



Croydon Destination Parks Masterplanning Happy Valley

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\\ Introduction

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

1. The Context for Croydon's Parks

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

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

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

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

2. Project Purpose and Outcomes

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

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

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

The project's objectives are to:

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

3. Project Structure

The project has been structured as two work streams:

Work Stream 1 - Baseline Information Review and Destination Parks Masterplanning

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

Work Stream 2 - Consultation and Engagement

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

Supplementary community engagement was carried out at Ashburton Park.

4. Objectives and Role of this Report

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

The report sets out a baseline context, vision and masterplan proposal for Happy Valley, 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 Happy Valley is the result of a collaborative process with Croydon Council, citizens, stakeholders and neighbour groups.

5. Project Deliverables

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

Work Stream 1

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

Work Stream 2

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

6. Project Programme

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

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

7. The Tyréns Approach

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

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

//Executive Summary

A substantial body of data has been reviewed and interpreted to set the vision for the Happy Valley 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 Happy Valley, summarising the key issues and opportunities.

// Mapping Progression

A historical summary and mapping exercise reviews the evolution of Happy Valley. Flint and bronze age tools have been found scattered over the area. In 675, Happy Valley was donated to the Abbey of Chertsey. During the Middle Ages, settlers made homes on the hills around Happy Valley; in 1788 the population of Coulsdon was 300 with 3,040 acres under cultivation. By the later nineteenth century, much of the parish was threatened by encroachment from suburban development and moves were undertaken to conserve Happy Valley and Farthing Downs. In 1937, Happy Valley gained statutory protection, followed with Green Belt designation and adoption by Croydon Corporation.

// Field Survey

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

- Happy Valley lies in the residential areas of East and Old Coulsdon.
- Happy Valley is increasingly used and valued by local people. Most of the visitors are dog walkers, recreational walkers and horse riders.
- The location and scale of Happy Valley means the site is not easily reached by public transport. Within the valley, access is limited due to the site's terrain and unsurfaced paths.
- Happy Valley is an important historic landscape and reserve for all kinds of animal and plant life.
- Happy Valley features a series of nature trails, self-guided walking routes, several picnic areas and benches. Disabled toilets are also available at the entrance of the Valley.
- Happy Valley is maintained by the council's term contractor in partnership with the Downlands Partnership.

The Opportunities and Constraints analysis of the park shows that:

- Happy Valley is a significant space for ecology and wildlife. It is well used and loved by visitors and benefits from high standard of maintenance.
- Happy Valley could further support outdoor education and learning around history, heritage, environment, ecology and wildlife.
- Happy Valley suffers from a lack of a coherent trail marking and difficult access and could be threatened by inappropriate use and activity levels.

// Park Management and Operation Context

This section describes the landscape and conservation designation of Happy Valley and the local strategies impacting its development. It also describes current stakeholder and community involvement in the valley's operations.

Chapter 2 - Concept Masterplan

// Vision and Explanation

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

- An unspoilt historical landscape: the masterplan strategy aims to protect the natural character of Happy Valley and allow visitors to discover and learn from the site without disturbing its habitats.
- People, community and activation strategy: the masterplan strategy seeks to enhance Happy Valley's function as a restorative, recreational and educational space through the provision of a walking circuit, natural play and exercise areas, viewing point and sociable / community spaces.
- History, local character and special features strategy: the uniqueness and legibility of Happy Valley could be enhanced by greater communication around its key assets. The focal point of activity could be located by the main entrance on Fox Lane, other parts of the valley remaining largely untouched.
- Sustainability strategy: the variety of Happy Valley's wildlife and habitats can only be maintained by careful maintenance and management. Tyréns recommends building on its successful existing maintenance regime and studying devolving the responsibility for Happy Valley.

// Masterplan Concept

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

- Creation of a ranger's site office and community room
- Creation of a viewing point
- Creation of disabled access connection
- Provision of new picnic tables
- Reinstatement of the trim trail
- Creation of a natural play area
- Improved car park by Fox Lane
- Improved information signage
- Improved trail signage and marking
- Creation of dog on leads area
- Opportunity for events area
- Provision of guided walks

// Access and Information Recommendations

The first part of this section details the access strategy for Happy Valley. Because of its natural and rural character, Happy Valley is not fully accessible. The strategy thus focuses on increasing the legibility and visibility of the site through: refreshed entrances, added signage at transport stops, creation of a short walkable circuit and improved trail marking.

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

Chapter 3 - Funding Strategy

// Capital and Revenue Funding Opportunities

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

// Capital Funding Strategy for Happy Valley

This section considers the financial implications of any masterplan concept and ideas proposed to Happy Valley. 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 Happy Valley

This section considers opportunities to generate additional net income for Happy Valley: new café, temporary ice cream / snack van concession(s), car park charges, 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.

// 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.

// Local Resident Engagement

The purpose of this survey was to gauge community support on a range of proposals to improve and manage Happy Valley in the long term. It was found that proposals for biodiversity, interpretation and accessibility were widely supported. Controversial items include the introduction of charges for any activity or parking, partnering with local businesses, the creation of a fundraising trust and the management of Happy Valley by another organisation.

// Online Engagement Analysis

This section analyses the results from the online engagement in comparison with face-to-face survey findings. In particular, three items that had been supported in the face-to-face survey were strongly opposed online: introduction of paid for attractions, events and partnering with local businesses.



CHAPTER 1 - PARK ANALYSIS



Introduction

Happy Valley

1.1

1.1 Introduction

Happy Valley is a 101.37 hectare park located in the Croydon Ward of Coulsdon East. It lies at the very south of Croydon and is the largest open space in the borough managed by Croydon Council.

Happy Valley is bounded by two areas of open space, which are owned and managed by the City of London's Open Spaces Department. These are Farthing Downs to the north and Coulsdon Common to the east. The majority of the valley is enclosed by hedgerows and woodland.

There is no clear boundary definition between these different spaces.



Figure 1.1.1 Location of Happy Valley within Croydon

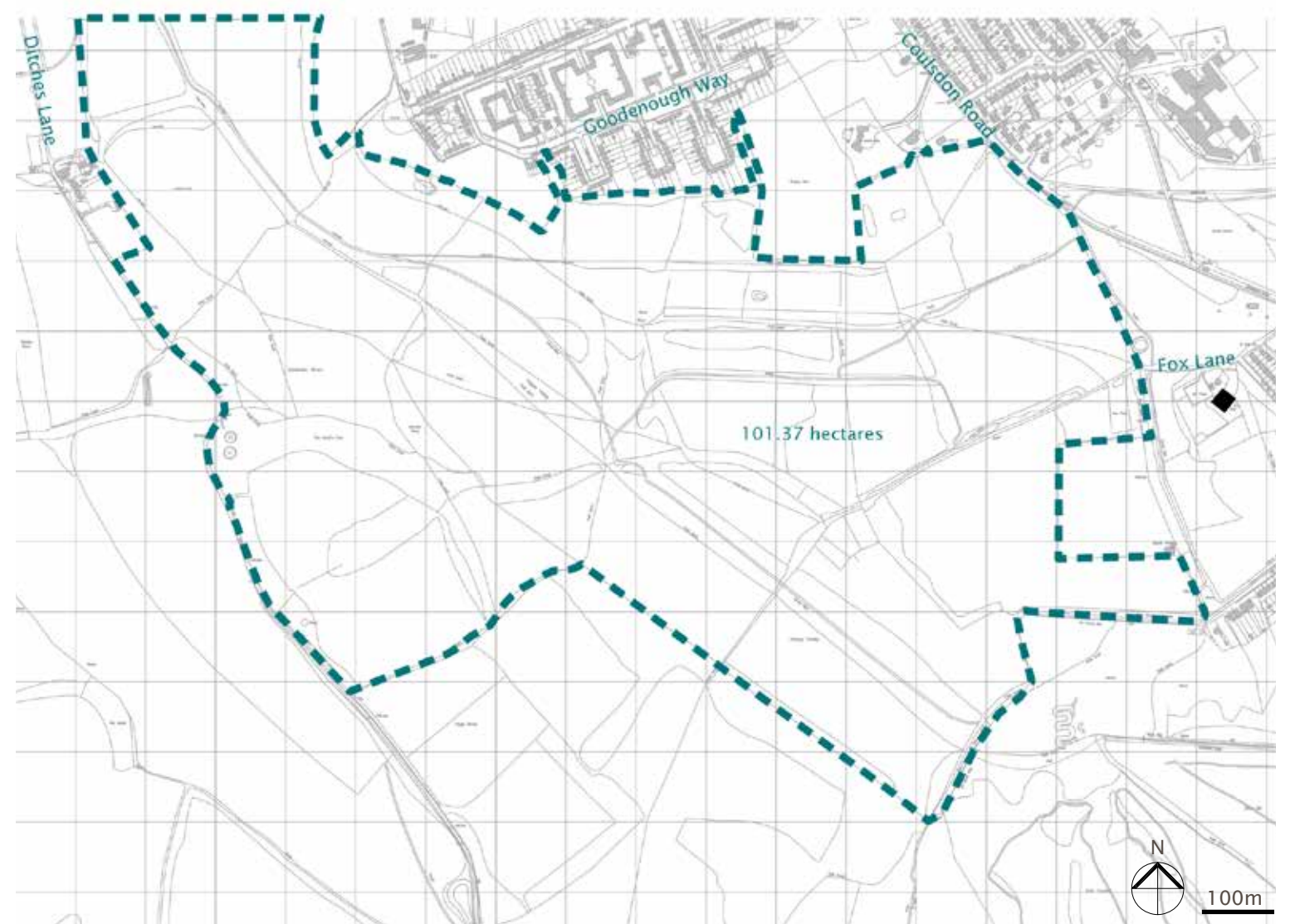


Figure 1.1.2 Boundary of Happy Valley

Mapping Progression

1.2

1.2 Historic Summary

COULSDON, DOWNLAND VILLAGE

Manor of Colesdone was owned by the monks of Abbey of Chertsey, who were Lords of the Manor according to a Latin perambulation of the 14th century. Cerotaesie (Chertsey) was one of the earliest English monasteries (673AD). A gift recorded in 675 by Frithewald included Benstede, Ghepstwede, Chavedone, Cuthredesdone and Whatindon - Cuthredesdone (the down of Cuthraed) becomes Curesdone and Whatindon becomes nearby Waddington.

In the Domesday entry, the Abbey of St. Peter of Cersesy holds Watendone and Colesdone. A stone church replaced the original wooden church about 1260, probably by masons from Chertsey. The sedilia and piscina on south wall of chancel remain are acclaimed as amongst best in England. Other interesting features in the church include the Rowed Memorial of 1631 or 6 by Epiphanius Evesham, representing a new direction for English monumental design. The 1675 peal of bells is the oldest peal still in use in Surrey.

A Metes and Bounds map drawn by Journal of English Place Name Society (1972) interprets the Chertsey Abbey Cartulary to show how the area now called "Happy Valley" would have looked in the medieval period. The names of Ferthyne Doune and Tollers, Digehurst and Prittelhegh endured in substantially the same form until the 20th century; Tollers Farm approximately covering the same area as the valley itself.

Middle Saxons (in Middlesex) termed this area the "southern province" (Suthrege, later Surrey). The settlement pattern was a line of villages along the ridge of the North Downs. Early downland settlers made homes on top of the downs because of the availability of water. Bourne Water flows were unpredictable as water drained away under the chalk. On Farthing Down, evidence of ancient cultivation is still visible, as tillage with ox-borne ploughs (Saxon) was not possible.

Flint tools have been found scattered over the area, and bronze age tools - these are now in Guildford Museum. Romano-British burials in wooden half

coffins were unearthed on the slope above Coulsdon North station (1969). One with a copper coin of 346AD close to jawbone of the occupant. Three Iron Age trenches were part of the same trove, one containing potsherds of 1st century AD. At nearby Stoats Nest Quarry, a flint-workers shaft containing animal bones was uncovered between the wars.

A 7th century Saxon pagan burial barrow on northern brow of Farthing Down was excavated in the 1920s. This contained the skeleton of tall man with sword and early shield boss, now in the Ashmolean Museum (1871). Many other artefacts were recorded - iron knives or "seaxes", miniature spear by a young boy, gold "bulla" medallion, gilded bronze hoops, beads, bone and silver pins, a purse mount, comb etc.

After Dissolution the manor is granted to Sir Nicholas Carew, builder of Beddington House. In the eighteenth century Tollers Farm is listed.

In a 1762 Field Survey of the Manor by 1st Viscount Folkestone, Sir Jacob des Bouveries (Fieldbook of Issaac Messeder), Happy Valley is divided between Coulsdon Court, Place House, Tollers and Glebe Lands. In 1788 the population of Coulsdon was c.300, with 3,040 acres under cultivation. "Drift Lane" between Woodplace Farm, Farthing Down, and Tollers was described as "a flinty bridleway between overgrown hedgerows".

Around this time, Farthing Down was crested by group of seven trees rather than present two, termed by Bainbridge the "Folly". These were either planted as an eye-catcher or "feuillee", an arbour. Hon Thomas Harley of Hooley House, Lord Mayor of London 1767-8, beating John Wilkes as MP for City of London. May have designed Folly on Farthing Down.

The centre of Coulsdon shifts with growing importance of Brighton Road (from 1783) - turnpike to Reigate opens in 1808. A milestone opposite Coulsdon South station (dating from c.1820) is the first to give Brighton as a destination,

with the increasing prominence of the former fishing village as a fashionable resort. A prominent parish landmark at that date was the "Red Lion" established at the valley head in present day Coulsdon Town (Smitham) - future changes in communication would alter the orientation of the parish from the village on the hill to the settlement in the valley. Dick Turpin, according to tradition, once held up a coach at Stoa's Nest.

The railways further encouraged this change: the London and Brighton Railway Bill was passed in 1837 and the line built by 1841 as far as Haywards Heath. Smitham (the "Smooth Valley") became the site of a celebrated race course and Farthing Down used for training horses. A "Horse Course" is marked on Farthing Down by Bainbridge in 1783.

By the later nineteenth century, much of the parish was threatened by encroachment from suburban development, and moves were undertaken to conserve the Down as a Scheduled Ancient Monument. The money to purchase Farthing Down, Riddlesdown, Coulsdon and Kenley Commons was put up by the City of London, who had so profited by the extraction of Coal and Wine Duties from the area to aid rebuilding after Great Fire (this practice is reflected in iron boundary posts around Coulsdon Common). Purchase of the four sites was enacted with great fanfare on May 19th 1883. Statutory protection of Happy Valley, which links Farthing Down and Coulsdon Common, followed with Green Belt designation and adoption by Croydon Corporation on Oct 6th 1937.

"Along the eastern boundary of Farthing Down, where the Celtic ploughmen were foiled by the steepness of the slope, their banked trackway runs between the hedgerow trees. It is possibly the oldest man made thing still to be seen in Coulsdon."

