



Croydon Destination Parks Masterplanning Ashburton Park

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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, 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 Ashburton Park (park 1 of 6).

The report sets out a baseline context, vision and masterplan proposal for Ashburton Park, 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 Ashburton Park is the result of a collaborative process with Croydon Council, citizens, stakeholders and neighbours 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 Ashburton Park 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 Ashburton Park and summarises the key issues and opportunities arising.

// Mapping Progression

A historical summary and mapping exercise reviews the evolution of the park. Ashburton Park was created in 1924 by Croydon Corporation from an eighteenth century mansion and its grounds. It hosts several assets of its rich history: the remains of the chapel building, a mid-nineteenth century lodge and the Ashburton Shelter.

// Field Survey

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

- Ashburton Park is located close to Croydon town centre and Addiscombe local centre. It is highly accessible by bus, tram and car.
- The park has a local catchment area and is used to exercise, play and walk.
- The park already provides a wide range of facilities and programming such as sport facilities, events and a playground, although these could be better clustered or further developed.
- Ashburton Park is experiencing maintenance issues: sport facilities do not meet current play standards or are partly worn down, outdated children's playgrounds, run-down infrastructure and park furniture.
- It features numerous mature trees and wildlife habitats, but its ecological value could be enhanced.

The Opportunities and Constraints analysis of the park shows that:

- Ashburton Park is already in the process of building upon its offer with organisation of events on large open lawn areas, refurbishment of Ashburton Library and organisation of educational events.
- The park would benefit from further biodiversity and ecology measures such as restoration of the pond and creation of wildflower meadows.

// Park Management and Operation Context

This section describes the landscape and conservation designation of Ashburton Park and the local strategies impacting its development. It also describes the current stakeholder and community involvement in the park, from friends groups to sport clubs and surrounding schools. The section ends with a summary of the ongoing projects currently taking shape in the park.

Chapter 2 - Concept Masterplan

// Vision and Explanation

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

- A local and special park: Ashburton should maintain and enhance its strong local character and distinct identity to better serve the needs of the surrounding community.
- An active community park: key features and infrastructure (playground, sport facilities, kiosk) of the park need to be refurbished. New elements and activities including an outdoor gym, skatepark and dog-free area, could be created to cater for all the users.
- A beautiful and sustainable park: Ashburton Park is currently characterised by a low habitat diversity. To tackle this issue, the masterplan proposes to diversify and bolster habitat types on site with a pond, wildflower meadow, hedges, etc.

// Masterplan Concept

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

- Ashburton Library - a learning and community hub
- Educational and sensory garden with play
- Improved car park
- Lawn and dog-free area
- Refurbished kiosk
- Open space for events and informal recreation
- Refurbished tennis court
- Multi-use games area (MUGA)
- Outdoor fitness equipment
- Skatepark
- Improved entrance from Woodside tram stop
- Pond
- Ecological zone
- Shrub planting to road edge

// Access and Information Recommendations

The first part of this section details the access strategy for Ashburton Park: two types of entrances - primary and secondary - should be established. The entrance on Spring Lane could be refurbished to gain legibility and accessibility from Addiscombe tram stop. Within the park, the network of paths could be refurbished and a new path through the open lawn created. The car park layout could be improved to create new bays.

The second part of this section details the information and signage strategy for Ashburton Park in order to strengthen its identity and foster community pride. Materials could reflect its historical, ecological and community features.

Chapter 3 - Funding Opportunities and Strategy

// Capital and Revenue Funding Opportunities

This section summarises the different funding models that could be applicable to Croydon Park's, 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 and Endowment.

// Capital Funding Strategy for Ashburton Park

This section considers the financial implications of any masterplan concept and ideas proposed to Ashburton Park. 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 Ashburton Park

This section considers opportunities to generate additional net income for Ashburton Park: temporary ice cream / snack van concession, licenses for commercial users of the park, car park charges and third party events hire.

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.

// Additional Early Engagement

The purpose was to gain further general information regarding park use by Croydon residents and specific data regarding Ashburton Park. For the respondents, Ashburton Park offers functions such as play and exercise, but it is not a place for nature, wildlife and fresh air. They liked the park because it was local to them, quiet and attractive, but perceived it as run down and offering little to do.

// 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 likely community support for a range of proposals to improve and manage Ashburton Park in the long term. It was found that proposals for planting, improvements to the play area, building restoration and proposals relating to dog control were widely supported. Controversial items included paid-for sport, use of the Bowling Club pavilion for changing facilities and considerate cycling throughout the park.



CHAPTER 1 - PARK ANALYSIS



Introduction Ashburton Park

1.1

1.1 Introduction

Ashburton Park is a 7.49 hectare park located in the Ashburton Ward of Croydon between Addiscombe and Woodside.

Spring Lane and Lower Addiscombe Road run to the north-east and east sides of the park. The tramlink forms the north-west boundary. The western part of the park is bordered by the back gardens of the residential properties on Pagehurst Road.

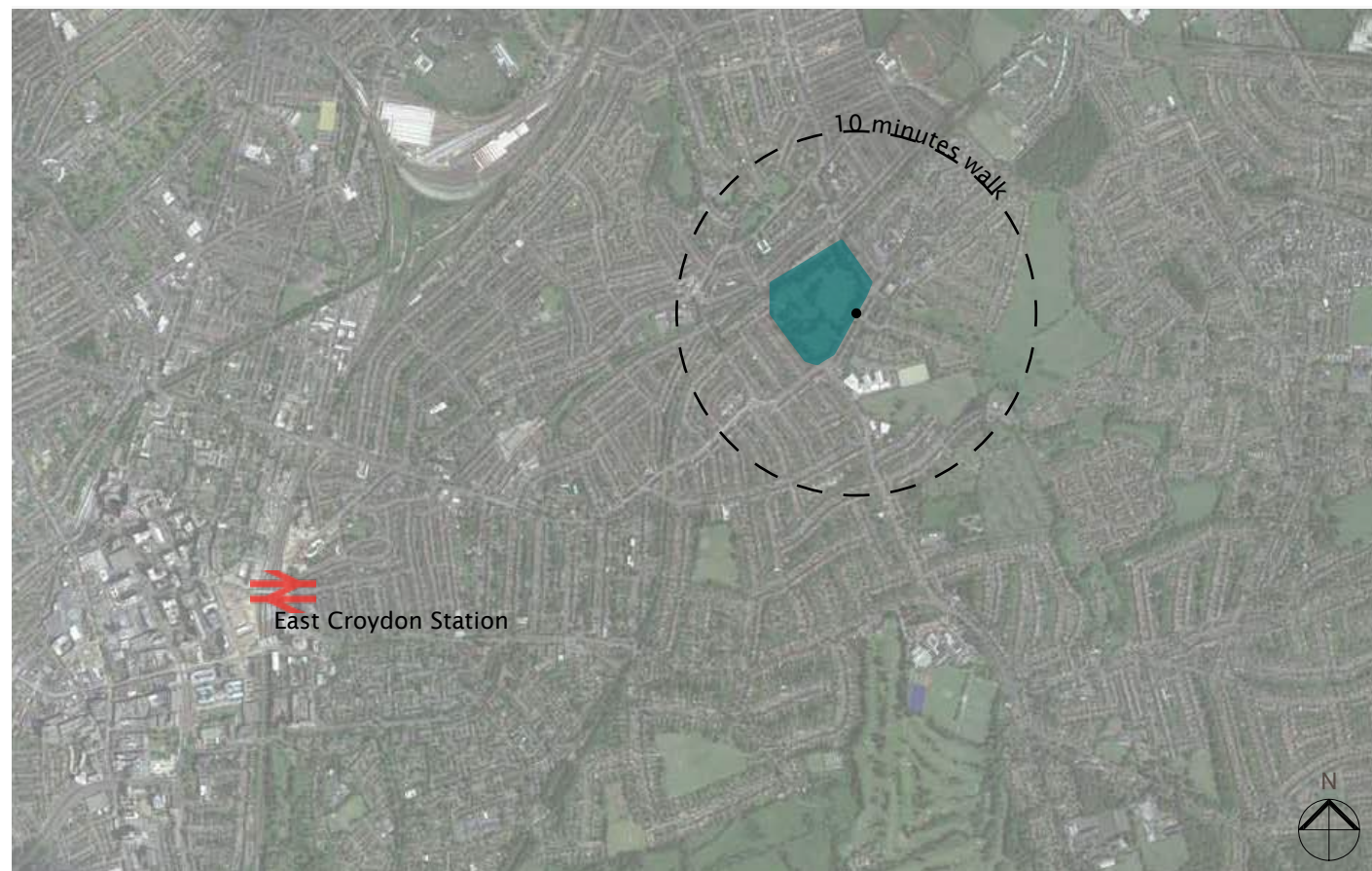


Figure 1.1.1 Location of Ashburton Park within Croydon

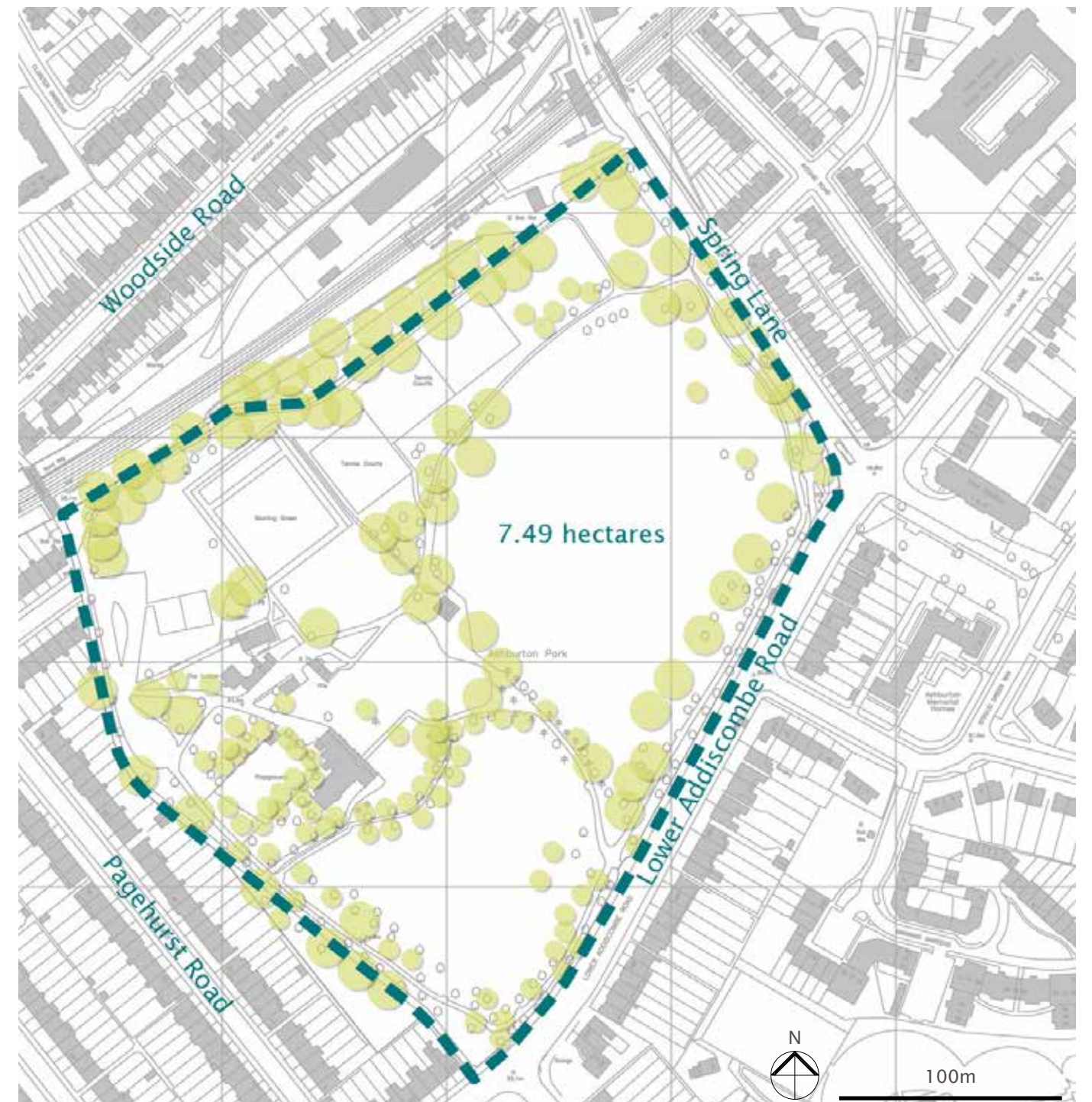


Figure 1.1.2 Boundaries of Ashburton Park

Mapping Progression

1.2

1.2 Historic Summary

Ashburton Park is a municipal park created in 1924 by Croydon Corporation from a substantial eighteenth-century mansion and its grounds. The original house was built in 1788 and underwent several name changes. From 1855, the estate was known as Byculla Park after a Bombay suburb and then between 1869-1878 the house was called Stroud Green House after nearby Stroud Green Common, a twelve-acre stretch of land on the other side of Lower Addiscombe Road. During this time, the owner was Henry Dorling, a horse racing celebrity; he almost certainly chose the house because of its proximity to Woodside Racecourse (Stroud Green) that existed between 1866-1890 (this course was subsequently transferred to Gatwick, where the airport now stands). Woodside railway station opened in 1871 and was a contributing factor to the racecourse's success. Racing enthusiast and horse owner Dorling was incidentally stepfather to Isabella Mayson, the immortal Mrs Beeton, though she had no connection to the house.

In 1878 it was purchased by Father Arthur Tooth, founder of the 'Community of the Paraclete', who erected the chapel buildings and opened Woodside Convent Orphanage in 1882 for sons of gentlemen under the care of six sisters of his Community. Tooth was an interesting figure closely connected with the Liturgical Movement of the late nineteenth century and was at the centre of a scandal in the mid-1870s when his adoption of liturgical practices at his Church in Hatcham, including incense, vestments and altar candles, came under attack from church authorities. He was briefly imprisoned under the Public Worship Regulation Act in 1877 and was adopted as a martyr by Anglo-Catholics. His prosecution was quashed and he was soon released; his purchase of Stroud Green House took place shortly afterward. He spent the rest of his life involved in the running of the orphanage and providing assistance to the convent, the establishment lasted at Woodside until 1924 before moving to Otford. The design of the convent (subsequently the library) reflects the tenets of Anglo-Catholicism and the writings of Pugin in its restrained gothic outline.

Croydon Corporation purchased the site in 1924 and the Georgian house was largely demolished in 1927. The site was first used as a putting green, but this was abandoned after a decline in use. The park was used for the annual Croydon Summer Show which, at its peak, ran over two days with events up until midnight, animal shows as well as flower, fruit and vegetable shows, illuminations and dancing. The park today is enclosed within late twentieth century iron railings with wrought iron gates at the east corner of the park, and it remains essentially the same as its 1924 layout. The remains of the chapel building was a public library for many years, and is now in the process of

refurbishment. A mid-nineteenth century lodge also survives adjacent, another legacy of Stroud Green House.

On the 9th October 1940, two high explosive bombs fell on the park. The combined blast caused window and roof damage over a wide area including the library buildings and houses in Lower Addiscombe Road and Spring Lane that overlook the park. While it survived demolition of the main house and wartime damage, a long glass conservatory connecting the convent and the orphanage formerly used as the library reading room was the subject of vandalism and eventually demolished.

The name given to the park by the council upon adoption in 1924 is misleading. Ashburton House was the name of a pleasant villa of the late 1700s that stood on the corner of Addiscombe and (what is now) Northampton Road. It was built by a politician from the Whig Party, John Dunning, who married Elizabeth Baring of the banking family. When Alexander Baring took on the vacant barony of Ashburton in Devon (1838) the Croydon house took this name. William, his son, died in 1864 and his widow, Lady Ashburton, took an interest in child welfare and in 1880 opened the house as the co-operative Holidays Association Guest House. After Lady Ashburton's death in 1903, the house was pulled down in 1911/12.

The adjoining Addiscombe Farmhouse, also owned by the Ashburtons, still stands. With deeds dating back to 1676, the farmhouse has many interesting features and is Grade II-listed. The Ashburton family connection with the literary Carlyles, who often visited Lady Harriet Baring (d.May 1857) when the house was the Barings' summer estate.

ADDISCOMBE HOUSE

Mention must also be made of the area's former principal landmark, Addiscombe House.

The Addiscombe Estate had passed to William Draper in 1700 upon the death of Sir Purbeck Temple. William Draper was married to Susannah, daughter of the writer and diarist John Evelyn. In 1702 Draper pulled down a Tudor house, dating from 1516, and built a mansion to the designs of John Vanburgh and erected this on a lavish scale. This three storey building had a projecting portico supported by two substantial corinthian columns rising the entire height of the building, and a central recessed block of five bays flanked by projecting two-bay wings beneath entablatures above Corinthian pilasters. The mansion

was of brick and Portland stone, the interiors decorated by Sir James Thornhill (responsible for the banqueting hall at Greenwich Hospital).

Bought by the East India Company for £15,500 in 1808, the mansion's greatest historical significance is probably its role as the East India Company's cadet training college from 1809 until the demise of the company in 1858 after the mutiny and the establishment of direct British government control of India. At any one time, 150 cadets could be undertaking their year's training, and over its existence about 3,600 attended and were commissioned for service in India.

