

Route to the Hills: Development Plan Final Report October 2010



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Executive Summary

The Route to the Hills Development Plan forms the first stage in the continuing lifecycle of two primary open spaces and the wider community and tourism opportunities within Malvern. The Development Plan has considered background information, site appraisals, community aspirations and stakeholder views to formulate an integrated approach to help prioritise investment and provide a focus for long term activity. In essence the Development Plan is a framework with the emphasis on setting priorities based on:

Priority 1: Start With the Parks

Getting the basics right, enhancing maintenance and ensuring general health and safety.

Priority 2: Introducing New Concepts and Ideas

Formulating community action and long term planning to help secure additional funding and focus on specific development projects related to the town, open spaces and links to the Malvern Hills.

Priority 3: Realising the Vision

Completing long term infrastructure projects and providing a sense of “Well Being” for Malvern.

During the process of developing the plan, a number of issues were highlighted, which related to both maintenance and the strategic / management development, these elements have been highlighted as specific actions. Both issues do however share the same vision: “Well Being Malvern” and will seek to enhance the wider aspirations for all stakeholders.

Underlying the vision are the design concepts of water and light. These two components will be used to inform all aspects of future initiatives and will form the cross cutting themes for the future. Within the framework of the plan it is anticipated that actions will be pursued through a partnership approach and that the estimated investment costs are as follows:

Priority		Investment Cost
Priority One	Start With the Parks	£255,700.00
Priority Two	Introducing New Concepts and Ideas	£1,337,000.00
Priority Three	Realising the Vision	£2,856,500.00
TOTAL		£4,449,200.00

The plan has been designed to be delivered using a phased approach; each phase being developed in line with the funding available at the time. Some aspects of the plan will be able to be delivered using available funds, as a part of the Council or one of the partner organisation’s core work programmes (eg. park maintenance) or through the development of projects by voluntary sector organisations (eg. the development of signage and interpretation to indicate a “route to the hills”).

1.1 Background

- 1.1.1 Priory Park and Rose Bank Gardens form two of the principal public open spaces located in Malvern Town Centre. Both parks have a long history associated with their former uses as gardens of large houses, the origins of Malvern as an ecclesiastical settlement and the birth of the major spa town during the 19th century.
- 1.1.2 Malvern and the Malvern Hills form a significant tourist venue for over 1m visitors per year. The majority of visitors enjoy a wide breadth of attractions including the Malvern Hills Area of Outstanding Natural Beauty, The Malvern Theatres and activities such as the regular Malvern Well dressings and the history associated with the famous composer, Edward Elgar.
- 1.1.3 The importance of tourism to Malvern is well recognised and the existing parks have the potential to strengthen the economic regeneration of the Town. The Route to the Malvern Hills Project Group has been established to explore the linkages between the Town and the Malvern Hills and examine how wider landscape improvements can create a new dynamic; linking the Town and the Hills together for the betterment of the community, local businesses and visitors alike.
- 1.1.4 This report has been commissioned by the Route to the Hills Project Group with the specific intention of pulling together current thinking and ideas and providing a framework for the enhancement of both Priory Park and Rose Bank Gardens to encourage visitors the Malvern Hills via the Town. Pleydell Smithyman Limited was commissioned by Malvern Hills District Council in late March 2010. Our work has included consultation with various stakeholder groups, open sessions with the community, site analysis and project meetings and has been completed in accordance with the 'Project Brief for Landscape Consultants (March 2010)'.
- 1.15 In general terms the information contained within this report has been completed to address the following outputs specified within the Project Brief:
- Completion of a project report and action plan covering both Parks, with clear priorities and phases suitable for any application for funding;
 - A visual scheme plan of the proposed schemes for both parks and integration with the surrounding areas;

- A priced budget of the proposed scheme;
- Recommendations of potential funding sources linked to specific aspects of the scheme.

1.2 Methodology

- 1.2.1 Pleydell Smithyman Limited has conducted research, consultation and site evaluation based on the following methodology:
1. Baseline Review. Initial site appraisal, understanding local strategic context, informal consultation with stakeholders and desk top research of relevant documents.
 2. Analysis. Analysis of physical constraints and opportunities, assessment of visitor flow and movement and evaluation based on the Green Flag Award criteria.
 3. Consultation. Review of previous consultation data, open day within the park, one to one stakeholder interviews and assimilation of consultation feedback from sessions held with young people using the parks.
 4. Development plan. Interim reports and strategy for project group and visualisation of concepts. Cost summary and external funding strategy.
- 1.2.2 The scope of the work to produce the Development Plan has focused on ensuring that any proposals are realistic, sustainable and in line with the objectives of the original brief. It is anticipated that the report will be used by the Route to the Hills Project Group and Council Officers to prioritise capital expenditure and plan external funding applications.

2.1 The Route to the Hills Project Group

2.1.1 The Project Group is being led by Malvern Hills District Council to coordinate proposals and ideas related to the Route to the Hills Project. The Project Group has a range of interests and reflects a broad spectrum of stakeholders. Stakeholders within the group include:

- High Street Great Malvern;
- Malvern Civic Society;
- Malvern Hills Conservators;
- Malvern Town Council;
- Malvern Hills District Council, Environmental Services;
- Malvern Hills District Council, Community and Economic Development;
- Malvern Hills District Council, Planning

2.2 Priory Park

2.2.1 Priory Park is located between the Council offices to the North, Splash Leisure Centre to the East, Malvern Theatres to the West and the extended green infrastructure to the South. The park forms a major facility for the local community and visitors alike. The 2.98 hectare venue hosts:

- Children's play area;
- Ornamental lake;
- Bandstand;
- Promenade/seating area and network of walkways;
- Large specimen trees;
- Small garden and shrub planting areas;
- Water features and memorials.



2.2.2 Local residents and visitors consider Priory Park to be the Town Park for Malvern and this is manifest in the many community events and activities that are held there during the year, including the Malvern Fringe and live music held in the Bandstand.

2.2.3 A key feature of Priory Park is the interesting and diverse collection of mature trees, many of which have been planted to commemorate visits by high profile people or civic events.

2.3 Rose Bank Gardens

2.3.1 Rose Bank Gardens forms the site of the former Rose Bank House, which was demolished in 1900. The area was donated to the Town by C.W. Perrins (he of Worcester Sauce fame) in 1918 and has since been managed by Malvern Hills District Council. The gardens extend to approximately 1.52 hectares and are formed of open areas of amenity grassland, impressive terraced walkways and stone retaining features, shrub planting and mature trees. Rose Bank Gardens underwent some refurbishment in 1998 with the completion of new hard surfacing, entrance point, interpretation and a seating area completed adjacent to the main entrance off the Wells Road.



2.3.2 In more recent times, the Council have sought to complete a fundamental refurbishment of the gardens and commenced work on a Heritage Lottery Fund application for Parks for People in 2005. Since 2005, the Council has continued where possible with restoring views and recreating vistas through the removal of mature Yew trees adjacent to the western boundary parallel with Foley Terrace.

2.4 Priory Churchyard and Belle Vue Island

Within the context of the Route to the Hills project, the proposed route and project encompasses elements outside the boundaries of the two parks and include the Churchyard of Great Malvern Priory and Belle Vue Island. The two areas form the physical link between Priory Park and Rose Bank Gardens and transport links and the Hills.

2.5 Tourism and Malvern

2.5.1 The Route to the Hills Project has been established primarily (but not exclusively) to encourage visitors coming to the Malvern Hills to use the town centre and local facilities. The Malvern Hills Tourism Impact Assessment (2007) outlines the following summary:

- In 2007, 1.7 million visitors came to the Malvern Hills District;
- 1.5 million visitors are day trippers with 0.2 million classed as overnight visitors;
- Approximately £80 million was spent by tourists in 2007;
- On average approximately £7 million was spent by tourists each month;
- It is estimated that approximately 1661 jobs are directly related to tourism in the Malvern Hills District.

2.5.2 The Route to the Hills Project Group recognises that the majority of day trippers and visitors tend to focus their visit on the Malvern Hills rather than exploring the wider Town. The Project Group is keen to exploit the potential of the tourism market and envisage that the Development Plan will form the focus for stimulating regeneration and further tourism based activity.

2.6 Management and Maintenance

2.6.1 Various locations including both Priory Park and Rose Bank Gardens are managed and maintained by Malvern Hills District Council. The operations team within the Environmental Services Department has the day to day responsibility for overseeing grounds maintenance and litter collection with an estimated budget of £165,980. The budget enables the Council to maintain grassed areas and central open spaces such as Priory Park, Rose Bank Gardens, Belle Vue Terrace, Priory Church Yard, Council Buildings and various other nominated areas across the District. During the course of 2008/09 and 2009/10 a further £30,000 was spent on additional enhancements and improvements particularly in Rose Bank Gardens and Priory Park.

2.6.2 Events, community involvement and projects outside of grounds maintenance are undertaken by a range of personnel from Malvern Hills District Council, including the Community Development Team.

2.7 Green Flag Award Assessment

2.7.1 In considering the form, function and maintenance of Priory Park and Rose Bank Gardens, Pleydell Smithyman Limited conducted an assessment of both spaces using the Green Flag Award criteria. The Green Flag Award is the national standard for managing publicly accessible green spaces and is based on the following criteria:

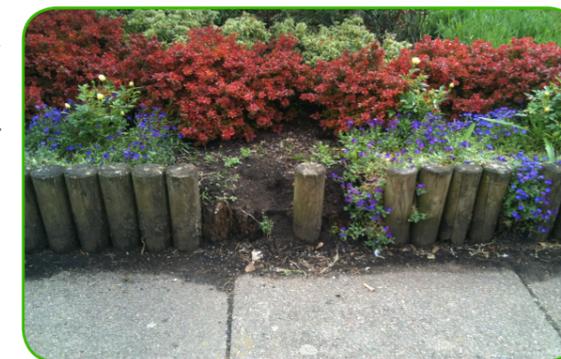
- A welcoming place;
- Healthy, safe and secure;
- Clean and well maintained;
- Sustainability;
- Conservation of heritage and natural features;
- Community involvement;
- Marketing;
- Overall management.

2.7.2 In summary both spaces have many strengths and opportunities for improvement. Based on the assessment, the following key issues have been identified in relation to the current position of the both parks.

2.7.3 A Welcoming Place

"When approaching or entering the park / green space, the overall impression for any member of the community - regardless of the purpose of their visit - should be positive and inviting."

- Opportunities to improve hierarchy of signage and information.
- Restrictive access for disabled and elderly visitors.
- Steps a barrier to existing / potential visitors.
- Orientation of Splash with Priory Park entrances.
- Sense of arrival at all entrances to Rose Bank Gardens.



2.7.4 Healthy, Safe and Secure

"The park/green space must be a healthy, safe and secure place for all members of the community to use. Any issues that have come to light must be addressed in the management plan and implemented on the ground. New issues that arise must be addressed promptly and appropriately."



- Actual and perceived anti-social behaviour.
- Priory Park used as through-route to the theatres but lighting is insufficient.
- Steps and footpaths.
- Infrastructure maintenance e.g. walls.

2.7.5 Clean and Well Maintained

"For aesthetic as well as health and safety reasons, issues of cleanliness and maintenance must be adequately addressed."



- Public perception of Rose Bank Gardens being "a bit of a mess".
- Poor quality footpaths and curbs.
- Evidence of anti-social behaviour such as graffiti.
- Horticultural maintenance and management needs to be consistent.

2.7.6 Sustainability

"Methods used in maintaining the park/green space and its facilities should be environmentally sound, relying on best practices available according to current knowledge. Management should be aware of the range of techniques available to them, and demonstrate that informed choices have been made and are regularly reviewed."

- Changes in maintenance to reduce costs and improve impact.
- Potential for community engagement and learning about sustainability.
- Management of mature trees and planning for the future.

2.7.7 Conservation and heritage

"Particular attention should be paid to the conservation and appropriate management of: natural features, wildlife and fauna, landscapes, buildings and structural features."

- Understand the heritage and the significance of parks.
- Listed status of features such as the bridge and band stand in Priory Park.
- Opportunities to provide information about the park's heritage.
- Connect with the heritage of the wider town.
- Protection and enhancement of landscape views / vistas.



