Barnford Park
Oldbury
Management Plan
2017-2020
Our vision for the site is:

“Barnford Park will be the premier Town Park for Oldbury. It will be a vibrant place with its own special identity drawn from its heritage where Oldbury people can find a place of beauty and sense of local pride. It will be an accessible place where people can feel welcome, safe, relaxed and part of the local community. It will support the economic regeneration of Oldbury and be a place for a range of healthy events and activities”.

This management plan has been produced by Sandwell Parks and Countryside Service.
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**Management Plan 2017-2020**

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The following documents are available in the park. For the purpose of Green Flag these will be available as part of the judging process.

Supporting Documents

- Example Play Area Inspection Sheet
- Grounds Maintenance Training Plan
- Duty Log Urban Parks Warden Service
- Grounds Maintenance
- Duty Log Warden Service
- Ecological / Nature Conservation Report for Barnford Park, Oldbury
- Barnford Park Survey Example
Chapter 1
Summary
Chapter 1

Summary

This management plan has been produced by the Parks & Countryside Services. We have used our own in house resources to give ownership to our plan with input from Barnford Park Friends Group.

Local people identify Barnford Park Oldbury as being the Town Park of Oldbury. It is located just off Moat Road and has a range of features with particular historical significance to Oldbury. The park serves an area of social deprivation and diverse communities in Sandwell. It provides an important venue for sports, events, passive and active recreation.

Our ongoing community consultation and Sandwell Scorecard provides the basis for further improvements in the park. Previous consultation exercises with the dates are available in separate documents.

In the Parks and Countryside Service we have an active relationship with local communities and we foster this relationship in part through support to organised friends. Barnford Park Friends Group was established in 1994 following a series of local meetings held during the summer and autumn of that year.

Although Barnford Park was established in the Edwardian era of 1915, we recognise the value of community involvement in helping to support Barnford Park and, especially, secure external funding through government grant and other sources has been more recent.

Barnford Park is especially important to the people of Oldbury who have no access to the natural countryside on any of its borders and below national average car ownership to travel to such areas. The park is located in an area of high deprivation and cultural diversity where it provides social cohesion through the range of events and activities throughout the year.

Intent / concept

We anticipate our management plan will be revised and updated every 5 years throughout this period in line with future park developments, management arrangements and community aspirations. Each year the Action Plan will be revised to take account of the Green Flag Judges report.

In producing the plan, we seek to bring together the management, maintenance and development of Barnford Park, Oldbury into an overall framework. Our plan is intended to be both a working document and a reference document. A working document in that it contains actions and timetables that we will need to implement and review and as a reference document in that the plan does not contain every piece of information needed to run the park – it provides references to other documents, policies and strategies and
explores their implications for the park. As such, our plan must be read in conjunction with these documents for us to manage, maintain and develop the park.

Responding to Recommendations

The Action Plan is our response to the Green Flag Judges feedback each year. It is this feedback along with visitors and friends comments along with the Sandwell Scorecard that provides the basis for the Action Plan and the recommendations within the body of this plan.

Sandwell Parks and Countryside Services in association with our partners strives to ensure the annual judge’s report is discussed and actioned within the resources currently available. Sometimes it’s not always possible to achieve all the recommendations that are set out in one year. However, we do value the reports and we do seek to ensure recommendation is achieved over a period of time.

Like most local authorities we are facing some of the largest budget pressures we have ever faced and this in turn is impacting on staff resources as people leave and are made redundant. In some instances, this does create problems with ensuring all the actions set out in the reports are achieved by the time we come to the next green flag judging.

Audiences

Our plan has been prepared for a number of audiences; Partner organisations such as Grounds Maintenance, Cleansing Services Serco (Waste Management), Barnford Park Friends, Oldbury Town Tasking, and a range of local User Groups. It also has the potential to be of interest to future funding bodies and is essential for the Green Flag Award scheme.

Need

The need for this plan has been driven by three main factors:

- Our need to identify overall improvements in the park
- Our desire to improve standards in the park
- Our aspiration for the council to apply for the Green Flag Award in the future

Process

Our plan has been brought together by staff in the Parks and Countryside Service with input from our partners and other council staff – the following people have been involved.