LOCAL AUTHORITY DESIGNATIONS

- Local Open Land
- Green Corridor
- Local List - Ashburton Park former chapel building
- Local List of Historic Parks and Gardens - the setting to a historic building with a significant proportion of layout evident from 1820-1939



Former Convent building

\\Phases

1.2

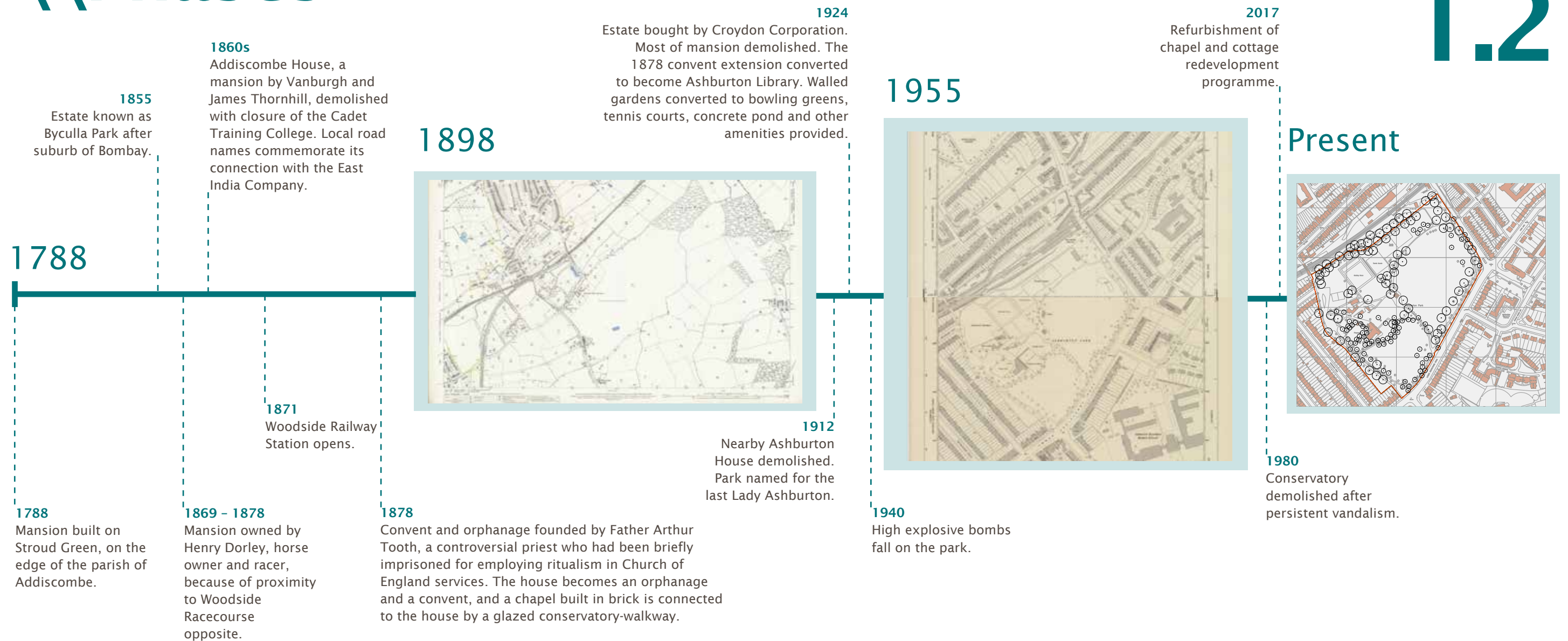


Figure 1.2.1 Timeline of Ashburton Park history



Ashburton Park, Model Boat Lake, 1960s



Addiscombe House



Ashburton Shelter



Woodside Convent



Stroud Green House

Site & Context

Analysis

1.3

1.3.1 Neighbourhood Character

Ashburton Park lies in Addiscombe, located to the east of Croydon town centre, with the majority of the area being highly accessible and within three kilometers of the town. Addiscombe hosts six tram stops and connections to East Croydon, Beckenham Junction and Elmers End railway stations.

Its local centre is focused around Lower Addiscombe Road, which also serves as one of the main transport corridors through the area along with Addiscombe Road.

Addiscombe is mainly residential, with moderate housing growth relative to the borough. The area is a popular commuter suburb, with many large Victorian and Edwardian houses having been converted or redeveloped into flats, thus leading to an increase in residential density. The streets adjacent to Ashburton Park host some shops. In particular, the junction of Cherry Orchard Road and Lower Addiscombe Road offers an assortment of retail outlets and is a designated District Centre.

Due to the proximity of Addiscombe to central Croydon, there is a relative deficiency in the range of community services. The area hosts one primary school and a school for ages 5-18 (Oasis Academy Shirley Park). Ashburton Park is the largest green area of Addiscombe, though located next to Ashburton Playing Fields and South Norwood Country Park in Woodside.



Entrance to Ashburton Park from Spring Lane



Main entrance gates to Ashburton Park, Lower Addiscombe Road



Woodside tram station - 12 minutes from East Croydon Station

1.3.3 Access and Connectivity

Ashburton Park benefits from good public transport links, being located close to the tram service that stops at Woodside (Route 2/3) and from the bus stopping on Lower Addiscombe Road in front of the park's main gate. The park is therefore easily accessible from the central areas of Croydon. Nevertheless, it must be noted that the paths adjacent to the tram and bus station are narrow and show evident grass trampling. The park can also be accessed from Woodside through Stroud Road pedestrian bridge. The pedestrian bridge leads directly into the car park. However, the pedestrian gate into the bridge is locked.

The park also features a car park located off Tenterden Road. Its layout could be redesigned to offer supplementary bays.

The park is enclosed with late twentieth century iron railings with wrought iron gates at the east corner. The central gates at Lower Addiscombe Road have been redeveloped to allow vehicle access for events, after complaints from the residents of Tenterden Road. The park also offers pedestrian access at either side, on Spring Lane and on Tenterden Road.

Finally, a through route located parallel to Pagehurst Road traverses the park and is enclosed in railings, thus allowing cyclists and pedestrian to cross the park outside opening hours (8 am – dusk).

Inside the park, a series of narrow paths link the different facilities together. They are also used during the day by people using the park as a cut-through to their destination such as children going to school, dog walkers, runners, etc. The footpath network through the park forms part of a route that will eventually link Ashburton to South Norwood Country Park.

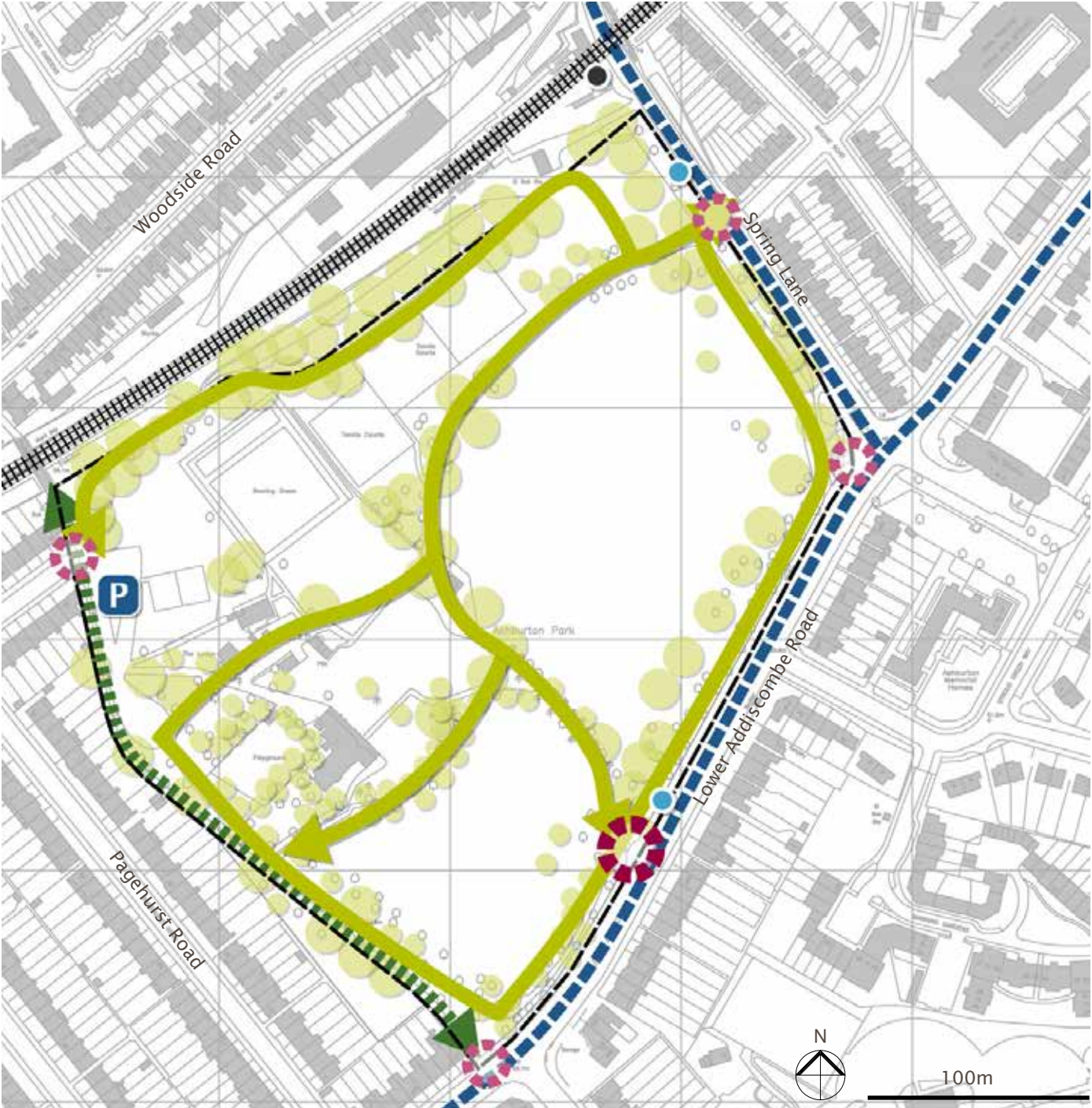
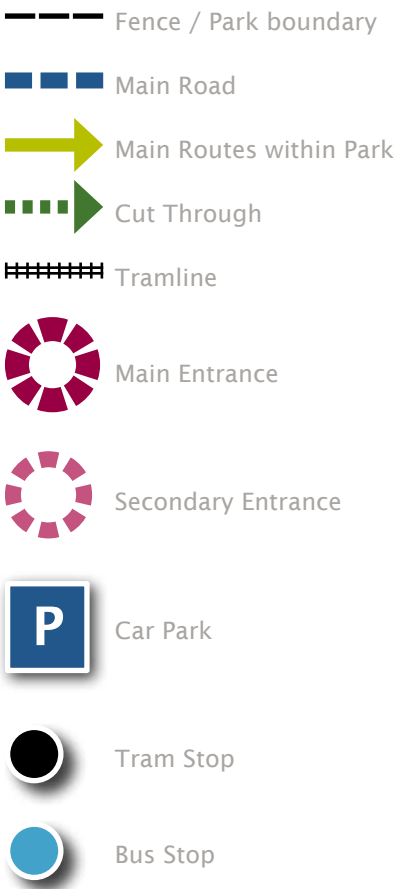


Figure 1.3.1 Existing access and connectivity situation at Ashburton Park

1.3.4 Landscape and Architectural Features

- Ashburton Park can be divided into three main character areas:
- The east side of the park, a **large open space of lawns**, encircled with paths and trees and featuring no other type of planting. It is the dedicated space for the organisation of events
 - The north-west side of the park, a **leisure and sport facilities cluster**
 - The south-west side of the park, a **building and equipment cluster**

The main architectural feature in Ashburton Park is its historic chapel and former library. It is a locally listed building. The pavilion currently used by the Bowling Club features a pleasant and traditional character that could be strengthened. The lodge was the servants' quarter for the old manor house. It is currently vacant and will be subject to redevelopment following the old library refurbishment. The lodge has not been looked after and is in poor condition. The kiosk, if refurbished, could become an attractive feature.

1.3.5 Ecology and Arboricultural Context

Ashburton Park features numerous mature trees, including Holm Oaks and some evergreen, along with various types of planting. Next to the old library, the path is bordered by a nice alley of trees.

Crocus and daffodils are planted through the park but there is no flower garden or water area, features that could improve its ecological value and attract new visitors. The ecological value of the park used to be higher, once featuring vineyards, an ornamental lake and an Italian garden.

Nevertheless, new initiatives are sprouting, such as the planting in February 2016 of an orchard between the bowling green and the path. Led by the Friends of Ashburton Group, the community planted two apple, two pear, one plum, one greengage, two cherry and two nut trees, along with multiple bulbs.

There is therefore opportunity for further planting, horticultural activity, diverse planting and habitat ceation, adding biodiversity and creating new wildlife habitats, as well as social benefits to the site.



Figure 1.3.2 Existing landscape character areas at Ashburton Park

Existing Conditions

Survey

1.4

1.4.1 Park Facilities

The park offers a range of leisure and recreational facilities:

- Tennis court
- Basketball court
- Bowling green
- Petanque terrain
- Playground with equipment for children for 2-8 years old
- One table tennis
- Running track along the boundaries of the park

Ashburton Park also hosts toilets that are located between the old library and the lodge. It functions, but is not pleasing.

The kiosk is a traditional pavilion shelter which previously served refreshments and provided a stage for live entertainment. The structure is now derelict, cordoned off and in need of major renovation. The refurbishment of the old library will provide a community space, opportunity for community planting and café amenity to the park. Finally, the lodge is currently vacant.

Ashburton Park features a few benches but no social seating, picnic or barbecue areas.

1.4.2 Way-finding and Interpretation

Ashburton Park is not directly accessible from the tram station and no signage indicates its presence from there. The location of the play area can be perceived by the visitor as being hidden by the former library and therefore not very attractive.

1.4.3 Event Infrastructure

Ashburton Park features a large lawn area at the corner of Spring Lane and Lower Addiscombe Road, regularly used for events such as:

- Lion boot sale
- Yearly Addiscombe carnival
- Car boot sale
- Various fairs

Other 'one-time' events, such as the Big Dance Bus, are occasionally scheduled in the park. There is an opportunity for the organisation of other events.

- 1 Bowling Green
- 2 Tennis and Basketball Courts
- 3 Petanque Terrain
- 4 Playground
- A Old Ashburton Library
- B Kiosk
- C Lodge and Park Staff Office
- D Toilets
- E Bowling Club Pavilion

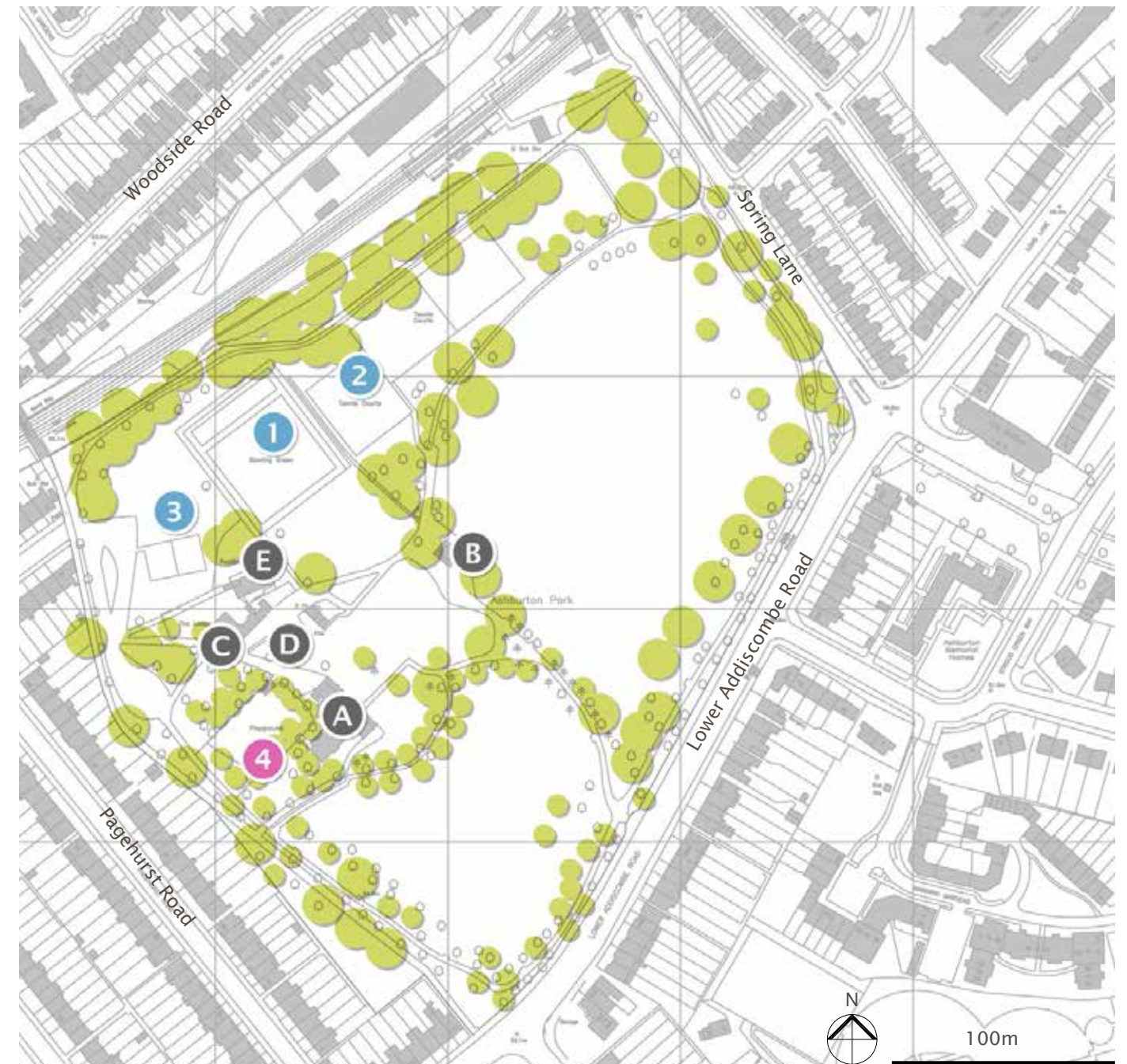


Figure 1.4.1 Existing facilities at Ashburton Park

1.4.4 Existing Conditions

Overall, Ashburton Park is well maintained. The lawns and planting areas are well kept, with no litter issues. The former library, located inside the historic convent building is under refurbishment into a multi-functional centre for cultural activity, thus providing further activation for the park.

Nevertheless, Ashburton Park features a kiosk that is in bad condition and cordoned off. The paths are damaged, thus creating trip hazards.

The different sport facilities do not meet current play standards and lack maintenance; in particular, the tennis court has no net, and basketball hoops are damaged and below standard size.

Spring Lane, the street adjacent to the previous location of the pond, is prone to flooding issues. According to the residents consulted in April 2017, the park regularly suffers from drainage issues and boggy ground conditions.

Finally, the through route parallel to Pagehurst Road is not well lit and therefore does not feel safe or welcoming at night.

1.4.5 Photo Survey and Observations



Figure 1.4.2 Existing conditions at Ashburton Park

1



The kiosk is in poor condition and cordoned off.

2



The old library is under refurbishment and its scaffolding features work from local artists.

3



The playground area is hidden behind the old library.

1.4

4



The toilets are well maintained but open only sporadically.

7



The cottage used by the Bowling Club represents an interesting historic asset.

B



Orchard planted by the Friends Group.



Inside paths are damaged.

5



The bowling green and Petanque courts are well kept.



8



The lodge is not in use and awaits redevelopment.

C



Large open lawns that could host events.



Cut-through path.

6



The tennis, basketball and netball courts are well used, with some maintenance issues: the tennis court has no net and the basketball court does not meet the current play standard.



A



Pleasant alley of mature trees.

D



Flooding issue on Spring Lane by the previous location of the pond.



Unsigned park access from the tram station and no direct access.