LOCAL AUTHORITY DESIGNATIONS

- Metropolitan Green Belt Land;
- Site of Special Scientific Interest.



Riddlesdown Swings and Amusements



Coulsdon Post Office, 1908



Riddlesdown and Kenley Hotel, 1918

\\Phases

1.2

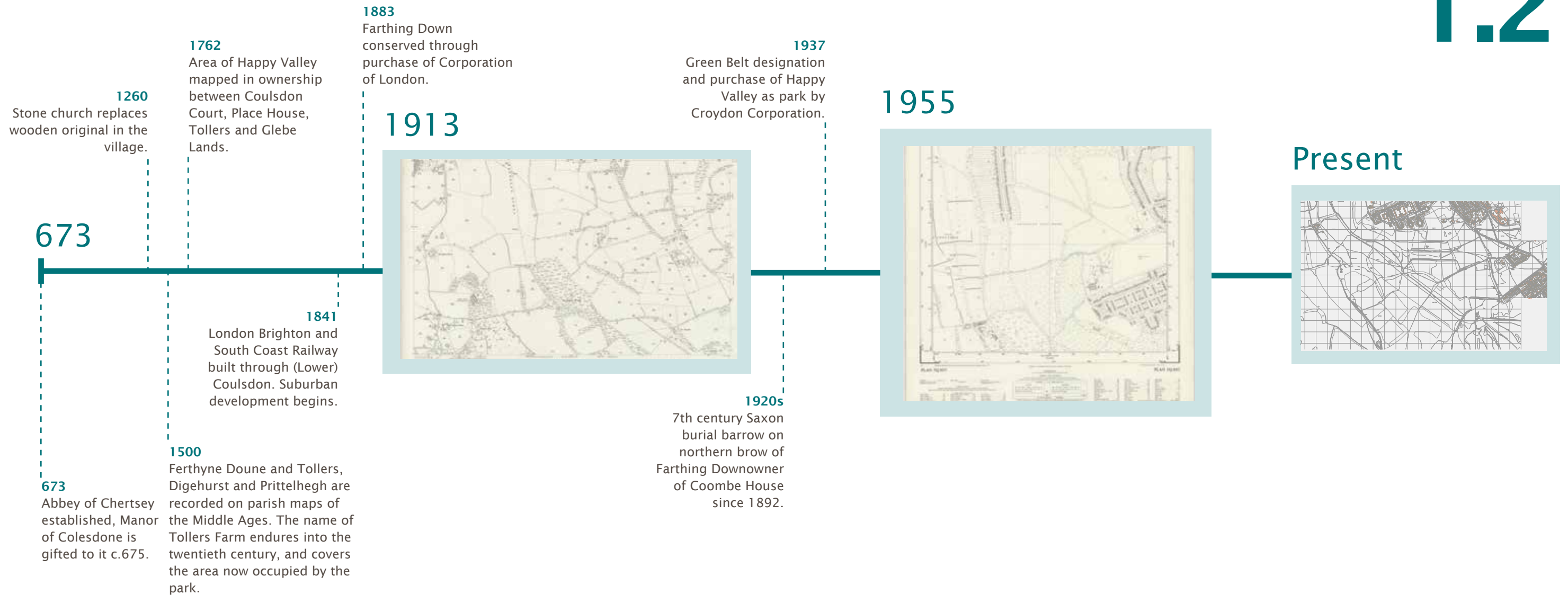


Figure 1.2.1 Timeline of Happy Valley history



Purley Oaks Road, 1920s



Coulsdon Dutch Estate, 1930s



Coulsdon Memorial Park, Toboggans, 1954



Coulsdon North Fields, 1954



Happy Valley, 1980

Site & Context

Analysis

1.3

1.3.1 Neighbourhood Character

Happy Valley lies in East and Old Coulsdon, at the south of Croydon Borough. Old Coulsdon is highly residential and located around Bradmore Green on the top of the hill. It hosts two senior schools, two primary schools, one nursery and a library.

The East and Old Coulsdon landscapes are dominated by the wooded hillside of the North Downs and Bourne Valley. Furthermore, if not all residents live in walking distance of an open space, the majority of houses have planting to front and rear gardens, giving the area a wooded suburban character. The predominant types of residential housing are detached houses on large plots (Victorian through to late twentieth century) and planned estates of semi detached houses. Old Coulsdon lacks connectivity, with most of the households not being in walking distance of essential local services and shops. The topography of the area, insufficient bus routes and lack of east-west connections further increase this problem.

1.3.2 Happy Valley Uses

Happy Valley is used and highly valued by local people. Most of the visitors are dog walkers, recreational walkers and horse riders. The location of the valley as part of a larger green belt area makes it popular with long-distance walkers. Regular guided walks are offered for children to explain the natural history, geology and archaeology of the site.

The park is regularly used by pupils from the surrounding schools as an educational resource. The Ecology Club at the Oasis Academy of Old Coulsdon carries out practical conservation volunteering and local people volunteer both as individuals and with The Conservation Volunteers (TCV) to carry out work in the valley. This involvement encourages pride and stewardship.

There is limited use of the valley by cyclists as the topography is unsuitable for most leisure cyclists. Whilst cycling is not permitted under the current bylaws, staff use their discretion in enforcing this. There are occasional reports of anti-social behaviour including motorbikes and burnt out cars in the park.



Trails within Happy Valley



Large open fields in Happy Valley



Trail signage within Happy Valley

1.3.3 Access and Connectivity

The location of Happy Valley is not easily reached by public transport. There are links by train, with stops at Coulsdon South, 1 mile away from the north of the park. Bus services 404, 466 stop 100m from the main Happy Valley car park at the southern end of the site.

The easiest way to access Happy Valley is therefore by car, with the provision of a free car park off Fox Lane and on Ditches Lane (Farthing Downs side of the site).

The site has open access for walkers. Vehicles are excluded by earth banks, post barriers and locked field gates. Access to the site for management is restricted to four-wheel drive vehicles.

Within the valley, access for disabled people is limited due to the site's terrain. The valley features multiple paths, all almost exclusively unsurfaced dirt tracks, and maintenance is restricted to cutting back vegetation and surfacing extremely wet or slippery areas with limestone chippings.

Happy Valley features two miles of permissive bridleways that run across the site.

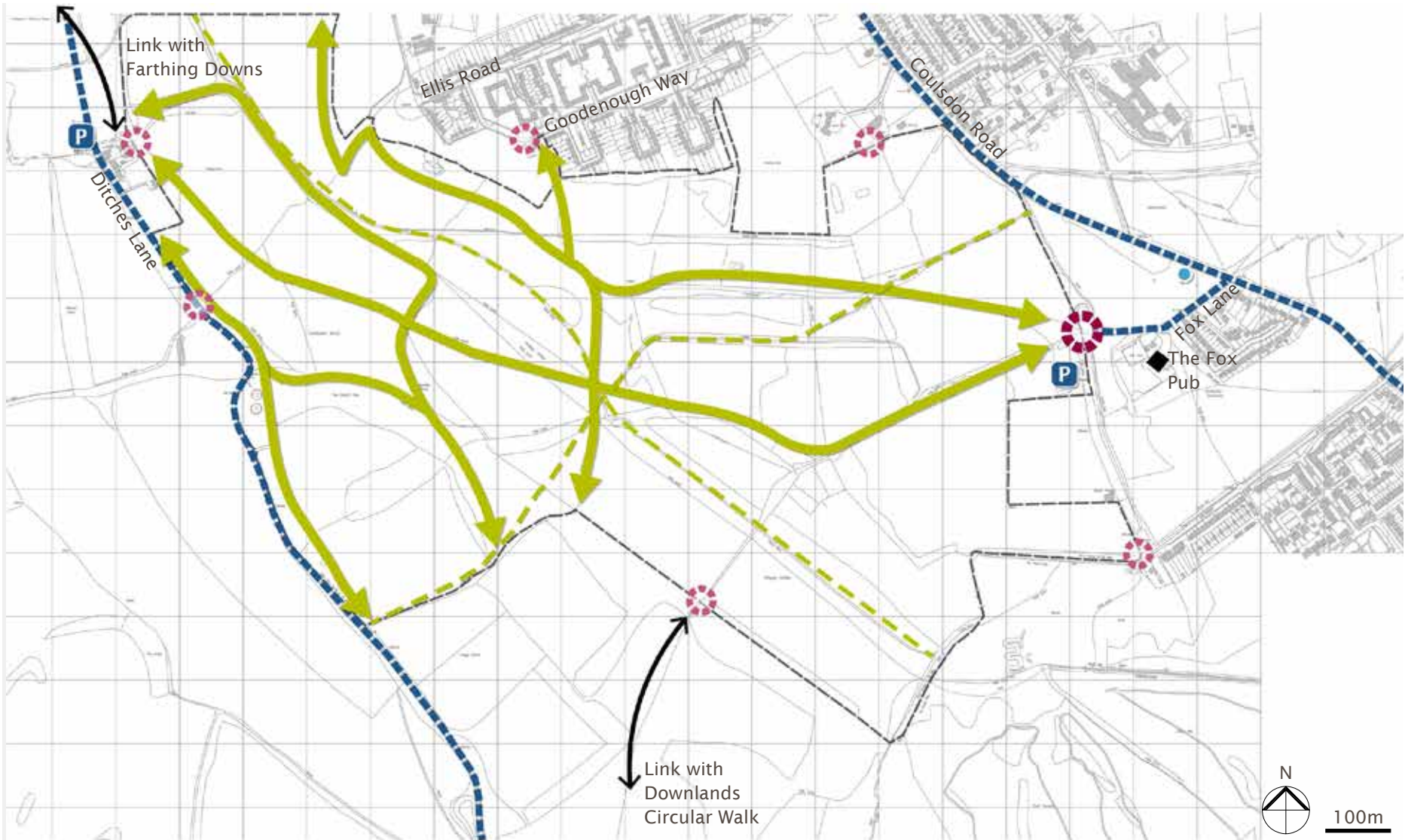
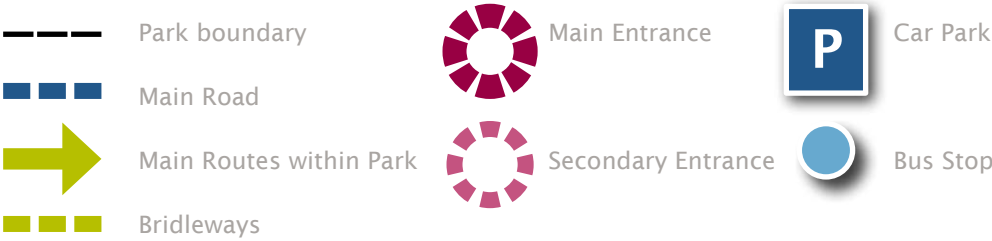


Figure 1.3.1 Existing access and connectivity situation at Happy Valley



1.3.4 Landscape and Architectural Features

Happy Valley consists of downland grass and wooded slopes, dominated by a steep-sided dry valley at the centre. This particular geomorphology makes Happy Valley a designated Regionally Important Geological and Geomorphological Site (RIGS). The site feels highly rural as from within the valley there are limited views of the surrounding suburban development.

It is an important historic landscape as the downland slopes and woodland have been created by hundreds of years of traditional land management techniques. Many pits and hollows located across the site also hold historical interest. These include flint pits dug to surface paths and tracks in the valley, to marl pits excavated to provide a chalk-clay mixture which was spread on local fields to improve their condition. There are also several World War Two bomb craters in the valley. Finally, Happy Valley has a ‘coal post’ of historical importance located on one of its boundaries. This is an iron post marking the boundary of the area within which taxes were collected on coal and wine brought into London.

Within the valley, scrub and hedgerows break up what would have traditionally been a more open landscape. Many of the hedges are remnants of the scrub which was cleared in the 1960s, although some are shown to date from at least 1783.

The only building within Happy Valley is a timber and materials store adjacent to the car park which was converted in 2001 from a disused building dating from World War Two.

1.3.5 Ecology and Arboricultural Context

Happy Valley is part of the Farthing Downs and Happy Valley SSSI and is adjacent to New Hill, Coulsdon Common and Figgs Wood. It is therefore an important reserve for all kinds of animal and plant life. The site lies on the dip slope of the North Downs and is largely situated on the Upper Chalk.

Happy Valley supports a variety of semi-natural habitat types with a high species richness, including many rarities:

- **Neutral Grassland:** those habitats are important for their populations of the nationally rare plant greater yellow rattle *Rhinanthus angustifolius*. *Anthoxanthum odoratum* and red fescue *Festuca rubra* are the most abundant grass species, with crested dog’s tail *Cynosurus cristatus*, tall fescue *Festuca arundinacea*, meadow and bulbous buttercup *Ranunculus acris* and *R. bulbosus*, common sorrel *Rumex acetosa* and common yellow rattle *Rhinanthus minor*. Woolly thistle *Cirsium eriophorum*, an uncommon species is also found on the lower slopes.
- **Chalk Grassland** on the eastern and north-western slopes support many notable plants, including upright brome *Bromopsis erecta*, quaking grass *Briza media*, round-headed rampion *Phyteuma orbicular*, man orchid



Figure 1.3.2 Existing landscape character areas at Happy Valley

Aceras anthropophorum, dwarf thistle *Cirsium acaule*, wild basil *Clinopodium vulgare*, common milkwort *Polygala vulgaris*, sainfoin *Onobrychis viciifolia* and hairy violet *Viola hirta*. Thirteen species of orchid are also recorded on site.

- **Ancient woodland, hedgerows and scrub habitats** comprising hawthorn, whitebeam, hazel, privet, dogwood, wayfaring tree, buckthorn and ash. On the western side of Happy Valley lies an ancient woodland known as Devilsden Wood with species such as a Midland hawthorn *Crataegus laevigata*, sweet woodruff *Galium odoratum*, bluebell *Hyacinthoides non-scripta*, yellow archangel *Lamium galeobdolon* and bird’s nest orchid *Neottia nidus-avis*.

Happy Valley also hosts a rich wildlife, including many species of butterfly in the wildflower meadows (Brimstones, Peacocks, silver-washed fritillary, chalkhill blue and Adonis blue etc.), badgers at the top of the eastern slopes, foxes, roe deer, grey squirrel, mole, stoat, field mouse, wood-mouse, yellow-necked mouse, common and pygmy shrew, dormouse. Notably there is a breeding population of Common Dormice *Muscardinus avellanarius* in the valley. Thirty-one bird species have been recorded on the site, comprising kestrels, tawny owls, skylarks, green finches, yellow hammers, chiffchaff,

cuckoo, goldcrest, lesser whitethroat, linnet, meadow pipit, skylark, whinchat, willow warbler and yellowhammer. There are also records of reptiles and amphibians: slow-worm *Anguis fragilis*, common lizard *Lacerta vivipera*, smooth or common newt *Triturus vulgaris*, grass snake *Natrix natrix*, common toad *Bufo bufo* and common frog *Rana temporaria*.