**SMBC Staff**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>David Brown</td>
<td>Green Space Development and Urban Park Manager</td>
</tr>
<tr>
<td>Darren Jones</td>
<td>Grounds Maintenance Service</td>
</tr>
<tr>
<td>Sunish Patel</td>
<td>Parks Facilities Manager</td>
</tr>
<tr>
<td>Stephen Robinson</td>
<td>Urban Forestry Unit</td>
</tr>
<tr>
<td>John Satchwell</td>
<td>Parks and Countryside Services Manager</td>
</tr>
<tr>
<td>Parmajit Sahota</td>
<td>Towns and Neighbourhood Manager</td>
</tr>
<tr>
<td>Mark Bowhay</td>
<td>Warden Supervisor</td>
</tr>
</tbody>
</table>
Style

We have tried to produce this plan in a readable and accessible style – we have followed the national guidance originally produced by CABE Space. We have also brought in elements of the Green Flag Award – the national standard for quality in green spaces – so that we can set some aspiration targets for future development of this important park.

Our plan is laid out under 4 key headings

Where are we now? – here the plan describes the current situation of the park – what it is, who manages it, its history to date, what is known about the park, what policy and procedures govern the way it is and can be managed, where it is located, what is known about our current users and the surrounding community.

Where do we want to get to? – here the plan takes a step back to assess the significance of the park, what issues are to be addressed, what improvements are needed both to the site itself and the way it is managed. This section also develops aims and objectives that can then be translated into actions in the next section.

How will we get there? – here the plan sets out what actions need to be taken to deliver change, it also sets out proposals for our management and maintenance arrangements as well as considering the financial and resource implications of the actions.

How will we know when we have arrived? – the final section sets out how the success of our actions will be measured and when our plan itself will need to be monitored and updated.

Key Issues

Our action plan identifies a number of actions for how we can improve the management and development of Barnford Park. We have produced a traffic light system to guide our priorities. The key issues to be addressed are:

- Provide a more welcoming environment key entrances—Signage interpretation
- The need to review our grounds maintenance based on any changes to the park as a consequence of improvements and additional facilities.
- The need to develop a planned approach to community involvement.
- The need to enhance the quality of the natural environment, in particular pudding rock.
- The need to improve the quality of the infrastructure e.g. paths and fences
Council Scorecard

Sandwell Council is here to work for the people of our borough. Our residents have a right to know what we are doing, why we are doing it - and the progress we make on what we say we will do. Our scorecard aims to let them know just that. We have designed it so our residents can choose exactly how much information they get about what the council is doing. In this way, they can make their own judgement about the council's performance.

We see Sandwell as a great place with great people and great prospects for the future. We also want the council's performance to be great so we can help turn that future into reality for us all.

For further information please visit our score card web pages at www.sandwell.gov.uk. Also, please see How We Measure Success for links here to the scorecard and our performance.

Vision Statement for our Service

Our vision has been developed in association with our partners at a Green Space visioning exercise involving a plethora of organisations.

Green spaces will be at the heart of Sandwell’s transformation and central to the economic, social and environmental health of the Borough. By 2020 each town will have a range of sustainable, well maintained multifunctional spaces readily accessible to residents within a short distance from their homes including areas for relaxation, recreation, leisure and sport for all.

Priorities for Green Space in Sandwell

Achieving Green Flag Award for our key Parks and Countryside sites and using the green flag criteria to manage and maintain other sites will lead the way in improving and sharing quality across neighbourhoods with the support of a thriving Friends’ Group Network and a Green Partnership.
WHERE ARE WE NOW?