2.7.8 Community Involvement

"The park/green space management should actively pursue the involvement of members of the community who represent as many park/green space user groups as possible."

- Understanding the existing and potential audience.
- Plan events and activities.
- Mechanism for involving people and groups in the decision making process.



2.7.9 Marketing

"The park/green space management should actively pursue the involvement of members of the community who represent as many park/green space user groups as possible."

- Tools for communication.
- Mechanism for customer feedback.
- "Joined up" strategy with train station / theatres / the Hills.

**2.7.10 Management**

"A management plan or strategy should be in place which reflects the aspirations of Local Agenda 21. This should clearly and adequately address all of the above criteria and any other relevant aspects of the park/green space's management."

- Development of management plans for both sites.
- Action plan and phased approach linked to budget.
- Engage the community in the management of the parks.
- Consider the development of a management plan for the route.
- Monitoring and performance.
- Lack of a single identified point of contact.

2.8**2.8.1****What does the community think?**

To help understand the current management of both spaces, Pleydell Smithyman Limited, along with the support of Malvern Hills District Council, invited members of the local community to attend an open session in the park on 4th June 2010. Detailed information regarding the issues raised is provided within Appendix A. Headline issues include:

- Access for all. Making sure the parks can be used and enjoyed by everyone.
- Children and young people. Making sure young people are represented and catered for.
- Signage and linkages. Providing clear signs and interpretative media to show the route to the hills.
- Facilities and equipment. Upgrading, replacing and providing new facilities for users.
- Events. Allowing and encouraging groups, clubs and individuals to hold events.
- Management. Having an understanding of the bigger picture and the priorities for the park.

2.9**2.9.1****What do stakeholders think?**

As part of the research base for the Development Plan, seventeen stakeholder groups were invited to attend face to face discussion sessions. Key themes arising from the discussions are provided within Appendix A and include:

- Funding. Long term funding of both sites to raise quality.
- Sustainability. Making sure projects have community support and do not increase overall liabilities.
- Access. Addressing access issues within the park and major crossing points.
- Lighting. Considering and installing directional lighting / bollards.
- Signage. Improving external and internal signage and having a consistent approach.
- Community engagement. Having a more formalised approach to community involvement and a vehicle for getting involved.

3.1 Evaluation

In considering the future direction of Priory Park, Rose Bank Gardens and the wider Route to the Hills initiative, a number of core themes have emerged from the site assessment, consultation and stakeholder interviews. Themes are based around opportunities and challenges for the future. Principal drivers for change include:

3.2 Communication and Information

The site assessment and feedback from people highlighted the need to address how both parks and their managers communicate with all users and visitors. This ranges from having a consistent approach to signage through to considering how marketing of the sites should be resourced and targeted. In the future, given the pressure on resources, there needs to be an overall framework and plan to address the general welcome and appeal of the parks through replacement and introduction of a standard approach to information. This can be achieved through practical steps such as agreeing a design brief for signage and rationalising and introducing new signage over a period of time. In addition, the management team should also consider a marketing plan that takes into consideration target audiences and puts in place events, activities and facilities for those groups. For example, family groups do tend to use the parks but there is no incentive to go and explore the hills. A simple “explorer pack” could be developed to encourage groups to explore the Town and hills from the family friendly base at Priory Park.



3.3 Management Planning

It is reasonable to state that resources for both parks and the proposed Route to the Hills Project are currently limited and this has an impact on the level and standard of maintenance. However there is an enthusiasm and willingness to try and move things forward and the Project Group and support from the Council is clear evidence of this drive.

Both parks have suffered from a lack of structured maintenance during recent years, primarily due to the heavy infrastructure of water features, retaining walls, terraces and network of footpaths, all of which require long term capital investment. A long term management plan, linked to available resources will be needed to address issues over an agreed period of time.



3.4 The Bigger Picture

Malvern, the Malvern Hills, the legacy of the spa and community facilities such as the theatres give Malvern a unique heritage and appeal to visitors. Strategically, the Route to the Hills Project can bring all these elements together and act as vehicle and focus for achieving many of the Council's and community's ambitions. For example, car parking was cited as a major concern within the Town. If the Town does need to address this then there is a role for the wider Route to the Hills Project to contribute to more sustainable forms of transport. A key initiative and project could therefore be to encourage and facilitate the use of the train station in partnership with rail providers and the project group. There are no doubt historical and anecdotal barriers to progressing this as a potential project but the focus should at least be on formulating a more strategic plan for transport and making this a key theme locally.



3.5 Partnerships and Delivery

The Route to the Hills project is an ambitious initiative and this report forms the first step in taking the ideas for the project forward. Much of the feedback from the community and stakeholder sessions centred on the ability of partners to achieve and deliver proposals. A critical component of the project will therefore be to determine the role, function and governance of delivery partners and examine how initiatives can be realised.

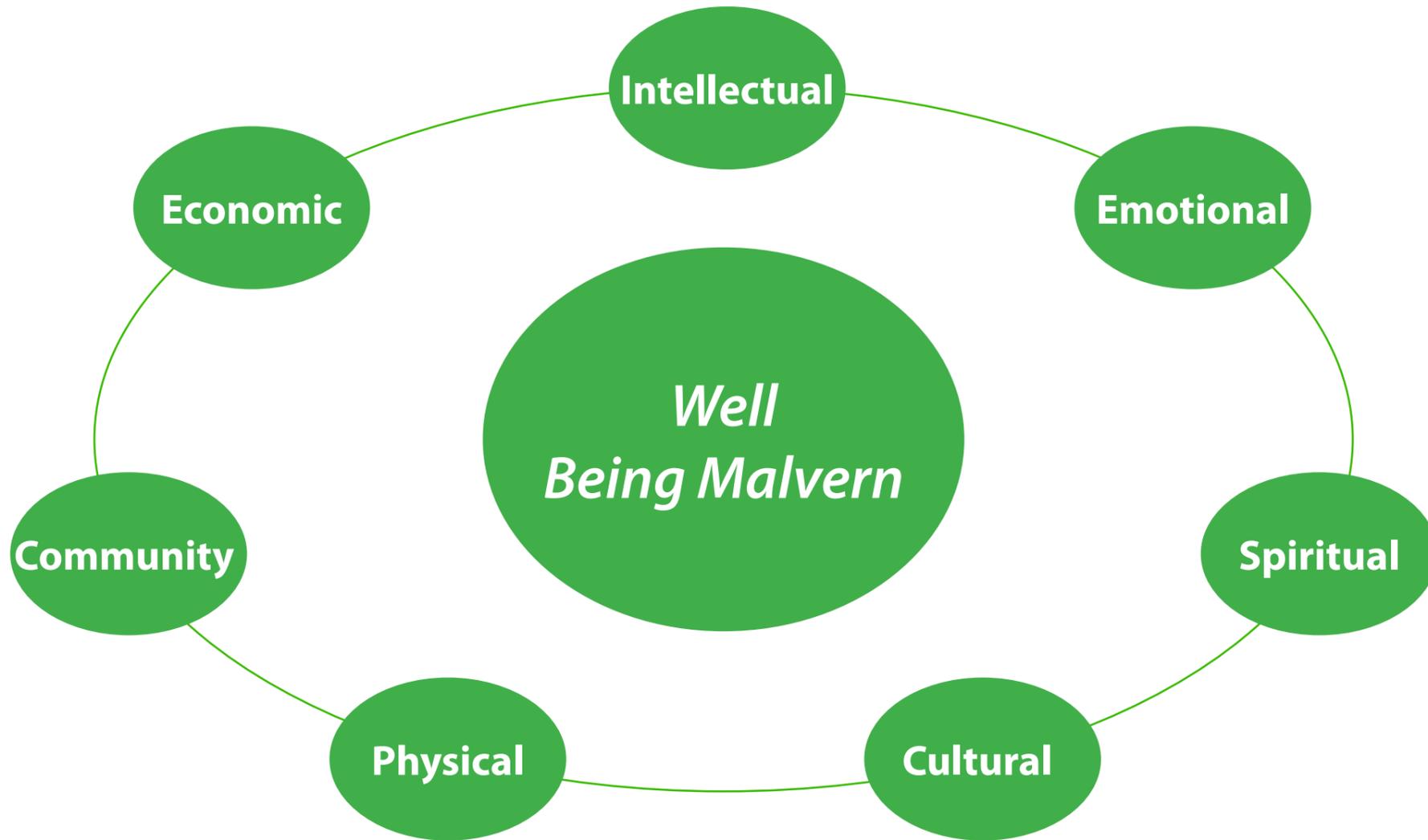
Despite the presence of the Project Group, new relationships and partnerships will need to be formed to help achieve the long term vision. This may for example, include establishing a trust or formulating a constituted community group, which will allow access to improved funding opportunities. In addition, new ways of implementing projects need to be assessed and evaluated. For instance, the use of volunteers or the parks as a training venue for young people is a good way of achieving enhanced standards through the voluntary sector rather than sole reliance on the local authority.



4.1 Vision

4.1.1 The vision for the Route to the Hills Project brings together a range of strategic aims, the aspirations of the community and the long term requirements for Priory Park and Rose Bank Gardens.

4.1.2 The vision of “Well Being Malvern” encapsulates how we interact with the environment on a range of levels, desires, aspirations and interests. The vision sets out to provide a framework for future regeneration activity and defines the cornerstone of potential projects. The project aims of the Route to the Hills Project have the potential to enhance:



Economic well being through the creation of new business opportunities and entrepreneurial activity;

Intellectual well being by stimulating the mind through lifelong learning and education;

Emotional well being by providing a stimulating environment for all the senses;

Spiritual well being by connecting with people and embracing a range of faiths, ideas and beliefs;

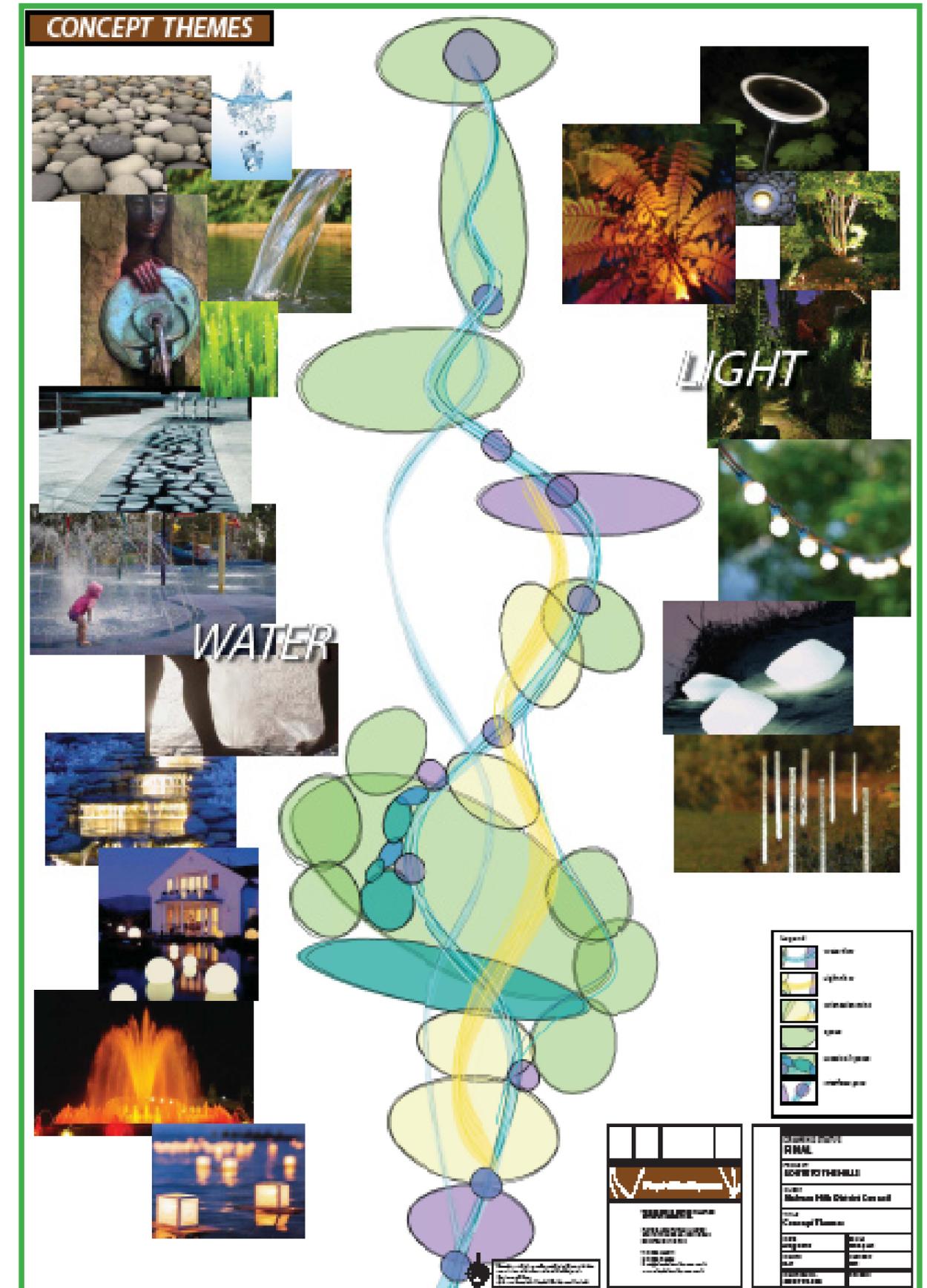
Cultural well being by being a venue for the rich arts, heritage and history of Malvern;

Physical well being by providing safe and diverse opportunities for sport, play and recreation;

Community well being by helping people of all ages and abilities become involved and represented in their local town.