Opportunities & Constraints

1.5

Strengths

- Active clubs and societies taking responsibility for spaces
- Proximity to high street and transport nodes (tram, bus routes)
- Large open grass area
- Surrounded by significant development
- Old library currently being refurbished
- Hosts multiple events: fair, etc.
- Car park
- Already used by a mixed population
- Beautiful mature trees and lawn

Opportunities

- Greater integration and application of arts activities
- Interpretation: history, heritage, environment, ecology, wildlife
- Reinstatement of historic pond (and use for flood control measures), water features and play
- Appropriate medium-sized events
- Conversion of kiosk into band stand / focal point for events
- Redevelopment of the lodge
- Heritage, biodiversity, sports and community facilities grants
- Active Friends group wish to develop horticultural features and apply for funding. They have requested storage to support their activities
- Surrounding roads hosts retail that could drift into the park in the summer
- Potential new cycle route

Weakness

- Exposure to road noise on peripheral paths
- Traffic impact on smaller neighboring streets
- State of the tennis and basketball courts, paths, kiosk and car park
- Awkward fencing and access arrangements around the south-west
- Play space and courts are not visible nor well signed
- No facilities for the 8-18 age group
- No flower gardens or water features

Threats

- Flooding
- Inappropriate redevelopment of the lodge
- Car park could become monopolised by new centre
- Dense tree cover in places creates low light levels and hidden spaces
- Library building operator fails to engage positively with park

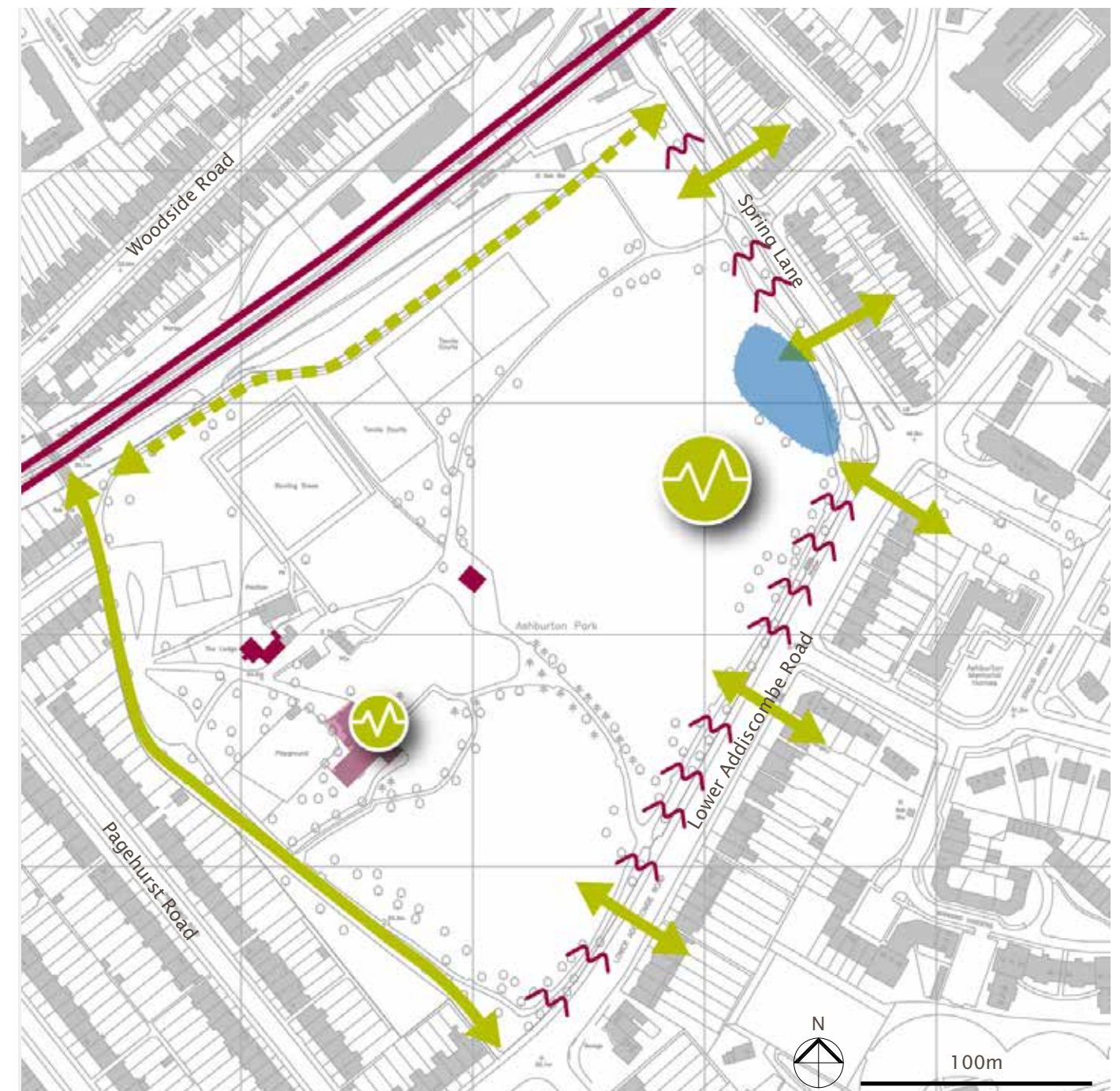


Figure 1.5.1 Opportunities and Constraints at Ashburton Park

Parks Management & Operations Context

1.6

1.6.1 Policy and Designation

1.6.1.1 LANDSCAPE AND CONSERVATION DESIGNATION

Ashburton Park is subject to the following Local Authority Designations:

- Local Open Land
- Green Corridor

The former chapel building and library are also listed on the Local List and under the D1 – Community Facilities regulation in the Local Plan.

Next to Ashburton Park, Ashburton Playing Fields is designated as a Metropolitan Open Land.

1.6.1.2 LOCAL STRATEGIES

The Local Plan vision for Addiscombe is to preserve its current character: a neighbourhood centred on its District Centre featuring a range of retail and a large residential community with good accessibility to Croydon Metropolitan Centre, London and Bromley. New community facilities will be encouraged to locate within the District Centre.

The residential growth is expected to be moderate in the coming years.

Improvements of the Green Grid will be sought to promote strategic east-west and north-south links through Ashburton Park and the Addiscombe Railway Park. They will connect with Croydon Metropolitan Centre, Wandle Valley Regional Park, Lloyd Park and South Norwood Country Park.

A new cycle route is proposed on the north side of the park, along Spring Lane and Lower Addiscombe Road, to complement the existing 3.15km route on the south side of the park.

1.6.2 Users Groups and Stakeholders

1.6.2.1 GROUPS

- Friends of Ashburton Park

1.6.2.2 USERS

- Ashburton (Croydon) Petanque Club
- Ashburton Bowls Club

1.6.2.3 SCHOOLS

- Community centre
- Oasis Academy Shirley Park
- Ashburton Junior School
- Woodside Primary and Junior School

1.6.2.4 ORGANISATIONS

- Fit 2 Learn
- Woodside Baptist Church
- Our Lady of the Annunciation Catholic Church

1.6.3 Ongoing and Special Projects

1.6.3.1 ASHBURTON CONVENT REGENERATION

The former convent library building is under renovation and extension works to become a community hub.

The building re-opened in the summer 2017 and will host a café as well as offer spaces for local community groups to hire, including a large hall for parties or special events.

1.6.3.2 ASHBURTON ARTS COMPETITION

During August and September 2016, a competition was run to select local artists with a love for Ashburton Park. The artwork of the five winning artists is displayed on the external hoardings of the convent whilst the building is being redeveloped.



CHAPTER 2 - CONCEPT MASTERPLAN

Vision and Explanation

A Local and Lively Park

2.1

2.1.1 A Local and Special park

Ashburton Park is a local park used and enjoyed by the community living immediately around it. From our community engagement, we found it is particularly liked by its users because of its location and due to its quiet and attractive atmosphere. Most of its users visit it to walk or exercise, to enjoy the large lawn, to take children to the playground and to walk dogs. The different events happening at Ashburton Park, from funfairs to fireworks, are also part of what makes it attractive for the local community.

Tyréns' proposal acknowledges this strong local character and the importance of the park as a place of recreation for the population. The masterplanning process is seeking to enhance the provision and quality of the different facilities of the park to further answer the needs of the community and reflect the various uses of the park.

By providing programmatic diversity and adequate activities or infrastructure for all the different ages and groups, Tyréns' objective is to see the park used by a wider range of the population and to improve quality of life. After regeneration, the park is set to play a more complete role in peoples lives, sustaining at a higher standard their daily needs of fresh air, nature, play, exercise, sociability and culture.

Finally, the vision for Ashburton Park is to give a strong identity and local recognition rooted into its distinct history. By doing so, the masterplan strategy aims at fostering community pride and care towards the park.

2.1.2 An Active Community Park

The masterplanning process for Ashburton Park builds upon existing assets and aims at strengthening emerging initiatives or opportunities.

The refurbishment of the historic Ashburton Library into a community hub together with a café and new toilets will drive new users to the park and provide a space for community gatherings and interaction. There is an opportunity to create a community garden adjacent to the building, linked to the newly planted orchard and an improved play area.

The dynamic created by the refurbishment of Ashburton Library could help support the refurbishment of the kiosk - an important yet not used asset of the park - into an attractive historic feature and community asset, hosting various activities throughout the year. The space in between those two features could then become the heart of the park, where, through the provision of social seating within a dog-free space, people would be able to quietly enjoy the surrounding landscape and fresh air.

On the west side of the kiosk, the open lawn could be preserved and dedicated to the organisation of events which would animate the cultural life of the neighborhood and help generate revenue for the maintenance of the park.

The provision of play, sport and leisure facilities does not currently fulfill the existing needs of the community. As highlighted in the survey conducted by Tyréns in April 2017, activities for users of Ashburton Park were limited compared to parks in general (8 versus 12 main uses). The park is perceived as run-down and not offering something to do for all age groups. Of particular concern is the condition of the toilets, kiosk, playground and sport facilities. As a response, Tyréns is proposing to refurbish the existing facilities and to create new activities in the park for groups that are not well-served, in particular teenagers. Outdoor fitness equipment, a skatepark and a multi-use games area (MUGA) should be introduced, along with improvements to the play area.

2.1.3 A Beautiful and Sustainable Park

As identified by the ecological survey undertaken in July 2017, Ashburton Park is currently characterised by a low habitat diversity. There is therefore an opportunity to improve the park biodiversity by diversifying and bolstering habitat types on site. This would enhance the potential of the park to support protected and notable species.

We are proposing to restore the historical pond as the core of a new ecological zone. More than only enhancing biodiversity in the park, hosting a rich wildlife and helping to mitigate the impact of increased rainfall in winter, the pond could also be a space for education and leisure. This, together with the creation of a wildflower meadow and the community garden would help transform the park into a habitat for wildlife.

Other measures could include:

- A wildflower meadow to diversify existing amenity grassland
- Bat and bird boxes added to trees, insect hotels
- Hedge planting along Lower Addiscombe Road
- Habitat creation measures on the northern boundary of the site, along the rail corridor: tree and scrub planting, grassland creation, dead wood retention
- Added planting along pathways - including scented species - to aid wildlife movement in the wider landscape, provide foraging and refuge support

2.1



Figure 2.1.1 Vision for Ashburton Park, "A Local and Lively Park": key measures

Masterplan Concept

A Local and Lively Park

2.2

1 ASHBURTON LIBRARY - "ASHBURTON HALL" COMMUNITY HUB

Refurbishment and extension of the former library building into a community and recreation space. This would provide a focus for activity and strengthen the unique identity of Ashburton Park.

After the organisation of a public naming competition, the landmark building has been renamed "Ashburton Hall". It will feature a café as well as spaces for local community groups to hire including a large hall for parties or events.



Park Café, Whittington Park, London

2 EDUCATIONAL AND SENSORY GARDEN WITH PLAY

Orchard and growing space featuring elements appealing to the five senses: variety of scented flowers, shrubs, herbs, vegetables and fruit trees. The use of a number of raised planters would allow for easy maintenance at key spots. Trellis' would allow for climbers and provide privacy to users, in particular children. Integration of bat / bird boxes and insect hotels - possibly designed by the local community - would foster habitat creation for wildlife. Its relaxing environment would provide horticultural activity (with disabled access growing beds) for the community centre, Friends groups and other clubs or groups including:

- Therapeutic uses
- Educational and training purposes
- Leisure activities



Educational garden and growing space at Kennington Park, London

The children's playground could be improved and integrated with surrounding landscape, providing a space for a wide range of ages as well as features for children with disabilities. It could feature natural, embedded and adventure play elements. The diversity of playing types would create a rich and dynamic space that offers children endless possibilities for play, in contrast with the standard play equipment existing today.



A low height rotating disc supporting play for all children

3 IMPROVED CAR PARK

Reorganisation of the car park layout with 47 bays including:

- 6 bays for the community centre staff members
- 4 bays for disabled people

The refurbishment of the car park should comply with Policy DM30 of the emerging Croydon Local Plan: Detailed Policies and Proposals.

4 LAWN AND DOG-FREE AREA

With picnic tables and social seating spaces. Located at the heart of the park, between the refurbished library and the kiosk, it would offer a tranquil and protected oasis to peacefully enjoy the park.



Picnic grounds at Forest Park, St Louis, USA

5 REFURBISHED KIOSK

Featuring multifunctional uses: bandstand, gentle sport classes, pop-up shop or craft market, etc.



Animated kiosk at Wandle Park, London

2.2



Figure 2.2.1 Ashburton Park Masterplan

2.2

6 OPEN SPACE / LAWN

Opportunity for event space hosting fairs, concerts, outdoor cinema, craft or farmers markets, sport classes, etc. When not occupied by an event, the lawn would provide a space for play, leisure and informal recreation.



Funfair at Ashburton Park, London

7 REFURBISHED TENNIS COURTS

8 MUGA

Multi-use games area featuring lines for netball, basketball and five aside football playing.

9 OUTDOOR FITNESS EQUIPMENT

Provision of free-to-use, low maintenance and all-weather equipment to exercise. Users could 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 and should be designed as part of the play offer for 8-14 year old children, featuring a climber, rotating disc roundabouts, nest wings, etc. Some of the features could be playable by children with disabilities.



Outdoor Fitness Equipment used for parkour by teenagers

10 SKATEPARK

Creation of a flow skatepark featuring half-pipes, handrails, banked ramps, snake runs and a number of other objects. This space would provide a much-needed facility for teenagers and increase activity levels in the park.



Skatepark at Victoria Park, London

11 IMPROVED ENTRANCE FROM WOODSIDE TRAM STOP

Allowing easier access to the park from the tram stop and Spring Lane: introduction of new signage from the tram stop and creation of a new entrance providing direct entrance from the tram stop. This new high quality and welcoming entrance would also encourage people to visit and pass through.

12 POND

With a Sustainable Drainage System (SuDS), timber deck and appropriate planting to protect from falls. Historic maps show a lake in the grounds of the former Stroud Green House. The restoration of the pond would allow for increased sustainability, reduction of flooding risk and will provide a playful and educational feature for the park. Paddling can be scheduled on the pond. The pond could also be designed to host a nesting zone.



The pond, a valuable ecological nesting zone at Victoria Park, London

13 ECOLOGICAL ZONE

With perennial wildflower meadow and wildlife provision such as beetle loggery. It would add flowering to the park, attract wildlife - bees, birds - increase biodiversity, further protect the edges of the park from the surrounding streets and ease its management. The meadow grasses require mowing only twice a year. This zone could also play a pedagogical and educational role.



Wildflower meadow at Burgess Park, London

14 SHRUB PLANTING TO ROAD EDGE

To protect from road noise and pollution along Lower Addiscombe Road. Evergreen and deciduous species, flowering and fruiting shrubs, with different textures and colors could be introduced. They would create a screen to the surrounding highway, provide year-round interest and allow people to relax. They would also create new wildlife habitats and increase biodiversity on site.



Hedge boundary at St James Park, Southampton

15 CREATION OF SPACE FOR THE FRIENDS OF THE PARK

The Friends of Ashburton Park have requested storage and meeting space to support their activities. Possible locations include the bowling club pavilion, refurbished kiosk and "Ashburton Hall" community centre.

2.2



Figure 2.2.1 Ashburton Park Masterplan

Access and Interpretation Recommendations

2.3

2.3.1 Access Recommendations

The access strategy for Ashburton Park aims to establish two types of entrances: primary and secondary. It is recommended that signage and information across all entrances is similar to improve legibility.

The two primary entrances are to be located on Spring Lane and Lower Addiscombe Road. They are the main access points to the park featuring direct access from the tram and bus stops into the main lawn and event space. They play a key role in framing views into the park and making it welcoming. The entrance on Lower Addiscombe Road has recently been refurbished to allow for vehicle access during events. There is an opportunity to build upon the pleasant historic character of its wrought iron gates and enhance the quality of information displayed at this entrance.

The entrance on Spring Lane is used by tram users but lacks legibility and accessibility from the tram stop. A refurbished path featuring distinctive hard surfacing, clear signage and information panel and new seating spaces could give a stronger sense of arrival to the park.

Secondary entrances should be more modest and play a functional role by providing access to the key facilities of the park: the car park, the lawn and natural playground area and the ecological zone. They could feature a clear information and signage panel.

Within the park, existing and new paths could link the different spaces, constitute a clear, accessible and legible network, and enhance movement. In particular, during events, the central path of the park could be closed without negative effects on movement as the newly created path would remain usable. The provision of further planting along the paths would constitute a valuable wildlife habitat and corridor. Surfaces of all the existing paths should be refurbished to cater for all users.

In a mid-term future, the park could also feature new walking and cycling routes, traversing the northern and eastern boundaries of the site and promoting sustainable travel modes.

The car park layout could be refurbished to provide supplementary bays and accommodate the needs of the staff of the community centre.

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 Ashburton Park

2.3

2.3.2 Information and Signage Recommendations

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

Ashburton Park features a number of historic assets - the old library, the bowls pavilion, the kiosk - that would benefit from increased visibility to the public. Key spaces to communicate those elements are the main entrances, Addiscombe tram stop and around the aforementioned buildings.

Information and signage materials should also be created regarding the ecological features of the park, in particular the pond, wildflower meadow and community garden / orchard.