Finally, 612 species of invertebrates were recorded, including 2 Red Data Book Category 1 (endangered), 4 Red Data Book Category 2 (rare), 25 nationally scarce species and Britain’s largest snail, the Roman snail *Helix pomatia* (protected under the Bern Convention Appendix III and the EC Habitats Directive Annex Va).

The variety of Happy Valley’s wildlife can only be maintained by careful maintenance and management of the area. Therefore, most of the grassland is managed by a variety of hay cuts at different times of the year, depending on the type of plants growing in each area. Since 2002 parts of the chalk grassland have been summer grazed by cattle, sheep and goats. Much of the woodland is coppiced on a 15 year rotation and this again provides a greater variety of habitat for plants and animals to make use of.

Existing Conditions

1.4

1.4.1 Park Facilities

Happy Valley features the following equipment and facilities:

- **Nature trails:** originally devised in the 1970s to guide visitors around the area, they have recently been updated and encourage visitors to explore and learn about the countryside to the south of Croydon. It is accompanied by a free 56-page booklet.
- **Self-guided walking routes and on-line guide,** comprising the Downlands Circular Walk, section 5 of the London Loop, the Coulsdon Common and Happy Valley circular walk and the Farthing Downs and Happy Valley circular walk.
- **Bridleways:** Happy Valley provides two miles of horse rides which link with public bridleways on adjacent land. These have recently been resurfaced to a high standard to provide safe and easy riding within the site and have been re-waymarked using signage to complement that used on adjacent City of London open spaces.
- **Children's playground** in Ellis Road, immediately adjacent to the eastern boundary of Happy Valley on the Tollers Lane estate.
- **Disabled toilets** at Farthing Downs.

Happy Valley provides visitors with two picnic areas and has forty benches located in areas with scenic views and in accessible locations. Litter and dog bins, made from natural materials, are provided in the site car park only, as it is considered that litter bins within the valley itself would detract from the rural character.

Dogs are excluded from the grazed fields during the summer months.

1.4.2 Way-finding and Interpretation

Happy Valley is signposted from the main roads at both site entrances (Fox Lane and Ditches Lane) with rustic wooden notices displaying the name of the park and indicating the wildlife importance of the area. At both entrances, bulletin boards show visitor information including what management work will take place over the following months. Seasonal 'Out and About in Happy Valley' posters are displayed to let visitors know what wildlife they can expect to see at any time of year. The interpretation panels also inform visitors about the bylaws, emergency contact details, and provide a site map.

Within Happy Valley, signs are of a simple design, all constructed of oak posts, either with finger arrows to show rights of way or disks to indicate the various self-guided trails. For the non-local visitor, not enough signage is provided on the different trails at present.

1.4.3 Event Infrastructure

Organised sports events and guided-walks are encouraged within the valley and include:

- Regular South London Harriers running fixtures
- Marie Curie Cancer Relief annual sponsored walk
- Coulsdon High School Enrichment Week guided walk
- De Stafford School annual sponsored walk
- 'Into the Great Green Yonder': 1 or 2 events per month

- 'Walking for Health' every Wednesday. These are led by trained volunteers and encourage people to take regular short walks in their local communities

The countryside warden also leads walks tailored to special interest groups such as Brownies, Cubs, Wildlife Watch, Croydon Summer Play Scheme and walks with the Cherry Orchard Day Centre for adults with learning disabilities.

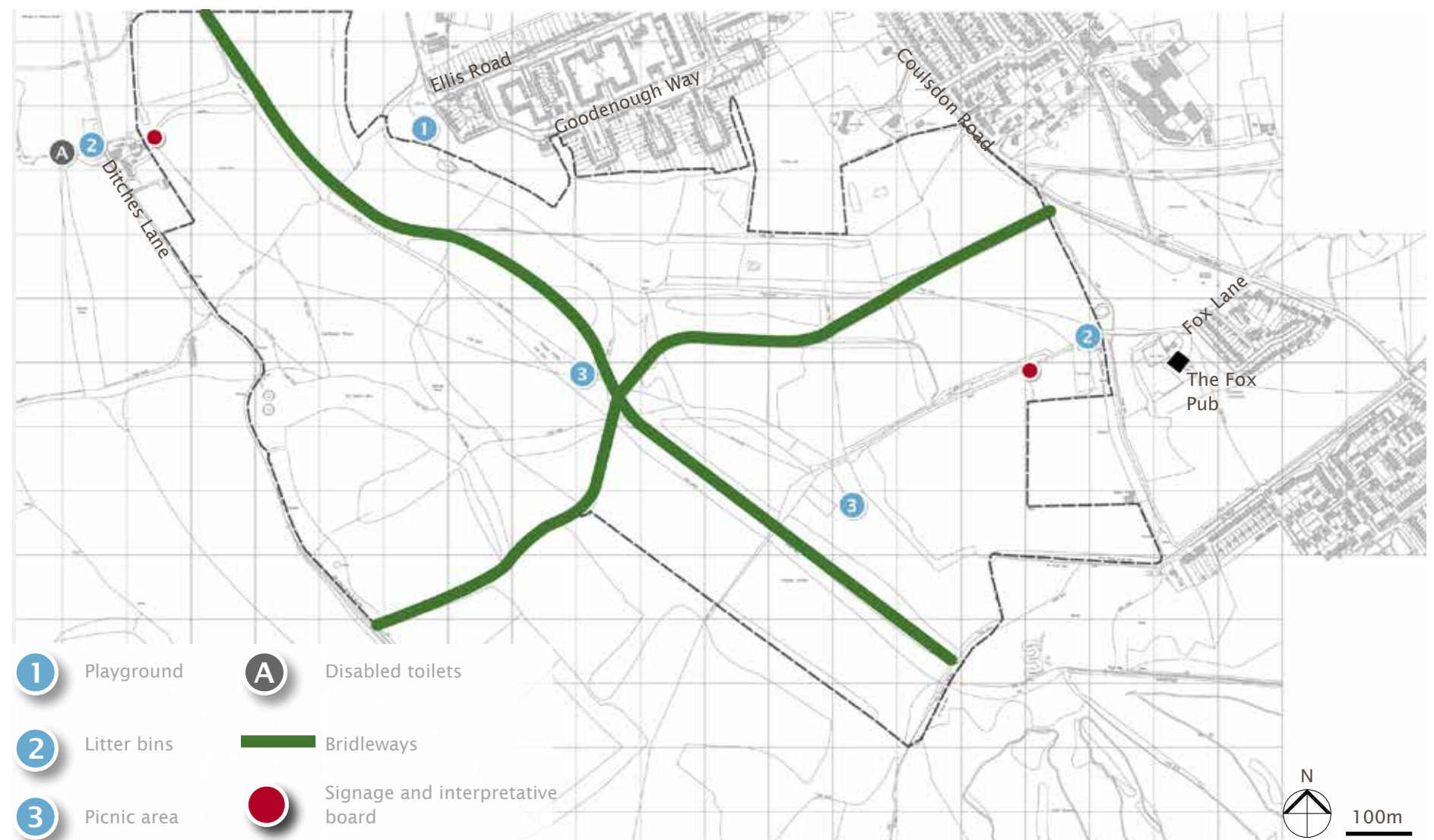


Figure 1.4.1 Existing facilities at Happy Valley

1.4.3 Existing Conditions

Happy Valley is a natural area with a strong country park feel. Therefore, the furniture and buildings are scarce at Happy Valley. It benefits from careful maintenance as the warden is responsible for a daily site patrol, inspecting trees and furniture and collecting litter. Furniture over the site is therefore well maintained and replaced where necessary.

1.4.4 Photo Survey and Observations



Figure 1.4.2 Existing conditions at Happy Valley



Happy Valley features several scenic views. They are referred to in promotion materials. Benches allow park users to rest in those locations.

B



Two picnic areas are provided in Happy Valley, together with forty benches. These are placed at the break of slopes or in areas with scenic view.

D

The small pond adjacent to Ditches Lanes was originally created to supply water for grazing stock but gradually silted up. It was cleared in the 1970s, in 1999 and in 2008.

E

Several pits and hollows are of historical interest and are featured in guided walks and on interpretational materials.



Multiple trails cross Happy Valley. The paths are in good condition but are mostly loose bound or informally defined. Signage is very simple and sometimes confusing for non-locals, and could be improved.



A



Each entrance of Happy Valley features a comprehensive interpretative board.

C



Happy Valley is accessible by car through two car parks.

F



An historical 'coal post' is located close to the western boundary of Happy Valley and is referred to in interpretational materials.



The park features two bridleways that are in good condition and are well-used.

Opportunities & Constraints

1.5

Strengths

- Vast open space with rare plants and habitats
- Significance of the site: chalk down land, SSSI
- Ecology and wildlife
- Views and vistas
- Benches situated throughout to take in views
- Adjacent open space (Farthing Down)
- Well used by walkers, horse riders and other visitors and well-loved by the community
- Multiple existing events: walks, volunteering, etc.
- High standard of the maintenance

Opportunities

- Creation of revenue generating activities in limited areas as shown
- 'Paid for' outdoor experiences
- Support outdoor education / learning centre
- Informal recreation and interpretation
- Linking more strongly with adjacent open spaces
- Interpretation: history, heritage, environment, ecology, wildlife
- Promotion of the trails
- Informal kids activities in the countryside and woodlands
- Appropriate destination events outside the SSSI
- Scouts and other youth group engagement and participation
- Programming and facilities to engage more strongly with immediate residents

Weakness

- No coherent trail marking and interpretative materials within the park
- Distant from public transport connections
- No surfaced routes and disable access

Threats

- Inappropriate use and activity levels
- Changes to Countryside Stewardship funding
- Reducing resources



Figure 1.5.1 Opportunities and Constraints at Happy Valley

↔ Difficult access due to distance from public transportation and informal paths and challenging levels

↔ Proposed new cycle route

🚩 Need to improve signage and way-finding across the park

📶 Opportunity for educational / outdoor / ecology related activities

Parks Management & Operations Context

1.6

1.6.1 Policy and Designation

1.6.1.1 LANDSCAPE AND CONSERVATION DESIGNATION

Happy Valley is subject to multiple landscape and conservation designations which apply to all or parts of the park:

- The majority of the site lies within Farthing Downs and the Happy Valley Site for Special Scientific Interest (SSSI). As recommended by Natural England, who are responsible for the designation of SSSI sites, a written nature conservation management plan, intended to be both a repository of site information and a working document to be used week by week by site managers, is in place. The primary purpose of the plan is to manage the nature conservation features of interest, but it also examines recreational and educational use.
- Site of Metropolitan Importance for Nature (SMNI)
- Site of Local Nature Conservation importance
- Metropolitan Green Belt (Policy DM27)
- Protected species and habitats: 22 plants and animals and 5 habitats (9 lowland mixed deciduous woodland, lowland beech and yew woodland, lowland calcareous grassland, hedgerows and ponds) are currently listed as UKBAP priority species of habitats.
- Archaeological Priority Zone: there is a Celtic field system and a Saxon burial ground on Farthing Downs adjacent to the valley. Due to this proximity, the northern part of Happy Valley is identified in the borough's Local Plan as an Archaeological Priority Zone, where archaeological remains are most likely to be found.

1.6.1.2 LOCAL STRATEGIES

For Old Coulsdon, the Croydon Local Plan has the following objectives:

- Retain the current wooded hillside residential settlements and their suburban character: the residential growth will continue to be low, with limited opportunity for windfall sites
- Improvements of the public realm on the Conservation Area of Bradmore Green
- Improvements of the connectivity between Aerodrome, Bradmore Green, Tandridge District and other green spaces, notably with enhanced Green Gird links for walking and cycling
- More frequent and reliable bus services connecting to Croydon Metropolitan Centre and creation of a travel plan to ease congestion at peak times (Policy DM30)
- Creation of new links where feasible to incorporate the Local Historic Parks and Gardens into the Green Grid network

1.6.2 Users Groups and Stakeholders

1.6.2.1 USER GROUPS

- Friends of Farthing Down
- Walking for Health
- British Horse Society

1.6.2.2 OTHER STAKEHOLDERS

- Ramblers Society
- London Wildlife Trust

- Tollers Design Centre
- Oasis Academy Coulsdon
- Association of Croydon Conservation Societies
- Residents associations
- Caterham Pumas
- Croydon Harriers
- Downlands Partnership
- City of London Corporation



Figure 1.6.1 Designations applying to Happy Valley



CHAPTER 2 - CONCEPT MASTERPLAN

Vision and Explanation

Unspoilt Historical Landscape 2.1

2.1.1 Vision: an Unspoilt Historical Landscape

Happy Valley is a natural reserve of unmatched biodiversity borough-wide as well as a place of pristine beauty. It is also an historical landscape - its downland slopes and woodland have been shaped by centuries of traditional land management techniques. Featuring habitats of great sensitivity, Happy Valley's cultural history and natural beauty have led it to become highly valued by local residents and visitors.

Tyréns recognise this unique and special character of Happy Valley. The masterplanning vision is to respect the site's inherent natural beauty and safeguard the continued dominance of nature, while allowing people to make contact with this historical landscape, encouraging them to become sensible to and learn from the natural environment. The masterplan strategy will thus aim at balancing the management of Happy Valley for amenity and for nature conservation.

To achieve this, Tyréns' masterplan strategy is first to create the appropriate conditions for all to fully enjoy Happy Valley. Design interventions will be curated to enhance the accessibility and legibility of the site while promoting responsible recreational uses of the space.

To appropriately protect the natural character of Happy Valley and allow visitors to learn from the site without disturbing its habitats, the masterplan strategy favors subtle interventions and soft infrastructure. All proposed man-made interventions will be located outside the SSSI zone and will otherwise be situated sympathetically.

Finally, Tyréns' masterplanning strategy will aim at promoting new management and revenue opportunities to secure Happy Valley's future, such as encouraging volunteering activities, creating a fundraising body or devolving management responsibility.

2.1.2 Design Intent: Recreation, Education and Sustainability

2.1.2.1 PEOPLE, COMMUNITY AND ACTIVATION STRATEGY

The masterplan interventions aim to strengthen Happy Valley's natural character and to enrich visitor experience of the site. Tyréns seeks to enhance Happy Valley's function as a restorative, recreational and educational space in the borough:

- Leisure and relaxation: a short accessible walking circuit leading to a look out point over the valley could be created from the main entrance of the park to allow all visitors to enjoy the site. Along this circuit, new picnic tables could provide spaces to sit and sociably enjoy the site.
- Play and sport: Happy Valley is already a space for informal recreation, exercise and walking. To enhance this function and attract younger visitors to discover the site, the existing trim trail could be reinstated, along with the provision of two natural play areas by the entrances of the Valley. Finally, trail markings across the site could be made more legible, together with the creation of themed circuits.
- Education and learning: Happy Valley plays a key role in an otherwise urban and suburban environment. The creation of a community room by the car park could allow to further support the schedule of forest classes, guided walks or similar events in the Valley. All information displays could be enhanced across the site to raise awareness around the history, culture and biodiversity features of Happy Valley. Finally the masterplan strategy will seek to strengthen local involvement into the management of the park through increased volunteering opportunities.