4.2 Concept

- 4.2.1 Underlying the “Well Being Malvern” vision are the dual concepts of water and light; the basic building blocks of life.
- 4.2.2 Malvern is synonymous with water. The town is world famous for the spa and water treatments are culturally ingrained with the people who live and work in Malvern. The waters of Malvern act as connecting thread through the “Well Being Malvern” vision and will inform design philosophies, define projects parameters and create the themes for all activities related to the Route to the Hills Project.
- 4.2.3 Whether it is sunlight to help plants grow or illumination to guide us safely in the dark, light is essential for life. To complement the water concept, light will also be used as unifying theme to bring projects to life and create a sense of well being within the two parks. This could take the form of simply repairing gas lamps as part of a heritage restoration project or making bold design statements through the introduction of contemporary light sculptures. See Appendix B.



4.3 Management Strategy

4.3.1 From the outset of compiling the Development Plan, it has been recognised that any proposals have to, of course, have some ambition but also need to be realistic and sustainable. Pleydell Smithyman Limited has therefore proposed a three stage management strategy for both Priory Park and Rose Bank Gardens. This focuses on taking the vision forward in a meaningful way based on essential and desirable priorities, available resources and timescales for developing projects and securing external funding.

4.3.2 Priority 1- Start with the parks

This will form the first phase of work and will focus on planning changes, organising projects and addressing immediate and priority actions to improve standards and address compliance with health and safety legislation. Objectives will include:

- Establishing a project leader or manager for the project;
- Agreeing a terms of reference for the Project Group;
- Developing a marketing plan to drive communication;
- Development of management / maintenance plan;
- Investment and improvements to access;
- Investment and improvements to signage and interpretation;
- Investment and improvements to reduce maintenance liabilities;
- Investment and improvements to address health and safety issues;
- Seeking and securing external funding;
- Working towards and achieving a Green Flag Award for either park.

4.3.3 Priority 2- New Concepts and Ideas

The next phase of the lifecycle of the project will be to widen community involvement and improve general well being through new design areas, devolving management where possible and developing the physical route to the hills. During this phase, the priority will be to work with users, the community and visitors to develop new concepts and different ways of working to achieve the long term vision.

Key objectives will be to:

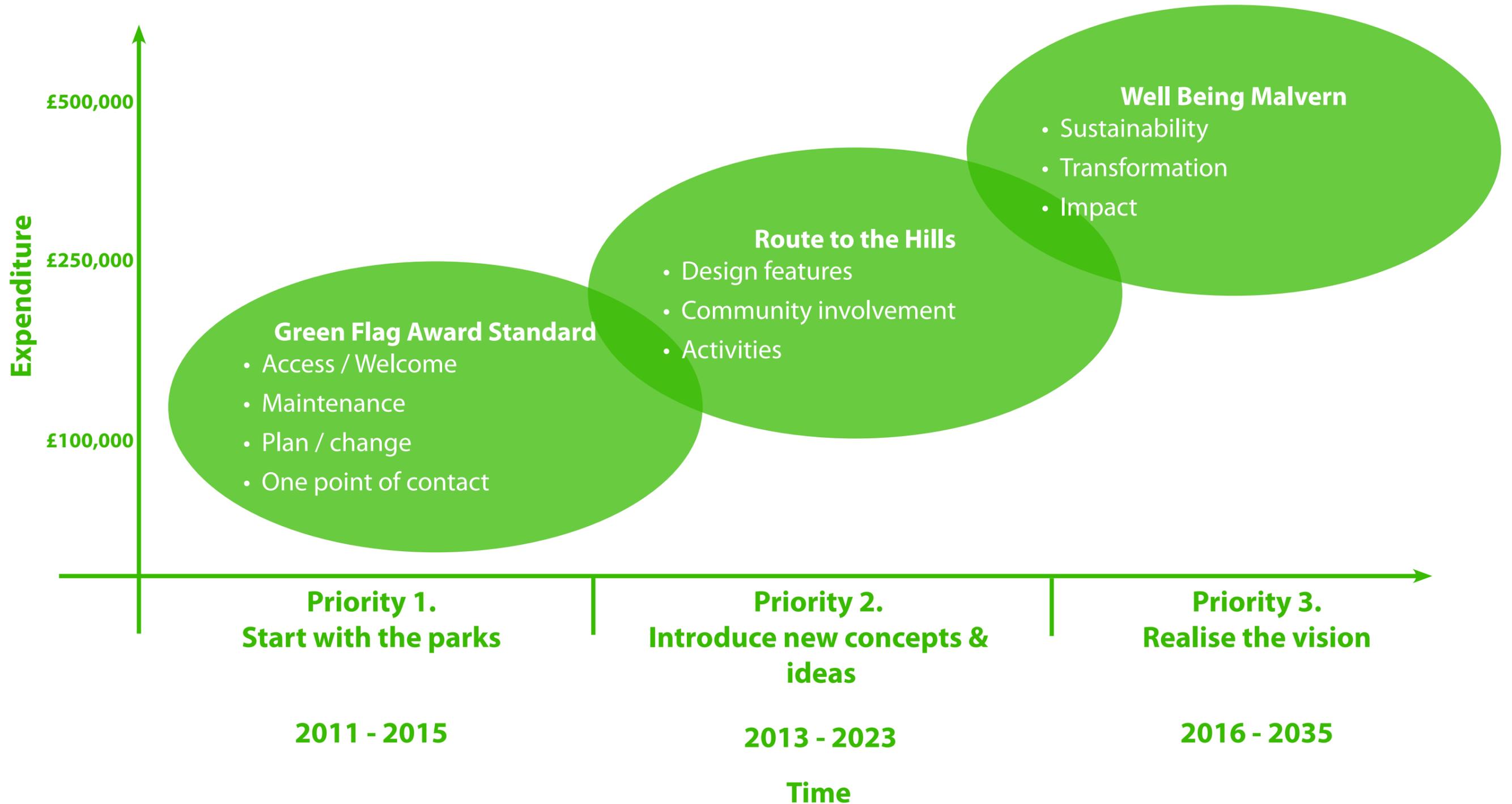
- Introduce new elements such as water features and play space linked to the concept and vision;
- Establishing a local liaison or Friends Group for both parks and working with them to achieve community based funding;
- Raising awareness amongst key partners e.g. rail providers to develop new projects;
- Launching the Route to the Hills and making new physical improvements;
- Developing marketing themes, creating new audiences introducing new events and activities;
- Creating new volunteer opportunities and helping people / groups to become involved.

4.3.4 Priority 3- Realising the Vision

Following the introduction of new themes and ideas the focus of the project will be to widen influence away from just the physical improvements to the parks and explore relationships with the economic regeneration of the Town. This will involve working with the business community to stimulate new opportunities and contribute areas such as large scale urban design or masterplanning projects. Key objectives will include:

- Directly increasing visitor spend within the context of the Town;
- Creating one or two new business ventures or opportunities linked to the park and the proposed route to the hills;
- Working with other service providers such as Splash on joint initiatives to enhance the visitor experience;
- Large scale restoration / refurbishment schemes.

4.4 Project Implementation Plan



4.5 Proposed Development Costs Summary

- 4.5.1 The proposed development costs provide a budget estimate for specific zones / compartments within the Parks. Costs are based on provisional estimates and it is recommended that more detailed specifications and plans are sought prior to finalising specific proposals.
- 4.5.2 The costs proposals should be read in conjunction with the proposed Development Plan drawing numbers M09.139.003 (see Appendix B). Full details in relation to proposed costs are outlined in Appendix C and a summary for each compartment is provided below.

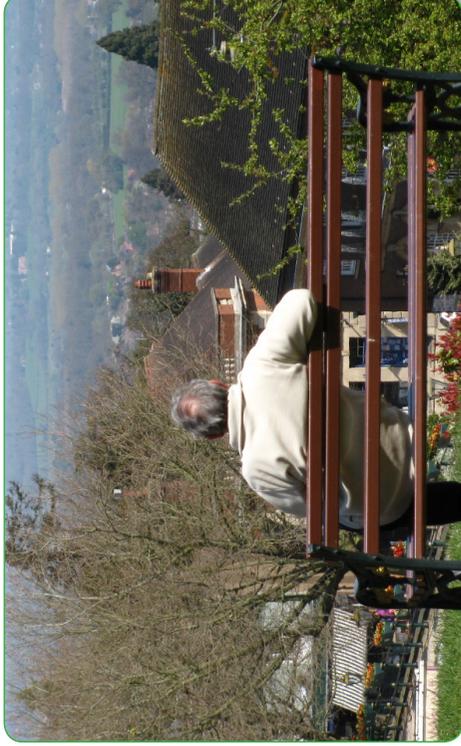
Landscape Compartment N°	Ownership	Priority 1. (£)	Priority 2. (£)	Priority 3. (£)
1	Malvern Hills District Council	£1,500.00	£15,000.00	£-
2	Worcestershire County Council Highways	£-	£-	£45,000.00
3	Malvern Hills District Council	£3,000.00	£35,000.00	£-
4	Malvern Hills District Council	£10,000.00	£10,500.00	£8,000.00
5	Malvern Hills District Council	£24,600.00	£7,500.00	£-
6	Malvern Hills District Council	£73,000.00	£110,000.00	£230,000.00
7	Malvern Hills District Council	£15,500.00	£5,000.00	£-
8	Malvern Hills District Council	£5,000.00	£95,000.00	£8,500.00
9	Malvern Hills District Council	£3,000.00	£250,000.00	£-
10	Malvern Hills District Council	£6,000.00	£150,000.00	£-
11	Malvern Hills District Council	£14,500.00	£-	£50,000.00
12	Malvern Hills District Council	£3,500.00	£15,000.00	£-
13	Malvern Hills District Council	£-	£-	£35,000.00
14	Malvern Hills District Council	£12,500.00	£-	£45,000.00
15	Malvern Hills District Council	£5,250.00	£9,000.00	£-
16	Highways	£8,000.00	£35,000.00	£-
17	Priory Parochial Parish Council	£3,600.00	£17,500.00	£-
18	Priory Parochial Parish Council	£4,000.00	£65,000.00	£-
19	Priory Parochial Parish Council	£2,000.00	£45,000.00	£-
20	Malvern Hills District Council	£2,000.00	£-	£-
21	Malvern Hills District Council	£7,250.00	£-	£535,000.00
22	Malvern Hills District Council	£12,000.00	£-	£550,000.00
23	Malvern Hills District Council	£10,500.00	£85,000.00	£500,000.00
24	Malvern Hills District Council	£8,500.00	£62,500.00	£500,000.00
25	Malvern Hills District Council	£3,500.00	£-	£350,000.00
26	Malvern Hills District Council	£5,500.00	£300,000.00	£-
27	Malvern Hills Conservators	£2,000.00	£-	£-
28	Malvern Hills Conservators	£5,000.00	£15,000.00	£-
29	Malvern Hills Conservators	£4,500.00	£10,000.00	£-
Total (ex VAT)		£255,700.00	£1,337,000.00	£2,856,500.00

A.