Information and signage 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 Ashburton Park



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

3.1

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 Parks¹ 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 strategy², 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 Ashburton Park

3.2

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

- Local authority / High Priority – local authority capital contributions used to seed and leverage additional funding from other sources
- Leases and concessions / High Priority – where new leases could attract third party investment into refurbishing or delivering new assets
- Section 106 / CIL contributions / High Priority
- Heritage Lottery Fund / High Priority – with a focus on the Parks for People and Heritage Grants 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 Ashburton Park
- 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 Ashburton Park 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 – mobilizing 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 Ashburton Park 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 Ashburton Park 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 COST						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	Educational and sensory garden	£ 16,500	300m2	£ 55/m2		Rate assumed to include clearing area, preparation, planting and hedge/fence/wall erection. Work needs to be undertaken at appropriate time of year	0 - 6 months	£ 1,500	300 m2	£5/m2	Rate assuming watering in dry season, regular maintenance and necessary replanting	Via parks maintenance contract or designated voluntary organisation	half-yearly
2	Refurbishment of play area	£ 120,000	400m2	£ 300/m2		Rate assumed to include re-surfacing, new area fencing and equipment replacement.	0 - 6 months	£ 6,000	5%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	weekly
3	Improved car park / reorganisation of the car park layout with 47 bays	£ 117,500	47 units	£ 2,500/unit		Rate assumes surface treatment	0 - 6 months	£ 2,350	2%		Rate assumes general maintenance to area	Via parks maintenance contract or Highways or other?	annually
4	Lawn and dog free area with picnic tables and seating spaces	£ 30,000	200m	£ 125/m	£ 5000	Rate for linear fencing and fixed some for tables and bases	0 - 6 months	£ 1,500	5%		Rate assumes general maintenance of fencing and tables	Via parks maintenance contract	annually
5	Refurbished kiosk featuring multifunctional uses	£ 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
6	Refurbished tennis court	£ 125,000			£ 125,000	Rate depends on existing condition and extent of refurbishment i.e. does surface need complete replacement	0 - 6 months	£ 3,750	3%		Revenue cost covered by income generated by users	Via leisure contract	weekly
7	Creation of a MUGA	£ 175,000			£ 175,000	Rate for excavation, drainage, lighting, fencing etc. Need to provide power for lighting	0 - 6 months	£ 5,250	3%		Revenue cost covered by income generated by users	Via leisure contract	weekly

3.2

MASTERPLAN CONCEPT & IDEAS		CAPITAL COST						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
8	Outdoor Gym	£ 40,000			£ 40,000		0 - 6 months	£ 1,200	3%		Rate assumes general maintenance of equipment	Via parks maintenance contract	weekly
9	Skatepark	£ 200,000	400m2	£ 500/m2		Rate for design and build	0 - 6 months	£ 4,000	2%		Rate assumes general maintenance of area	Via parks maintenance contract	monthly
10	Improved entrance on Spring Lane	£ 100,000			£ 100,000	Rate depends on extent of improvements	0 - 6 months		0%		Cost assumed within general maintenance cost of park	Via parks maintenance contract	
11	Restoration of the pond with SuDS, timber deck and appropriate planting	£ 500,000			£ 500,000	Minimum budget starting at £250k-£300k assumed	6 - 12 months	£ 10,000	2%				
12	Creation of an ecological zone with perennial wildflower meadow	£ 50,000	2,000m2	£ 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	£ 10,000	2,000m2	£5/m2	Rate assuming watering in dry season, regular maintenance and necessary replanting	Via parks maintenance contract or designated voluntary organisation	monthly
13	Shrub planting to road edge along lower Addiscombe road	£ 12,000	300m2	£ 40/m2		Rate assumed to include clearing area, preparation, planting. Work needs to be undertaken at appropriate time of year	0 - 6 months	£ 1,500	300m2	£5/m2	Rate assuming watering in dry season, regular maintenance and necessary replanting	Via parks maintenance contract or designated voluntary organisation	monthly

TOTAL CAPITAL COST: £ 1,571,000

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	Educational and sensory garden	x		x	x				x			x		x	x	x	x		x	x							
2	Refurbishment of play area	x		x	x				x			x		x	x	x	x										
3	Improved car park / reorganisation of the car park layout with 47 bays	x		x	x																						
4	Lawn and dog free area with picnic tables and seating spaces	x		x	x				x			x		x	x	x											
5	Refurbished kiosk featuring multifunctional uses	x		x	x	x			x	x		x		x	x	x	x			x							
6	Refurbished tennis court	x		x	x	x			x	x				x	x	x	x										
7	Creation of a MUGA	x		x	x	x			x	x				x	x	x	x										
8	Outdoor Gym	x		x	x				x	x				x	x	x	x										
9	Skatepark	x		x	x				x	x				x	x	x	x										
10	Improved entrance on Spring Lane	x		x	x																						
11	Restoration of the pond with SuDS, timber deck and appropriate planting	x		x	x				x			x		x	x	x		x	x								
12	Creation of an ecological zone with perennial wildflower meadow	x		x	x			x	x			x		x	x	x	x		x	x							
13	Shrub planting to road edge along lower Addiscombe road	x		x	x				x			x		x	x	x	x		x	x							

Income Generating Activities at Ashburton Park 3.3

Each of the proposed capital interventions will have 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 costs, 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.

Increasingly, guardians for our public open spaces are 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 Ashburton Park itself, there are a small number of opportunities listed below 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 3 years and 5 years from its development or launch). Note, income associated with sports facilities are excluded since these are assumed to be covered under the new Leisure contract from April 2018.

ACTIVITY	ESTIMATED NET ANNUAL INCOME
PROPERTY LEASES, CONCESSIONS AND LICENSING	
Temporary ice cream / snack van concession	£ 10k - £ 15k
Licenses for commercial users of the park	£ 5k - £ 10k
CAR PARK	
Car park charges	£ 5k - £ 10k
TEMPORARY HIRES	
Third party events hire	£ 25k - £50k

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 Ashburton Park, 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 ASHBURTON 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"> • To support healthy, cohesive communities in the context of significant population growth • To provide sustainable funding models in the context of diminishing public funding 	<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"> • Opportunities for widening the benefits of the six parks to support healthy cohesive communities, and identified any issues for participation associated with protected characteristics • Recommendations for funding options, while identifying any equalities issues arising
What are the intended outcomes of the Masterplan?	<ul style="list-style-type: none"> • 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 • Proposals that support Croydon's perception as a great place to live and work within London as a whole • Models for park design and management that may have wider application within the borough 	<p>The masterplan for Ashburton Park 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 ASHBURTON 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 Ashburton Park 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 ASHBURTON MASTERPLAN PROCESS
Race 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 the 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 survey work was carried out to address the information gap, and variations were demonstrated in priorities for parks along lines of ethnicity that influenced the development of the masterplan and subsequent engagement.</p> <p>The findings are set out in detail in Chapter 5.</p>
Sex Issues specific to women or men.	<p>Research shows that women are more fearful in park space 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 survey found that gender (in our sample we asked for claimed gender rather than biological sex of participants) and age all influence the typical preferred activity in Croydon's parks.</p>
Disability 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>Our survey to date has had a low representation of people with disabilities. Our recommended action is that we will seek to engage with gatekeeper organisations to obtain wider participation from people with this protected characteristic.</p>
Age 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 attributable 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 use for 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>

4.1

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	DELIVERED WITHIN ASHBURTON MASTERPLAN PROCESS
Religion or Belief Issues relating to a person's religion or belief (including non-belief).	<p>Many Muslim's 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, however 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>
Sexual Orientation 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>This characteristic was not recorded as set out above. Consideration of independent research findings is included in the considerations for park masterplanning.</p>
Marriage and Civil Partnership 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>
Gender Reassignment 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>This characteristic was not recorded as set out above. Consideration of independent research findings is included in the considerations for park masterplanning.</p>
Pregnancy and Maternity 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>This characteristic was not recorded. Consideration of independent research findings is included in the considerations for park masterplanning.</p>
Multiple / Cross Cutting Equality Issues Issues relating to multiple protected characteristics.	<p>There are potential positive cross cutting impacts relating to Age, Disability, Religion and 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 above relate to impacts that are statistically observable within populations, and impacts will be individually variable, not universal.</p>	

4.1.6 Assessment: Processes of Masterplan Development to date

4.1.6.1 ENGAGEMENT PROCESSES: INTERVIEWS AND STAKEHOLDERS 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 Ashburton Park, this is especially true for people with disabilities and their carers, 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.

Ashburton bowling and Petanque clubs provided narrative data for their users. Their users are predominantly but not exclusively white, and predominantly over 60. They have some very elderly members and members with long-term health issues and mobility impairment.

Basketball and tennis court users were not formally surveyed, however the three face-to-face survey dates within Ashburton Park showed high levels of use of the basketball courts by groups of young people of BME, as well as white ethnicities, and generally informal use of the tennis courts by families of BME, as well as white ethnicities for cycling and ball games with young children. No tennis was seen at Ashburton Park during the site visits.

4.1

4.1.7 Assessment: Material Characteristics Individual Parks - Existing

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	PROPOSED ACTION - SUPPORTED THROUGH SURVEY
Race Issues relating to people of any racial group, ethnic or national origin, including gypsy travelers and migrant workers.	Positive A range of activities within the park likely to appeal to different groups. Negative Dog-free space limited to play area, dogs off leads in all other spaces. No sociable seating, facilities for large groups and limited provision for eating outside (one picnic table in play area).	Support and widen range of activities. Provide dog-free space for people outside of play area. More sociable seating: both within and outside the dog-free area.
Sex Issues specific to women or men.	Positive Bowling green may offer opportunity for hidden from view single-gender activity. Plenty of space not solely dedicated to children. Negative Paths with seats through areas that are hidden by planting, and if these seats are occupied it may result in some fear of crime.	Proposed widening of use of bowling green facility, as part of continued maintenance by council, however terms of existing agreements with Bowling Club unknown, would require negotiation/ further development. Proposed amendment of northern route to allow cycling and increased activity to the north of the park will address visibility and poor bench location.
Disability Issues relating to disabled people.	Positive Parking available close to activities/buildings. Negative Toilets not accessible, paths uneven, very limited opportunity for disabled play. No opportunity to participate in gardening, limited sensory planting.	New accessible facilities within library building. Proposed sensory gardens and community gardening with access for people with disabilities. Proposed widening of inclusive play offer and incorporation of sensory plantings to support well-being of children with disabilities.
Age Issues relating to a particular age group e.g. older people or children and young people.	Positive Fairly frequent seats with backs to paths, sports suited to older people provided for, range of activities. Negative Toilets difficult to access, provision for ages 10-18 restricted to sport, facilities in poor repair and distant from younger children play area, limiting quality of provision for families with children of mixed ages.	Propose improve seating provision. New accessible toilets within library building, and suggested improvements to sports facilities for all. Proposed development of play facilities for older children.
Religion or Belief Issues relating to a person's religion or belief (including non-belief).	Positive Bowling Green may offer opportunity for hidden from view single-gender activity. Negative Dog-free space limited to play area, games courts and bowling green.	Provide dog-free space for people outside of play area. Proposed widening of use of bowling green facility, as part of continued maintenance by council, however terms of existing agreements with Bowling Club unknown, would require negotiation/ further development.

4.1

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	PROPOSED ACTION - SUPPORTED THROUGH SURVEY
Sexual Orientation Issues relating to a person’s sexual orientation i.e. lesbian, gay , bi-sexual, heterosexual.	Negative Paths with seats through areas that are hidden by planting, and if seats occupied may result in some fear of crime.	Proposed amendment of northern route to allow cycling and increased activity to north of park will address visibility and poor bench location.
Gender Reassignment Issues relating to people who have proposed, started or completed a process to change his or her sex.	Negative Paths with seats through areas that are hidden by planting, and if seats occupied may result in some fear of crime.	Proposed amendment of northern route to allow cycling and increased activity to north of park will address visibility and poor bench location.
Pregnancy and Maternity Issues relating to the condition of being pregnant or expecting a baby and the period after the birth.	Positive Toilets present and operational. Negative No provision for baby change facilities.	New accessible toilets and baby change facilities within library building, and suggested improvements to sports facilities for all.

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

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.

Ashburton Park in particular was represented in face-to-face interviews by Councillor Maddy Henson, and Regeneration Manager Natalie Thomas.

Two Interviews were held with the Friends of Ashburton Park, near the park, and conversations continued via extensive email correspondence. Nisai Academy and Fit 2 Learn were also interviewed at this stage about their aspirations for the park, as a setting for their use of the library building. Ashburton Bowling Club did not respond to contacts at this stage, however the Petanque Club captain was interviewed by telephone.

A full review of the baseline engagement data from the borough-wide Croydon Talks Parks project was included in the Stage 1 report. There was a good return from around 1,500 participants, and the findings included some very helpful information to assist in the planning of stakeholder workshops and in development of the masterplans. 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.

Additional Early Engagement

5.3

5.3.1 Objectives and Method

The purpose of the survey was two-fold:

- to gain further general information regarding park use by Croydon residents, to inform the Destination Parks Masterplanning project. In particular, the proposed survey was to identify any potential impacts due to the demographic profile of participants in the Croydon Talks Parks Survey. This survey had a disproportionate representation of older people, women and people of white British ethnicity, compared to the population of Croydon as a whole. Under 18s in particular were not well represented. This action was identified as part of the equalities impact process
- to gain specific data regarding use patterns, perceived strengths and weaknesses of Ashburton Park

In order to achieve objective 1, the survey was to target in particular:

- Younger people 0-45, especially under 18s
- Men
- People from BME backgrounds

However in order to achieve target 2, there was a need to obtain survey responses from a wide demography. The best method to target responses from particular groups was identified as being through face-to-face surveys in and around Ashburton Park. These were undertaken on a warm spring Thursday evening, and on a dry Saturday from mid-morning to mid-afternoon in April to allow participation by people returning from work or school, and by local residents going about their weekend shopping and leisure activities. Some door-to-door surveying was carried out when there was little activity on the streets or at transit stops. Surveys were also conducted in the nearby library, and surveys were left for completion with the Ashburton medical practice by the park, with Friends of Ashburton Park, and with librarians at Ashburton Library. Analysis was carried out using IBM SPSS, supplemented with Microsoft Excel.

5.3.2 Survey Returns

306 participant returns were included in the analysis. The demographic characteristics of the participants, where provided, are tabulated below.

The baseline market assessment identifies Ashburton Park's catchment having similar age profile to the borough with around 25 % of residents under 18, an average age of 36. Over 50% of residents claim white ethnicities, c. 25% claim black ethnicities, and c. 10% claim Asian ethnicities.

The returns do not reproduce this neighbourhood profile perfectly, however there is representation across a range of characteristics that arguably reflects local demography reasonably well, while at the same time, all sampling objectives have been met.

87% of participants lived within 15 minutes walk of Ashburton Park, and 95% of participants used/visited Ashburton Park. 8% of participants did not consider themselves to be park users at all, however some of these participants did attend fairs/events in Ashburton Park, creating an anomaly between the general question and specific answer for Ashburton Park.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	135	44.1	45.3	45.3
	Male	152	49.7	51.0	96.3
	DNS	11	3.6	3.7	100.0
	Total	298	97.4	100.0	
Missing	System	8	2.6		
Total		306	100.0		

Figure 5.3.1 Demographic Characteristics of respondents - Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 17	53	17.3	17.3	17.3
	18 - 24	36	11.8	11.8	29.1
	25 - 34	46	15.0	15.0	44.1
	35 - 44	53	17.3	17.3	61.4
	45 - 54	49	16.0	16.0	77.5
	55 - 64	28	9.2	9.2	86.6
	65 - 74	22	7.2	7.2	93.8
	OVER 75	7	2.3	2.3	96.1
	DNS	12	3.9	3.9	100.0
Total		306	100.0		

Figure 5.3.2 Demographic Characteristics of respondents - Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	242	79.1	82.3	82.3
	Yes	29	9.5	9.9	92.2
	DNS	23	7.5	7.8	100.0
	Total	294	96.1	100.0	
Missing	System	12	3.9		
Total		306	100.0		

Figure 5.3.3 Demographic Characteristics of respondents - Disability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WBritish	121	39.5	39.5	39.5
	WOther	19	6.2	6.2	45.8
	AsIndian	10	3.3	3.3	49.0
	AsPakist	1	0.3	0.3	49.3
	AsBangla	1	0.3	0.3	49.7
	AsChines	2	0.7	0.7	50.3
	AsOther	2	0.7	0.7	51.0
	BBritish	28	9.2	9.2	60.1
	BCarib	29	9.5	9.5	69.6
	BAfric	32	10.5	10.5	80.1
	Mixed	17	5.6	5.6	85.6
	Other	5	1.6	1.6	87.3
	DNS	21	6.9	6.9	94.1
	WIrish	5	1.6	1.6	95.8
	AsBritish	13	4.2	4.2	100.0
Total		306	100.0	100.0	

Figure 5.3.4 Demographic Characteristics of respondents - Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	68	22.2	25.0	25.0
	Parent/pt	12	3.9	4.4	29.4
	Parentnw	13	4.2	4.8	34.2
	Parent/ft	27	8.8	9.9	44.1
	wPT	24	7.8	8.8	52.9
	wFT	84	27.5	30.9	83.8
	Not paid employ	12	3.9	4.4	88.2
	Retired	29	9.5	10.7	98.9
	Carer	3	1.0	1.1	100.0
	System	34	11.1		
Total		306	100.0	100.0	

Figure 5.3.5 Demographic Characteristics of respondents - Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White e.	145	47.4	47.4	47.4
	Asian e.	29	9.5	9.5	56.9
	Black e.	89	29.1	29.1	85.9
	Mixed e.	17	5.6	5.6	91.5
	Other e.	5	1.6	1.6	93.1
	DNS	21	6.9	6.9	100.0
Total		306	100.0	100.0	

