, nature conservation and the like. Groups with an interest across Croydon will also be represented.

This is more of a strategic thinking event about parks, rather than something dealing with day to day issues. If your group wish to be involved in this event, please contact me on [bridget@shape.eu.com](mailto:bridget@shape.eu.com), and I will provide details of time and venue. If there was a group that represented all *(group type)* in Croydon with which your club is affiliated, this might be a more appropriate participant (could you provide a contact?), however, you are welcome to attend. Do rest assured though, that it is not essential for you to attend this event for your views as park users to be part of the process.

I look forward to hearing from you,

Bridget Snaith



# Stakeholder Contact Record

## Park Hill

	STAGE 1 INPUT	STAKEHOLDER INVITE	EVENT INVITE	COMMENTS	Stakeholder meeting Attendees:
<b>PARK HILL RECREATION GROUND</b>					<ul style="list-style-type: none"> <li>Josi Kiss Friends of Park Hill / Made in Croydon</li> <li>Catherine Graham Friends of Park Hill / Education Officer Brockwell Park Community Garden</li> <li>Tony Skrzypczyk East Croydon Community Organisation / Friends of Park Hill</li> <li>Fiona Nicol Park Hill Residents Association</li> <li>Ali McKinley Saffron Project/ Friends of Park Hill</li> <li>John Clingan South Croydon Community Association / Fit 2 Learn (also attending for Ashburton Park)</li> <li>Sally Anne Cook Addiscombe Court Road Residents Association (attending for Park Hill / Ashburton Park)</li> </ul>
Archbishop Tenisons CE High School	Invited email & response	Invited email	Yes	Dan Scott, Head of PE, correspondence & telcons	
Trinity School of St John Whitgift	Invited email	Invited email	Yes	Email invitations no response.telephone follow up, and directed email no response	
St Matthews Church	n/a	n/a	Contact to circulate dates for members	Email contact for engagement online	
Cedars School			Yes	Email contact for engagement online	
Park Hill Infants	n/a	n/a	Contact to circulate dates for members	Email contact for engagement online	
Park Hill Juniors	n/a	n/a	Contact to circulate dates for members	Email contact for engagement online	
East Croydon Medical Centre	n/a	n/a	Contact to circulate dates for members	Email contact for engagement online	
Birdhurst Medical Practice	n/a	n/a	Contact to circulate dates for members	Email contact for engagement online	
Friends Road Medical Practice	n/a	n/a	Contact to circulate dates for members	Email contact for engagement online	
The Conservation Volunteers	Invited email & phone	Invited email & phone	Invited email	Telcon, not available to attend workshop, no response to request for input regarding any parks. Attended engagement day at South Norwood Lake, raised concerns about lack of further contact, subsequent email contacts elicited no response.	
Friends of Park Hill	Invited email & meetings	Yes	Invited	Meetings in person, email dialogue	
SCCA	Invited email & response	Invited email	Invited	Responses and attendees at Workshop, continued email engagement	
Chatsworth Residents Association	Action needed	Action needed	Yes	Responses through informal networks (via other organisations) and continued email engagement	
Park Hill Residents Assoc	Invited email & response	Invited email	Yes	Responses and attendees at Workshop, continued email engagement	
ECCO East Croydon Community Organisation	Invited email & response	Invited email	Yes	Responses and attendees at Workshop, continued email engagement	

	STAGE 1 INPUT	STAKEHOLDER INVITE	NUMBERS TO ATTEND	EVENT INVITE	COMMENTS
<b>STRATEGIC LONDON/ CROYDON GROUPS/ORGANISATIONS FOR EARLY CONTACT/DISCUSSION</b>					
Greater London Authority Peter Massini – Katherine Grayson	Invited email	Invited email	1		Presentation made by green infrastructure lead officer Katherine Drayson
London Wildlife Trust - Matthew Frith	Invited email	Invited email	1 & Happy Valley		Presented to stakeholders
Siri Guru Singh Sabha Gurdwara Croydon (Sikh Temple)	Contact for input	n/a	n/a	Contact with dates	No response
Age UK Croydon	Invited email	Invited email	No response		
Croydon BME Forum	Invited email & telephone	Invited email & telephone	No response		
Croydon Voluntary Action	Invited email & telephone	Invited email & telephone	Chrisitne Double (1) Leigh Armstrong to attend for Waterside centre only		
Groundwork London - Graham Parry	n/a	Invited email & telephone	1		Presented to Stakeholders
Croydon Disability Forum	Invited email	Invited email	No response		
Asian Resource Centre Croydon	Invited email	Invited email	No response		
London Bat Group	Via Meike		1		
Crystal Palace Transition Town	Invited email	Invited email	No response		
Wild In the City	Invited email	Invited email	1 & Happy Valley		Beth attended workshop 1 and asked to be updated on project progress
Lives not Knives	Invited email	Invited email	No Response		
Street League	Invited email	Invited email	No Response		
Forest Schools	Via Meike	Via Meike	1 & Happy Valley (?)		Represented by Andrew Williams at Happy Valley Workshop, by Meike Weiser at Central & North Workshop
Mind In Croydon	Invited email & phone	Invited email	No Response		
London Play	n/a	Invited email	1		Attended by Croydon based playworker, asked ot be kept informed of project progress.
Unique Roots	Invited email	Invited email	No Response		
Centre of Excellence for Sensory Impairment	Invited email	Invited email	No Response		
Croydon beekeepers	Invited email	Invited email	No Response		

**TOTAL STRATEGIC CONFIRMED FOR STAKEHOLDER EVENT: 7**

	STAGE 1 INPUT	STAKEHOLDER INVITE	NUMBERS TO ATTEND	EVENT INVITE	COMMENTS
<b>CROYDON COUNCIL</b>					
Bartholomew Wren Regeneration Manager, Couldson Area in particular bartholomew.wren@croydon.gov.uk	n/a	Invited meeting	Happy Valley		Workshop
Mary Ann Winterman Senior Service Development and Policy Officer Can advise on masterplanning projects and many park matters maryann.winterman@croydon.gov.uk	n/a	Invited meeting	Happy Valley and Central Cluster		Workshop
Officers Andrew Williams Senior Environmental Services Officer Andy can advise on boundaries, allotments, and Happy Valley in particular Andrew.williams@croydon.gov.uk	Invited email & meeting	Invited meeting	Happy Valley		Workshop & Interview
Meike Weiser Community Conservation Partnership Officer Meike can advise on Friends Forum and engagement in/ around parks meike.weiser@croydon.gov.uk	Invited email & phone	Invited email & phone	1 (& Happy Valley?)		Workshop
Xander Beck Xander can advise on the Outdoor Play Pitch Strategy and sport specific intel e.g. tennis Xander.beck@croydon.gov.uk	Invited email & meeting	Action			Interview participant
Alison Plant Development & Technical Officer Alison can advise on parks pavilions and specifics around Norbury BMX Alison.plant@croydon.gov.uk	Invited email & mtg	n/a			Interview participant
Paula Murray Creative Director Paula can advise on events cabinet reports and future events in parks paula.murray@croydon.gov.uk	Invited email & meeting	n/a			Interview participant
Steve Iles Director of Streets steve.iles@croydon.gov.uk	Invited email & meeting	n/a			Interview participant has attended ongoing project meetings
Paula Hunt Events Operational Officer Paula can advise on current events in parks paula.hunt@croydon.gov.uk	Invited email & meeting	n/a			Interview participant





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