This section of the plan sets out the current situation of Barnford Park in terms of where it is located, who manages and maintains it, a short summary of its history to date, what is currently known about the space and what it currently provides in terms of facilities and features. It also sets the management and maintenance of the space into a wider context by examining the implications of relevant policy and strategy and also by setting out information about current use and the nature of the surrounding community.
Chapter 2

Site Description

The Park

Barnford Park lies approximately 2km to the South West of Oldbury Town Centre and a short walk from the A4123 Wolverhampton Road to the West. It was gifted to the people of the borough in 1915 by a wealthy local industrialist and was originally constructed during the early 20th Century as a semi-formal urban park, with rose gardens, a bowling green and linear tree avenues.

Today the park primarily comprises open areas of grass within a formal mature tree structure of linear avenues and small groups. A programme of regeneration started in 2003 and this has led to substantial improvements to the park with over £1.5 million of investment. Additions include a community sports pavilion, children’s play area, multi sports court, teen shelter and cricket square, together with substantial improvements to the playing quality of the four main grass football pitches. A new skateboard for local youths.

Of significant importance to local people is the re-introduction of a pergola. The original was removed many years ago and the friends have campaigned for its replacement. In 2010 we commissioned a local company to construct and install a powder coated steel pergola. This feature takes pride of place in the park next to the maze just off the main drive and provides an inviting focal point.

The park has been designed and managed over the years as an open space for formal sports; as such there are significant areas of mown and improved grass located on two plateau landforms with an informal incline to the south.

The landform to the west is of sufficient size for two adult football pitches.

The landform to the east again contains two pitches as well as a cricket wicket and outfield during the summer. Elsewhere within the park open mown grass areas contrast with longer meadow grass that provides a valuable habitat for flora and forma, primarily located in areas difficult to mow or under the cover of dense tree planting.

Tree planting within the park is of two main age categories, mature and young. The mature vegetation comprises avenues of lime trees located along two principal routes through the park and a further avenue to the eastern boundary adjacent rear gardens to properties along Moat Road. An area of ornamental shrub planting together with specimen trees located either side of the main entrance into the park from Moat Road.

Through the centre of the park, running on a north/south axis is a dense tree and shrub belt, planted on the steep embankment between the main body of the park and the lower plateau to the west. This area is of predominantly native species and is semi-mature in age.

Barnford Park, Oldbury Management Plan 2017-20

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The area is under planted with spring bulbs.

The formal Rose garden next to the maze just off the main drive has been refurbished in 2009 with support from the Friends Group. An area to the opposite end of the Rose Garden is locally known as the ‘Blind Garden’ was refurbished in 2010.

**Information about Barnford Park, Oldbury**

Barnford Park Oldbury is located off the A4123 Wolverhampton Road. Leave the M5 at Junction 2 continuing onto Moat Road. The main entrance is opposite Langley High School. The following bus routes pass adjacent to the park:

123, 708,1A

<table>
<thead>
<tr>
<th>Name of the green Space:</th>
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</tr>
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<tbody>
<tr>
<td>Type of Green Space:</td>
<td>Urban Town Park</td>
</tr>
<tr>
<td>Address:</td>
<td>Oldbury</td>
</tr>
<tr>
<td>Post Code:</td>
<td>B68 8ED</td>
</tr>
<tr>
<td>Grid Ref (12 Digits):</td>
<td>Easting: 99930 Northing 87560</td>
</tr>
<tr>
<td>Constituency (Ward):</td>
<td>Warley</td>
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<tr>
<td>Size of Site (hect.):</td>
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</tr>
<tr>
<td>Approx. time to walk around site (hours):</td>
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<tr>
<td>Years under our management since 1974:</td>
<td>35 Years</td>
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Chapter 2

Ecology

The conglomerate (popularly known as pudding rock) outcrop towards the centre of the site is a significant feature in geological terms and is designated a ‘Site of Local Importance for Nature Conservation’ (SLINC) due to the alpine plants that it supports.

In ecological terms the park comprises a number of habitat types, including improved grass, rough grassland, wet ditches, mature natives and non-native trees, dense shrub and unimproved meadow grass.