2.1.2.2 HISTORY, LOCAL CHARACTER AND SPECIAL FEATURES STRATEGY

Happy Valley has a rich history and cultural heritage running back to roman and saxon times. Traces of its past are present across the site yet are not fully visible, signed or explained for visitors. Similarly, Happy Valley is a place of strong landscape features and rich habitats that would benefit from increased visibility. The special features strategy for Happy Valley will seek to clarify the site's history and make this more visible.

It is recommended that the focal point of visitor activity within Happy Valley remain located by the main entrance on Fox Lane. It is there that most of the

masterplan's interventions - trim trail, natural play, community room and ranger's office, walkable circuit - could be located. This area should act as a primary point of access.

Happy Valley should remain untouched, its natural character preserved. Smaller nodes of activation could be created to communicate around key natural and structural assets of the site: grassland, ancient wood, pond, coal post, coppiced woodland, pits and World War II bomb craters.

2.1.2.3 SUSTAINABILITY STRATEGY

The variety of Happy Valley's wildlife can only be maintained by careful maintenance and management of the area. The comprehensive management for Happy Valley (2013 - 2018) states that *"the nature conservation priority for Happy Valley is to maintain the open areas of chalk grassland by controlling scrub re-growth, and to restore areas of recent scrub encroachment to open grassland."*

The various habitats in Happy Valley are important not only from a wildlife point of view, but also as historic landscapes, as testimonies of the traditional land management systems which created them. Such traditional practices - sheep grazing, hay making, coppicing and hedge laying - are therefore continued today.

Tyréns recommends building on this successful existing regime and suggest to study devolving the responsibility for Happy Valley to an appropriate organisation like the London Wildlife Trust, National Trust or similar. This would ensure that appropriate management schemes are continued in the future.

2.1



Figure 2.1.1 Vision for Happy Valley, “An Unspoilt Historical Landscape”: Key Measures

Masterplan Concept

Unspoilt Historical Landscape 2.2

1 RANGER'S SITE OFFICE AND COMMUNITY ROOM

Creation of a small building providing a site office and storage for Happy Valley's ranger. The space could also host public toilets and a community room available for hire, events or education classroom base for school visits. It is recommended that the building is located outside the SSSI area next to the car park on Fox Lane and do not harm the openness of the Green Belt as outlined in DM27 of the Croydon Local Plan.



Ecology Pavilion: staff office and community room at Mile End Park, London

2 VIEWING POINT

Creation of a viewing point with information on the view, seats and trailfinding information. The viewing point could be located on the eastern ridge of the site off an accessible path, offering a pleasant look out over the valley and allowing less mobile visitors to enjoy the park. The viewing platform would also act as a resting and sitting space in the Valley. The provision of interpretation materials would encourage people to reconnect with this special natural space.



Look-out platform at Stronghold Grebbeberg, Netherlands

3 DISABLED ACCESS CONNECTION

Creation of an accessible path linking the main entrance on Fox Lane to the viewing point and Tollers Lane Estate. This walkable circuit would allow all visitors to access part of Happy Valley easily without damage to sensitive areas.

The route could be designed for biodiversity and education and feature:

- Signage on biodiversity, sustainable management practices, wildlife and history
- Activity spots next to points of interest with imaginative and interactive materials for children and adults

The trail would make the park more accessible and increase environmental knowledge and awareness. It would also support increased links with local schools and groups for outdoor / forest classes.



Accessible path at Ypres Salien, Netherlands



Interactive signage and educational materials

4 PICNIC TABLE

Two picnic areas already exist in Happy Valley. New picnic tables could be placed at different spots throughout the park, along the walkable circuit, near the viewing platform and in the non-SSSI lawn close to the entrance. The creation of new picnic tables would encourage people to spend longer time in Happy Valley, providing spaces to sit and enjoy scenic views. It is recommended not to provide litter bins by the picnic tables so as not to detract from the rural quality of the area. Appropriate information signage could encourage responsible use of the Valley.



Picnic table at Huis te Glimmen estate, Netherlands

5 TRIM TRAIL

Restoration of the exercise trail within the non-SSSI area of Happy Valley. The trim trail would provide free to use and all-weather exercise equipment for adults and teenagers. Stations could include parallel bars, sit up bench, dip station, chin up, horizontal ladder, leg lift, push up, etc. The trail could feature spots for interpretation signage around ecology and the history of the park.



Trim trail at Darwin Forest Country Park



Figure 2.2.1 Happy Valley Masterplan

6 NATURAL PLAY AREA

Tollers Lane's play area could be improved with the introduction of sympathetic and adventurous natural play features such as balance beams, stepping stones or clambering boulders. The diversity of playing types would create a rich and dynamic space that offers children endless possibilities for play. It is also recommended that items adequate for children with disabilities are created.

Similar play equipment could be introduced near the parking by the Fox Pub. Located near the main entrance of the Valley, this space would allow families to enjoy the Happy Valley and its unique character without damage to sensitive areas.

Such spaces could also support the schedule of forest classrooms, offering thoughtful activities for children such as natural art, den building, exploring, foraging, challenges, fire building and cooking.



Natural play area at Denmark Farm Conservation Centre, Denmark



Woodland Adventure Day in the natural play area of Bath Skyline

7 IMPROVED CAR PARK BY FOX LANE

Extension of the existing car park to accommodate for a higher number of visitors and prevent conflict of uses on the weekends when the car park is also used by football players and their families. The refurbishment of the car park should comply with Policies DM27 and DM30 of the emerging Croydon Local Plan: Detailed Policies and Proposals.

Parking charges could also be introduced to generate revenue for Happy Valley. Discounted and yearly rates could be available for local residents.



Parking charge information panel showing how funds raised are spent on maintenance, at Lulworth Cove Dorset



Existing car park in Happy Valley

8 IMPROVED INFORMATION SIGNAGE

Happy Valley features a high number of natural, historical and cultural features that would benefit from enhanced visibility and interpretation. The provision of new information signage at the entrances of Happy Valley and at various point of interest across the site raise awareness of:

- Information about the plants, wildlife and biodiversity especially the rare and protected species
- Landscape and natural features such as the neutral and chalk grassland, the dry valley and ancient woodland
- Historic and cultural heritage such as the coal post, pits and World War II bomb craters
- Sustainable management practices such as grazing, hay making and coppicing

All entrances could also be refreshed with improved signage including a map of the park, information about activities available, wildlife and biodiversity and a map of connections to long distance paths and transport.



Interpretation Panel at Caister Roman Town, Norfolk



Entrance signage board at Ranworth Broad, Norfolk

2.2

9 IMPROVED TRAIL SIGNAGE AND MARKING

Happy Valley features a number of trails and long distance routes, however the signage indicating those trails lacks legibility.

Trail finding signage could be improved across the site and connections to long distance routes like Downlands Circular Walk could be promoted. New trail markings could be created for different types of route for example short and longer walks, themed circuits around biodiversity or history, etc.

Trail finding signage could also be improved from Coulsdon and Coulsdon South train stations and from the bus stops to make the park more visible and known.



Themed trail circuits at Bath Skyline, Bath

10 DOG ON LEADS AREA

Creation of dogs on leads spaces at key spots throughout the park:

- in the natural play area for safety
- around the viewing platform and picnic tables to allow all users to peacefully enjoy the park

The rest of Happy Valley could remain uncontrolled to allow dogs to freely exercise off the lead.



Existing dog walkers at Happy Valley

11 OPPORTUNITY FOR EVENTS AREA

The lawn by the main entrance of Happy Valley off Fox Lane could support the organisation of small scale and occasional events. This space is located outside the SSSI boundary and could host country shows, night watch events, nature festivals, sustainability and country crafts, outdoor cinema, etc. This would help generating revenue for park maintenance and attract new visitors.



Volvic Volcanic Experience festival at Volvic, France

12 GUIDED WALKS

Happy Valley's warden already leads guided walks which explore the wildlife, history and management of the valley. Other walks could be scheduled and organised by a dedicated body, in order to free some of the time of the warden. Guided walks could be tailored for different age groups and encompass wildlife watching, foraging, tree identification, photography, etc.

A small fee could be raised from these events to cover expenses.



Guided walk in the New Forest

Access and Information Recommendations

2.3

2.3.1 Access Recommendations

The access strategy focuses on increasing the legibility and visibility of the site and on improving access of key spots.

The main entrance of the site off Coulsdon Road could feature renewed information panels to improve the sense of arrival in Happy Valley and raise awareness around its special character. The car park could be extended or layout revised to accommodate for a higher number of visitors.

Secondary entrances are more modest and play a functional role by providing non vehicular access to different areas of the park. All could feature refreshed information panels.

It is recommended that new signage is provided at Coulsdon and Coulsdon South train stations and at the nearest bus stops to improve the visibility of Happy Valley at a larger scale.

Within the park, informal paths link the different spaces and entrances but are mostly unsurfaced. The creation of a short walkable circuit from the main entrance toward a lookout point could allow all users to discover the park. Happy Valley also features a number of trails: marking of these could be made more legible and clear across the site. There is also an opportunity to create new themed circuits in the Valley centred around wildlife, historical features, landscape features, etc.



Figure 2.3.1 Access Recommendations for Happy Valley

2.3.2 Information and Signage Recommendations

The objective of the information and signage strategy is both to strengthen the identity and uniqueness of the park and to raise awareness among the community of its singularity and key features.

Today a series of leaflets describe the site's main attractions and are available in dispensers at site entrances. Happy Valley has also received in January 2017 the Special Award for Innovation from the Green Flag Award Scheme. The award was given to Happy Valley in recognition of a new hi-tech nature trail which enables visitors to learn about the wildlife and history of Happy Valley. The information and signage strategy aims to build upon those successful initiatives.

Happy Valley is a historical landscape that has been shaped by humans back to roman and saxon times. The site bears several features that testify of this rich past: the pits, World War II craters, coal post and remains of Noswell Cottage. Those would benefit from increased signage and visibility to the public. Key spaces to communicate those elements are the entrances, the look out platform and around the aforementioned spaces.

Information materials should also be created regarding the ecological features of Happy Valley, nature conservation requirements, and traditional / sustainable management practices. Key spaces to communicate those elements are the entrances, look out platform, conservation grazing field and walkable circuit. Along the walkable circuit, materials could include interactive elements.

To supplement those display panels, themed circuits could be created in Happy Valley and draw on a particular heritage or ecology related subject.

All information materials could be developed with community involvement and activities in order to foster partnership working and community stewardship.

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. In particular, the organisation of guided walks and forest classrooms are recommended.



Figure 2.3.2 Information and Signage Recommendations for Happy Valley



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 Happy Valley 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 swiftly 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: Strategic Green and Open Spaces Review (2016), Liverpool City Council

Capital Funding Strategy for Happy Valley

3.2

The following sources of capital funding and associated priority are considered to represent the greatest opportunity for Happy Valley 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 / Medium Priority – where new leases could attract third party investment into refurbishing or delivering new assets
- Section 106 / CIL contributions / High Priority
- Heritage Lottery Fund / Medium Priority – with a focus on the Parks for People and Heritage Grants programmes
- Sport England / Medium Priority – focusing on the upgrade of sports facilities
- Arts Council England / Low Priority – focusing on the provision of ‘legacy’ resulting from arts and cultural programmes hosted and staged in and around Happy Valley
- 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 Happy Valley 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 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 / High Priority
- Natural capital / Low Priority – by utilising the broader impact of parks to forge partnerships with health, education and environmental partners to leverage additional funding or in-kind support or divert existing resources
- Volunteers / Medium Priority – mobilising volunteers to offset capital costs in the renewal, refurbishment and delivery of capital projects

The detailed tables that follow list each proposed masterplan intervention for Happy Valley 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 Happy Valley were generated through the extensive field work, sites and market analysis and community engagement undertaken as part of the masterplan work. During this process, these were refined to the prioritised set of projects, which form the basis of the masterplan proposals. Any further prioritisation will need to consider a combination of factors including: income generation, funding opportunities, social impact (e.g. health, wellbeing, education, skills etc.), environmental benefits etc.

3.2

MASTERPLAN CONCEPT & IDEAS		CAPITAL COSTS						REVENUE COST					
		Capital Cost	Quantity	£ Rate	£ Fixed Sum	Notes	Implementation timescale (excl permissions)	Direct Cost	Quantity or % Rate	£ Rate	Notes	Responsibility	Regularity of formal inspections
1	Creation of two natural play areas: by the Fox Pub and by Tollers Lane Estate	£ 200,000	800m2	£ 250/m2		Rate assumed to include natural surface treatment, new area fencing and equipment	6 - 12 months	£ 10,000	5%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	weekly
2	Reinstatement of the trim trail (2 loops)	£ 50,000			£ 50,000	Equipment and improvements to surrounding setting/landscape	0 - 6 months	£ 1,500	£ 1,500		Assumed to be relatively low annual maintenance requirement - with opportunity to offset through variety of in-kind contributions	Via parks maintenance contract or designated voluntary organisation	quarterly
3	Improvements to information at the entrances, at the bus stops and at key point of interest across the park	£ 35,000	7	£ 5,000		Design and installation of new information at key way-points	0 - 6 months	£ 1,050	3%		Assumed to be relatively low annual maintenance requirement to refresh information and signage	Via parks maintenance contract	quarterly
4	Improvements to trail finding / marking across the site and promotion of connections to long distance routes	£ 100,000			£ 100,000	Lump sum assumed to cover site wide requirements	6 - 12 months	£ 3,000	3%		Assumed to be relatively low annual maintenance requirement to refresh information and signage	Via parks maintenance contract	quarterly
5	Provision of a new rangers site office, storage and space for schools / other activities	£ 300,000	200m2	£ 1,500/m2		Rate for building construction	1 - 2 years	£ 9,000	3%		Revenue cost covered by lease or occupier / user income	Either via lease or buildings maintenance contract	annually
6	Creation of dogs on leads areas (signage)	£ 10,000			£ 10,000	Notional sum assumed to cover signage for designated areas	6 - 12 months	£ 300	3%		Assumed to be relatively low annual maintenance requirement to refresh signage	Via parks maintenance contract	quarterly