Consultation Review



Consultation Review





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1.0 Introduction

1.1 This review document summarises the consultation process carried out as part of the Route to the Hills Project. It outlines the methodologies used in the consultation process and provides an overview of the findings.

2.0 Stakeholder Consultation

2.1 The stakeholder consultation process took the form of structured face to face interviews with key stakeholders, including local organisations and community groups, representatives of park user groups and Council Officers. Malvern Hills District Council provided a list of 17 stakeholders who were invited to take part and a complete list of those invited to participate can be found in appendix 1.

2.2 To ensure a consistencies of approach the same agenda was used for all the stakeholder meetings, a copy of which can be found in appendix 2. The table overleaf summarises the feedback from the stakeholder consultation process.



3.0 Public Consultation

3.1 Phase One

3.1.1 This element of the process took the form of an open session / workshop for those with a general interest in the future of the area. This session took place on Friday, 4th June 2010 to coincide with a community play day taking place at Priory Park. Playdell Smithyman Limited used display materials and information to capture ideas through a “vision wall”, comments box and general self completion questionnaire. Copies of the display materials can be found in Appendix 3. In total 37 people attended the public consultation session.

3.1.2 Appendix 3 contains all the responses received during the public consultation session. What follows is a summary of key issues arising from the process:

3.1.3 Rose Bank Gardens

50% of those who completed the questionnaire would describe Rose Bank Gardens as a “an enjoyable place to visit” compared to 91.7% who said the same about Priory Park. The public consultation seemed to suggest that Rose Bank Gardens is significantly under used when compared to Priory Park. Feedback for visitors related to Rose Bank Gardens included:-

- “Rose Bank has no attraction and as a destination its not on the way anywhere.”
- “Rose Bank has a reputation of being a bit of a mess”.
- “The car park as Splash is too far to walk with children and kit”.
- 42% of respondents stated a belief that there is a problem with anti-social behaviour at Rose Bank Gardens.

The 99 steps are located within the boundary of Rose Bank Gardens which suggests a number of visitors are entering the garden area without realising. Consultees also suggested “programming some events in Rose Bank Gardens - Malvern Fringe had a marquee there years ago, very popular.” A number of consultees also expressed a desired to see Rose Bank Gardens return to being a rose garden.

3.1.4 Priory Park

Priory Park is generally seen in a more positive light than Rose Bank Gardens, for example one consultee described the park as “a real community area and 0 - 100 year olds can access it.” Visitors to the consultation event also praised the park as a venue for events and activities. Consultees also asked about the possible return of the paddle boats that used to be available.



3.1.5 Children and Young People

50% of respondents expressed a belief that Rose Bank Gardens and Priory Park are in need of improved play facilities. Respondents suggested that the existing play area at Priory Park needs swings and also shady areas. Bringing back the paddling pool was also suggested by one consultee. Others brought up the possibility of extending and improving the existing play and the addition of adventure play facilities. There is currently no play provision within Rose Bank Gardens.

There is a perception and evidence of anti-social behaviour within both Rose Bank Gardens and Priory Park. A number of consultees spoke of the need to provide for young people for example *“it attracts young people in the evenings there is nothing else for them to do in Malvern. Young people need to be engaged / tolerated and provided for”*.

3.1.6 Signage, Links and Routes

It is telling that one consultee, when asked do you think there is anything that could improve and enhance Priory Park and Rose Bank Gardens, responded *“identity - not sure of the names”*.

67% of respondents to the questionnaire agreed with the statement *“there needs to be improved signage”*. Speaking to consultees there is a feeling that signage needs to be considered in and around the parks and also linked to walking routes and existing infrastructure / amenities. Interpretation boards to provide information about the history of the sites and / or environmental issues were also suggested. Reflecting Malcolm Salisbury’s, Economic Development Officer, tourism strategy one consultee spoken of the need to bring people *“from the hills to the town.”*

3.1.7 Access

“Need to think carefully about how disable people and those with mobility problems are going to use it.” Making sure the parks are accessible and welcoming to all is a key issue that came out of the consultation. With regard to the route itself consultees suggested various routes with different levels of difficulty etc to ensure that there is a suitable route for everyone.

3.1.8 Facilities and Equipment

More benches, picnic tables and bins were suggested by a number of consultees. 58.3% of respondents to the questionnaire disagreed with the statement *“there are sufficient public conveniences along the route”* and one consultee requested the *“reinstatement of the loos at the station and rose bank.”* People also expressed a desire to see catering facilities such as a cafe and / or ice cream concession.



3.1.9 Events

A number of consultees suggested events as a way to bring people into the parks and also improve links between the park/s and the town. Comments included:-

- “Thirst for more music - pop / rock bands in the park and theatres.”
- “Make Rose Bank Gardens horticulturally interesting, to link with Spring Gardening Show.”
- “Programme some events in Rose Bank”.

3.1.10 The Bigger Picture

A number of comments reflected the need to think about the two parks in the context of the town and links with other attractions and businesses. For example one consultee suggested using the parks and route to tell the story of the “water curers” while another spoke of the need for “more obvious and active tourist information about local things and people of interest”.

3.2 Phase Two

3.2.1 Information regarding the site analysis carried out as part of the project and the concept proposals were displayed on the Malvern Hills District Council website and in library. The public were invited to review the proposals and submit any comments or concerns.

3.2.2 In total 4N° members of the community responded to the proposals and their feedback is summarised as follows:-

- Respondents expressed a concern that Mr Redman, prioriter of the St Ann’s Well Cafe, had not been involved in the stakeholder consultation process.
- There was a positive response to proposals to improve the entrance by Splash and pedestrian flow in and around Priory Park.
- One respondent expressed a concern about tree clearance.
- Improved access for wheelchair users meet with a positive response, however there was concern about the potential impact on existing features such as the 99 steps.
- Proposals to maintain and enhance the ponds in Priory Park were praised.
- Enhanced lighting within the parks meet with a positive response, but one respondent emphasised the importance of retaining the historic gas lamps in Priory Park.
- One respondent spoke of the need to consider the context of Malvern in terms of its Victorian and Edwardian history and the need provide information about the sites heritage within the parks.
- One respondent suggest that a car park at Rose Bank Gardens would resolve the issue of connecting the hills and the town.



3.3 Route to the Hills Young Person Consultation

3.3.1 Malvern Hills District Council officers spoke with 17 young people, between the ages of 13 and 17, about Priory Park and Rose Bank Gardens. All 17 interviewees came from within Malvern, and the majority (70%) walk to the park. The responses of those interviewed are listed below:-

3.3.2 What do you like about Priory Park / Rose Bank Gardens?

- Meeting with mates (6 respondents).
- Smooth paths for skateboarding (2 respondents).
- Pretty central.
- Attracts visitors with theatre.
- In town near Pubs.

3.3.3 What don't you like about Priory Park / Rose Bank Gardens?

- Sometimes get moved on by police especially Fridays.
- Nowhere for Young People especially toddlers.
- No Skateboarding area.
- No area to stay there.
- Adults.
- Ornate, not a play park.
- Dirty looks from adults.

3.3.4 What else would you like to see in Priory Park / Rose Bank Gardens?

- A meeting area for teenagers.
- More Facilities -skateboarding, music.
- Local Bands.
- Once a year a known band artist.
- Somewhere to meet.
- Skateboarding area.
- Something for teens to do.
- More stuff for teenagers.
- Hiding places to drink in peace.
- Pop Concerts.
- Discos.



4.0

Conclusion

In conclusion the stakeholder and public consultation process suggests the key issue for consideration in the development of the Route to the Hills project are:-

- Sustainability;
- Funding;
- Access;
- Signage;
- Children and Young People;
- Perceived and actual anti-social behaviour;
- Management;
- Events; and;
- Links to the town.



Appendix 1. Stakeholder List



The following people / organisations were invited to participate in the stakeholder consultation process.

1. Young People / Play
 - Dena Falk, Youth Support Service
 - Dave Boucker, Worcestershire Council for Voluntary Youth Services
 - Cllr Marian Walters
 - Cllr Barbara Williams
2. Community Safety
 - Gordon Morris, Street Scene Manager, Malvern Hills District Council
 - Mark Hammond, Community Safety manager, Malvern Hills District Council
 - Inspector Ian Blanchard
3. Nic Lloyd, Chief Exec, Malvern Theatres
4. Chris Bassett, Lead Officer, Malvern Theatre Players
5. Great Malvern Association of Traders
6. Malvern Fringe Festival
7. Becky Parkington, Malvern Children's Centre coordinator
8. Will Tooby, Transition Malvern
9. Dave Hawley, Technical Manager, Malvern Hills District Council
10. Malcolm Salisbury, Economic Development Officer, Malvern Hills District Council



Appendix 2. Stakeholder Consultation Agenda



Appendix 3. Public Consultation Display Material and Recorded Responses



Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
<p>Dave Hawley Technical Manager Malvern District Council</p>	<ul style="list-style-type: none"> Responsible for maintenance of Priory Park. 	<ul style="list-style-type: none"> Mr Hawley’s main concern is access in and around the park, especially for disabled and elderly visitors. This also applies to the “route” and he suggested that an alternative without steps also be developed. All the pathways around the bandstand need to be regraded. The bridge is a listed feature and therefore had to be replaced with a like for like bridge, as a result the access problems associated with the original bridge remain. For example the steep pathway leading from the bridge to the bandstand. Anti-social behaviour is an issue within Priory Park. For example the Victoria Shelters by the pool, are often vandalised. In the past, to try and combat, this lighting was introduced but overtime that was vandalised. Lighting within the park is poor. It is often used as a through route to the theatre in the evenings, but visitors complain about being unable to see the pathways due to the lack of lights. Lighting has been added to the underside of the bridge to try and combat this problem. There are also a number of listed lights, including gas lamps, within Priory Park. The park in itself needs general enhancements such as improvements to pathways and entrances. For example the entrance by Splash feels like it is purely a way into the Leisure Centre and does not connect with the park. Also the presence of steps means it can not be used by disabled visitors. It is rare that people deviate from the main route through the park and so areas are under used, in particularly the small ponds in the south of the park and the area behind the grange. The Bowls Club is isolated from the rest of the park. The bowling green itself is maintained by the club with the District Council maintaining the surrounding planting. Mr. Hawley believes that the development of a route to the hills is a positive which will benefit both parks. However, there is currently insufficient signage and the entrances of both parks do not create a sense of arrival / welcome. Mr. Hawley’s involvement with Rose Bank Gardens is limited. He feels that Rose Bank Gardens is “nice spot” but under used and that it would take the introduction of a reason to go there to get people into the Gardens. In principle Mr. Hawley is very open to ideas with regard to the development and enhancement of Priory Park but he does not think that skate park would be suitable. He also emphasised the importance of sustainability and the need to consider the costs associated with maintaining new features as well as developing and installing them. 	<ul style="list-style-type: none"> Access. Pathways. Signage. Anti-social behaviour. Lighting. Entrances. General enhancement. Sustainability.





Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
<p>Malcolm Salisbury Economic Development Officer Malvern District Council</p>	<ul style="list-style-type: none"> Working on a tourism strategy to bring visitors to the hills into the town. Currently working on a project to introduce interpretation boards / signage into Rose Bank Gardens. 	<ul style="list-style-type: none"> The main focus of Mr. Salisbury's current project is to bring visitors from the hills into the town to support local businesses. He feels the proposed route through Priory Park and Rose Bank Gardens would work well and help bring people down off the hill. In the context of the route it is also important to consider car parking, bus routes and proximity to the train station. Signage is a key issue and signposts are required throughout the town to guide visitors to specific attractions and / or services. There are a number of different types of visitors that come to Malvern including walkers, day visitors etc. The hills attract thousands of visitors, and currently a significant number of visitors do not engage outside of that. There is a need to bring these visitors into the town to help local businesses suffering as a result of the financial downturn. The Economic Development Team are considering numerous options to develop and enhance the existing events and activities programme. An example of this are proposals to develop a walk on the hills with local produce and musical theatre along the route. The relationship with the conservators who manage and maintain the hills is critical and Malcolm and his team are working to develop a partnership approach. Working with groups through the town. For example working in conjunction with "Walkers Are Welcome" to develop walking routes within the town and encourage businesses to engage with walkers such as the muddy boots policy for pubs. The core vision of projects such as this is to create a engaging atmosphere for walkers in Malvern, where local businesses welcome walkers. The interpretation being introduced into Rose Bank Gardens will provide information on activities in and around Malvern. The style of boards has been chosen to reflect Malvern's history and aesthetic and Mr. Salisbury recommends any future signage reflects this style to create a brand. The majority of Malvern's tourism marketing is through the Destination Worcestershire partnership. However, the Civic Society does produce a specific brochure for Malvern. The tourism action plan is focused on getting people to stay longer when visiting Malvern. The main focus is the market for walking and encourage walkers to say that there is more to Malvern than beautiful walking routes. Rose Bank Gardens is an area with potential but it is constrained by a lack of funding. The Gardens need maintenance and landscape elements, also the row of benches need to move to a more suitable location within the park. Work also needs to be done to bring people into the Gardens who either do not currently visit or are not aware that the gardens are there. 	<ul style="list-style-type: none"> Signage and branding. Getting people to spend money in the town. Car parking, bus routes and proximity to the train station. Funding. Sustainability. Events and activities. Community.





Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
<p>Malcolm Salisbury Economic Development Officer Malvern District Council</p>		<ul style="list-style-type: none"> • The Rose Bank Garden's have an interesting history but there is nothing to encourage people to engage with the park. For example there is currently no sense of arrival at Rose Bank Gardens and consideration is being given to additional signage here. • It is particularly important that younger audiences are brought in to the park/s. • Mr. Salisbury suggested developing a programme of events in Priory Park and focuses the work in Rose Bank Gardens on development, enhancement and landscaping. • Need to encourage the local community to engage with and use their parks, through events and activities. • It is important to consider the long term sustainability of any development / enhancements. • The heritage of the town and the listed status of a number of buildings and features needs to be considered when developing proposals. • In Rose Bank Gardens Mr. Salisbury would like to see an engaging, colourful and easily maintained design which enhances the area. • He is open to any ideas and suggestions but stressed the importance of strategic thinking and giving consideration to wider Council policies and programmes. Thought should also be given to creating links with other facilities and businesses such as the theatres. 	
<p>Councillor Marian Walters</p>	<ul style="list-style-type: none"> • Children's Champion. 	<ul style="list-style-type: none"> • The parks need to be open and accessible to all people, of all ages and all abilities. • Work needs to be done to improve access in and around both Priory Park and Rose Bank Gardens. • The development of the route through the parks is a good idea which will help bring new people into both sites. • The community needs to be involved with any development and encouraged to share their ideas. Experienced problems in her Kempsey constituency with a negative reaction to a proposed play area. • Children and young people of all ages need to be positively engaged, could a "youth area" be developed within Priory Park. While Rose Bank Gardens could be a more tranquil, peaceful site. • With funding restrictions a phased approach may be appropriate and would show the public that work is being done. • Doesn't feel "huge public art" would be well received by the community. • Signage is needed throughout the parks and the town itself. • Consideration also needs to be given to bins and benches. 	<ul style="list-style-type: none"> • Funding. • Sustainability. • Access. • Community engagement.



Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
<p>Chris Bassett Malvern Theatre Players</p>	<ul style="list-style-type: none"> The Malvern Theatre players work out of the Theatres and the Coach House Theatre. Both of which are adjacent to Priory Park. 	<ul style="list-style-type: none"> Because of the group's locality to Priory Park the Malvern Theatre players, their audience and other groups / performers who use the Coach House also use Priory Park. This can be just as a through route to car park or as a space for performance. There has been issues with regard to anti-social behaviour in the park, which has resulted in vandalism and also makes the audience feeling uncomfortable when passing through the park. Anti-social behaviour has also had a negative impact on outdoor performances such as disruption of the Alice In Wonderland tea party by young people within the park. There is a possibility of using the Performing Arts to engage young people as means of preventing / minimising anti social behaviour. Mr. Bassett expressed a belief that the links between Malvern Hills District Council and the theatres need to be improved. For example when events take place in the park it is just assumed that attendees can use the toilet facilities within the theatres but this results in tension as the theatre does not always have the capacity for both its audience and that of the event. The connection with the arts is a unique feature of Priory Park and should be developed and enhanced for example an events calendar that connects to the route could be implemented. Feels management could be improved by one person taking central responsibility for events. There is also potential for events at Rose Bank Gardens, however the site is under utilised and visited. 	<ul style="list-style-type: none"> Anti-social behaviour. Events facilities e.g. toilets.
<p>Becky Parkington Children's Coordinator - Banardos</p>	<ul style="list-style-type: none"> Facilitating support services for families with children aged under the age of 5. 	<ul style="list-style-type: none"> The catchment area covered by Ms. Parkington and her team includes both Priory Park and Rose Bank Gardens. The team are based at Sunshine Children's Centre and also hold outreach events at various locations. In the past they did hold a launch event in Priory Park but the people in the park did not reflect their target audience. They also participate in community events such as the annual Christmas Fayre. There are not currently any facilities for under 5's within Priory Park, but there is potential for introducing sensory and or water based elements that would stimulate that age group. The park could also be used for events such as Teddy Bear's picnics and Animal Mania. A proportion of the families who use and engage with the Sunshine Children's don't visit the hills. Is there a way that the Route to the Hills could be used to enable and encourage more use of the hills by this audience? 	<ul style="list-style-type: none"> Activities, events and facilities for the under 5s. Encouraging families to engage with community facilities and the hills.



Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
Ginny Lee and Sam Hemming Malvern Fringe	<ul style="list-style-type: none"> • Priory Park is a venue for Malvern Fringe Events. 	<ul style="list-style-type: none"> • Ms Lee stated that she couldn't understand the need to develop a route to the hills and the route would not have an audience and the existing pathways etc do not need any work or enhancement. • The Fringe is an arts based volunteer project which holds an annual all inclusive event/s. Priory Park is a key location for the fringe. The event lasts from 11am - 6pm attracts approximately 2,500 visitors and there are approximately 300 active participants including artists, stall holders and organisers. There are currently issues with regard to water and electricity supply for the Fringe event which they would like to see resolved. • Ms. Hemming has an idea for the development of water based sculpture for Rose Bank Gardens. • The Fringe would like to see more signage around Malvern and also 1 or 2 public noticeboards which they could use to publicise their events. They would also like to see more information for visitors at the train station. They also suggested the Conservators Office as a potential venue for information. • The area of Priory Park around the Victorian Shelters, benches and ponds could be developed and enhanced. • The Fringe would like to see a tree management plan put in place to ensure that the existing trees can be replaced, they do not want to see any trees removed. • They emphasised the need for all development to be sustainable and environmentally conscious. • In their opinion the train station is to far away from the hills for most walkers and the suggested the development of a shuttle bus and / or bike hire from the station. • It is important that the stakeholders and kept informed as the project progresses. 	<ul style="list-style-type: none"> • Sustainability. • Events and related infrastructure. • Trees. • Information. • Transport Links. • Stakeholder involvement.
Nic Lloyd Chief Executive Malvern Theatres	<ul style="list-style-type: none"> • The management of the Theatres. 	<ul style="list-style-type: none"> • The Theatres make a significant contribution to the local economy. • With regard to events within Priory Park noise transference is the key issue as the noise from events in the park can ruin a performance for an audience in the theatre, particularly if the event in the park includes music with a heavy base. The theatre needs to protect and enhance the experience of its audience and can not afford to lose visitors as a result of noise transference. • There is also an issue with attendees to events using the toilet facilities within the theatre, which is not satisfactory as the capacity is not large enough for the theatre and events audiences and the past damage has occurred which has resulted in significant cost to the theatre. Mr. Lloyd feels vents shouldn't be allowed within Priory Park unless they can provide their own toilet facilities. 	<ul style="list-style-type: none"> • Noise transference. • Events planning. • Toilet facilities. • Through route. • The needs of the theatre audience.



Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
<p>Nic Lloyd Chief Executive Malvern Theatres</p>	<ul style="list-style-type: none"> The management of the Theatres. 	<ul style="list-style-type: none"> There is a problem with drinking within the park, but as the theatre is a purveyor of alcohol Mr. Lloyd feels that it isn't appropriate for them to complain about this issue. More organisation and consideration is needed with regard to planning events within the park. Events should be co-ordinated with the theatre schedule to avoid noise transference and the organisers need to be able to supply toilets and security. In the past the theatre has used the park as an outdoor venue but has lost money as a result of having to cancel performance due to poor weather and are now reluctant to hold outdoor events. The theatre has no parking and therefore the audience need to use the park as a through route and so this access route needs to be maintained. There have been complaints from the audience with regard to lighting along the route and also the perception of anti-social behaviour within the park. Currently the infrastructure and facilities within the town are not sufficient to encourage the theatre audience to visit the town as well as the theatre. For example coach trips used to come early in the day, spend the morning / early afternoon in Malvern, before attending the play but now they are going elsewhere and simply arriving at the theatre in time for the performance. If there was a vermicular railway, land train or some other method of getting people up and down the hills the theatre would be able to offer and market a package for visitors and coach tours including activities in Malvern and show. 	
<p>Sergeant Blanchard and Mark Hammond (MHDC)</p>	<ul style="list-style-type: none"> Community Safety 	<ul style="list-style-type: none"> Priory Park and Rose Bank Gardens are within the Designated Public Place Order (DPPO) which covers parts of Malvern. As a result they are controlled alcohol zones with a focus on the misuse of alcohol within these areas. However, there is not currently any signage within the park/s to alert visitors to the DPPO status. Before any infrastructure / features consideration should be given to the potential for anti-social behaviour such as vandalism. For example groups of seats and benches create areas for congregation. The perception of anti-social behaviour does not reflect the relatively low levels of crime within the parks and surrounding areas. It reflects a national problem that groups of kids and perceived as unwelcoming. However, there is a low level of crime. Skateboarding and cycling are not allowed within the park but this is not currently being enforced, this could be resulting in mixed messages. There is a conflict of needs between the theatre audience and the children and young people within the park particularly in the evenings / at night. 	<ul style="list-style-type: none"> Tackling the perception of anti-social behaviour. Potential for anti-social behaviour. Skateboarding and cycling.



Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
Sergeant Blanchard and Mark Hammond (MHDC)	<ul style="list-style-type: none"> Community Safety 	<ul style="list-style-type: none"> There is an anti-social behaviour team working with the young people. The band stand and the area by the steps to the theatre are where the young people tend to congregate, with Rose Bank Gardens a popular space for drinking. The theatre based crowd is "bused" in and out to see shows and therefore not engaged with could look at CSO presence at the theatre. The proposed route is a nice trail through the area that doesn't pass through any community safety problem areas. In winter and at night times there are issues with regard to lighting within Priory Park - the new bridge does include illumination but this needs to be continued along the route into the park. Improvements needs to be made to signage, lighting and access. 	
Nic Harrington and Nathan Burlton Transition Malvern Hills	<ul style="list-style-type: none"> Transition is a scheme to develop sustainability projects within Malvern Hills. 	<ul style="list-style-type: none"> Transition Malvern Hills are developing a number of projects throughout the town to minimise peak oil reliance and help combat and prevent climate change. Linking the hills to the town will require substantial integration including facilities and infrastructure such as a land train or cable car. Could also look at other non-physical links such as a health and fitness route. More needs to be done to enable disabled and elderly visitors to experience and enjoy the hills. Transition Malvern are developing a trees walk around Malvern which could be one of the route/s to the hills. There is not enough information and signage to and from the station to enable visitors to get around. Walking routes could be developed that connect to train times for example short walks if you are hoping to catch an earlier train. Transition Malvern would like a focal point to help inform and educate people; the suggestion of a community garden within Priory Park was discussed as a potential means of doing this. The Malvern Coppicing network could potentially volunteer in the parks as well as the woodlands. Rose Bank Gardens could be used as an events space for sports such as croquet and archery. There is potential for changing the old boating lake / pond within Priory Park into a reed bed which would attract a more diverse range of wildlife to the park and create an interesting feature. 	<ul style="list-style-type: none"> Sustainability. Community Garden Project. Engagement and education.