Lying centrally within the park is a small bluff and scarp feature of conglomerate rock which is a feature of particular geological note and is a designated ‘Site of Local Scientific Importance for Nature Conservation’

Vegetation within the park includes native grassland, shrubs and trees; in the main – Ash, Elder, Hawthorn, Dogwood, Spindle, Beech, Hazel, Privet, Holly, Field Maple, Oak, Lime and Ivy. The park is dominated by native plant species and therefore potentially supports a wide range of bird and insect species.

In geological terms the park overlays conglomerate rock, the soil type is a clay loam, of neutral pH. This geological feature is exposed within the centre of the park where it forms a small ridge approximately 5.0m in height above footpath levels in the east, with an escarpment and steep drop of approximately 9.0m towards the west.

The primary ecological feature within the Park is Pudding Rock a conglomerate outcrop, this supports a host of Alpine plants specific to this particular habitat. The conglomerate outcrop towards the centre of the site is a unique feature in geological terms and currently has SINC status. Proposals in ‘The Work Plan’ include the installation of interpretation materials.
The microclimate of Barnford Park is influenced by existing vegetation and built structures which surround the park. The park is relatively sheltered, situated on a west facing steeply rising landform within the broader valley area. Existing vegetation to the north and through the centre of the site, shelters the main body of the park from cold north and easterly winds, whilst the elevated ground to the southern boundary is exposed to the north.

The footpath which bisects the site from Barnford Crescent to Moat Road is situated at a lower than the adjacent plateau to the east and the higher ground to the south, as such this section of the park collects and holds surface water run-off and moisture in the top soil, creating a ‘wetland’ environment throughout the year.

**Structure**

**Pavilion**

Located next to the car park and parallel to the main drive is a red brick sports pavilion. It has been designed to meet the standards laid down by Sport England and contains security features such as an alarm and roller shutters.

Opened in May 2006, the pavilion contains eight changing rooms, two official’s rooms and a community room, open for local organisations to use. Its design meets all the requirements of the Disability Discrimination Act (1995).

In 2009 the Friends of Barnford Park entered into a stewardship agreement with us to manage and promote the community room and facilities in the park. The group take bookings and lettings from local groups and hire out the room. All income derived from the lettings is kept by the Friends and used to undertake further improvements in the park.

**Energy Savings**

We only use long-life energy saving bulbs and heaters have time switches and thermostats. The lighting in the pavilion is activated by body movement sensors and goes out if there is no movement. This is a recognised efficient energy saving device.

The changing rooms are also fitted with natural light box technology from the roof.

**Access, Paths and Entrances**

**Access and Paths**

There is a train station (Langley Green) 0.8 miles (16-minute walk) from the park and there are frequent bus services along the nearby Joining Bank and Pound Road with bus stops along these roads which are within easy walking distance of the park—0.3 miles/5 minutes’ walk and 0.5 miles/9 minutes’ walk respectively.

Barnford Park itself is located within a residential area with direct access into the park from the surrounding streets. The primary routes through the park mainly follow the perimeter of the various sports pitches or take in the main features and views around the park, creating...
an informal gridiron pattern.

There is a tarmac surfaced car park located next to the sports pavilion. There are 63 marked parking bays, including 5 for blue badge holders.

**Entrances**

In total, there are seven entrances into the park.

**Moat Road - Main Entrance**

The Moat Road entrance is original to the park and comprises period detailing including brick piers of dark red brick construction with moulded brickwork detailing and ornamental metal work which relates to the adjacent period gate lodge (now a private residence). This entrance provides vehicle access to the visitor’s car park.

**Moat Road - Secondary Entrance**

This entrance is located about 300m to the south of the main entrance. The boundary with Moat Road comprises a straight run of 1.8m high bow top fencing with integrated gates. The gate is double leafed allowing maintenance vehicle access into the park.

**Silverlands Avenue**

Located within a cul-de-sac forming the southern boundary, this entrance is pedestrian only and comprises a single leaf gate within period bow top railings. The internal path originally consisting of an informal desire line through the grass was formally tarmaced in March 2010.

**Meadow Road**

Situated at the junction of footpaths from Meadow Road and Barnford Crescent, this entrance consists of a single leaf gate with fencing that encloses the park.