3.2

MASTERPLAN CONCEPT & IDEAS		CAPITAL COSTS						REVENUE COST					
		Capital Cost	Quantity	£ Rate	£ Fixed Sum	Notes	Implementation timescale (excl permissions)	Direct Cost	Quantity or % Rate	£ Rate	Notes	Responsibility	Regularity of formal inspections
7	Expansion of the car park and/or introduction of charges	£ 130,000	50	£ 2,500	£ 5,000	Average rate assumed to cover improvement and expansion of car park. Lump sum for policy change and associated signage	1 - 2 years	£ 2,600	2%		Rate assumes general maintenance to area	Via parks maintenance contract or Highways or other? Car Park charges could generate surplus	annually
8	Provision of picnic tables	£ 15,000	10	£ 1,500 / unit		Rate assumes combination of picnic tables	6 - 12 months	£ 750	5%		Rate assumes general maintenance to area and equipment (not replacement or depreciation)	Via parks maintenance contract	weekly
9	Creation of a viewing platform with seats and information signage	£ 40,000			£ 40,000	Rate assumes groundworks, raised decking and fixed seating	6 - 12 months	£ 1,200	3%		Assumed to be relatively low annual maintenance requirement	Via parks maintenance contract or designated voluntary organisation	monthly
10	Creation of a disabled access connection from Coulsdon Road to the picnic facilities, viewing platform and Tollers Lane Estate	£ 84,000	300m	£ 280/m		Assumes 1.5m wide accessible path and small viewing point/seated area	0 - 6 months		2%		Assumed to be relatively low annual maintenance requirement	Via parks maintenance contract or designated voluntary organisation	monthly
11	Provision of guided walks about plants, wildlife, history and geology in Happy Valley	£ 5,000			£ 5,000	Lump sum to cover research and planning of itineraries and starter materials	0 - 6 months	£ 250	5%		Assumed to cover ongoing programme expenses only	Via parks maintenance contract or designated voluntary organisation	

TOTAL CAPITAL COST: £ 969,000

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	Creation of two natural play areas: by the Fox Pub and by Tollers Lane Estate	x		x	x				x			x		x	x	x	x			x							
2	Reinstatement of the trim trail (2 loops)	x		x	x				x			x		x	x	x	x			x							
3	Improvements to information at the entrances, at the bus stops and at key point of interest across the park	x		x	x			x	x			x		x	x	x				x							
4	Improvements to trail finding / marking across the site and promotion of connections to long distance routes	x		x	x				x			x		x	x	x				x							
5	Provision of a new rangers site office, storage and space for schools / other activities	x		x	x	x			x			x		x	x	x			x	x							
6	Creation of dogs on leads areas (signage)	x		x	x				x			x		x	x	x				x							
7	Expansion of the car park and/or introduction of charges	x		x	x	x										x											
8	Provision of picnic tables	x		x	x				x			x		x	x	x											
9	Creation of a viewing platform with seats and information signage	x		x	x				x			x		x	x	x	x			x							
10	Creation of a disabled access connection from Coulsdon Road to the picnic facilities, viewing platform and Tollers Lane Estate	x		x	x				x			x		x	x	x	x			x							
11	Provision of guided walks about plants, wildlife, history and geology in Happy Valley	x		x	x			x	x			x		x	x	x	x			x							

Income Generating Activities at Happy Valley 3.3

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

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

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 Happy Valley 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. The projections do not include hire income for the new community building. It is assumed that the new community building will not generate a surplus i.e. will likely require an operational subsidy and any income generated from its hire would be used to offset some of its operating deficit.

ACTIVITY	ESTIMATED NET ANNUAL INCOME
PROPERTY LEASES, CONCESSIONS AND LICENSING	
Temporary ice cream / snack van concession(s)	£ 10 - £ 15k
CAR PARK	
Car park charges	£ 15k - £ 30k
TEMPORARY HIRES	
Third party events hire	£ 25 - £ 50k

Given the unique qualities of Happy Valley there are two further opportunities that should be explored which could have a direct impact on its long-term operational sustainability. These include:

- Creation of a formal fundraising body with a specific remit for promoting and coordinating fundraising for Happy Valley (and potentially, the broader Commons and Farthing Downs). This could be a newly constituted body or an extension of an existing organisation. Fundraising might include: membership subscription (in return for a range of member benefits e.g. events, publications, discounts etc.), fundraising events, grant applications etc.
- Devolving responsibility for Happy Valley (typically via a long lease) either to an appropriate existing organisation or, to a newly constituted 'charitable' organisation such as a Charitable Trust, or by developing and empowering an existing community group. These types of models are being increasingly explored across the UK but should crucially, be driven by a bottom-up approach in response to the needs of the asset and their communities.

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 Happy Valley, 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 HAPPY VALLEY 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 Happy Valley 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 HAPPY VALLEY 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 Happy Valley 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 HAPPY VALLEY 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 Black and Minority Ethnic (BME) populations tend to be under-represented as park users in the UK, and that ethnicity is a stronger influence on frequency of park use than income alone. Ensuring that voices from all ethnicities are heard in the development of park masterplans will be crucial to maximising the chances of equitable outcomes.</p> <p>People of BME are disproportionately of low income in the UK. Ensuring that any income generating proposals do not exclude low income people from use of the park and facilities could be an equalities issue.</p>	<p>Equalities assessment identified that existing data held by the council for park use showed under representation of the views of ethnic groups that have large populations within Croydon.</p> <p>Specific face-to-face targeted survey work was carried out, and the levels of representation of different ethnic groups compared with levels in the surrounding resident population, both to mitigate against under representation, and through analysis of results, to address information gaps. At Happy Valley, there was under-representation along lines of ethnicity in the face-to-face engagement, and in online engagement. Variations have been demonstrated elsewhere in priorities for parks along lines of ethnicity, and these have influenced the development of masterplan as far as possible within the constraints of the parks remote countryside setting.</p> <p>The findings to date 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 spaces than men, and ensuring spaces are designed to promote confidence and safety will be important. Some groups of women may find it difficult to engage in sport where genders are mixed. Spaces that might be booked for women only sessions may be appropriate in some public parks, as well as provision of separate changing facilities. Men's access to park space can be limited where the primary function is perceived to be a space for children.</p>	<p>The design survey for Happy Valley found that gender (in our sample we asked for claimed gender rather than biological sex of participants), was associated with differences in popularity of particular proposals for/features and activities in parks, but only in the degree of support for some proposals that were supported by the majority. No differences were found that materially affected the masterplan.</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>There was a fair representation of people with disabilities at Happy Valley. The masterplan responds to views expressed in engagement activity by people with this protected characteristic and considers their needs in proposed improvements.</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 attributed to a lack of perceived social cohesion, or lack of positive activity for this group. Young people have also been found to be fearful in some park spaces.</p> <p>Ensuring designs build confidence for the use of all groups, and provide age appropriate activity across the spectrum of ages is of great importance in ensuring well-being for all.</p>	<p>Our survey at Happy Valley had far higher numbers of people over 45 participate in the survey than would be expected from the surrounding catchment population and very low numbers of young people under 25.</p> <p>The young people who did participate in the survey did not identifiably put a different value on any specific features than older age groups at Happy Valley, but the sample size was very small, and generalisation is not possible. Findings from young people across the project more widely has found this age group were more likely to support facilities for play and sport, and less likely to support any kind of payment for sport.</p> <p>Older participants at Happy Valley were more likely to favour dog control and less likely to support commercial activity than other groups surveyed.</p>

4.1

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	DELIVERED WITHIN HAPPY VALLEY MASTERPLAN PROCESS
Religion or Belief Issues relating to a person's religion or belief (including non-belief).	<p>Many Muslim people can be reluctant to share park space with dogs off the lead. There is a religious restriction on contact with dogs, and often unleashed dogs are not controlled well by their owners. If there is no dog controlled space in a park, it can deter access to park space for this group. Jewish people can also be fearful of dogs for religious reasons, and can therefore benefit from inclusion of dog control areas.</p> <p>For religious reasons, some groups of women may find it difficult to engage in sport where genders are mixed or to 'uncover' in spaces that can be viewed.</p> <p>Spaces that might be booked for women-only sessions may increase access in some public parks, as well as provision of separate changing facilities.</p>	<p>Faith groups across Croydon, and within the six park catchments were contacted directly however no participation was requested beyond promoting engagement dates.</p> <p>Ethnic characteristics, but not religion, were noted in face-to-face engagement. In accordance with Croydon's equalities guidance, the need to gather equalities data had to be balanced with the amount of time people would have available to participate in a survey, so information on some protected characteristics was not gathered. Some ethnicities are allied with particular faith groups, and any specific issues for the six parks will be identified for further investigation as they arise.</p> <p>A question relating to maintaining existing dog control, and to increased dog control has been included in every survey. At Happy Valley, increased dog control was supported by a majority of respondents.</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 specifically recorded as, in accordance with Croydon's equalities guidance, the need to gather equalities data had to be balanced with the amount of time people would have available to participate in a brief survey, and also where young people were to be included, some questions such as those around sexual orientation may be felt to be intrusive. Consideration of independent research findings is included in 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 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 in surveys. Consideration of independent research findings is included in park masterplanning. Toilets with baby change are available at Happy Valley at the nearby pub, and may be considered appropriate in the development of ranger facilities on site. The proposal for accessible paths will increase options for parents of young children to enjoy the landscape.</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/belief and race equality. Potential negative impacts and issues raised above for any individual characteristic can be compounded for multiple characteristics, however it is important to note, all of the research relates to impacts that are statistically observable within populations, and impacts will be individually variable, not universal.</p>	<p>Consideration of variation in views held in accordance with demographic characteristics has been part of the park masterplanning process. In order to ensure as diverse a sample as possible, face to face techniques have been used, however the resulting relatively small sample sizes mean crosstabulation to investigate compound effects is not viable.</p>

4.1.6 Assessment: Processes of Masterplan Development to date

4.1.6.1 ENGAGEMENT PROCESSES: INTERVIEWS AND STAKEHOLDER WORKSHOPS

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

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

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

4.1.6.2 ENGAGEMENT PROCESSES: RESIDENT ENGAGEMENT

Resident engagement included equalities data collection in accordance with Croydon's equalities policy. As young people were to be part of the process, and guidance recommends questions around gender identification and sexuality can be sensitive and therefore may not be appropriate for young people only self identified data was collected with regard to gender, and no data was collected with regard to sexuality. For reasons of brevity, ethnicity data was recorded but not religion, as ethnicity provides some indication of religious characteristics known to influence park use.

A face-to-face engagement process was proposed to allow directed sampling, and to ensure that some people who were not actively engaged with or already enthusiastic about parks would also be heard from. 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 been proving hardest to reach. At Happy Valley, this is true for young people under 25, and for people of non white ethnicities. A near representative percentage of Asian participants and a sizeable number of participants ages 16-24 took part in the online survey, but unfortunately the data is not available disaggregated, and cannot be used for equalities assessment.

4.1.6.3 PARTICIPATION IN GROUPS AND CLUBS

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

Our survey at Happy Valley was under-represented by age and ethnicity, and sample size in totally is too small to draw conclusions regarding association between participation and demographic characteristics. There are clubs using Happy Valley that offer activities across a relatively wide age range.

4.1

4.1.7 Assessment: Material Characteristics Individual Parks - Existing and Proposed

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	
Race Issues relating to people of any racial group, ethnic or national origin, including gypsy travelers and migrant workers.	Negative Few 'activated' spaces or formal attractions (these can be appropriate to context). No accessible paths, sociable seating, facilities for large groups or for eating outside. No dog controls, significant issues of uncontrolled dogs observed on site.	Proposed further activities e.g. restored exercise trail, and introduction of accessible routes, picnic table, and increased dog control, all supported through engagement.
Sex Issues specific to women or men.	Positive Plenty of space not solely dedicated to children. Negative Lack of visibility from surrounding housing or other buildings and potential isolation may induce fear of crime.	No specific actions as the survey indicated no issues by gender due to fear of crime.
Disability Issues relating to disabled people.	Positive Car parking available. Negative Paths not accessible, no seats with backs, most areas with no paths, topography challenging, few facilities.	Improvements to existing paths and introduction of new accessible paths will open up options for greater participation in a wider range of activities, and for greater access to nature for people with mobility impairments. Designated and accessible disabled parking bay to be included. Play will include options for children with disability appropriate to a natural setting.
Age Issues relating to a particular age group e.g. older people or children and young people.	Positive Opportunities to access nature for physically active/able. Negative Few 'activated' spaces or formal attractions e.g. formal play or picnic areas (these can be appropriate to context). No accessible paths, seating with backs.	Proposals support increased distribution of furniture and improvements to paths supporting the needs of older people. Improvement of play provision especially at Tollers Lane will include for wider age range.
Religion or Belief Issues relating to a person's religion or belief (including non-belief).	Negative No dog controls; significant issues of uncontrolled dogs observed on site.	Proposals to introduce areas with dog control.

4.1

PROTECTED CHARACTERISTIC	POSITIVE AND / OR NEGATIVE IMPACTS	
Sexual Orientation Issues relating to a person's sexual orientation i.e. lesbian, gay, bi-sexual, heterosexual.	Negative Lack of visibility from surrounding housing or other buildings and potential isolation may induce fear of crime.	No specific actions as survey did not indicate issues of access due to fear of crime.
Gender Reassignment Issues relating to people who have proposed, started or completed a process to change his or her sex.	Negative Lack of visibility from surrounding housing or other buildings and potential isolation may induce fear of crime.	No specific actions as survey did not indicate issues of access due to fear of crime.
Pregnancy and Maternity Issues relating to the condition of being pregnant or expecting a baby and the period after the birth.	Negative No toilets or provision for baby changing, no accessible paths or seats with backs.	Facilities are available at the Fox Pub, and may be included (proposed) within a new Ranger facility nearby. Proposals support increased distribution of furniture and improvements to paths.

Introduction: Proposed Engagement Strategy

5.1

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

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

The proposed workstages are described as follows:

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

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

Stage 1 Engagement

Interviews

5.2

5.2.1 Interviews

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

Happy Valley in particular was represented in face-to-face interviews by Councillor Margaret Bird and Councillor James Thompson.

Email contact was made with the Friends of Farthing Downs in advance of stakeholder workshops, which the chair attended. Conversations were held with the City of London, the Downlands Partnership, and with Dominic North the countryside ranger. Prior to the Stakeholder Workshops, local groups were contacted, and a number of emails exchanged with some of those involved in East Coulsdon Residents Association, Old Coulsdon Residents Association, Tollers Estate, Caterham Pumas, and Tollers Estate Action Group, who provided some general thoughts for the team.

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

The early survey findings are discussed in full in the report for Ashburton Park, however, key findings have significance for all the parks in the study, and so are briefly summarised in section 5.2.2.

5.2.2 Supplementing Baseline Data key findings: equalities issues

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

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

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

The sample of people claiming Asian ethnicities was quite small (29 returns of various Asian ethnicities), however 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 also is related to dislikes, with the primary dislike for all groups being dog fouling. Significantly more people of BME dislike dog fouling than those of white ethnicities. Anti-social behaviour, litter, the park being run-down and poor play provision were all also major dislikes.