Stakeholder	Current Involvement	Recommendations for The Route to the Hills Project	Summary Issues / Concerns
Dave Boucker Worcestershire Council for Voluntary Youth Services	<ul style="list-style-type: none">Supporting the provision of youth services within the area.	<ul style="list-style-type: none">There is an issue with perceived anti-social behaviour within the parks, but this reflects a national issue. The County Play strategy is currently being revised and consideration is being given to this issue within the strategy and perception of children and young people has been covered during the consultation process.There is a need to engage children so that when they become teenagers they understand the value of the park and are less likely to act negatively within the space.An urban orienteering route for children and young people could be developed within the town.Introduce multi-functional benches, curbs etc which children and young people can also "grind" / skate on without causing damage an example of this is Bradford bus station.There needs to be shade in the Priory Park play area.	<ul style="list-style-type: none">Perceived anti social behaviour.Engaging children and young people.M u l t i - f u n c t i o n a l infrastructure.Shade in the play area.



B.

Landscape Development Scheme and Concept Proposals

C.

Landscape Development Action Plan

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
One	<p>Move interpretation signage Signage presently shows the wrong orientation. Sign indicates the Malvern hills are to the east rather than the west. - Move sign to correct orientation to allow good legibility.</p>	500.00	<p>New consolidated signage Themed 'Route to the Hills' Signage to define link westward up the hill. - Welcome signage and gateway landscape feature to provide sense of arrival and information point.</p>	15000.00		
	<p>Welcome signage Unclear at present that you have arrived at the foot of the Malvern Hills. - Basic welcome signage to announce arrival. - Waymarking from south western corner to secondary park entrance to Swan Pool Walk.</p>	1000.00				
TOTAL		1500.00		15000.00		0.00
Two					<p>Crossing Points Dedicated crossing points to Splash entrance and stepped access - Zebra crossing point, thermoplastic lining and flashing amber beacons.</p>	20000.00
					<p>Raised table To give pedestrians priority over the traffic, also acts as a traffic calming measure. Will extend Park into Town. - 5m wide raised section of road to be surfaced in blocking and incorporate a granite sett rumble strip at either end.</p>	25000.00
TOTAL		0.00		0.00		45000.00
Three	<p>Repair retaining wall Crack has developed in retaining wall and coping has come away from wall. - Repair crack by re-pointing and re-set the coping along the top of the wall.</p>	1000.00	<p>Improve Access Define area in front of Splash. Area should be access into park rather than entrance to Splash. Open out entrance by:- - Remove existing signage and replace with affective solution; - Remove part of retaining wall to allow views into the park; - Remove Yew trees to boundary wall to allow views in; - Improve disabled access into Priory Park by</p>	35000.00		
	<p>Entrance signage Identity issue has arisen, conflict between the name of the theatre (<i>Winter Gardens</i>) and the park (<i>Priory Park</i>) clear signage strategy needs to be in place to enforce the identity of the area. - Entrance sign needed to entrance of Priory Park; - Directional signs needed to point toward the Theatres; - Remove existing sign from overgrown shrub bed to left of entrance.</p>	2000.00				
TOTAL		3000.00		35000.00		0.00

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
Four	Repair stepped access Stepped access has become uneven and worn over time. - Replace/re-set steps into slope.	7500.00	Enhance historical association Sign on the side of house halfway up the access route is an important part of the local history. - Feature artwork or plaque should be in a more prominent position.	500.00		
	Entrance signage Entrances to Priory Park to enforce identity - Entrance sign needed to entrance of Priory Park; - Directional signs needed to point toward the Winter Gardens Theatre.	2500.00	Resurface stepped access Surfacing up access has become degraded. - New tarmac surfacing should be installed.	10000.00		
					Illuminate access route Low level lighting should be installed to create safer space. - Lighting should be inset into surfacing to both sides of the path with lighting angled toward walls.	8000.00
	TOTAL	10000.00		10500.00		8000.00
Five	Tree maintenance Trees in this area block views into park and are competing with one another for light and space. - Crown lift trees and cut back overgrown shrubs. - Selectively thin trees to leave specimens and highlight species. - Remove self set trees.	18500.00	Widen main entrance pathway Clear persistent wearing of grass verge to side of pathway caused by pedestrians walking on the grass through lack of space. - Widen path to total width of 2m to allow pedestrians to pass.	5000.00		
	Grass maintenance Clear persistent wearing of grass verge to side of pathway caused by pedestrians walking on the grass through lack of space. - Re-seed and maintain grass verge. Use of stronger grasses that are less prone to wear maybe required.	2500.00	Removal of specimen trees Some of the specimen trees adjacent to the southern entrance of Priory Park are of a poor condition. - Trees should be fully surveyed by an independent tree surveyor to assess the SULE and record species/locations.	2500.00		
	Entrance signage No entrance signage is located adjacent to the Council offices near the staff area. Definition needs to be made between the public and private spaces. - New signage to define entrance's public/private nature. - Remove all negative signage. - Entrance/welcome signage also needed to at entrance point from car park into Priory Park.	2750.00				
	Border maintenance There is a lot of bare earth between shrubs in this area. Some of the edging to the borders have collapsed or have disappeared. - Re-edge borders. - Utilise ground covers between shrubs to maximise green nature of Priory Park.	850.00				
	TOTAL	24600.00		7500.00		0.00

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost	
Six	<p>Lake maintenance Lake should be regularly de-littered and cleaned of floating debris. - Management objective to clean areas of lakes regularly. The islands set within the lake hold be well maintained with few shrubs. Opportunity for duck nesting and marginal planting. - Remove large planting to islands and replace with marginal planting.</p>	3000.00			<p>Lighting Area suffers from poor lighting in the hours of darkness. Evidence of lighting columns remain along promenade. - Reinstate former lighting columns to waters edge. The planting within this area would benefit from being up-lit at night this will help to make the park feel safer. - Up light trees and specimen shrubs along the banks of the lake this will help to define the lake during evening hours.</p>	30000.00	
	<p>Surfacing around lake Slab surfacing adjacent to lake, on its northern side, is uneven and slopes toward the lake. This presents a health and safety problem that could cause people to trip into the lake. - Slab surfacing should be lifted and re-laid to ensure a safe stable level surface to walk on. Tarmac surfacing to the promenade area on the south side of the lake is in need of repair. - Repair tarmac surfacing by 'patching up' the areas in need of attention. Lake edging on promenade has collapsed into lake. - Repair the edging to the side of the lake and stabilise with new foundations.</p>	45000.00			<p>Slab retaining feature Slab retaining feature to northern side of lake does not tie in with overall character of the park. This feature is also in poor condition and should be replaced before structural failure occurs. - Replace retaining feature with one of a character that is in keeping with the park's identity.</p>	100000.00	
				<p>Grass Maintenance The lawned areas within this zone are not in keeping with the Victorian character of the park, the lawns should be smooth, flat or sweeping. Minor undulations and subsidence within this area have caused the lawns to undulate. - This can be rectified by lifting the turf and spreading new topsoil to a fine even surface and relaying.</p>	10000.00		
	<p>Border maintenance Shrub/marginal areas along the western boundary of the main lake are predominantly bare or of a poor condition. These slopes should be planted to help avoid subsidence of the bank into the lake. - The banks should be re-stocked with low maintenance planting. Raised beds to the promenade area are suffering from wood rot. - Repair and replace half rounds that are missing or rotting.</p>	25000.00			<p>Bank stabilisation Areas eroded by wave action undermining stability of bank, particularly along western boundary. - Introduction of revetment style bank stabilisation using stone or gabions and coir roll marginal planting.</p>	100000.00	
				<p>Lake maintenance The lake currently looks contaminated with litter and 'run off'. Litter and debris are also present. This is bad for pond life such as fish and ducks. - The lake and adjacent pool should be dredged and cleaned of all foreign materials including any weed.</p>	75000.00		

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
			Fencing Fencing around the southern edge of the lake is in a poor condition and in a general state of dis-repair. - The Fence should be removed, and/or refurbished, and all evidence of posts and footings also removed. The edging to the lake should also be repaired and restored to tie in with the promenade edging.	25000.00		
TOTAL		73000.00		110000.00		230000.00
Seven	Erosion To the centre of this area lies a formal terrace set within the lawn. This terrace is beginning to erode in several places. - Re-new turfing and stabilise erosion.	5000.00	Pathway maintenance Localised flooding on pedestrian pathway. Some areas of path are cracked and bulging. - Affected areas where pathways are in poor condition to be replaced with similar specification tarmac pathway.	5000.00		
	Shrub border maintenance Many of the borders in this area need attention. There are few to no views out across the park, some of the borders contain no shrubs and some contain shrubs that are far too overgrown for the space. Mulch piles/grass cuttings discarded in borders. - General maintenance of borders to be raised in line with character of the area. The shrub beds should be renewed with distinct teiring of shrub, perennial and annual layers combined with the use of appropriately sized specimen shrubs. Borders should be shaped to accentuate and take advantage of the views across the park.	10000.00				
	Handrail to slope Galvanised steel handrail looks out of place amongst Victorian setting. - Paint handrail to match up with other metal work within the park.	500.00				
TOTAL		15500.00		5000.00		0.00
Eight	Bench maintenance All benches face terrace promenade, presents problem for adults watching their young children play. - Alternate eastern benches should be rotated and set back 1 metre. - All benches to be repainted and repaired.	2500.00			Enhance art feature To the south west of this area there is an empty plinth. - Fill the empty plinth with bust or sculpture.	8500.00

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
	<p>Pathway maintenance Area of paving around the bandstand is starting to collapse, and clay gully pots set into tarmac pathway are falling into disrepair. - Secure edging around band stand as has collapsed, infill of small unmanageable pieces of grass which will help secure edging; - Replace cracked and broken clay gully pots.</p>	2000.00	<p>Lighting Area needs increased levels of lighting in the hours of darkness. - Restore gas lighting columns. - Up light trees and include low level lighting along the main pathways.</p>	10000.00		
	<p>Gas Lamps Improve heritage aspect of park, gas lamps used as signage poles. - Remove signage from gas lamps.</p>	500.00	<p>Resurface main pathways Surfacing has become degraded and should be re-surfaced. - New surfacing should be installed, of a non-tarmac nature.</p>	85000.00		
TOTAL		5000.00		95000.00		8500.00
Nine	<p>Border maintenance Exposed nails in newly installed timber sleeper edging to east of existing play area pose health and safety hazard and look undesirable. - Remove nails and fix in a less intrusive manner.</p>	500.00	<p>Play area Existing play facility is tired and bears no relationship to the park. - Remove existing play area and install new water themed natural play scheme, water to appear to flow directly from the stream in zone 12 through play area and into lake.</p>	250000.00		
	<p>Play area Revitalise play area to make safe and improve visual appearance. - Paint furniture and fencing in single colour (e.g. RAL 6005 Green) and jet wash wetpour to revitalise.</p>	2500.00				
TOTAL		3000.00		250000.00		0.00
Ten	<p>Border maintenance Planting in this area is complicated and over maintained. The area has no obvious use as there are no benches or routes through. - Planting should be more simple to reduce the maintenance obligation.</p>	3500.00	<p>Community garden Area is segregated from main park and make appropriate for development of a community garden by volunteers or local enthusiasts. - Development/restoration of gardens as a community project.</p>	150000.00		
	<p>Benches This area is classed as a quiet garden however there is nowhere to sit. - Place new benches and seating opportunities.</p>	2500.00				
TOTAL		6000.00		150000.00		0.00
Eleven	Surfacing around bowling green	5000.00			Surfacing around bowling green	50000.00