Figure 5.3.6 Demographic Characteristics of respondents - Grouped Ethnicity

5.3

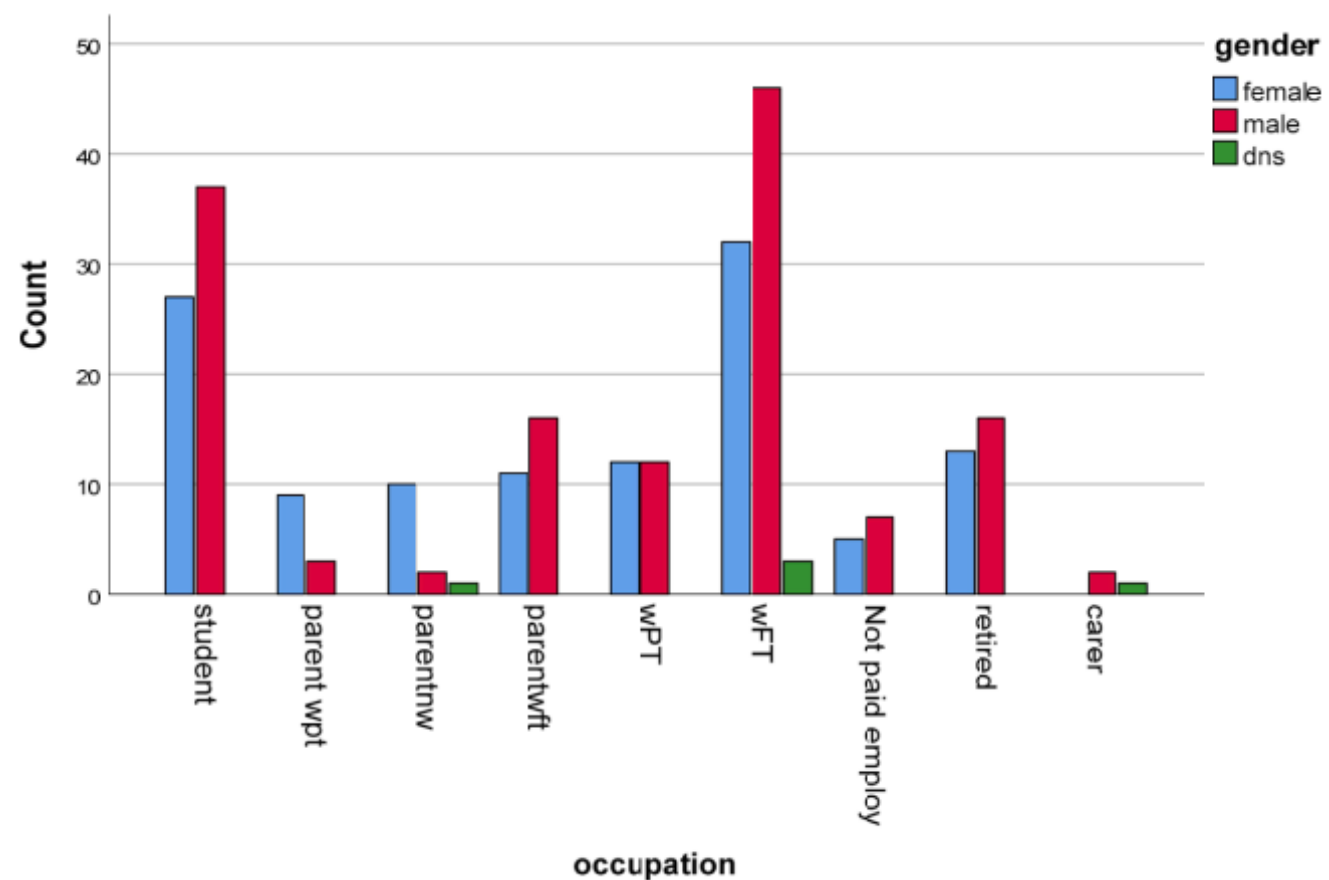


Figure 5.3.7 Demographic Characteristics of respondents - Occupation and Gender

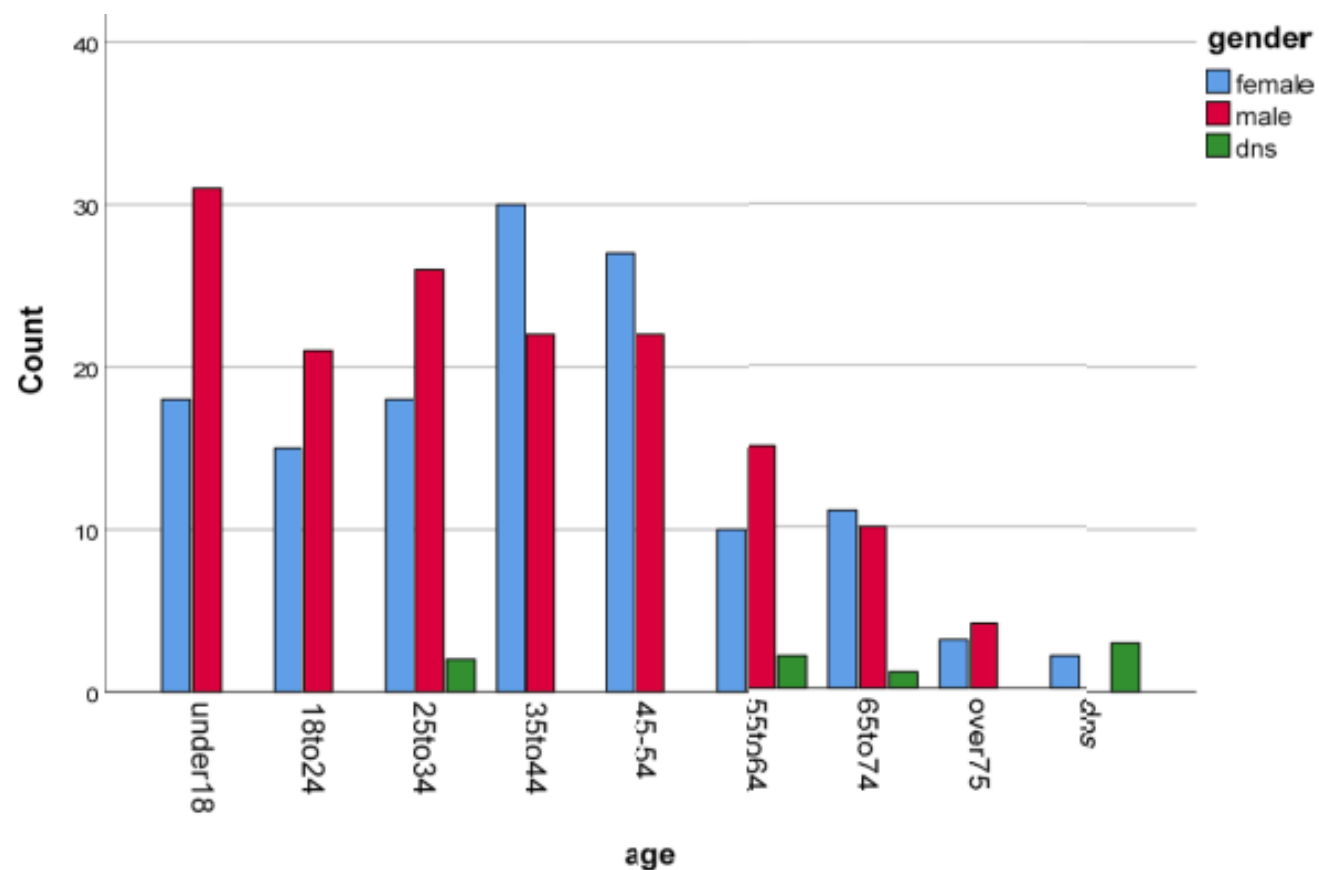


Figure 5.3.8 Demographic Characteristics of respondents - Age and Gender

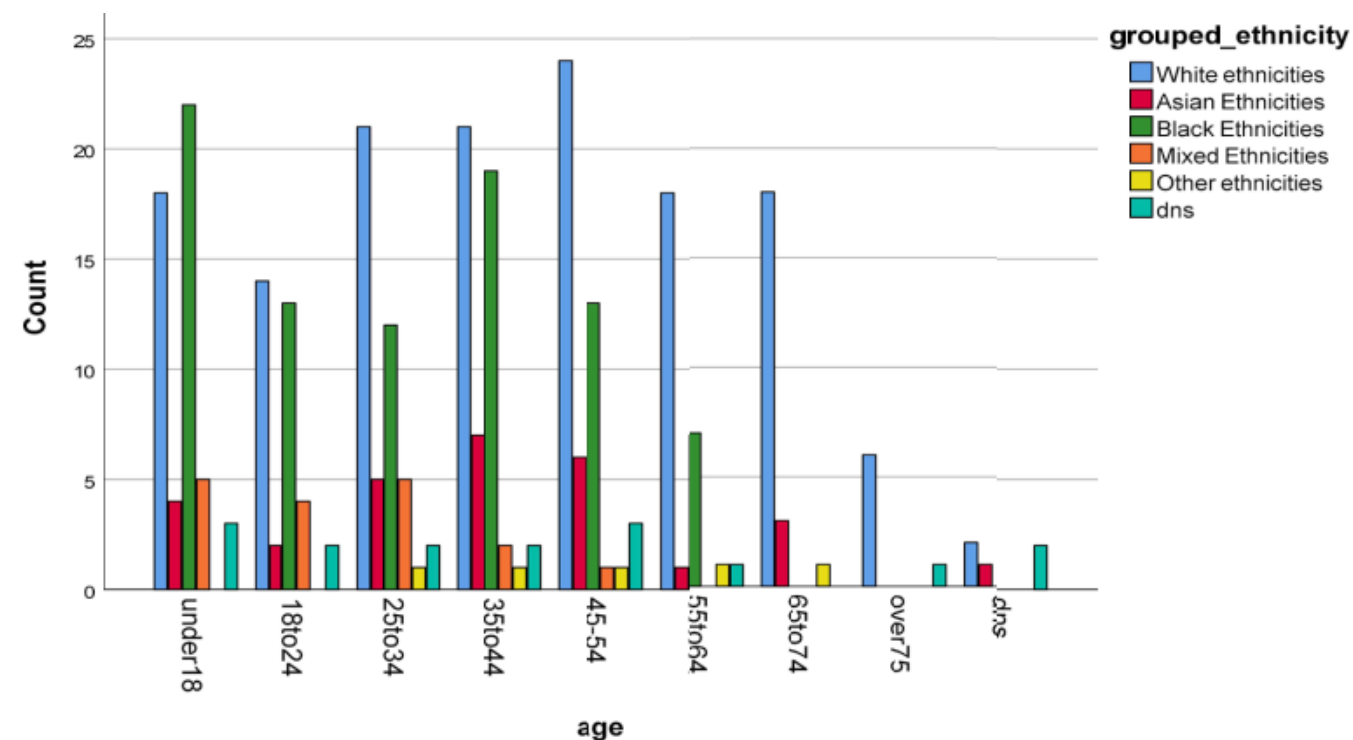


Figure 5.3.9 Demographic Characteristics of respondents - Occupation and Grouped Ethnicity

5.3

5.3.3 Key Findings: Equalities Issues

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

Overall, the most important reason given by participants in this survey for visiting parks was for children's play or for exercise. This is supported by the finding that two main items that could increase the frequency of visits to Ashburton Park were improvements to the play area and an outdoor gym.

The activity finding differs from the Croydon Talks Parks survey, where the most important activity was walking. The survey analysis has identified that the likely variation between the two surveys is a reflection of the demography of the sample. This survey found that gender, age and ethnicity all influence the typical activity in parks. Young people, men, and people of black ethnicities were more likely to go to parks for exercise than for any other reason.

The sample of people from Asian ethnicities was quite small (29 returns of various Asian ethnicities), however this group typically 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 is also related to dislikes, though the primary dislike for all groups is dog fouling. Antisocial behaviour, litter, the park being 'run down' and poor play provision were all also major dislikes. Significantly more people of BME dislike dog fouling than people of white ethnicities. 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 generally were examined against other equalities criteria, the condition of toilets was found to be significantly more concerning for people with disabilities. The subsequent pages provide further detail and analysis.