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

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

Stage 2 Engagement

Stakeholders Workshop

5.3

5.3.1 Proposed Strategy

The workshops were intended to bring together Tyréns' team, and London wide actors, like the GLA, or the London Wildlife Trust, with local actors – Friends groups, third sector organisations with various agendas from inclusion, to vocational training, to health, to food production, with ward councilors and representatives of specific constituencies: faith, age ethnicity or disability, for example. The idea was to get people who might be partners, collaborators and supporters all together, around some early ideas for the parks in their area, looking at exemplar projects in Croydon 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 in and local support for connections to the wider funding and policy context, and for the areas residents/ voluntary sector and our team to look at the bigger picture, as well as think about individual spaces and their specific opportunities.

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

5.3.2 Amendments to programme

Due to the calling of a general election, the planned programme of workshops had to be amended however the South Area workshop date remained unchanged, taking place 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 were invited to attend the workshop at Happy Valley, but only London Wildlife Trust agreed to attend and to make a presentation about their approach to nature space management and participation.

The Workshop was attended by the Chair of Friends of Farthing Downs, a member of Old Coulsdon Residents Association, and secretary of the East Coulsdon Residents Association, and a local resident and member of the Friends group. Others attending included a representative of the British Horse Society, three officers from Croydon Council representing Parks, Countryside and Coulsdon teams, Mathew Frith of the London Wildlife Trust, Tyréns team, and Dominic North of Id Verde, the Countryside Ranger for Happy Valley. Councillor Margaret Bird attended the end of the workshop. Apologies were received from Peter Underwood of Trust for Conservation Volunteers, Beth of Wild in the City from Steve Wise City of London, from the Downlands Partnership, and Tollers Design Centre. The chairman of Caterham Pumas, representatives of Tollers Estate Action Group and Oasis Academy Coulsdon were invited, but did not attend.

5.3.4 Design of Workshops

The approach proposed was to engage stakeholders in the workshop around key themes, then to discuss who these themes might influence any proposals for the future of Happy Valley. The intention was to foster discussion in a structured way about what Happy Valley offered and what opportunities for funding might be available, and to annotate schematic plans/diagrams accordingly.

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

Theme cards and case study cards prepared for use at the previous workshop were distributed around the tables, to set out the team's priorities under each theme. A full set of all the cards included in the workshop is set out in the appendices. The thematic cards were each linked to a brief presentation by team members and by the invited speaker from London Wildlife Trust.

The themes were:

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

The intended plan was that themes would be introduced by speakers, then participants would discuss these themes at the tables.

5.3.4.2 OUTPUTS FROM THE WORKSHOPS

The participants did not wish to participate in the workshop as designed, having expected to be presented with proposals rather than being asked for their views and input. There was expressed distrust of the team and the process. Participants indicated their belief that plans were being kept from them, and that the team were hiding information and their true intentions.

Although the workshop atmosphere was strained at times, the participants did ultimately provide input, and indicated some ideas that might go forward to wider engagement, as well as articulating concerns over any change to facilities or activities within Happy Valley. The findings are illustrated in Figures 5.3.1 and 5.3.2. The views expressed in those figures are views of community members expressed at the stakeholder workshop on June 20 2017 and not the views of the council, the consultant team or any public body.

5.3.5 Stakeholder meeting with Croydon Officers 26th July 2017

Following Tyréns stakeholder workshop, Croydon officers held a further site meeting at Happy Valley with invited stakeholders. Some of the attendees had been present at the June workshop, others had been unable to attend. A full list of all attendees, meeting notes, and additional written representations received from Dominic North, the Countryside Ranger for Happy Valley, and from Graham Lomas, Chair of the Friends of Farthing Down and Happy Valley are included in the appendices to the report. In summary, the following proposals were put forward by officers for discussion, and supported in principle by the attendees:

- introduction of parking charges
- a new building for the ranger near the car park with visitor facilities (toilet, possible café), and space for school groups
- use of upper fields outside the SSSI for seasonal camping
- disabled accessible path to Tollers Estate, and to a new viewpoint
- 'natural play' and renewal of trim trail

Meeting notes were forwarded to Tyréns' team, and all items supported were included in the engagement documents prepared for wider community participation.

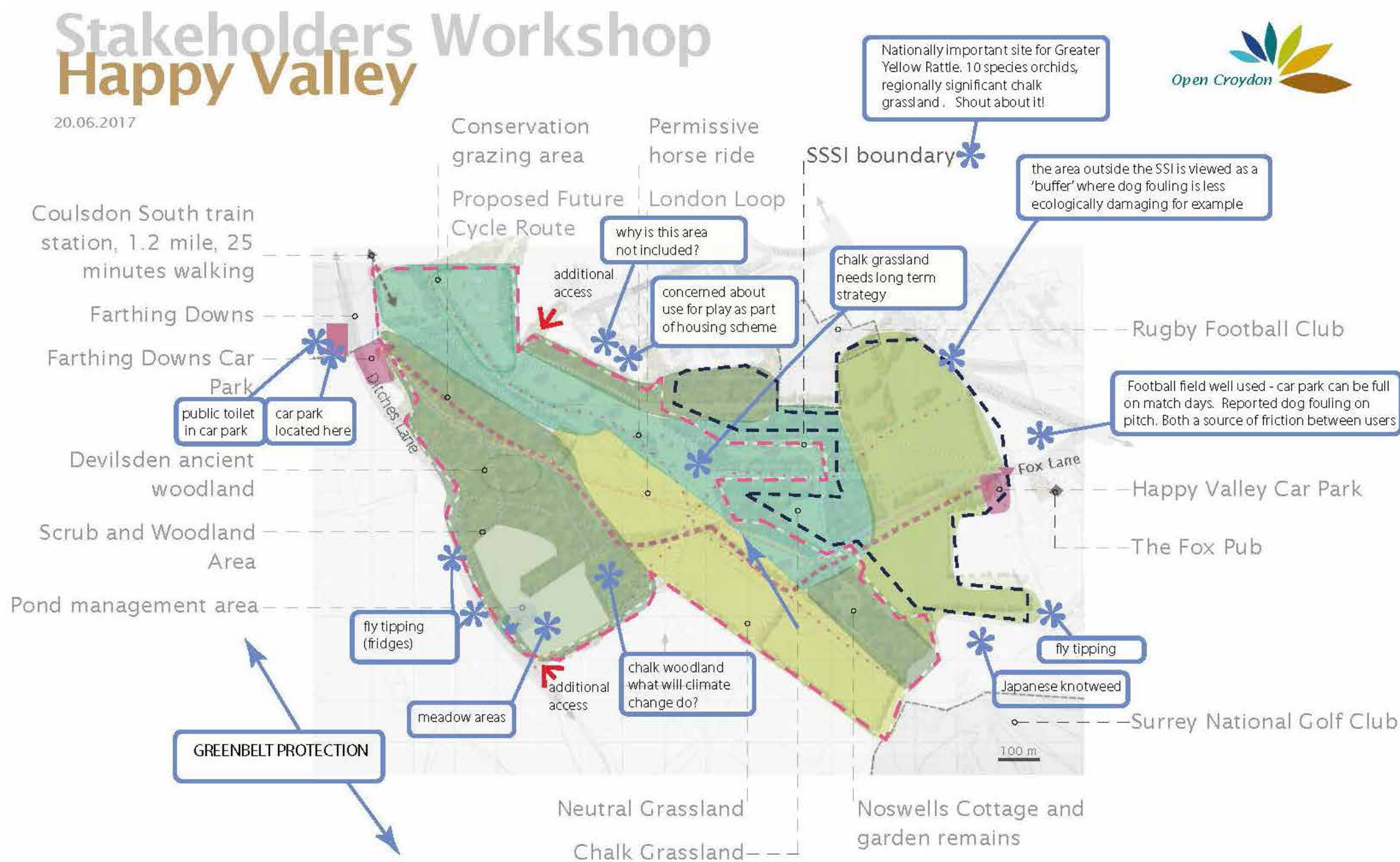


Figure 5.3.1 Stakeholder feedback

Stakeholders Workshop Happy Valley

20.06.2017

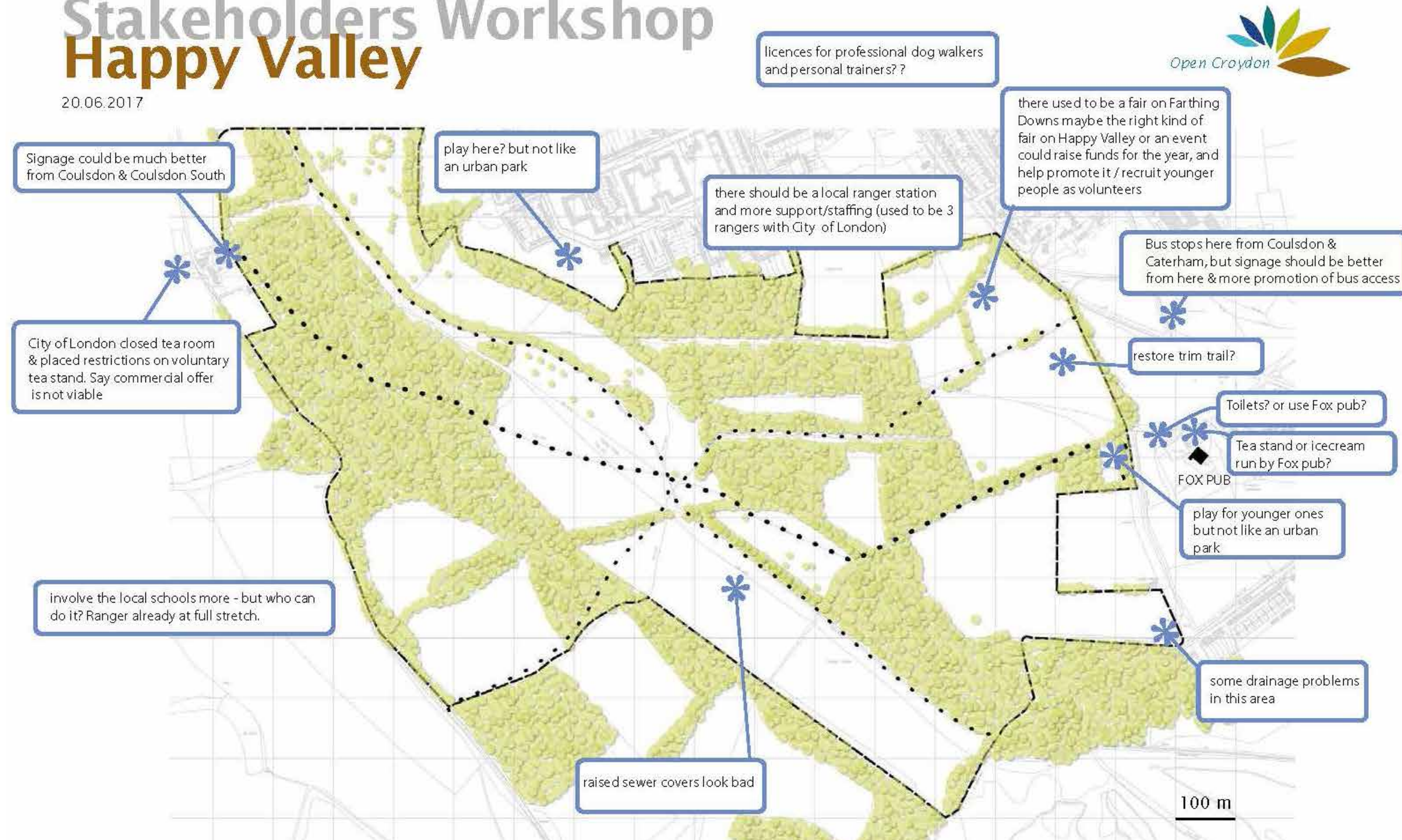


Figure 5.3.2 Stakeholder feedback

Stage 3 Local Resident Engagement 5.4

5.4.1 Objectives and Method

The purpose of the survey was to gauge likely community support for a range of proposals to improve and manage Happy Valley in the long term. As the country park is large, with many entrances, and no central gathering areas, locating a single point for engagement was deemed unlikely to result in high numbers of returns. It was decided to locate a stand near the Fox Pub, and the adjacent football ground, on a Saturday, when there would be some regular users coming on foot and by car, pub goers, and local families present for the Caterham Pumas sessions. At the same time, three team members were based remotely in Coulsdon town centre, engaging with passers by, all of whom might be expected to live within the country park catchment. The locations were advertised such that those who wanted to see proposals and talk with the team about them might be able to find us, however we specifically intended to reach people who would not 'self select'. We aimed to engage with a mix of ages, users, and potential users. Unlike at other parks, the face-to-face survey at Happy Valley had been scheduled for a date after the release of the online survey, under direction of the communications team. The impact of this is reflected on in the analysis.

The main survey took place between 12 noon and 4pm on Saturday 16th September in Happy Valley and Coulsdon town centre. The survey team at both events comprised six people with spatial design expertise. The weather was initially dry, but there were rain showers, however there were people present at Happy Valley throughout the engagement period.

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

5.4.2 Survey Returns

86 participants' returns were included in the analysis, with their views recorded on 80 survey sheets (some sheets represented multiple views). 31 of the participants who answered the question belonged to groups locally. 12 people who answered the question were members of the Friends group, 18 belonged to residents associations (11 respondents belonged to both the Friends and

a residents group, mainly East Coulsdon Resident Association), 10 were associated with Caterham Pumas, and two were in other groups.

The demographic characteristics of all the participants, where provided, are tabulated and represented graphically in figures 5.4.1. The ONS 2011 census identifies Coulsdon East ward as 48% male and 52% female. Around 23% of residents in 2011 were under 18, 6% approximately between 19 and 25, c. 22% aged 26-45, 29% aged 46-64 and the remaining 20% aged over 65. At the time of the census, 84% of ward residents claimed British white ethnicities, c. 5% claimed mixed ethnicities, 5% claimed British Asian ethnicities, 5% claimed black ethnicities. 6% of ward 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).

This ward demography differs from the wards surrounding other parks in our study, in that there are proportionately less people in the 26-45 age group in Coulsdon East, and a higher proportion of people claiming white ethnicities.

Compared with the Coulsdon East ward data in 2011, our survey has a higher proportion of females, an over-representation of ages 26-45, under-representation of under 25s and over 65s. The very small sample size for 19-25 means there is little scope to generalise for this age group's views in particular. The representation of people claiming non-white ethnicities is c. 5% in our survey, compared with 15% in the ward. There were no participants claiming Asian ethnicities, and the numbers of non-white participants is again so low that generalisations cannot reasonably be made from the sample. These variations from the ward profile will be reflected on in the analysis.

11% of participants claimed a long-term health issue or disability that impacted their daily life, compared with an expected level of 15% of the ward population. The views of disabled people are arguably reasonably well represented here.

51 of the 86 participants lived within 15 minutes walk of Happy Valley, 43 (half of) participants visited the park at least weekly (some more than once a day), and 13 of those who responded were rare visitors to Happy Valley. The remainder of those who responded visited between 4 and 15 times a year.

Under half of respondents claimed they traveled by car to access Happy Valley (36), a similar number walked, and only 5 participants claimed they used the bus to travel to Happy Valley.