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Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
	Slab surfacing around bowling green is uneven and cracked presents a health and safety issue that could cause people to trip off of high wall. - Slab paving should be lifted and re-laid to ensure a safe stable level surface to walk on.				Slab surfacing around bowling green is uneven and cracked presents a health and safety issue that could cause people to trip off of high wall. - New hard landscaping scheme around the bowling green to replace existing steps and pathways take advantage of change in level to introduce seating terraces.	
	Stepped access is inadequate as they are too steep with cracked and uneven surfacing. - Increase amount of steps to reduce riser to no more than 15cm and treads should be a minimum of 30cm. Replace slab surfacing to steps.	8500.00				
	Pathways need to be better maintained generally as there are weeds coming through cracks. - Spray weeds regularly to suppress and reduce damage to paving. (Annual Fee).	500.00				
	Flag pole Currently no flag flying on flag pole. - Fly flag on pole to ensure it is used.	500.00				
TOTAL		14500.00		0.00		50000.00
Twelve	Water garden Currently no points to sit and enjoy the stream and planting. - Install two small benches along pathway. - Open up some views into the space.	3500.00	Water garden Stream disappears into culvert that leads to the lake. - Make stream look as though it flows into play area through use of a water feature.	15000.00		
TOTAL		3500.00		15000.00		0.00
Thirteen	N/A				Water garden Water garden in this area consists of single spring behind bench. - Enhance water feature to run along length of spring. With use of fountains and pools. To appear to link with Water Garden in zone 12.	35000.00
TOTAL		0.00		0.00		35000.00
Fourteen	Border maintenance To the northern side of the building there is an open drain with bare borders to either side. - Planting should be used to screen this and provide an extra physical barrier to reduce the risk of falling in. - Shrub borders to the front of theatre should be enhanced with height and depth and the inclusion of hanging baskets would help to bring the building into the park.	12500.00			Circulation The lobby of the theatre is currently carpeted. If this were a stone finish it would encourage people to use the theatre as a natural through route. - Alter the lobby area to provide enhanced through route. To increase footfall through theatre.	45000.00
TOTAL		12500.00		0.00		45000.00

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
Fifteen	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	1500.00	Lighting Car park area needs lighting in the hours of darkness. - Introduce lighting columns to car parks.	6000.00		
	Open up views Lack of inviting views across the park from the entranceway. - Open up planting and lift crowns of trees to allow views across park.	3750.00	The planting within this area would benefit from being up-lit at night this will help to make the park feel safer. - Up light trees and specimen shrubs along the banks of the lake this will help to define the lake during evening hours.	3000.00		
TOTAL		5250.00		9000.00		0.00
Sixteen	Entrance signage Entrances to Priory Park to enforce identity - Entrance sign needed to entrance of Priory Park; - Directional signs needed to demark the route to the Hills.	2000.00	Entrance feature An entrance feature such as an archway or gateway to give prestige character and enhance identity. - Gateway feature or archway to demark entrance. - Road demarcation to indicate Route to the Hills.	35000.00		
	Lighting Entrances are generally unlit or lit by street light. - Lighting to entrance should be provided to make the park more inviting in the evening hours.	6000.00				
TOTAL		8000.00		35000.00		0.00
Seventeen	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	2100.00	Resurface sloped access Surfacing up access has become degraded. - New tarmac surfacing should be installed.	10000.00		
	Surfacing maintenance Tarmac pathway cracked and degraded due to water damage and footfall. - Potholes and cracks to be patched up.	1500.00	Illuminate access route Low level lighting should be installed to create safer space. - Lighting should be inset into surfacing to both sides of the path with lighting angled toward walls.	7500.00		
TOTAL		3600.00		17500.00		0.00
Eighteen	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	4000.00	Surfacing maintenance Resin bound surfacing showing severe signs of wear due to frequency of footfall. - Remove resin bound gravel surfacing and replace with a more substantial alternative	65000.00		
TOTAL		4000.00		65000.00		0.00

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
Nineteen	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	2000.00	Surfacing maintenance Resin bound surfacing showing severe signs of wear due to frequency of footfall. - Remove resin bound gravel surfacing and replace with a more substantial alternative	45000.00		
TOTAL		2000.00		45000.00		0.00
Twenty	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	2000.00				
TOTAL		2000.00		0.00		0.00
Twenty-One	Entrance signage No indication in this compartment that Rose Bank Gardens has more to it than entrance area. - New interpretational signage to replace existing. - Remove all negative signage. - Entrance/welcome signage also needed to at entrance point from main road into Rose Bank Gardens.	3750.00			Restoration Restore heritage value to terrace. Bring back Victorian terraces and maintain to high standard. - Included clipped Box/Yew hedging, Roses and ornamental shrubs into planting scheme.	45000.00
	Border maintenance Roses should be planted in borders as part of park identity. - Include rose planting along the bare banks and in borders.	3500.00			Water garden Enhance water based heritage of Malvern along the spring. - Through opening up more springs and fountains.	35000.00
					Art feature Feature needed to draw visitors into the space. - Architectural sculpture in keeping with the heritage and history of the area.	50000.00
TOTAL		7250.00		0.00		535000.00
Twenty-Two	Wall maintenance Existing retaining walls in state of disrepair with cracks and crumbling. - Repair retaining walls before they fail.	10000.00			Restoration Restore heritage value to terrace. Bring back Victorian terraces and maintain to high standard. - Included clipped Box/Yew hedging, Roses and ornamental shrubs into planting scheme.	500000.00
	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	2000.00			Water garden Enhance water based heritage of Malvern along the spring. - Through opening up more springs and fountains.	50000.00
TOTAL		12000.00		0.00		550000.00

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
Twenty-Three	Hedge maintenance Hedges are overgrown and at points don't afford views out over Malvern. - Lower the height of the hedges to allow views out/in.	1000.00			Restoration Restore heritage value to terrace. Bring back Victorian green house feature on terrace. - Included clipped Box/Yew hedging, Roses and ornamental shrubs into planting scheme.	450000.00
	Wall maintenance Existing retaining walls in state of disrepair with cracks and crumbling. - Repair retaining walls before they fail.	7500.00	Pathways maintenance Semi bound surfacing showing signs of wear and has grass growing in it. - Remove existing semi bound gravel surfacing and replace with similar.	85000.00		
	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	2000.00			Water garden Enhance water based heritage of Malvern along the spring. - Through opening up more springs and fountains.	50000.00
TOTAL		10500.00		85000.00		500000.00
Twenty-Four	Tree maintenance Views out from this area are restricted by trees. - Selectively thin trees along bank to allow opportune views; - Crown lift/ lower trees to allow better views out over Malvern.	8500.00			Restore heritage View points along bank are degraded and are in need of restoration. - Restore view points along bank, re-surface area and include benches to site and take advantage of 'the view'.	500000.00
			Pathways maintenance Semi bound surfacing showing signs of wear and has grass growing in it. - Remove existing semi bound gravel surfacing and replace with similar.	12500.00		
			Water garden Enhance water based heritage of Malvern along the spring. - Through opening up more springs and fountains.	50000.00		
TOTAL		8500.00		62500.00		500000.00
Twenty-Five	Border maintenance Roses should be planted in borders as part of park identity. - Include rose planting along the bare banks and in borders.	3500.00			Restore heritage Roses terraces should be constructed and planted up as part of park identity. - Include rose planting along the bare banks and in borders.	350000.00
TOTAL		3500.00		0.00		350000.00
Twenty-Six	Furniture maintenance Benches located along the 99 steps are showing signs of wear. - Restore/replace benches in keeping with the original character.	4000.00	Surfacing maintenance Existing stepped access up the 99 steps is degraded and uneven. Handrail is also to one side of the path and is of a poor condition. - Repair/replace steps and install new handrail to both sides of steps.	300000.00		

Appendix C. Landscape Development Action Plan

Landscape Development Compartment N°	Priority 1. Start with the Parks	Budget Estimated Cost	Priority 2. New Concepts and Ideas	Budget Estimated Cost	Priority 3. Realising the Vision	Budget Estimated Cost
	Tree maintenance Trees and bushes over hanging pathway restricting views out. - Cut back over hanging trees/foliage.	1500.00				
TOTAL		5500.00		300000.00		0.00
Twenty-Seven	Orientation signage Signage needed to enforce the Route to the Hills - Directional signs needed to demark the route to the Hills.	2000.00				
TOTAL		2000.00		0.00		0.00
Twenty-Eight	Stopping points Lack of places to stop and rest up hill to St. Annes Well. - Provide stopping points up the hill with benches to take advantage of views.	5000.00	Tree maintenance Trees and bushes over hanging pathway restricting views out. - Cut back over hanging trees/foliage. - Crown lift trees to allow better views out over Malvern.	15000.00		
TOTAL		5000.00		15000.00		0.00
Twenty-Nine	Tree maintenance Trees and bushes over hanging pathway restricting views out. - Cut back over hanging trees/foliage; - Crown lift trees to allow better views out over Malvern.	4500.00	Tree maintenance Trees and bushes over hanging area restricting light into area. - Cut back over hanging trees/foliage;	10000.00		
TOTAL		4500.00		10000.00		0.00
TOTAL	Priority 1. Start with the Parks	£255,700	Priority 2. New Concepts and Ideas	£ 1,337,000	Priority 3. Realising the Vision	£ 2,856,500.00
TOTAL						£4,449,200.00

D.

Community and Management Action Plan

Appendix D. Community and Management Action Plan

Community	Management
Priority One: Start with the Parks	
Tackle the perception of the parks as a venue for anti-social behavior.	Develop management plans for both sites.
Carryout market research to better understand the existing and potential audience.	Establish a project leader or manager for the project.
	Agree a terms of reference for the Project Group.
	Develop a marketing plan to drive communication.
	Seeking and securing external funding.
	Working towards and achieving a Green Flag Award for either park.
Priority Two: New Ideas & Concepts	
Maximise the potential for community engagement and learning about sustainability.	Engage the new and potential audience through planned events and activities.
Improve understanding of the heritage and significance of the parks.	Develop tools for communication.
Provide information about the park's heritage.	Develop a mechanism for customer feedback.
Create a mechanism for involving people and groups in the decision process.	Work on a "joined up" strategy with train station / theatre / the Hills.
Engage the community in the management of the parks.	Use an action plan and phased approach linked to budget.
Establish a local liaison or Friends Group for both parks and working with them to achieve community based funding.	Develop a methodology and approach for monitoring and performance review.
Raise awareness amongst key partners e.g. rail providers to develop new projects.	Identify a single point of contact.
Creating new volunteer opportunities and help people/ groups to become involved.	Raise awareness amongst key partners e.g. rail providers to develop new projects.
	Developing marketing themes, creating new audiences introducing new events and activities.
Priority Three: Realise the Vision	
Make a contribution to sustainable forms of transport.	Consider the development of a management plan for the route.
Directly increasing visitor spend within the context of the Town;	Create an explorer pack to encourage family visitors.
Work with other service providers such as Splash on joint initiatives to enhance the visitor experience;	Make a contribution to sustainable forms of transport.
	Directly increasing visitor spend within the context of the Town;
	Create one or two new business ventures or opportunities linked to the park and the proposed route to the hills;
	Work with other service providers such as Splash on joint initiatives to enhance the visitor experience;
	Large scale restoration/ refurbishment schemes.

E.

Funding Opportunities

E. Funding Opportunities

External Funding Opportunities

Potential funding opportunities for the Route to the Hills Project are summarised below.