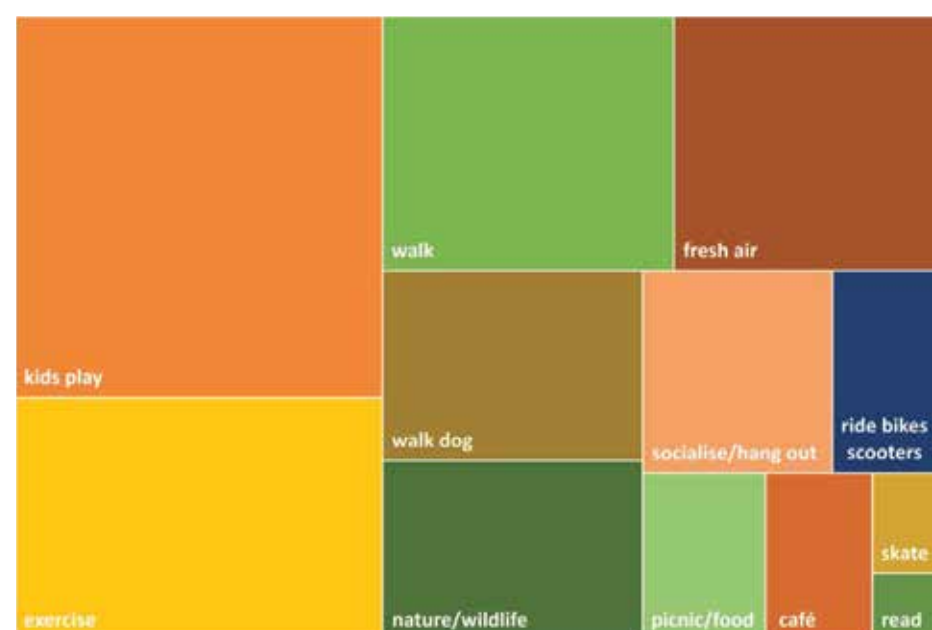


Figure 5.3.10 Key Findings - Activities all parks

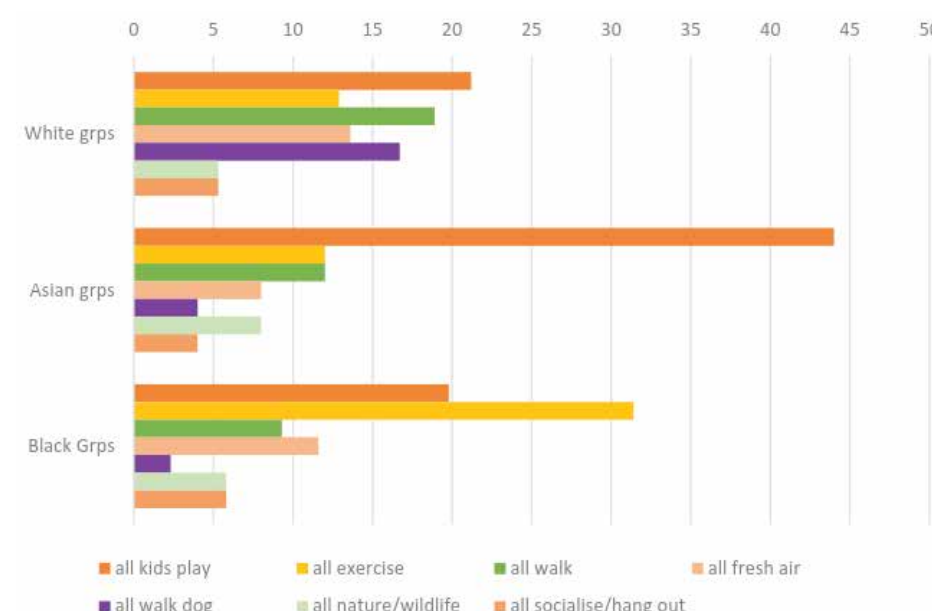


Figure 5.3.11 Key Findings - Activity 1 by % grouped ethnicity

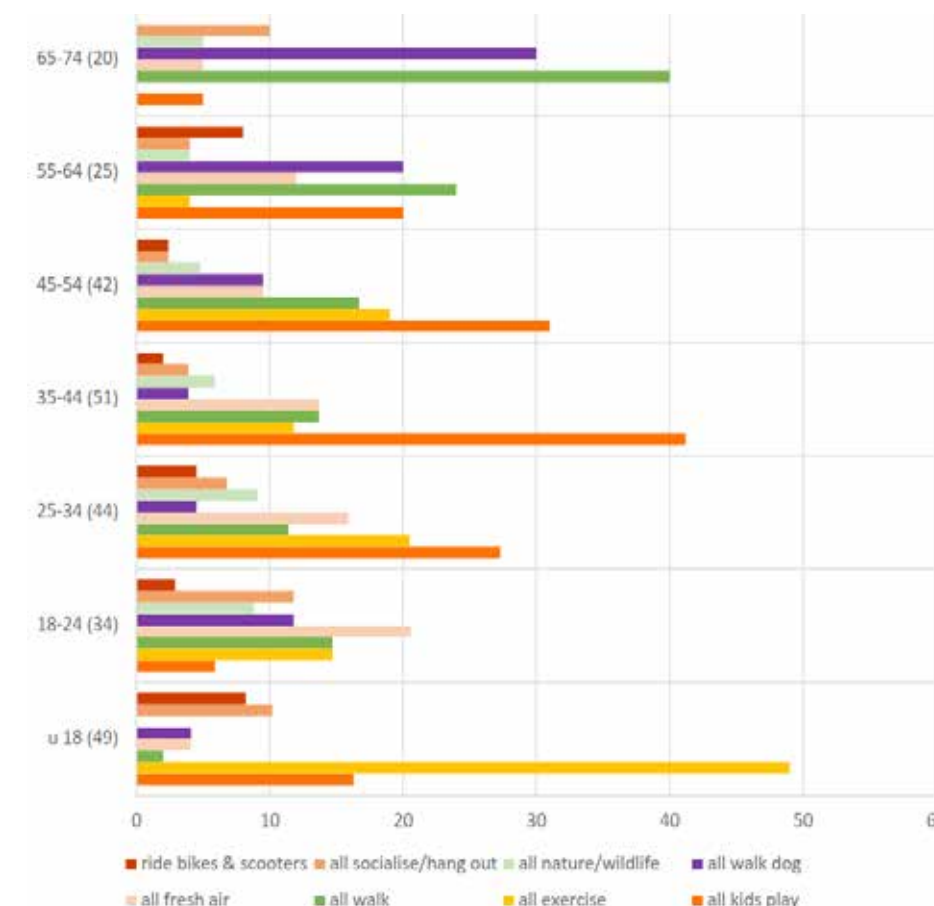


Figure 5.3.12 Key Findings - Activity 1 by % age group

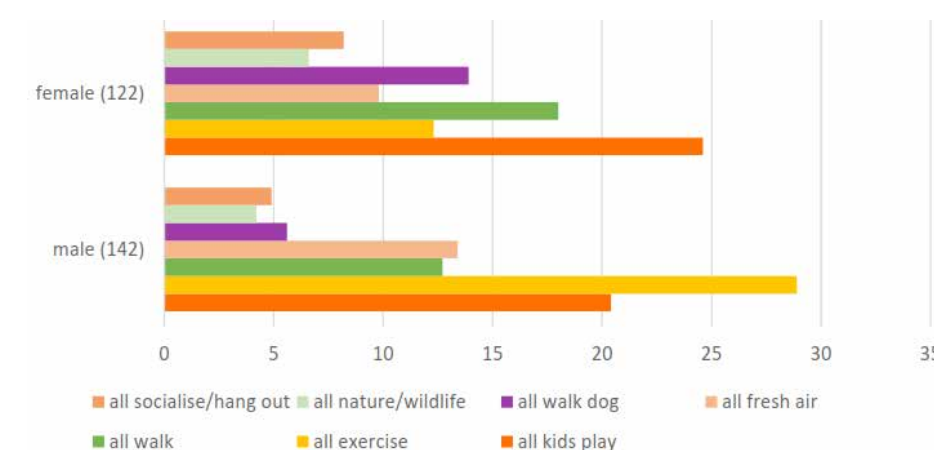


Figure 5.3.13 Key Findings - Activity 1 by % of gender

5.3

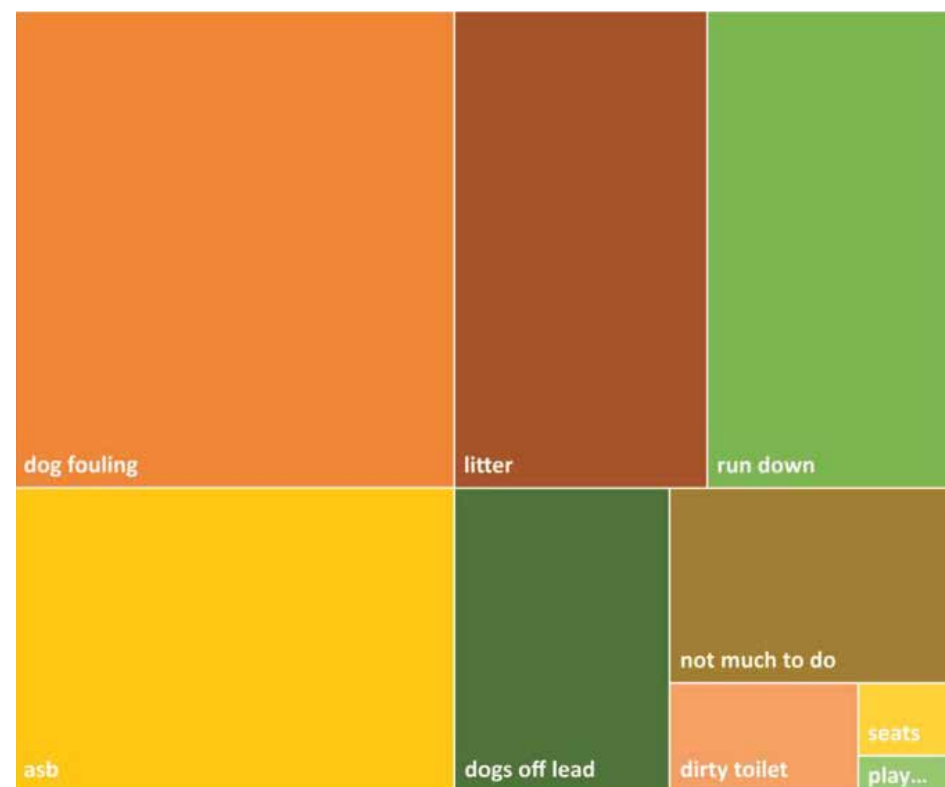


Figure 5.3.14 Key Findings - General Dislikes

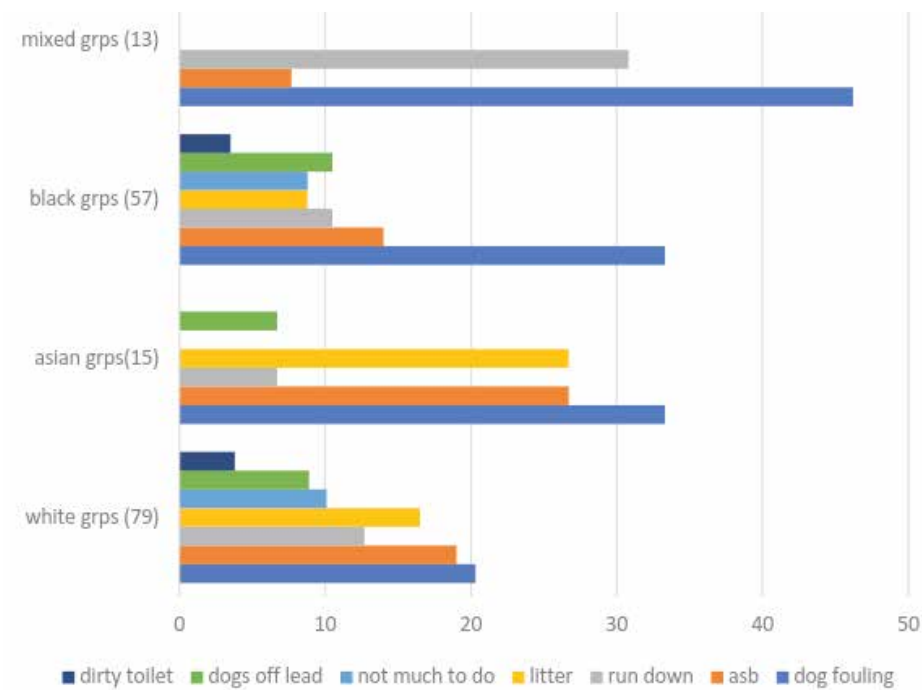


Figure 5.3.15 Key Findings - Dislikes by % of grouped ethnicity

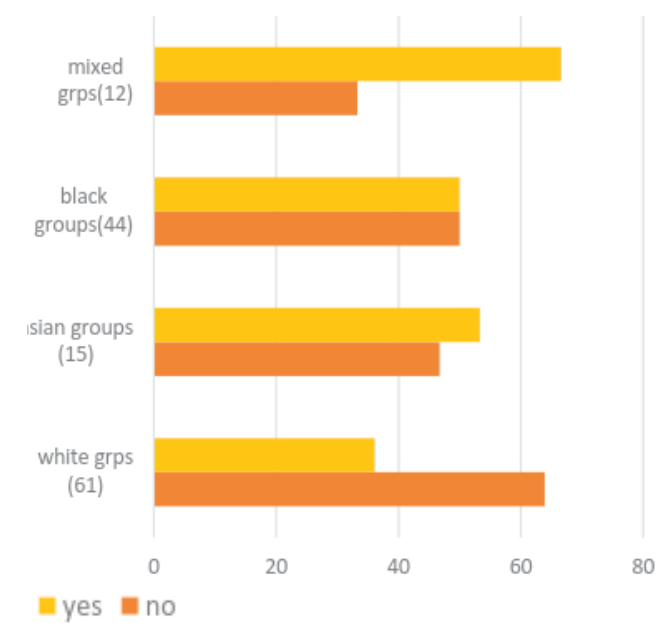


Figure 5.3.16 Key Findings - Dislikes reduce visits

5.3

5.3.4 Key Findings: Ashburton Park

The survey asked participants about the parks they used most - what they did, what they liked and disliked - then specifically asked about Ashburton Park. Ashburton Park was one of the most frequently used parks for over half of participants (below). The next most popular choices, South Norwood Country Park and Lloyd Park, were considered accessible, and chosen for their natural environment and the quality of facilities on offer.

Activities for users of Ashburton Park were more limited (8 main uses) than for parks generally (12 main uses). Ashburton offers functions such as play, and exercise, but is not a place for nature/wildlife, and is less often thought of as somewhere to get fresh air. Participants were asked specifically about the facilities they used in the park, as well as what they liked.

The most used feature is the lawn and paths, and people most liked Ashburton Park's big grass area (64 respondents). This is similar to findings in Croydon Talks Parks.

The least used facilities cited in the survey were bowls and petanque, used by 24 participants. However 45% of the respondents did not know all the facilities listed were in Ashburton Park (many did not know about petanque or bowls in particular) and 42% of respondents said they would not know how to find out about booking or using facilities.

Respondents liked Ashburton because it was local to them. They found it quiet and attractive, they liked the trees and the old library, and they liked the fairs and events. Although the main use of the park is for children's play, and around 50% of respondents said they used the play area, the relatively small number who said they liked the play space (28) is surprising. The low number of likes is reflected in high number of dislikes, and numbers suggesting improvements to the playground.

10 respondents liked the park because they found it friendly and safe, whereas 39 disliked antisocial behaviour in the park.

183 participants answered the question regarding dislikes about parks, and 164 answered the question in relation to Ashburton Park. The biggest problems for Ashburton Park are that it is perceived as run down (39), and offers little to do (30).

Where dog fouling is the main dislike in parks generally, it is ranked joint fourth at Ashburton, with 23 people citing it as a problem, alongside litter, and 24 citing antisocial behaviour. The condition of the toilets, baseball court, tennis court and kiosk were highlighted by participants as being problematic, further indicating the condition of facilities as the major issue at Ashburton park.

Suggested improvements (opposite) included refreshing existing facilities, as well as introducing new features and new facilities to increase use. The most

popular suggestion was an outdoor gym, then improvements to the play area. 50 respondents said they would like to see a café, unaware that this is to be part of the new development.

One third of respondents who answered the question about involvement (138) indicated they would like to know more about the project, and may consider becoming involved or participating in activities in the park. The largest variation by demographic characteristic was by occupation. People without children who were working part time and people not in paid employment, including parents, were most likely to be interested in involvement, as were people age 35-44 (51%). There was no significant difference by gender or ethnicity.

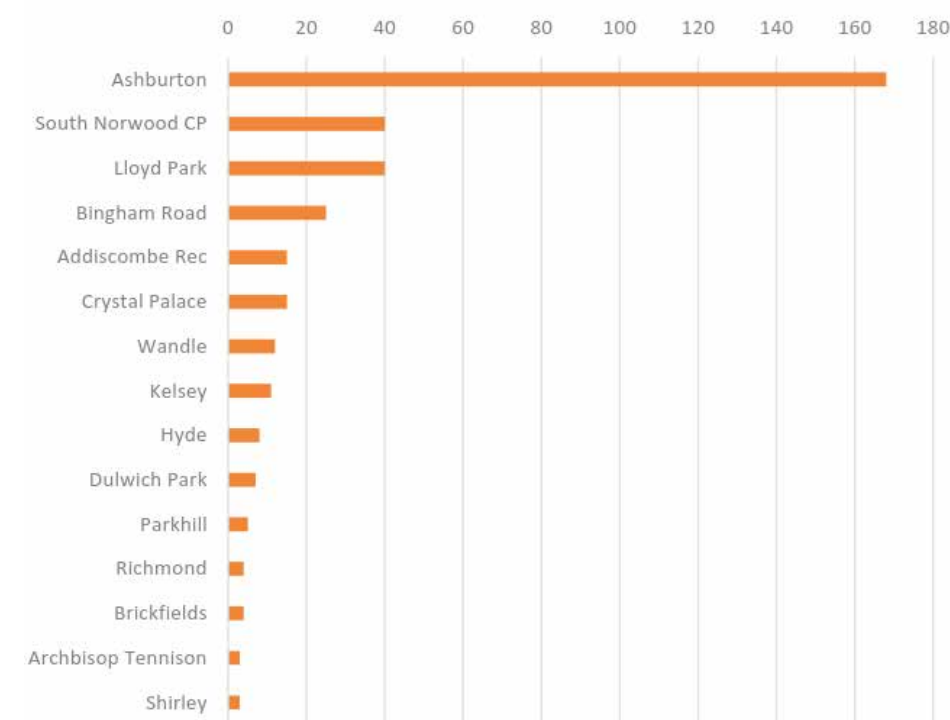


Figure 5.3.17 Key Findings - Parks visited

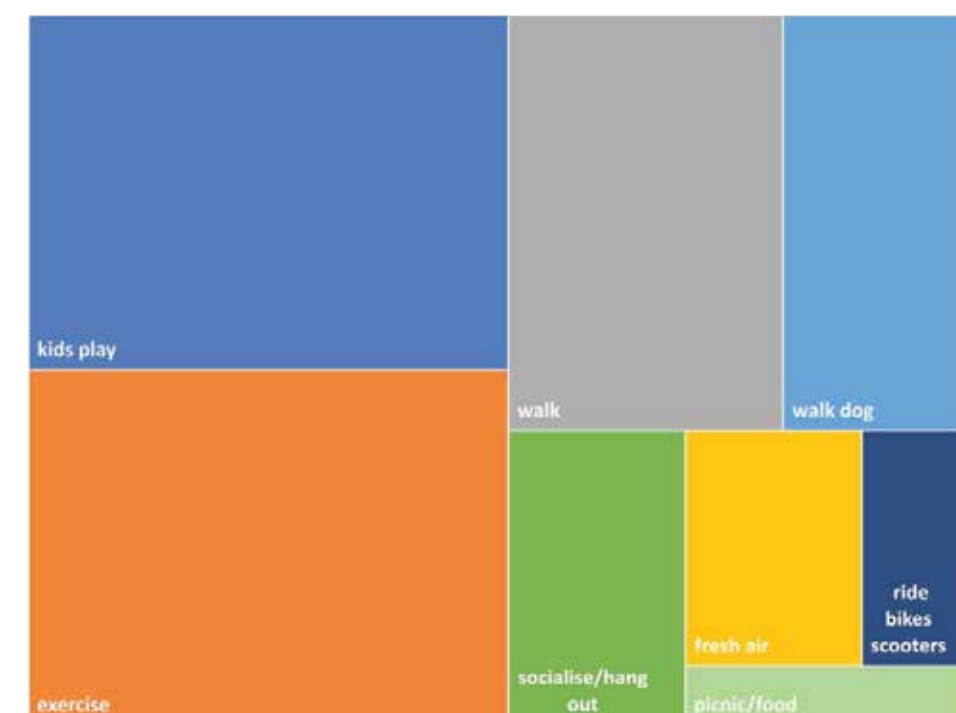


Figure 5.3.18 Key Findings - Activities Ashburton Park

5.3

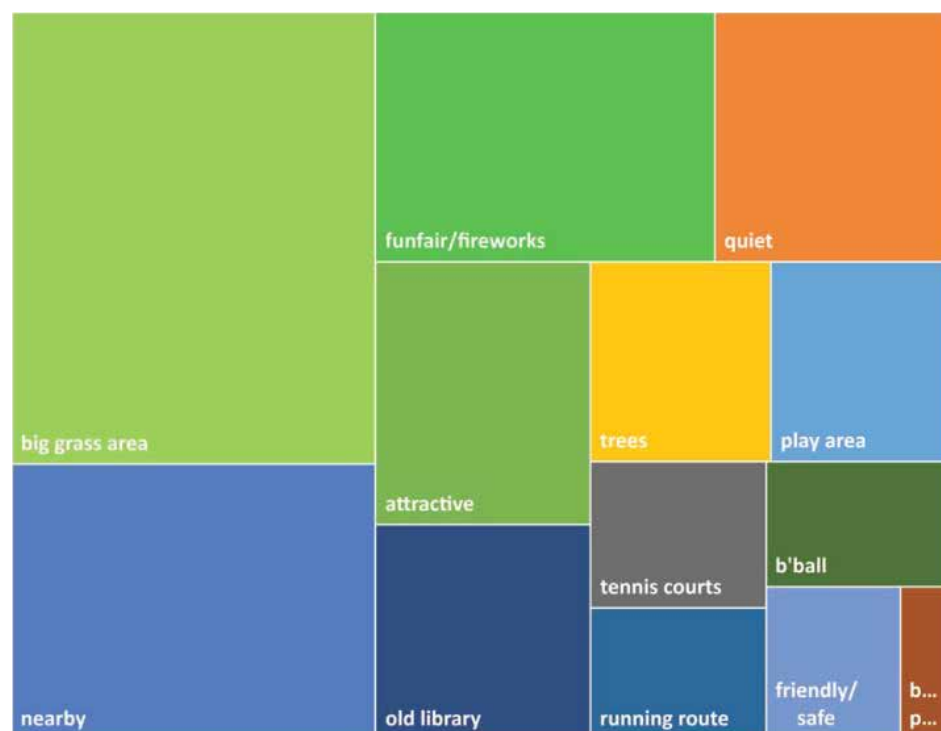


Figure 5.3.19 Key Findings - Likes Ashburton



Figure 5.3.20 Key Findings - Dislikes Ashburton

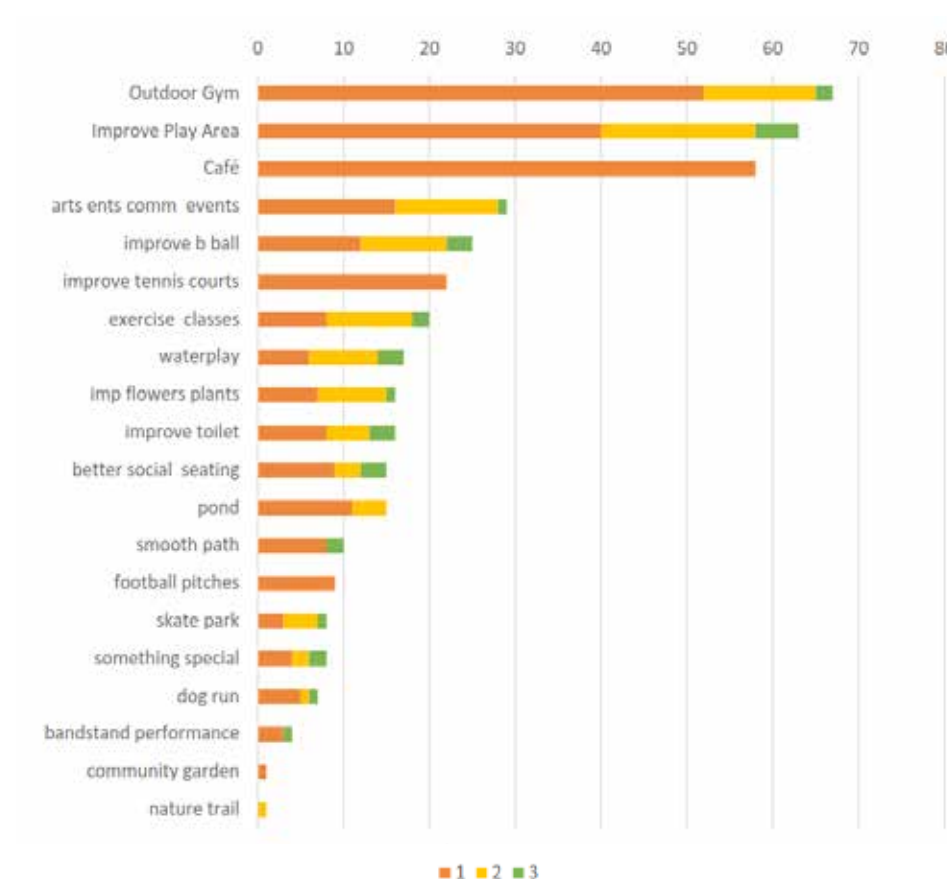


Figure 5.3.21 Key Findings - Suggested Improvements

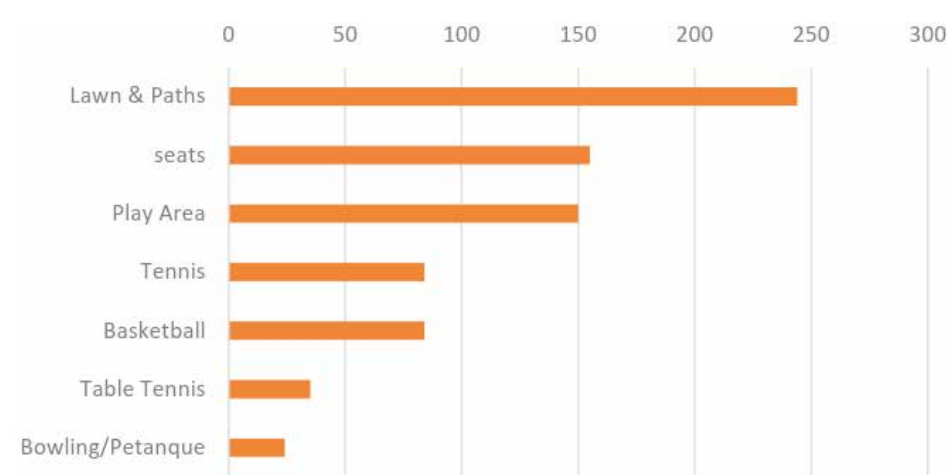


Figure 5.3.22 Key Findings - Facilities Used

Stage 2 Engagement

Stakeholders Workshop

5.4

5.4.1 Proposed Strategy

The workshops were intended to bring together Tyréns and London-wide stakeholders, like the GLA or the London Wildlife Trust, with local stakeholders such as Friends groups, third sector organisations with various agendas from inclusion, to vocational training, to health, to food production, with ward councilors and representatives of specific constituencies: faith, age ethnicity or disability etc. 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 and 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 and 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.

Three workshops were initially planned, one for the north area (Norbury South, Norwood Lake & Grounds), one for the central (Ashburton, Park Hill & Lloyd Park) and one for the south (Happy Valley).

5.4.2 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 remained unchanged. There were ultimately two workshops – one for north and 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. A full list of invitees and attendees is included in the appendices to the report.