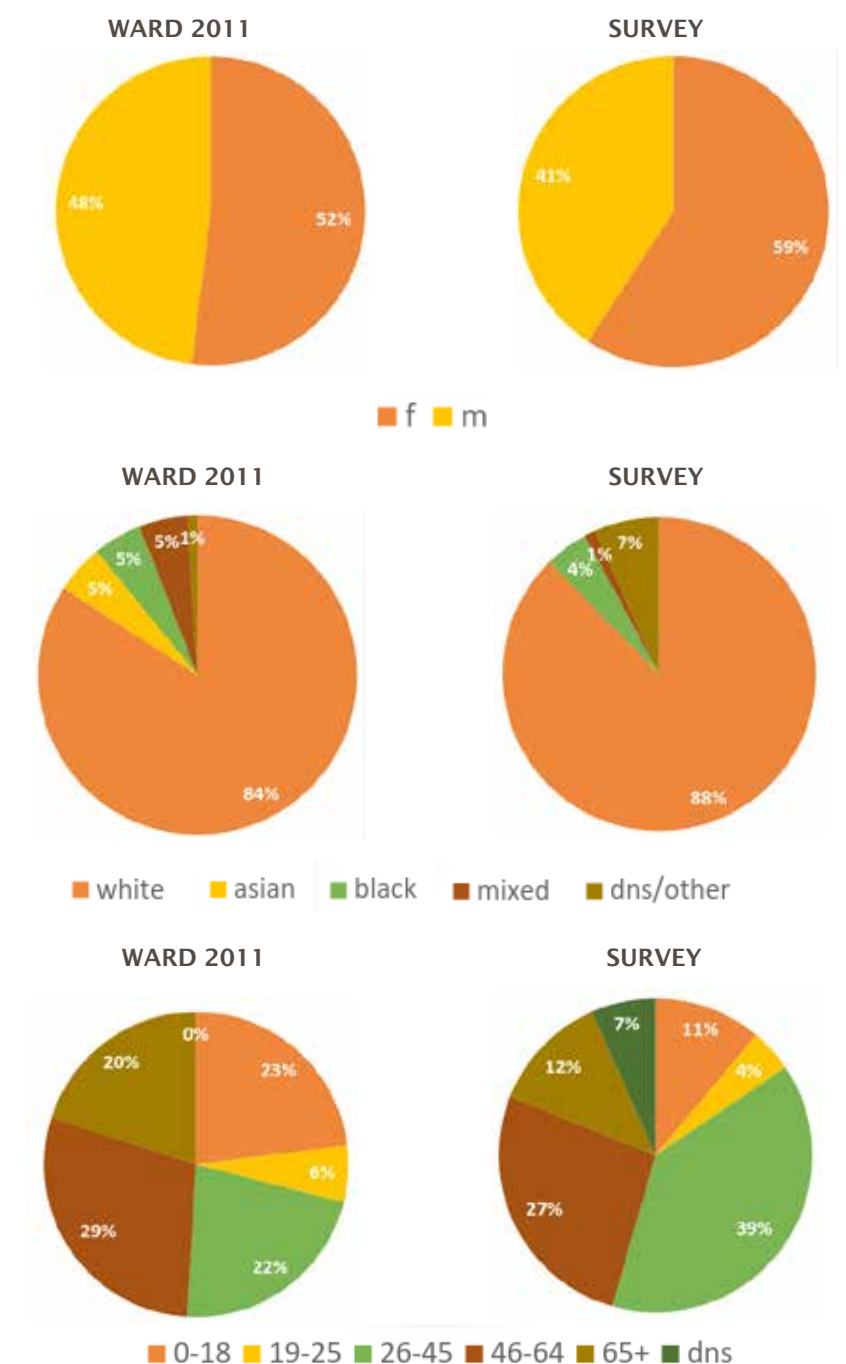


Figure 5.4.1 Differences in demographics between ONS census and survey returns

5.4.3 Key Findings

5.4.3.1 ITEMS THAT WERE WIDELY SUPPORTED

The most widely supported proposal was to protect biodiversity and natural character, with a score of 80.

Proposals achieving an overall score above 65 out of a possible 86 include: providing more information about the plants, wildlife and landscape; creating a disabled accessible path between the Fox and Tollers Estate; and finding ways to encourage greater involvement of school groups, and volunteers. Proposals with more than three people in support for any one opposing include those for play facilities at the Fox and at Tollers Estate, repairing the exercise trail, installing picnic tables, better trail marking, a viewing point, information signs at entrances and at points of interest, and retaining large areas within Happy Valley where dogs can exercise off the lead. The idea of a Ranger station was very close to this level of support, as was the idea of more guided walks.

The proposal to introduce a dog control area, and the proposal for holding appropriate events to raise revenue were supported by a majority of respondents, achieving a score of 34 in both cases, greater than 2 supporting for any one against. Other items were not supported or were more evenly split between opposition and support overall.

When results are analysed with different demographic characteristics there are some indications of differing priorities. A larger proportion of women supported the introduction of dog control areas (more than 2 to 1 in favour), and introducing events (more than 3 to 1 in favour) compared with men, who on balance supported both proposals but at a rate of less than 2 supporters for every opposer. Under 18s and 46-64 year olds had equal numbers opposing and supporting introduction of dog controls (lower support than the overall level), but almost all over 65s supported the idea (9 of 12), arguably a vulnerable group, and there was 3 supporting for 1 opposing in the 26-45 age group, an age group who would be most likely to be parents of young children.

It seems likely then, that the face-to-face survey slightly over represents the level of support for introducing dog controls, likely within the wider population, as there is an over-representation of women and of 26-45 within this sample. Nonetheless the survey indicates it would be supported by the majority in the wider community at a level around 2 supporting for every 1 against.

Only those over 65 showed lower levels of support for the introduction of events than that found overall. The over 65s showed equal opposition to support. The highest level of support for events within any age group was for

26-45, who were 3 to 1 in favour. Again, due to the demographic difference between the survey sample and the ward characteristics, it is likely that the level of support shown here over represents that which could be found more widely, but nonetheless, the survey indicates that this proposal is likely to be supported by a majority within a representative sample.

5.4.3.2 COMMENTS RECEIVED

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

- a need for facilities for people with disabilities, including parking bays, opportunities for disabled children’s play
- a dog washing station/ boot wash near the car park
- people value the ‘unspoiled’ countryside, and are concerned that more visitors or ‘facilities’ would detract
- the online survey was misleading compared with discussion, as it was difficult to understand the proposed extent of any new uses

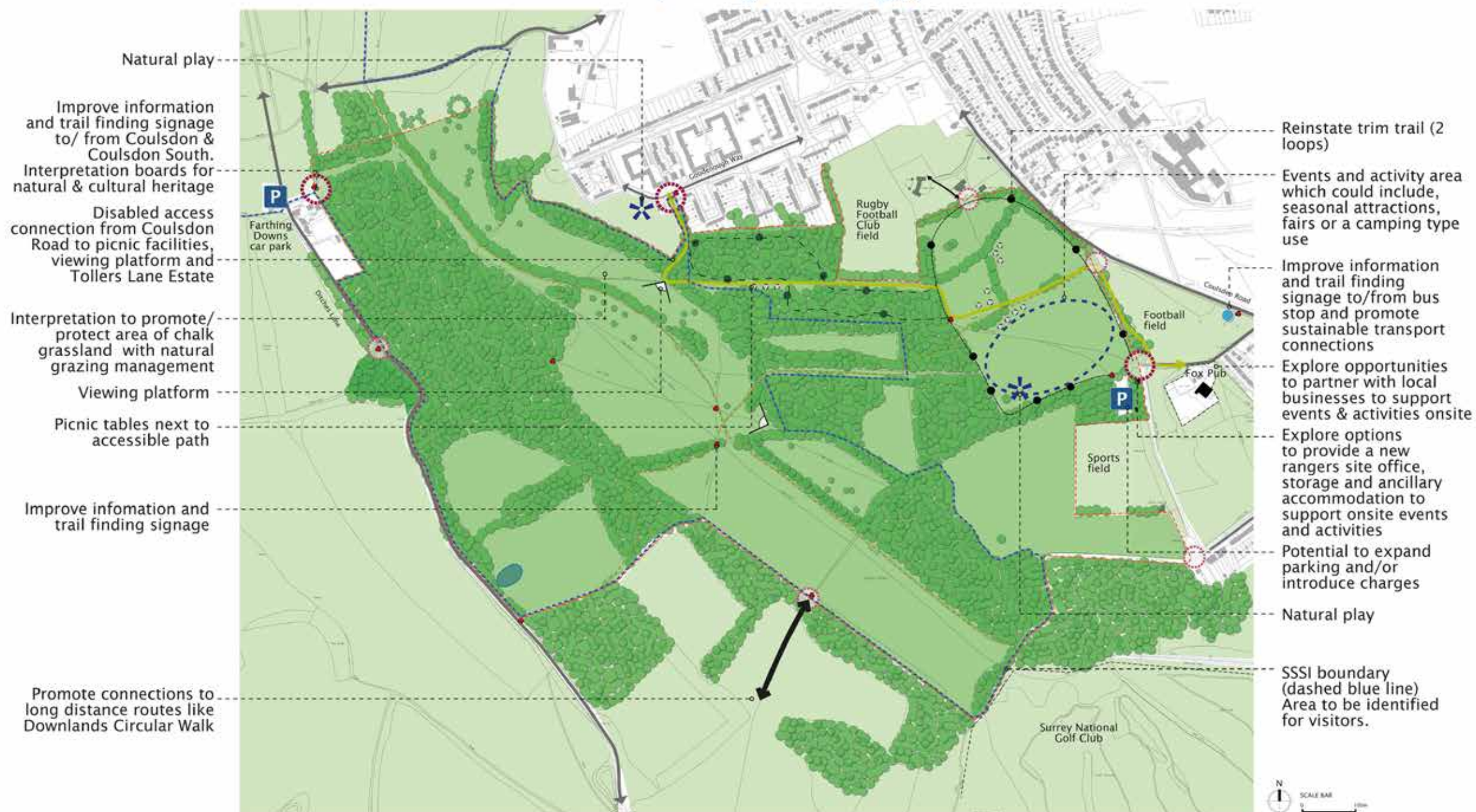
5.4.3.3 CONTROVERSIAL ITEMS

Introducing charges for any activity, or ‘commercial’ activity was generally not well supported, or was opposed. Less than 2 to 1 supported opportunities to partner with local businesses, though this was more supported than opposed. There was marginal support for paid for attractions, for men and for women. This was also true across the age groups, but for over 65s the majority opposed paid attractions. Paid for parking and camping were opposed. Just over 2 people opposed introducing parking charges, or camping facilities for every 1 supporting. Camping was seen as especially problematic following issues with travelers occupying the City of London land in recent times.

The suggestion of forming a fundraising trust, with a membership option, as a means to raise revenue for Happy Valley was supported by around one third of participants; one third had no preference and one third opposed.

There was marginal support for the idea that the council should consider Happy Valley being protected and managed by another organisation like the London Wildlife Trust, National Trust or similar, if there was not enough funding to continue with council management.

Happy Valley Parks Vision, Design Strategy, 2017



TYRÉNS

FOURTH
STREET
experts in place



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Figure 5.4.2 Key plan used during the event and design based consultation

Happy Valley Parks Vision, Design Survey, 2017

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

PLANTING

Do you agree that any planting proposals should aim to protect and enhance biodiversity and natural character at Happy Valley?

Agree ☐ No preference ☐ Disagree ☐

Should there be more information about the plants, wildlife and landscape, especially the rare and protected species, for people to enjoy?

Agree ☐ No preference ☐ Disagree ☐

PLAY

Do you agree that sympathetic natural play features, like balance beams, stepping stones or clambering boulders could be introduced near the parking by the Fox Pub?

Agree ☐ No preference ☐ Disagree ☐

Do you agree that sympathetic and adventurous natural play features, could be introduced as part of improvements to Tollers Lane play space?

Agree ☐ No preference ☐ Disagree ☐

DOGS

Would you agree with identifying some dog control areas, where owners keep dogs on a lead?

Agree ☐ No preference ☐ Disagree ☐

Do you agree with retaining large areas within Happy Valley where dogs can exercise off the lead?

Agree ☐ No preference ☐ Disagree ☐

SPORTS & ACTIVITIES

Do you agree the exercise trail should be reinstated, and be free to use?

Agree ☐ No preference ☐ Disagree ☐

Do you agree with the idea of picnic tables in the upper meadow areas?

Agree ☐ No preference ☐ Disagree ☐

Do you think the council should find ways to encourage more involvement of school groups, and volunteering activity?

Agree ☐ No preference ☐ Disagree ☐

Did you know its already possible to volunteer & help out with activities like repairing trails, installing steps and managing plants at Happy Valley?

Yes ☐ No ☐

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Happy Valley: Parks Vision, Design Survey, 2017

Are you interested in guided walks to hear about the plants, wildlife, history and geology that make Happy Valley and Farthing Down special within the UK?

Agree ☐ No preference ☐ Disagree ☐

Other country parks offer attractions, such as tree top walks, or outdoor experiences, that can help raise revenue to sustain natural open space. Do you agree the council should consider attractions that should be paid for?

Agree ☐ No preference ☐ Disagree ☐

Would you be happy to see any seasonal uses, like camping, caravanning or glamping to help raise revenue?

Agree ☐ No preference ☐ Disagree ☐

Would you be happy to see appropriate events, like country fairs or plays / concerts to help raise revenue?

Agree ☐ No preference ☐ Disagree ☐

If you disagree with attractions, seasonal uses or events, can you tell us your reason?
Are there any kinds of attractions, or other revenue generating uses that you think are appropriate for Happy Valley? (you can use the space at the end of the form too)

.....

STRUCTURES & CIRCULATION

Would you like to see trail marking for different types of route for example marked circular short walks and longer walks, as well as connections to long distance routes?

Agree ☐ No preference ☐ Disagree ☐

Would you like to see information signage about natural & historic features, at entrances, and at points of interest (POI)?

Entrances ☐ POI ☐ Disagree ☐

Making sure the needs of disabled people are considered is important to the council. Do you agree with a disabled accessible path, linking to the Fox & the Tollers Lane Estate?

Agree ☐ No preference ☐ Disagree ☐

Do you agree with making viewing points with information on the view, seats and trailfinding information like at Farthing Down?

Agree ☐ No preference ☐ Disagree ☐

Should the council consider charging for use of the car park, including discounted and yearly rates to help raise revenue?

Agree ☐ No preference ☐ Disagree ☐

Should the council provide office & storage for the Ranger, at Happy Valley, a space for schools, and possible seasonal facilities?

Agree ☐ No preference ☐ Disagree ☐

Where should this be?

Should the council explore opportunities to partner with local businesses, to provide visitor facilities, manage events, activates or provide outdoor catering?