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Aggregates Levy Sustainability Fund (ALSF)	£5,000 - £350,000	<p>Grants awarded can fund up to 75% of the total project costs (in exceptional cases this limit can be raised to 95%). Voluntary conservation bodies and charities can use volunteer time as match funding for the project. Currently the fund has five priorities:-</p> <ol style="list-style-type: none"> 1. Landscape and Nature Conservation 2. Access and Informal Recreation 3. Health and Well Being 4. Education and Understanding 5. Evidence Gathering. <p>Any individual, company or organisation operating in England may apply for grant aid. Site-based projects should be located within eight kilometres of the quarrying cited on the application.</p> <p>Evidence must be provided that the Levy has been paid by the quarry company (or would have been paid in the case of former and redundant quarries).</p> <p>Applications should, if possible, always involve local communities in the initial consultation, planning and implementation of the projects.</p> <p>Evidence should show that the outcomes of the project suit the location and aspirations of the user community.</p>	<p>If the priorities of the ALSF remain the same in the next funding round the majority of the projects falls within priorities 1 – 4 which suggests that grant funding would be available for a number of options.</p>	<p>The Fund is currently closed, pending a new application round in 2011/12. The timing of which is to be confirmed. The criteria will be clarified when the next round of applications opens.</p> <p>Would also need to clarify if an aggregates facility / quarry is located within an 8 miles radius of the sites.</p>
Biffaward: Main Grants Community	£5,000 - £50,000	<p>Funding is available to projects which will result in improvements to community spaces, cultural facilities and places for outdoor recreation. The criteria for eligibility are as follows:-</p> <ul style="list-style-type: none"> • The project's site is within 10 miles of a Biffa operation. • The project's site is also within 10 miles of a landfill site. • There will be a minimum of 104 days of full public access to the project per year. • The grant will be used for site-based improvement work, not for equipment or running costs. • Biffaward is unable to fund requests to help an existing facility meet the requirements of the Disability Discrimination Act. • Biffaward is unable to fund retrospectively, so you should only apply for money for work that will take place in the future. • The applicant organisation and project are eligible for enrolment and registration with the scheme's regulator, ENTRUST. 	<p>Both Rose Bank Gardens and Priory Park meet the location requirements of the funding stream. Access improvements to meet the requirements of the Disability Discrimination Act are not eligible for funding. However, other elements of the proposals would be such as improved facilities for children and young people.</p>	<p>Local Authorities are not able to apply for funding, therefore a not for profit entity such as a Friends Group would be required.</p>

E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Big Lottery: Community Wildlife	£300 - £10,000	<p>The Community Wildlife Fund programme aims to improve rural or urban environments so that people can enjoy them. The programme also aims to involve the local community in more wildlife based events.</p> <ul style="list-style-type: none"> The programme funds projects that: <ul style="list-style-type: none"> Protect wildlife habitats. Create nature trails, woodland walks or wildlife gardens. Improve natural spaces such as rivers, ponds and woodlands. <p>The programme also aims to encourage people to become more active and healthy, which can be achieved by:</p> <ul style="list-style-type: none"> Exploring parks and the countryside. Learning about and searching for endangered species. Taking up gardening. Creating play opportunities for children to learn about nature. 	Wildlife and community engagement are the focuses of the funding scheme so the development of a wildlife walking link Rose Bank Gardens and Priory Park is an example of a potential project that could obtain funding.	<p>The programme has three rounds for applications. This year's deadlines for applications are:</p> <ul style="list-style-type: none"> 21 July 2010. 22 September 2010. 24 November 2010. <p>The programme is open to applications from Local Councils.</p>
CEMEX Community Fund	£1,000 – £15,000	<p>Funding is available for:</p> <ul style="list-style-type: none"> Projects which provide or improve community facilities. Projects which deliver biodiversity conservation for UK species or habitats. The restoration or repair of buildings for religious worship, or of architectural or historical interest. <p>Due to regulatory restrictions all projects must:</p> <ul style="list-style-type: none"> Be within 10 miles of a CEMEX landfill site. Be open to the public for a minimum of 64 days a year. Are in England, Scotland or Wales. 	Improvements to community facilities such as access works within the parks and play equipment.	The stage 1 Expression of Interest deadline: 26th January 2010. As an ENTURST scheme the application would need to be made by a community or Friends Group.
Groundwork: Community Spaces	Up to £49,000	<p>Community Spaces provide funding for community groups "that help to create and improve their local environment". To be eligible for funding:-</p> <ul style="list-style-type: none"> The applicant must be a not for profit community group. The project must be within a 2 mile radius of a residential area. The project must be open to the public "most of the time". The project must deliver one or more of the following outcomes:- <ul style="list-style-type: none"> Better local environments. An increase in people's access to quality local spaces for interaction, play and recreation. An increase in people actively involved in developing and running a practical environmental project that is visible in their community. Improved partnerships between support organisations, communities and authorities. 	Community Spaces could provide valuable funding for a specific element of the Route to the Hills Development Plan for example the creation of a community garden within Priory Park or access improvements within Rose Bank Gardens.	Statutory bodies such as Local Authorities cannot apply as funding can only be applied for by community groups that are free to join and open for all. The development of a friends group would enable a funding application.

E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Heritage Lottery Fund (HLF) and Big Lottery: Parks for People	£250,000 to £5 million	<p>The HLF require that Parks for People projects delivery five key outcomes:-</p> <ul style="list-style-type: none"> • Increasing the range of audiences. • Conserving and improving heritage value. • Improving the range of volunteers involved. • Improving skills and knowledge through learning and training. • Improving management and maintenance. 	<p>Funding is available for parks which are defined by the HLF as “an existing designed urban or rural green space, the main purpose of which is for informal recreation and enjoyment. It includes parks, gardens, squares, walks and promenades”.</p> <p>The Parks for People fund could therefore fund works within both Priory Park and Rose Bank Gardens. The five required outcomes of the funding stream would suggest that it could be used to support numerous proposed developments within the park such as improved play facilities, lighting, interpretation, access, welcome and management.</p>	
Heritage Lottery Fund (HLF): Landscape Partnerships	£250,000 - £2 million	<p>The Landscape Partnerships (LP) programme is administered by the Heritage Lottery Fund, and aims to promote heritage conservation as an integral part of rural regeneration.</p> <p>The programme is open to local, regional and national partnerships throughout the UK, who wish to conserve landscape areas of distinct local character.</p> <p>Priorities for support under this initiative are schemes which provide long-term social, economic and environmental benefits for rural areas by:</p> <ul style="list-style-type: none"> • Conserving or restoring the built and natural features that create the historic character of the landscape. • Conserving and celebrating the cultural associations and activities of the landscape area. • Encouraging more people to access, learn about, become involved in and make decisions on their landscape heritage. • Improving understanding of local craft and other skills by providing training opportunities. <p>Applications are invited from partnerships of a number of separate organisations. Partnerships can include the following:</p> <ul style="list-style-type: none"> • Representatives of local, regional and national interests, including local authorities. • People whose livelihoods and quality of life depend on the landscape of the area represented. These may be represented by a group such as the National Farmers’ Union. • Community groups. 	<p>Eligibility for funding is dependent on partnership working and the Project Management Group is an already established working partnership. As the funding is for landscapes, not just parks, it could potentially be used for elements relating to the routes / linkages between the two sites.</p>	<p>Applications for grants less than £1 million must provide at least 10% of the scheme costs from other sources. This increases to 25% for grants of £1 million or more.</p> <p>Development grants of up to £100,000 can be applied for after the first application round to assist short listed partnerships with their full applications. Partnerships must supply a minimum of 10% match funding for development grants, including at least 5% in cash.</p> <p>Completed first-round application should reach the relevant regional or country office no later than 30 November of each year, for a decision in a single annual batch by the Trustees in the following April.</p> <p>A Landscape Partnerships grant will be awarded to a not-for-profit organisation with a proper constitution which can be a lead partner on behalf of all the other member of the group. The lead partner will, on behalf of the other partners, manage a joint fund known as the LP Fund, which will be made up of various sources of funding, including the contribution from the Heritage Lottery Fund. The LP fund can be spent wither directly by managing activities, or indirectly by providing grants to others.</p>

E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Heritage Lottery Fund (HLF): Landscape Partnerships (continued)		<p>Landscape Partnership schemes must include projects and activities that meet all four LP priorities. Schemes are also expected to cover an area in the range of 20km sq and 200km sq. The Landscape Partnership project area should be an area of land which has a distinct local character that is recognised and valued by local people.</p> <p>Applications will be assessed against the following criteria:</p> <ul style="list-style-type: none"> • Historical significance. • Effective partnership working. • National, regional and local strategies. • Financially realistic. • Management and monitoring plans. • Long-term social, environmental and economic sustainability. • Value for money. 		
Rural Development Programme for England (RDPE) 2007 – 2013 West Midlands	Funding will be offered at between 35% and 100% of the eligible cost of most projects, rising to 70% for training and skills development.	<p>Advantage West Midlands is responsible for delivering the region's Rural Development Programme for England's (RDPE) 2007 - 2013 mechanism. The funds for this programme have been allocated from the European Agricultural Fund for Rural Development (EAFRD).</p> <p>RDPE aims to safeguard and enhance the countryside, to improve the competitiveness and sustainability of rural business, and help communities to thrive.</p> <p>Advantage West Midlands has developed action plans to deliver RDPE to five specific sectors:</p> <ul style="list-style-type: none"> • Food and drink industry. • Tourism. • Environmental technologies. • Support for the livestock industry. • Improving community infrastructure, cohesion and development. <p>In the West Midlands, Advantage West Midlands has a budget of around £53 million over the life of the RDPE programme until 2012 that equates to just under £9 million a year.</p>	Achieving economic development and sustainability by improving the connections between the hills and the Town is a key objective of the Route to the Hills project. This links with tourism and improving community infrastructure, cohesion and development two of the specific sectors identified by the RDPE.	<p>Please note this fund is currently administered by Advantage West Midlands (AWM) and therefore subject to change as a result of the proposed closure of AWM.</p> <p>The programme is available for:</p> <ul style="list-style-type: none"> • Land based businesses such as farmers, growers, foresters and primary producers. • Rural tourism organisations. • Other small rural businesses with 10 or less employees and a turnover of less than 2m EURO. <p>There is currently an open call for applications to this programme.</p>

E. Funding Opportunities

Funding Organisation & Programme	Level of Available Funding	Criteria	Elements of Route to the Hills Project That Could Be Funded	Notes / Comments
Rural Development Programme for England (RDPE) 2007 – 2013 West Midlands (continued)		<p>Available grants under the RDPE (2007-2013) in the West Midlands are as follows:</p> <p>Rural Enterprise Grants (REG): a capital grants programme available to farmers and specific rural micro-businesses in the West Midlands region. The REG programme can fund small scale diversification and business development projects for the benefit of rural businesses. Funds are available for eligible applicants for investments in Environmental Technologies, Food and Drink, Tourism and Livestock related activities.</p> <p>Strategic Investment Grants: a grants programme primarily looking to support investments in fruit and vegetable packing and processing, supply chain facilities in the livestock sector and centralised storage and processing facilities for combinable crops.</p>		
Severn Waste: Environmental Fund	£1,000 - £20,000	Severn Waste Services, in partnership with Welcome to Our Future, provides funds derived from the Landfill Tax Credit Scheme via the Severn Waste Environmental Fund (SWEF). The Fund supports community and voluntary projects that promote Local Agenda 21 and sustainability issues that involve local communities in Herefordshire and Worcestershire. The fund has a number of core objectives for projects including Object D - The provision, maintenance or improvement of a public park or other general public amenity.	Local Agenda 21 is concerned with the protection and enhancement of historic buildings, landscapes and archaeological sites.	As with all Landfill Tax Credit schemes and application cannot be made by a statutory body such as a Local Authority.
Sustainable Development Fund - Malvern Hills AONB	£1,000 - £10,000	<p>Worcestershire County Council administers the Sustainable Development Fund on behalf of Malvern Hills Area of Outstanding Natural Beauty (AONB). The Fund, provided by DEFRA via Natural England, is aimed at supporting practical work and projects that help to enhance the landscape, biodiversity and countryside character of the AONB.</p> <p>Although the applicant does not have to be located within the Malvern Hills AONB, supported projects should directly impact the area.</p> <p>Projects should:</p> <ul style="list-style-type: none"> • Further the purposes of the AONB. • Help deliver the AONB Management Plan. • Show sustainable development principles. • Have community support or involvement. 	The fund focuses on projects that will help the development and enhancement of the AONB. It could be argued that the Route to the Hills Project would help improve links between the town of Malvern and the AONB to the benefit of both.	Eligible applicants can include public, private, voluntary and community sector organisations, businesses and individuals.