**Barnford Crescent**

Situated at the end of a narrow enclosed pathway between residential properties a tarmac surfaced footpath leads to a single pedestrian gate. This entrance is one of two which provides access from the west. The internal path, which links across the park with the secondary access point on Moat Road and is also the junction from the primary avenue from the north of the site.

**Farm Road Entrance**

The entrance point into the Park is situated at the end of a short stone surfaced track which provides access to a residential property situated off Farm Road and to Barnford Allotments; this entrance also offers a secondary access into the park for maintenance vehicles. The boundary treatment consists of a fence with double leaf gates bow top at the entrance point into the park, adjacent the allotments entrance point which is just inside the park. Within the park the hard-surfaced footpath links to the internal footpath network with an
avenue of mature trees defining the route.

**Barnford Close**

This entrance is defined on one side by a coniferous hedge fronting a residential property and the other by tree/hedge planting adjacent a private drive. The park boundary treatment consists of a single leaf gate within the steel palisade style fencing.

In 2012 we covered the palisade fencing with close panel timber boards to give the perimeter a more natural rustic look.

There is a change in level between Barnford Close and the Park which led to this entrance being improved in 2003 to provide a safe accessible route.

This work was partially funded by the Friends of Barnford Park, a Local Disabled Action Fund and addition finance from our Parks and Countryside Service. The Internal Path is hard surfaced and links with the play area and the wider path network.
Chapter 3
Structure
Chapter 3

3. Structure

Seating and Picnic Tables

Like many parks the style of seating within Barnford Park has altered over time as new designs become available and older ones become obsolete. Styles include decorative painted cast iron framed benches with wooden slats, recycled plastic slatted benches, Steel slatted seats and steel picnic tables. In 2010 we embarked on a renewal of benches throughout the park to standardise for the future.

Litter Bins

Ten litter bins are situated close to the entrance and key features/facilities around the park. The design features vertical, metal, outer strips encasing usually with a metal bucket inner.

Dog Bins

The 9 dog bins are located at strategic points around the park. Their design consists of either floor or post mounted, red painted, metal bins and post mounted, green painted metal bins.

Play Provision

The level of provision classifies Barnford Park as a Strategic Equipped Area for Play (SEAP); a SEAP facility is made up of a Neighbourhood Equipped Area for Play (NEAP) facility— which means it has a play area with equipment for 8 to 14 year olds; a Locally Equipped Area for Play (LEAP) facility which is a play area with equipment for 4 to 8 year olds; and youth teenager facility for example a Multi-Use Games Area (MUGA) and a Skate Park.

We aim to provide at least one Strategic Equipped Area for Play (SEAP) in each town. There is also a natural timber play area located at the back of both play areas.

Play Area

Comprising of a flat, shaped space close to the pavilion and within hoop-topped, dog-proof fencing, the LEAP play area has swing, 3-seats, multi-spring seesaw and a large, multi-coloured play structure with slide and elevated levels supplied by Kompan. The toddler play area was installed in 2006. As part of our Play England, Pathfinder award we have extended the play provision with more natural timber play equipment in 2010, and also added a maze.

Adjacent to this is the NEAP play area which has a Kompan range fixed equipment, namely the Supernova (a large slanting ring roundabout), Galaxy Izar (a climbing frame), Spica 2 (a rotating column controlled by the users centre of gravity and an Arg (a low-level rocking
There are also opportunities for informal play on the large expanse of tarmac and grass within the hoop-topped, dog-proof fencing. Picnic tables, bins and benches can also be found within the fenced areas.

**Multi-Use Games Area (MUGA) and Teen Shelter**

The multi-use games area is sited just off the central north-south path through the park. It was constructed in 2003 following consultation with youth groups and is the main focus for providing a resource to older children and teenagers. The MUGA featured on a Sport England best practice film and was highlighted as a good example.

**Sport Provision**

**The maze**

An area that used to be a bowling green is located to the north of the park, however it was out of use for over 20 years. The Friends of Barnford Park suggested this area be redesigned as a maze, we secured the necessary finance in 2010 to achieve this aspiration and the area now has the first maze in Sandwell.