Stakeholder workshop

5.4.4 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

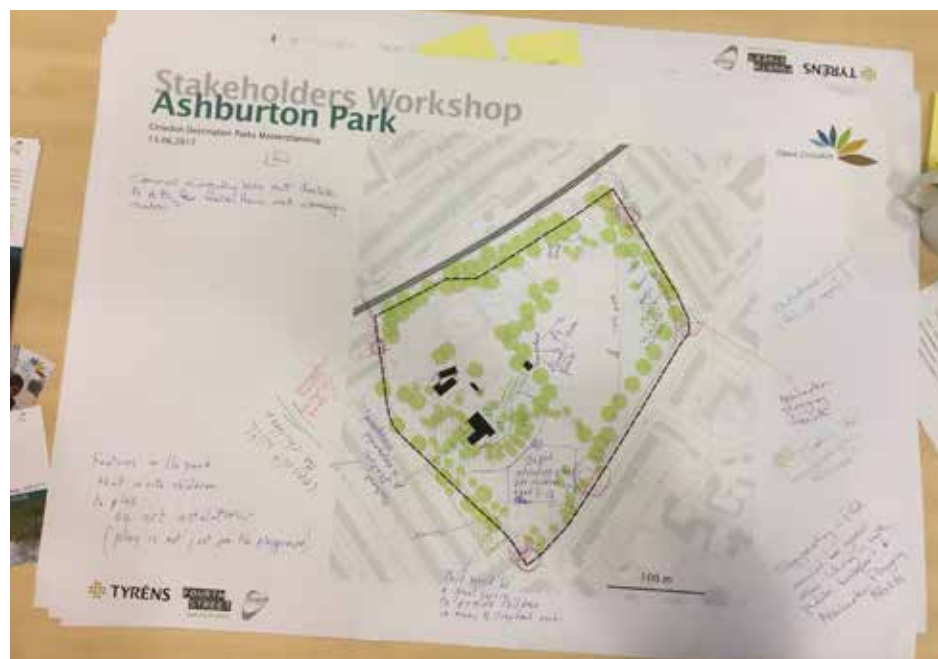
Two themes would be introduced by speakers, then seated at tables allocated by Tyréns to ensure a mix of expertise and representatives of a mixture of the parks, the stakeholders were asked to discuss the Croydon Destination Parks in turn, and allocate scores against the themes. A series of case study 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 Ashburton Park across all the tables is represented in figure 5.4.1.

5.4.4.2 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 5.4.2.

5.4



Comments collected on the strategic plan during the stakeholder workshop

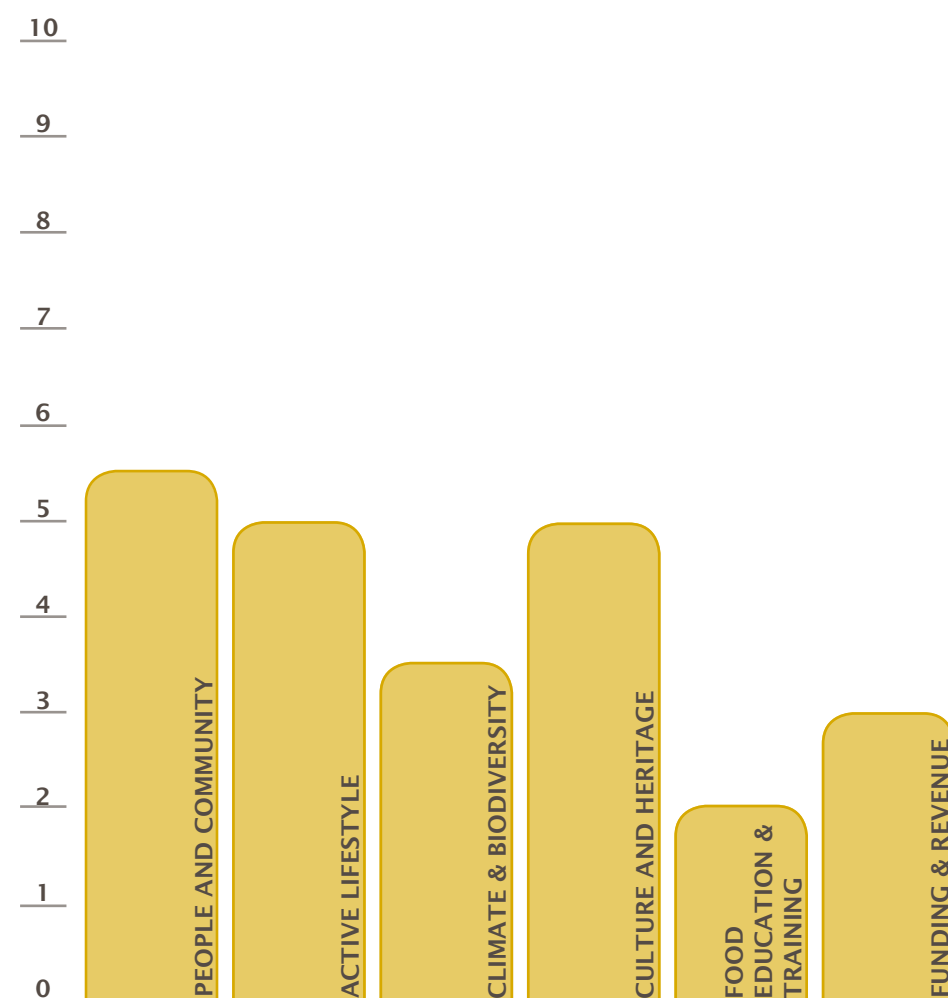


Figure 5.4.1 Workshop One average scores



Figure 5.4.2 Feedback collected during Workshop Two

Stage 3 Engagement

Events and Design Based

5.5

5.5.1 Objectives and Method

The purpose of the survey was to gauge likely community support for a range of proposals to improve and manage Ashburton Park in the long term.

The survey team comprised seven people with spatial design expertise. The survey took place between 11am and 3 pm on a Sunday in June. The weather was cool, but not wet, and the park did not feel busy. Two of the survey team spent just over an hour at Addiscombe town centre to obtain some views from people who may not be park users, but would be likely to be familiar with the park.

Analysis was carried out using Microsoft Excel.

however age profiles are not representative. Under 18s in particular are under-represented, with only 8 returns at well under half the expected amount, and over 65s are over-represented with 18 returns from this age group – twice the ward profile proportionately. 58 returns from ages 25-64 is in keeping with the ward census data, 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.

There were 8 participants who claimed a long-term health issue or disability that impacted their daily life, so there was some representation of this equalities act protected characteristic in the responses, but none of the respondents were under 18. 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.

77 participants who answered the question lived within 15 minutes walk of Ashburton Park, and 94 participants used/visited Ashburton Park.

5.5.2 Survey Returns

96 participant returns were included in the analysis, with their views recorded on 82 survey sheets (some sheets represented multiple views). 30 of the participants belonged to local groups. 13 were members of residents' associations, 9 were Friends of Ashburton Park, 5 were members of bowls or petanque clubs and a further three belonged to other groups: fitness or youth groups. The remaining 66 participants did not claim membership of groups.

The demographic characteristics of the participants, where provided, are tabulated and represented graphically right and over.

The ONS 2011 census identifies Ashburton ward as 51% female and 49% male, having a similar age profile to the borough. Around 25% of residents in 2011 were under 18, 9% approximately between 19 and 25, c. 30% aged 26-45, 27% aged 46-64 and the remaining 9% aged over 65 (see figure 5.5)

At the time of the census, 56% of ward residents claimed British white ethnicities, circa 5% claimed mixed ethnicities, 8% claimed Asian ethnicities, 16% claimed black ethnicities. 6 % of borough residents claimed an illness or disability that had a serious limiting effect on daily life, a further 9% claimed a disability or long term health issue that had a minor limiting effect on daily life (source: ukcensusdata.com).

With 96 returns, the numbers identified in each grouping provide approximate percentages, 43 returns were from people claiming white British ethnicity, 6 claimed mixed ethnicity, 14 claimed black ethnicities and six claimed Asian ethnicities, with a ratio of 48:44 men to women. The survey could therefore be said to be broadly representative along lines of claimed ethnicity, and gender,



Event and design based consultation poster

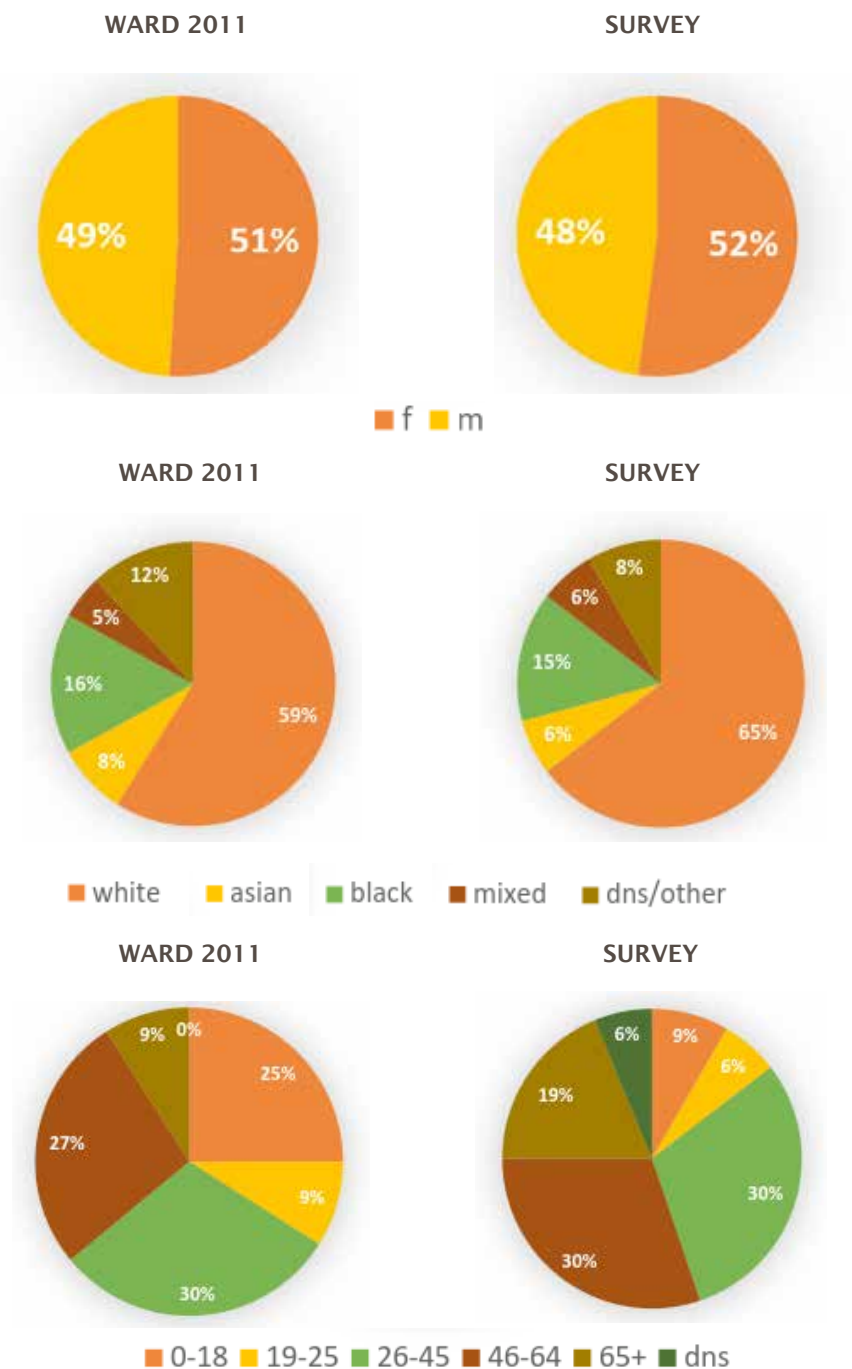


Figure 5.5.1 Differences in demographics between ONS census and survey returns

5.5.3 Key Findings

5.5.3.1 ITEMS THAT WERE WIDELY SUPPORTED

The proposals for planting, improvements to the play area, and proposals relating to dog control were very widely supported. Overall, the most popular proposal was the inclusion of ecological/meadow planting, with 91 of 96 respondents supporting the proposal. Some misgivings were expressed in relation to boundary planting and the need to maintain some sightlines from the street to the park for safety, and in regard to dogs, where a very small minority (two respondents) requested a dog exercise area.

While the vast majority of respondents (87) were in favour of the creation of a wetland/pond to assist in flood risk management, there was a more mixed view regarding its use for paddling, with approximately 3 respondents in favour for every 1 against. Those who felt paddling was not appropriate were concerned that the water quality might not be good enough, and in particular that littering, and levels of maintenance would result in injury through broken glass. Many expressing this fear felt if this was able to be addressed they would support the proposal.

The proposals for unpaid sport/physical activity were very widely supported, however it should be noted that several of the younger respondents who were broadly in favour of the proposals expressed some misgivings about incorporating basketball into a MUGA, valuing the existing stand-alone facility for that reason, although the quality was not good. This supports the findings of the earlier survey where a larger number of young people took part.

There were several (9) respondents who feared a skatepark would attract antisocial behaviour, however with 74 in favour, the proposal of a skate park was still very significantly supported.

Building restoration with use for revenue generation was generally supported, and many people imagined that weddings or parties would be appropriate forms of venue hire. Use of publicly held buildings for private residences was inferred by some of those who did dislike the proposal.

The new path was generally favoured.

5.5.3.2 COMMENTS RECEIVED

Space was provided for comments. Participants made a number of good suggestions that can be accommodated in designs/recommendations going forward. These include:

- requesting raised beds and accessible paths for people with disabilities
- lighting and furniture more generally to support picnicking and sociability beyond the children's play area
- the tramstop be renamed for Ashburton Park, and access be made more direct from the tram
- 'Community Payback' (via probation service) be engaged in repainting fences (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

5.5.3.3 CONTROVERSIAL ITEMS

'Paid for sport' was controversial. For every 4 respondents who were in favour of an independently managed pay-for-use tennis facility, 3 were against. This finding can be set against a preference for a community/third sector run facility that might be lower specification and cost to use, with 6 in favour to every one objector. The comments indicate that the biggest issue to a third party operator was likely cost to the user, and in particular a fear that low income residents would be excluded from use of a high quality pay-for-use facility. 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 schools or low income individuals be part of any further consultation.

Respondents generally seemed to favour the idea of sharing a changing facility between the different sports users at Ashburton Park, with 58 in favour. The low number of supporters (36) for the option where the bowling club retains sole use of its pavilion, but shoulders more of the maintenance cost, reflects the fact that almost half of respondents preferred not to give an opinion on this item - many expressed that they felt this was more appropriately a discussion between the council and the bowling club.

Of the cycling options offered, use of a designated cycle route was less controversial than considerate cycling throughout the park, with 7 supporters for every opposer for the designated route, compared to almost 1 to 1 support

to opposition for cycling on all paths. Again this finding comes with a note regarding the age profile of respondents compared with local demography. All 8 under 18s supported considerate cycling throughout the park, with less support for the designated route. It should also be noted that the oldest respondents were also more in favour than the survey as a whole, with 7 supporting and only 4 opposing of those that expressed a preference.

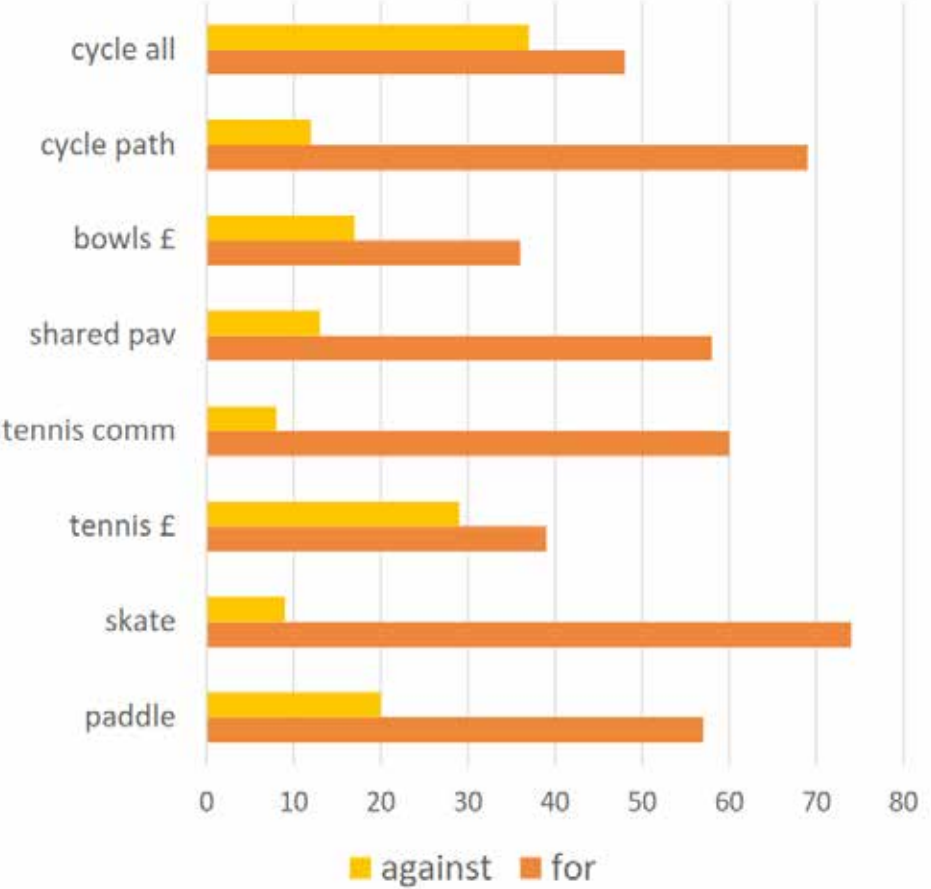


Figure 5.5.2 Items where more than 5 negative views were recorded

5.5.4 Conclusion

The survey provides a very strong indication of support for most aspects of the masterplan presented at the engagement event. Views can be argued to be a sample from a broadly representative demography, with caveats regarding age and disability raised previously.

The low numbers of unaccompanied young people in the park at the time of the survey perhaps indicates the lack of appeal that this park holds currently for this group in the locality, and at the same time there were fears expressed by some that facilities for young people would necessarily attract antisocial behaviour. It may be that these issues are related. Engaging young people in design of local spaces for their use has been shown to help them feel valued within the community, and can support them becoming more actively and positively involved in their local area.

As a result, the recommendation at this stage is that when the project moves beyond this masterplanning stage into design development and funding application stages, further engagement work be carried out. Particular effort should be made to engage via gatekeeper organisations with larger numbers of young people, including young people with disabilities in the locality, as these groups are under-represented, or not represented well within this sample of local views. Furthermore, there are some indications of differences of opinion that might reflect wider patterns in the locality.

Ashburton Park Vision: Design Survey June 2017



Key plan used during the event and design based consultation

Parks Vision, Design Survey: Ashburton Park June 2017

Ashburton park 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 take part in a short survey about our preliminary ideas? After the questions, there is some space for your thoughts.

PLANTING

Would you like a community growing/ sensory / flower area, managed by trainees and volunteers as part of a charity, social enterprise or similar community led project?

Like ☐ No preference ☐ Don't Like ☐

Would you like planting along the park boundary to help screen road and improve air quality?

Like ☐ No preference ☐ Don't Like ☐

Would you like part of the lawn managed as a wildflower / ecological area?

Like ☐ No preference ☐ Don't Like ☐

PLAY

Would you like to see a larger refurbished play area, with play zones for preschool, 5-9 and 10-14+ so families whose children are of different ages can play together more easily?

Like ☐ No preference ☐ Don't Like ☐

Should there be more sociable sitting in the play space?

Like ☐ No preference ☐ Don't Like ☐

Should we include imaginative and natural play elements, as well as active and challenging play elements?

Like ☐ No preference ☐ Don't Like ☐

DOGS

Should the play area remain fenced & dog free?