Agree ☐ No preference ☐ Disagree ☐

OTHER

Funding for parks is becoming harder to find, the council are considering what they can do to ensure that sensitive sites like Happy Valley can be available for everyone to enjoy into the future. There are some ideas to raise funds discussed above, but there are other options too.

Would you consider becoming a member of a fundraising Trust contributing a small membership fee each year to Happy Valley to help support the natural beauty & wildlife?

Agree ☐ No preference ☐ Disagree ☐

Do you think the council should consider Happy Valley being protected and managed by another organisation like the London Wildlife Trust, National Trust or similar?

Agree ☐ No preference ☐ Disagree ☐

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 the Friends of Farthing Downs? Yes/ No

Are you in a residents group or other club or group based locally? Yes/ No

if yes, which

Do you live in 15 minutes walk of Happy Valley? Yes/ No

How often do you use Happy Valley ?.....

How do you travel to Happy Valley mostly?.....

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

Figure 5.4.3 Questionnaire used during the event and design based consultation

Online Engagement Analysis

5.5

5.5.1 Profile of Respondents

1,342 returns were received regarding proposals for Happy Valley from the online survey, an uncharacteristically large response, being equivalent to 14% of the voting population in the surrounding ward. This level of response is not reflected in responses to any of the other online surveys included within this study.

1,109 answered questions regarding their proximity to the park and 55% of these returns were from people living within 15 minutes walk of Happy Valley. A very high number of the participants of the 1,109 who answered were members of local groups, 55 were members of the Friends group, 427 (nearly 40%) were members of a residents group in the area. Old Coulsdon Residents Association and then East and West Coulsdon Residents associations were most frequently named. Of 1,103 people who provided information on their visit frequency, 413 reported using the park at least weekly, 554 were less frequent but still regular users, visiting between fortnightly and quarterly each year. The remaining 136 respondents to this question used Happy Valley infrequently, or didn't use it. Several of this group had been frequent users in the past, but had reduced their visits, having moved away from the area, or because of old age and mobility impairment. A few responses were received from people who had never visited Happy Valley, but were nevertheless concerned for what they represented in their answers as potential threats to the SSSI or to free countryside recreation space more generally.

5.5.2 Online Sample Analysis against ward demography

The returns from the online survey as presented to the team cannot be interrogated to assess whether support or disagreement with any proposals could be linked to any demographic characteristic. For example, we cannot isolate responses for people with disabilities, or women, we can only know how many respondents claimed these characteristics within the total.

This prevents use of the data for identifying shared issues or preferences associated with protected characteristics, which would allow reflection on responses from an equalities perspective. It is possible however to assess whether the sample is representative of the local resident population, or whether it is weighted more heavily to any particular group, and to reflect on responses with any weighting in mind.

Between 1,111 and 1,121 people provided information on their age group, disability, ethnicity and gender. Only 6% of respondents claimed a non white ethnicity compared with circa 15% in the ward, though the percentage of people claiming Asian ethnicities at almost 4% is near to ward levels. Of the 971 who claimed male or female gender 61% claimed female. (1,113 responded to the question in total but the census does not report other gender identities). 88% were aged over 45 in the sample, compared with ward levels of 51%. The greatest over representation was of ages 45-64. Only 2% of respondents claimed an age under 24 years, compared with 29% of ward residents. With c. 13% indicating they had day-to-day activities limited because of a health problem or disability compared with c. 15% in the ward, the number of respondents claiming disability is close to ward levels.

We can say then that the sample though large, is heavily weighted towards older people, than the ward profile, and than the face-to-face survey, to people who claim a white ethnic group, and to women. The survey has not provided a representative sample of respondents.

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

The sample is skewed in comparison with ward demography, as discussed above, however it represents a statistically large dataset, and consequently, it is still helpful to reflect on whether the online data shows any differences to the face-to-face sample, a statistically small sample, and to reflect on any differences found.

In the online sample all proposals that were well supported in the face-to-face survey were also well supported online.

There was some variation however. Three items that had been supported in the face-to-face survey were strongly opposed online. There was opposition online to any introduction of paid for attractions (19% in favour, 72% against), and for the idea of appropriate events to raise revenue (24% in favour to 66% against). Partnering with any local business to provide catering etc. was also opposed, 18% in favour, 68% against where it had marginal support face-to-face.

There was far greater support for the idea of handing over the management of Happy Valley to another organisation, such as the London Wildlife Trust or National Trust compared with the face-to-face survey with 64% in favour compared to 19% against, where face-to-face support for this proposal had been marginal.

5.5.4 Comments received online

Space was provided for comments, and several questions asked for explanations of views expressed. With over 1,000 responses there is no space to provide detailed reporting. There were some voicing support for the various ideas, including several supportive comments regarding disabled access and improved wayfinding and interpretative information. There were suggestions that the council should promote Happy Valley more widely. Many felt some kind of tea facility and toilets would be welcome. The majority of comments however were less supportive, and expressed fear that increased use and commercial activity would threaten the precious ecology, the countryside character, and the general tranquillity of the area which the respondents valued highly.

There was also expressed lack of trust that revenues raised would be directed to the management of the green space, and some disbelief expressed regarding revenue shortages for green space management. Parking charges were framed as being likely to lead to parking on verges and in the housing area adjacent, and there were concerns, as at other parks, that events would lead to issues of traffic congestion, disturbance and littering.

Overall Engagement Summary

5.6

5.6.1 Equalities Issues

Neither face-to-face engagement nor the online survey reached a representative sample of young people, nor of people from ethnic minorities when compared with ward statistics from the 2011 survey. There is evidence from other surveys at Happy Valley, and an indication from national studies, that under-representation of both groups is likely to be an issue here, where the mix of activities and infrastructure is not compatible with the preferences of all, and access for those without private vehicles may be constrained. Targeting work with local schools could well increase participation, while proposed infrastructure improvements may help to build greater understanding of, and interest in, the unique offer at Happy Valley.

5.6.2 Conclusion

There was a very high level of participation from some groups living around Happy Valley, and from many current users. There was general support found for all proposed improvements to free to access facilities, and generally levels of opposition to revenue generation within the park itself. Overall the views expressed online showed similar patterns of support or opposition to those found through face-to-face engagement especially when compared with returns from ages 45+, however online views were more extreme, both supporting and opposing proposals more strongly than had been found face-to-face. Qualitative responses online seem to suggest higher levels of 'fear' for damage to Happy Valley than were found in the face-to-face survey.

This may be evidence of the effect termed "self selection bias" where those who elected to seek out participation, in this case in the online survey, may be motivated to do so because they have specific predispositions, and as a result the sample will be skewed in terms of this opinion compared with a more objective sampling method.

It may also indicate that the materials produced were not sufficiently legible for use online without explanation, and had been misinterpreted or at least interpreted differently than when team members were available to aid understanding.

The face-to-face survey happened after the online survey had been published and 600 returns already received. Several attending the site based events had already taken part online, and reported that they, and others they knew responding to the online survey, had imagined proposed changes described in the questionnaire as having a far wider scope than was actually proposed by the team. Participants stated this had, prompted more negative reactions as a result. Anecdotally, contacts had encouraged each other to participate, framing the proposals as wide reaching, and likely to be damaging even to protected habitats. The concern expressed in qualitative answers online indicates that some proposals may have been opposed strongly because they had been misconstrued.

There is evidence of a lack of trust between local residents and the council regarding Happy Valley. This was expressed by participants directly, and may also be a factor in the level of support expressed for alternate management of the park if revenue funding cannot be found for its ongoing maintenance. Having said this, there was an appetite expressed for some forms of fundraising and revenue generation, and the majority of proposals were well supported, allowing space for some optimism that trust can be built, and partnership working with the community is possible for the longer term.



APPENDICES

Case Study Themes

Stakeholders' Workshop

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

THEMES
Burgess Park, Southwark

People in Parks

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

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

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

Qualities

Inclusion/Equities	10
Wellbeing	10
Community Building	10

SHAP, FOURTH STREET, TYRÉNS

THEMES
Queen Elizabeth Park, Water Play

Activity in Parks

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

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

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

Qualities

Play	10
Sport	10
Health	10

SHAP, FOURTH STREET, TYRÉNS

THEMES
Belair Park, Southwark

Climate & Biodiversity

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

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

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

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

Qualities

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

SHAP, FOURTH STREET, TYRÉNS

CASE STUDIES
Belair Park, Southwark

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

Qualities

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

SHAP, FOURTH STREET, TYRÉNS

CASE STUDIES
Burgess Park, Southwark

A significant £20 million investment ending 2015, addressed access & inclusion, improved walking, increased facilities for play & 18 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 environmental & community space, nursery care, sports hall, fitness trails, fishing, gardens, food growing, and a programme of events at different times throughout the year.

Qualities

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

SHAP, FOURTH STREET, TYRÉNS

CASE STUDIES
Kennington Park, Lambeth

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

Qualities

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

SHAP, FOURTH STREET, TYRÉNS

THEMES
The Wellington Park Café

Funding & Revenue

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

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

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

Qualities

Capital Costs	10
Volunteering	10
Revenue Funding	10

SHAP, FOURTH STREET, TYRÉNS

THEMES
Ladywell Fields, Lewisham

Culture & Heritage

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

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

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

Qualities

History & Heritage	10
Arts Programmes	10
Cultural events	10

SHAP, FOURTH STREET, TYRÉNS

THEMES
Brockwell Park, Lambeth

Food, Education & Training

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

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

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

Qualities

Education	10
Training	10
Food	10

SHAP, FOURTH STREET, TYRÉNS

CASE STUDIES
Brockwell Park, Lambeth

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

Qualities

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

SHAP, FOURTH STREET, TYRÉNS

CASE STUDIES
Horniman Gardens, Lewisham

The Horniman Gardens was awarded a £1.5m Lottery money to unite the museum and its 18 acres of gardens. The museum's collections are now reflected through planting and interpretation including world food garden, insect areas, medicinal garden, & musical play. There is another play area, a nature walk, and a meadow field where dogs are allowed off the lead. Community & education activities are in a pavilion near an ornate wall. 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

SHAP, FOURTH STREET, TYRÉNS

CASE STUDIES
Ladywell Fields, Lewisham

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

Qualities

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

SHAP, FOURTH STREET, TYRÉNS



Parks Trust, Milton Keynes

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

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



The Level, Brighton

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

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



Victoria Park, Tower Hamlets

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

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



Ashburton Park, Croydon

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



Park Hill Park, Croydon

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



South Norwood Lake, Croydon

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



Queen Elizabeth Park, Newham

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

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



The Wandle Trail, South London

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

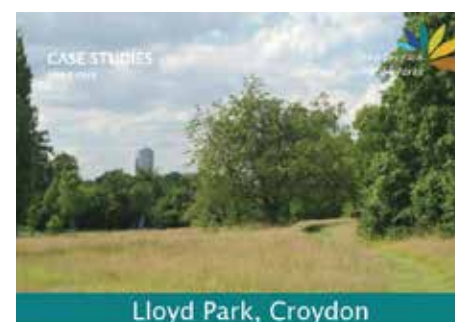
Qualities	
People & Community	7
Active Lifestyles	8
Climate & Biodiversity	9
Culture & Heritage	10
Food, Education & Training	8
Funding & Revenue	8



Wandle Park, Croydon

The River Wandle was 'dedicated' from a culvert under the park with 4.3 km lottery funds in 2012. At the same time new paths, seating, signage and interpretation were installed, bankland restored, play area redesigned, including hard & sound play. The 1950s pavilion was upgraded to provide cafe, toilets and changing facilities. Free activities now include skate park, table tennis, ball court, 10m trap 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

Meeting Notes - 26.07.17

Happy Valley Stakeholders

Attendees

Dominic North – id verde
Andrew Williams – Croydon Council officer
Bartholomew Wren – Croydon Council officer
Graham Lomas – Friends of Farthing Downs
Lewis White – Representative of a residents group
Gill Hickson – Volunteer City of London
Jan Campion – Croydon Ramblers
Peter Southgate – Croydon Ramblers
Sean Grufferty – Downlands Partnership grazing officer
Connor Harrison – Downlands Partnership grazing officer
Cllr Chris Wright – Coulsdon East
Cllr Margaret Bird – Coulsdon East

Notes

- Parking is an issue at peak periods, especially when the Caterham Pumas are playing – attendees were supportive of the introduction of parking charges to raise revenue for use towards landscape and site management.
- Dominic currently has an office off-site at Grange Park, this is unsuitable due to its location. A building is situated at the car park which is now only used for the storage of low value items due to vandalism. It would be preferable if the ranger were on-site. Options should be explored to clear a space in close proximity to the car park for a new mixed use building, this could include – site office, community room, visitor information point, and an accommodation offer e.g. youth hostel or camp site facilities (showers, laundry and washing areas).
- The fields adjacent to the car park are the least sensitive part of the site, and are situated outside of SSSI and Local Nature Conservation designations, this area has the greatest potential for a campsite use. Well managed pitches could be a revenue generator for Croydon Council and require very limited permanent urbanising infrastructure. Any offer should not compete with the Fox Pub.
- Access and surfacing was discussed, this currently includes a tarmac and crushed stone paths leading from the car park. Within the SSSI of Happy Valley paths are natural and often steep with timber thresholds where necessary. Stakeholders did not think that it would be suitable to introduce any additional hard surfacing to allow disabled access, due to the landscape impact. Footpath erosion is not currently a concern. Renewed pedestrian access from Tollers was supported subject to suitable access restrictions, e.g. stile or kissing gate to prevent quad and motorbike riders gaining access. The current access has become overgrown.
- A suggestion was to provide two viewing platforms at a higher level with associated tree and vegetation clearance (subject to consent), to provide

points for those with wheelchairs and pushchairs etc. These are marked on the attached scanned plan and would be accessible from the eastern side.

- Natural play was supported, including climbing equipment placed along paths within the less sensitive parts of the site, this could be constructed from timber cut within the site. The reintroduction of a trim train was also supported.
- Site management - It is clear that the site is well managed using techniques including natural grazing and coppicing. These practice should be continued, and Dominic would like to extend the natural grazing activities with the Downlands Partnership, however there is no money to do this a present. Grant funding for maintenance is currently half way through a 10 year scheme with the HLF (agri-stewardship agreement). There is no current direction regarding funding beyond this.
- There are no opportunities to extend sports activities on land that is within Croydon Borough, the borough boundary being at the fence line beyond which the Caterham Pumas have their training ground. Cross country running is however supported on the main routes through the park, which are used by the South London Harriers for training and race routes.
- School groups should be engaged in volunteering for landscape management and education activities, an on-site built facility could help to facilitate this.
- Mountain bikers are infrequently seen at present and not considered to be a nuisance. Intensive use for mountain biking was not supported. Road cycling along Ditches Lane (The London Loop) was not considered an issue (City of London land).
- Littering is an issue at the car park, however additional bins and seating through the site were not considered to be necessary. Dominic can provide figures for the number of benches and bins through the site – these require maintenance.

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