**Football and cricket Pitches**

There are four full size adult football pitches in Barnford Park (see Barnford Park Sports Pitch locations, for location of sports provision in the park). Two of the pitches are located within the main body of the park, situated to the south of the sports pavilion. The other two are located at a lower site level further to the west and accessed by a tarmac/grass ramp. The latter two pitches are screened from the rest of the park by a densely planted embankment, and the boundary to the north of this landform has been improved in recent years to include chain link fencing in excess of 8m.

This was at a request of adjacent residents who expressed concerns over footballs entering their property. All four pitches were improved during 2003 with grant from New Opportunities Fund managed by Sport England, works included drainage, levelling/grading and reseeding.

Between the two pitches on the upper plateau is a cricket square. This was constructed in 2003/4 with Sport England funding.

**Soft Landscaping**

See Aerial View for existing vegetation.

**Grassland**

The grassland within the football pitches is in a good condition with thick, even coverage, although there are the usual worn patches around the goal posts. The pitches are subject to end of season renovation in April each year, in accordance with the Institute of Groundsmanship management report.
The amenity grassland is regularly mown, although the frequency is less than the sports pitches, and overall is in a good condition. In areas, difficult to mow the grass has been left to grow longer.

**Trees**

30 Oak saplings were planted in the park in 2012.

Tree planting within the park is of two main age categories, mature and young. The mature vegetation comprises avenues of lime trees located along two principal routes through the park and a further avenue to the eastern boundary adjacent rear gardens to properties along Moat Road. Some areas of tree planting were undertaken through the Millennium Forestry Programme.

Through the centre of the park, running on a north/south axis is a tree belt planted on the steep embankment between the main body of the park and the lower plateau to the west. This area is of predominantly native species and is semi-mature in age. A second shelterbelt has also been planted along the boundary with the Barnford and Farm Road Allotments to the west of the site.

In order to expand and improve on the ecological and planting interest we will in future focus on more structural planting groups to give a sense of place and setting clearly this requires resources.

Our partner Urban Forestry Unit has produced the following documents that provide the frame work for tree maintenance in the park.

- Urban Forestry Strategy
- Guide for Urban Tree Management
- Barnford Park Arboriculture Survey and Report

The provision of shrub beds within the park has always been limited, and with few exceptions, are restricted to areas of seasonal display along the main driveway. However, the variety of shrub species does enable the park to enjoy seasonal colour throughout the year.

Several significant tree formations can be identified combined within the areas of seasonal shrubs, that provide additional colour.

**Rose Garden**

Adjacent to the former bowling green, to the north of the car park, is the rose gardens. A programme of renewal planting started in 2009 in association with the Friends of Barnford Park into 2010. This area now hosts a good display of several rose beds.

**Grassland and Bulbs**

With the exception of relatively small areas of conservation grass, the majority of the site is categorised as amenity grassland. This can be further divided into sports pitches and open grassland. We have planted a range of bulb species in key areas of the park and we do
involve children from the nearby school in bulb planting. Daffodils and Tulips have been extensively planted in the park and in spring the park enjoys a splash of colour as a consequence of our work with schools. Our work with local schools will continue, and further bulb planting is scheduled
Chapter 4

Wider Context
4. Wider Context

Policy and Strategic Context

A comprehensive policy review for our Green Space Management in the borough has been undertaken as part of our Green Space Strategy (GSS) 2010. These policies range from national planning frameworks and regional spatial frameworks to more local strategies.

The preservation, enhancement and effective management of our green space in Sandwell is of particular significance at a time when development and growth across the Black Country is being reconsidered and reconfigured. The GSS does not consider green space in isolation and so presents the policy context in which it will make its contribution to enhancing the borough as a place to live, work and spend leisure time.

Key Policies relating to Barnford Park are:

- Birmingham and Black Country Biodiversity Action Plan (BAP)
- Green Space Audit 2014
- Sandwell Playing Pitch Strategy 2014
- Green Space Strategy 2010
- Green Space Audit produced in 2013 published 2014

Local Policy Context

The Key implications of the above documents are:

- The BAP’s aspirations relating to protecting and enhancing biodiversity in which Barnford Park has a role to play.