Like ☐ No preference ☐ Don't Like ☐

Would you welcome a new dog free area of lawn that isn't a part of the playground?

Like ☐ No preference ☐ Don't Like ☐

WATER

The design includes a water feature that can help prevent flooding in streets nearby. Reed planting will clean the water. Should this be designed for nature and education?

Like ☐ No preference ☐ Don't Like ☐

Should the water feature also be designed to allow paddling, like in some other London parks?

Like ☐ No preference ☐ Don't Like ☐

Parks Vision, Design Survey: Ashburton Park 2017

SPORT

Should we keep all the sports now on offer?

Like ☐ No preference ☐ Don't Like ☐

Should we refurbish the basketball court, to become a fenced games area also suitable for other sports like football or cricket?

Like ☐ No preference ☐ Don't Like ☐

A new outdoor gym is proposed, & surfaced running circuit provided around the park perimeter. Is this a good idea?

Like ☐ No preference ☐ Don't Like ☐

A new scooter and skate park can be included

Like ☐ No preference ☐ Don't Like ☐

Some sports (eg tennis, bowling) are more costly to provide, and the council is looking into alternative ways to provide them if more funding needs to be found.

Would you like new high quality tennis courts managed by a third party leisure operator as pay to play?

Like ☐ No preference ☐ Don't Like ☐

Would you like the old tennis courts renewed & managed by a third party as a bookable, perhaps lower cost facility?

Like ☐ No preference ☐ Don't Like ☐

The council may not be able to continue to fund repairs for a dedicated bowling pavilion. What do you think about a shared changing, toilet and storage facility used by all organised sports in the park, with some access charges or similar.

Like ☐ No preference ☐ Don't Like ☐

Alternatively, should bowlers contribute more to the running costs of the existing facility, and retain it just for their use?

Like ☐ No preference ☐ Don't Like ☐

STRUCTURES & CIRCULATION

New public cafe & toilets are proposed in the refurbished library. Should other historic/ disused park buildings be renovated, & given new uses that enrich the park, & help generate revenue?

Like ☐ No preference ☐ Don't Like ☐

Do you think the events lawn space should have new paths so the park is accessible all around an event going on in the park?

Like ☐ No preference ☐ Don't Like ☐

Should considerate cycling be allowed on special designated routes?

Like ☐ No preference ☐ Don't Like ☐

Should considerate cycling be allowed on all paths?

Like ☐ No preference ☐ Don't Like ☐

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 back-ground

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 Ashburton Park? 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 Ashburton Park? Yes/No

Do you ever go to Ashburton Park? Yes/ No

How often?

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

Online Engagement Analysis

5.6

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

86 returns were received regarding proposals for Ashburton Park from the online survey. 79 answered questions regarding their proximity to the park and 65% of these returns were from people living within 15 minutes walk of Ashburton Park. Of the six who provided information on user groups in the park, 3 were members of the Bowling Club, 1 member of the Petanque club and 2 were members of the Friends of Ashburton Park. 17 participants claimed membership of residents groups. Of 79 people who provided information on their visit frequency, 34 use the park at least weekly, 19 were less frequent but still regular users, visiting between fortnightly and quarterly each year. The remaining 26 respondents to this question either used the park infrequently or didn't use it. This indicates the online survey method was more effective in reaching out to less frequent park users at Ashburton Park, than the park centred engagement had been. Unfortunately it isn't possible to identify how many of those who lived within 15 minutes of the park were among the infrequent visitors.

Several of the respondents who didn't use the park or used it rarely indicated they had used the park in the past but now found it unsuited to their needs. This may be indicative of a tendency towards disliking aspects of using park space at Ashburton, that could result in a kind of "self selection bias", reflected on in the conclusion of this section. Several people indicated in their answer they would become more frequent users again if the masterplan proposals suggested were brought forward.

5.6.2 Online Sample Analysis against ward demographic characteristics

The 86 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.

It would be possible however, if enough respondents provided demographic data to assess whether the sample is representative of the local resident population, or whether it is weighted more heavily to any particular group. 79 people provided information on their age group, disability, ethnicity and gender. Only 10% of respondents claimed a non white ethnicity compared with circa 40% in the ward, no respondents claimed an age under 24 years, nearly 70% were aged over 45, there are significantly more respondents claiming female than male gender, and circa 24% indicated they had day-to-day activities limited because of a health problem or disability. While the three former characteristics are significantly out of keeping with the ward levels measured in 2011 (see figure 5.6.1) the sample for people with disabilities is at or slightly above ward levels for both significant and less severe levels of impairment. We can say then that the sample is weighted towards older people, people who claim a white ethnic group and women, but with a good representation of people with disabilities.

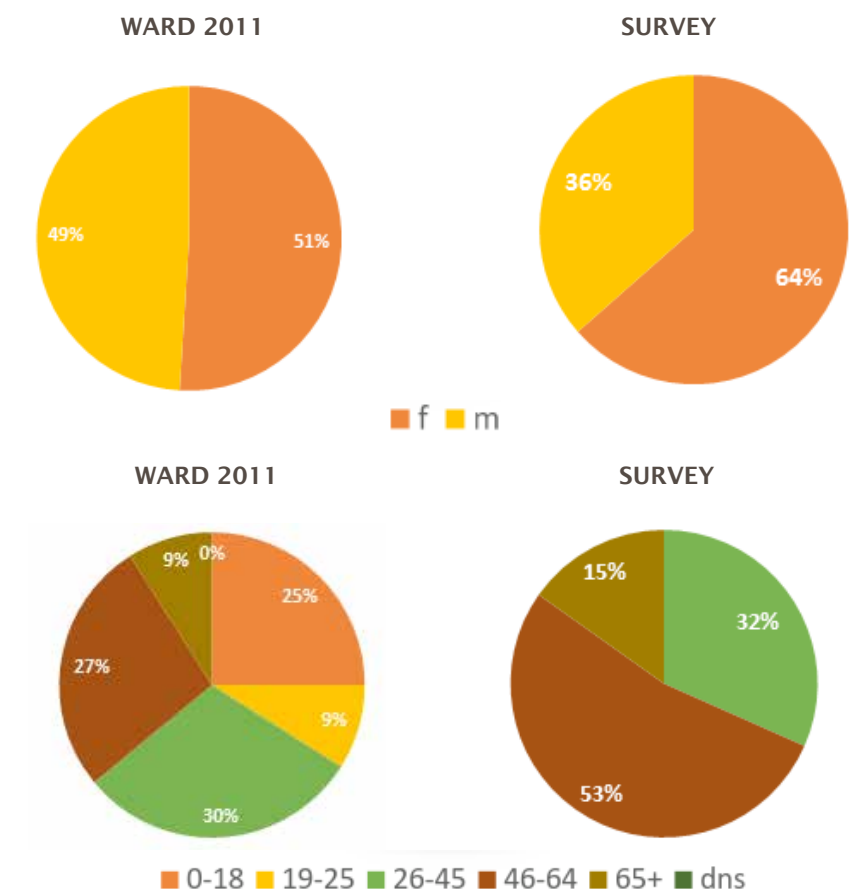


Figure 5.6.1 Differences in demographics between ONS census and survey returns

5.6.3 Comparison between online and face to face survey findings

5.6.3.1 GENERAL FINDINGS

While it is not possible to compare any differences for each characteristic, the relatively high numbers of people with disabilities, and higher numbers of infrequent and former park users in the online survey when compared with the face to face survey, we can usefully reflect on whether the online data shows any differences to the face to face sample, which was found to be broadly representative demographically speaking, (though with lower levels of representation of young people, and those with disabilities than would be found in the resident population).

In this sample most proposals that were supported in the face to face survey were also supported online, though there were differences.

The most popular proposal online was to restore and give new uses to buildings / structures within the park, supported by over 90%, to retain a dog free play area, over 80%, sensory / community garden, and boundary planting both over 70% support with less support for the ecological meadow than in the face to face survey, though still over 65% of respondents supported that proposal. The introduction of a water feature, and an outdoor gym/ running circuit also received over 70% support.

Where the face to face survey participants mainly supported introduction of a skate park (74 for, 9 against) the online survey indicates 24 in favour and 30 against. The age group who would most benefit from this type of facility were not well represented in the first sample, but 13 of 14 people under 25 supported the proposal, and one person expressed no preference. All opposers were aged over. Under 25s are not represented at all in the online data. Nevertheless, in total across both surveys, 98 were in favour of introducing skatepark, and 39 against. The finding of 2:1 in favour over all, in an engagement process where young people are underrepresented, arguably indicates there is a recognition of an unmet need to provide positive activities for younger people, among the wider resident population as a whole. Whether skating would be favoured by a large number of local young people over other activities that suit a teenage to young adult audience has not really been established, though there was support in the small sample we engaged, parents are doubtless representing views of their children and skating may be the best option. The recommendation from engagement overall is to include the facility in the masterplan at this stage, carefully sited to minimise anti-social behaviour. At the end of this process much more focused engagement with young people

in the area would help to ensure that what is ultimately provided is grounded in the needs and preferences of the people who are going to be the main beneficiaries.

The other major difference relates to cycling. There is still overall support for cycling on designated paths across both samples. 2 people supporting for every 1 who opposed the proposal in the online survey. There were, in contrast far higher levels of opposition to the idea of considerate cycling throughout the park in the online sample, with almost 2 against for every 1 in favour, where in the face to face survey there was marginal support. The demography seems likely to be an influence in this finding, as in the face to face survey, age 45-64 overall opposed the idea, and all other age groups, including over 65 showed more support than opposition. All the young people who participated in the engagement supported cycling throughout the park. It is not possible to say with the online survey if this pattern of association is repeated. In general though this proposal has relatively high levels of opposition, and has not been put forward for Ashburton Park at this time.

5.6.3.2 COMMENTS RECEIVED

Space was provided for comments. In the online survey, comments largely related either to general support for the proposals, pleas to retain free to use facilities for all, and requests for increased oversight with rangers or other staffing. There were also a number of specific requests for improved accessibility, in particular:

- Accessible paths for people with disabilities – current paths uneven, grids ate entrance inaccessible
- Provision for children with disabilities within the play area

5.6.3.3 CONTROVERSIAL ITEMS

'Paid for sport' was the most controversial item online, as it had been in the face to face engagement, but the views were more strongly negative. A high quality pay for play tennis facility was opposed by 3 participants for every supporter. This is compared with overall support but strong opposition in the face to face engagement. Online, a low cost bookable facility managed by a third party was supported by 2 people for every one who opposed.

The levels of opposition are higher for both proposals, but overall the same tendency was shown - to prefer the lower cost option to the higher specification and implied higher cost option. Regarding use of the bowling club pavilion too, similar patterns were seen online to those in the face to face engagement. A majority of respondents thought the pavilion building should be shared with other park user groups, and while more of those who expressed a preference favoured the Bowling Club retaining sole use but paying more towards costs than opposed this, the vast majority (nearly 70%) expressed no preference. The reason for this was not expressed in the comments section.

5.6.4 Conclusion

Overall the views showed similar overall patterns of support or opposition to the face to face engagement, however items which had had the most negative response, but had been supported by the majority in our face to face engagement, tended to have far higher levels of opposition on line.

The patterns of greater opposition appear to be associated with demography to some extent. There are higher levels of opposition to the same proposals seen in the face to face engagement when analysed, for example, by age group.

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, as 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.

The higher prevalence of negative views, may also be due to the effect termed “self selection bias” which is also the greatest risk with relying on data from a survey of this type. This term refers to a bias found in social research 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 unrepresentative of the views in the wider population.



APPENDICES

Themes Case Studies

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/Equality - accessible paths, toilets, play as well as sport for teens, activities & group visits 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, being involved, seeing yourself represented in promotions & events, meeting people different to you.

Qualities

Inclusion/Equality

Wellbeing

Community Building

THEMES
Queen Elizabeth Park, Water Play

Activity in Parks

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

Sport - formal sports spaces can require big investments, but space 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

Sport

Health

THEMES
Brockwell Park, Wandsworth

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 rain off water in parks can prevent floods.

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

Qualities

Green connections

Air & water quality

Sustainable drainage

Wildlife and habitats

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 live, a lake and flower gardens, tennis, a dog free play area for ages 2 to 10 years, & new skate/wheel park, free use of tennis courts, golf 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

CASE STUDIES
Burgess Park, Southwark

A significant £20 million investment ending 2013, addressed access & circulation, improved visibility, increased facilities for play & leisure and 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 cafe, sports hall, fitness walk, fishing, gardens, food growing, and a programme of events at different scales throughout the year.

Qualities

People & Community 10

Active Lifestyles 10

Climate & Biodiversity 8

Culture & Heritage 8

Food, Education & Training 10

Funding & Revenue 9

CASE STUDIES
Kennington Park, Lambeth

Kennington Park's Friends group have successfully raised nearly £100k since 2002 from different sources, to invest in improvements. They first found funds to change desks to tennis courts to a playground for 9-11s, & since have developed flower trails and nature walks, restored historic flower gardens, installed seats, & table tennis. Their community garden is a benchmark project in the park work with greenable training cherry trees & shrubs. The park also offers state of the art pitches for sport, run by Beter.

Qualities

People & Community 9

Active Lifestyles 8

Climate & Biodiversity 6

Culture & Heritage 8

Food, Education & Training 8

Funding & Revenue 7

THEMES
The Wellington Park Café, Wandsworth

Funding & Revenue

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

Volunteering - volunteers, 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 value hire & events, or long term endowments.

Qualities

Capital Costs

Volunteering

Revenue Funding

THEMES
Ladywell Fields, Lewisham

Culture & Heritage

Honour & 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

Arts Programmes

Cultural events

THEMES
Brockwell Park, Lambeth

Food, Education & Training

Education - learning can be intergenerational & informal, takes walks, or activities, or a part of school. Inspiring pages 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 locally.

Qualities

Education

Training

Food

CASE STUDIES
Brockwell Park, Lambeth

Brockwell Park's £1m lottery funded regeneration saw historic features like lakes, walled garden, and facilities like the playground revamped. Free ballcourts, BMX, cricket nets, charge for bowling, tennis. Active friends group, etc. 1965 lead campaign & fundraising e.g. to protect the lake, restore the clocktower. Wildflower acres. Brockwell Park Community Greenhouse is a cherry orchard & 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

CASE STUDIES
Horniman Gardens, Lewisham

Horniman Gardens was awarded a £1.5m Lottery money to uplift 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 a meadow 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

CASE STUDIES
Ladywell Fields, Lewisham

The river Ravensbourne was hidden in a concrete channel in 1971, 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 holds 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



Parks Trust, Milton Keynes

The Parks Trust was created in 1992. 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, fountains, petanque, table tennis, new planting and seating, 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 oldest public park, renovated in 2012 with £12M lottery & council funds. Two large play areas, including upgraded swing set & new skatepark were built, a new cafe & ranger station, lakes & historic garden restored. Lakes and plant irrigation 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

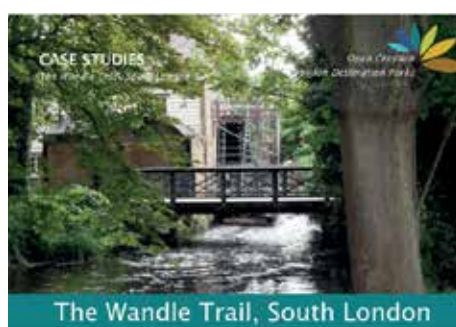
Qualities	
People & Community	8
Active Lifestyles	9
Climate & Biodiversity	7
Culture & Heritage	10
Food, Education & Training	7
Funding & Revenue	9



Queen Elizabeth Park, Newham

Queen Elizabeth Park is managed by the Legacy Development Corporation, with revenue generated from surrounding property development & sold use of world class sporting venues and attractions. It has a bodiverse North Park, and activity-focused South Park, with play 'rooms' theme, sociable greenways & gardens. Park entry & play facilities to age 14 are free. It's managed by wardens, and dogs are on leads. Connects to cycle infrastructure & manages flood risk/ water recycling, provides events booking and tours.

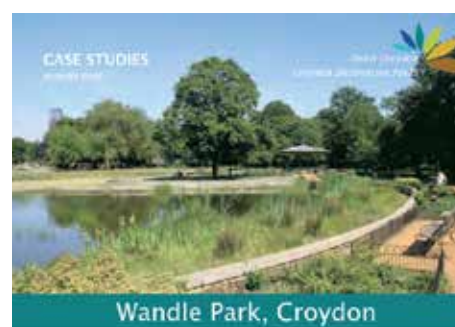
Qualities	
People & Community	7
Active Lifestyles	6
Climate & Biodiversity	9
Culture & Heritage	5
Food, Education & Training	6
Funding & Revenue	9



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 is open primarily to be wheelchair accessible throughout. Funding has come from Transport for London, & boroughs. Activities include navigation, watercress, art, bridges and look out points. In partnership with the boroughs and Wandle Regional Park, Groundwork London ran 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 'delighted' from a culvert under the park with £3.5m lottery funds in 2012. At the same time new paths, seating, signage and interpretation were installed, landscaped restored, play area redesigned, including sand & sound play. The 1950s pavilion was upgraded to provide cafe, toilets and changing facilities. Free activities now include skate park, table tennis, ball court, trim 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, 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

Ashburton Park



	STAGE 1 INPUT	STAKEHOLDER INVITE	NUMBERS TO ATTEND	EVENT INVITE	COMMENTS
ASHBURTON PARK					
Oasis Academy Shirley Park	Invited email & phone	Invited email & phone	No response		Two attempts to contact via email, and contacted via phone
Ashburton Junior School	n/a	n/a	n/a	Contact to circulate dates for parents	Contacted with date for engagement in park
Woodside Baptist Church	n/a	n/a	n/a	Contact to circulate dates for members	Contacted with date for engagement in park
Woodside Primary/Junior School	n/a	n/a	n/a	Contact to circulate dates for members	Contacted with date for engagement in park
Our Lady of the Annunciation Catholic Church	n/a	n/a	n/a	Contact to circulate dates for members	Contacted with date for engagement in park
Ashburton Park Medical Practice	n/a	n/a	n/a	Contact to circulate dates for members	Questionnaires left with surgery for early engagement survey
Ashburton Park Bowls Clubs	Invited email	Invited email	No response		Contacted via email, spoke at length with members on engagement day, details provided for telephone contact, if required.
Ashburton Petanque Club	Invited email & phone	n/a	n/a		Spoke on phone and in person
Nisai Virtual Academy	Invited email & meeting	Invited email & meeting	1		Spoke on phone and in person. Attended stakeholder event.
Fit 2 Learn	Invited email & phone	Invited email & phone	1		Spoke on phone and in person. Emails exchanged. Attended stakeholder event.
Friends of Ashburton Park	Invited email & meetings	Invited email & meetings	4		Meetings and email exchanges.

TOTAL ASHBURTON CONFIRMED FOR STAKEHOLDER EVENT: 6

	STAGE 1 INPUT	STAKEHOLDER INVITE	NUMBERS TO ATTEND	EVENT INVITE	COMMENTS
STRATEGIC LONDON/ CROYDON GROUPS/ORGANISATIONS FOR EARLY CONTACT/DISCUSSION					
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
CROYDON COUNCIL					
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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