- As a council, we seek our residents are involved in cultural activities through growing healthy from sport or recreation in a local park— showing the significance of good quality facilities and promotion of activities at Barnford Park.

- The significance of Barnford Park in terms of quality and value derived from the Green Space Audit. This shows how significant this park is in this deprived area of the borough which also has a low level of green space provision.

- The local plan provides protection to Barnford Park from inappropriate development through its policies on open spaces and conservation and heritage.
- The aim of our revised 2014 Playing Pitch Strategy is to provide an appropriate distribution and range of quality pitches and ancillary facilities to accommodate demand and support opportunities to participate for all borough residents.

- The significance of improvements to our Barnford Park Oldbury using our Green Space Strategy as a means of securing external funding to continue our improvements programme.

We recognise that Barnford Park is central to the well-being of communities in Oldbury and our Management Plan has taken into account and sits alongside other plans and strategies at a variety of levels.

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<tr>
<th>The Sandwell Plan</th>
<th>The Sandwell Plan is supported by programmes and policies concerning:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Community Safety</td>
</tr>
<tr>
<td></td>
<td>• Children and Young People</td>
</tr>
<tr>
<td></td>
<td>• Health and Well-Being</td>
</tr>
<tr>
<td></td>
<td>• Economic Regeneration</td>
</tr>
<tr>
<td></td>
<td>• Environment and Housing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sandwell Green Space Strategy</th>
<th>The Green Space Strategy will be supported by polices and strategies such as:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Playing Pitch Strategy</td>
</tr>
<tr>
<td></td>
<td>• Children’s Play Strategy</td>
</tr>
<tr>
<td></td>
<td>• Business Plan</td>
</tr>
<tr>
<td></td>
<td>• Green Space Audit 2014</td>
</tr>
</tbody>
</table>

| Site Management Plans*       | Sandwell Declaration on Climate Change and the Action Plan                |
| Local Involvement Protocol / Plan** | Sandwell Local Development Framework                                      |
| Maintenance Protocol / Agreement** | Sandwell Corporate Asset Plan                                              |
| Parks Improvement Plan**     |                                                                             |

*In production, **proposed
Organisational Context for Barnford Park

The Council

Planned Capital Improvements

Our management planning process, combined with the various site inspections, identifies areas for improvement that are beyond the capacity of our expenditure budget. Capital funding is available through the council’s Capital Strategy Financial Group, although allocation of monies is set within the context of the Council’s Corporate Priorities and potential external (match funding) opportunities. Planning Gain Section 106 also provides a source of capital income that supports a range of improvements or acts as match funding together with any Council capital allocation or external grants award.

Parks, Countryside, Shows, Events and Catering Services Plan

Our unit plan has been produced and designed to complement and provide strategic and operational directions to the services listed above. The strategic purpose of the Unit plan is to assist and give direction to each service unit in providing high quality value for money services with the prime objective of continuous service improvement.

The unit plan actions feed into the Neighbourhoods Business Plan. Here they update on a quarterly basis.

Key Priorities

Our focus is planned improvements within our service with a comprehensive list of priorities that have been established within the plan. Those relevant to Barnford Park are listed below:

Parks and Countryside Management

- We will continue to seek external and internal funding to enhance facilities using the Green Space Strategy 2010 as the basis for this.
- Continue to engage and consult with friends group.
- Implement Playing Pitch Strategy 2014 (PPS) priorities
- Improve H & S risk management
Equalities

- Undertaking an equalities self-assessment of the services and developing equal access
- Ensure all staff have undertaken the Welcoming Disabled Customer training.

Current Maintenance Arrangements for Barnford Park

Contact Details

- Warden Service Tel No. 07850013077
- Grounds maintenance Works Tel No. 0845 359 7500
- Property Services Tel No. 0121 569 4539
- Urban Forestry Unit Tel No. 0845 359 7500

For further information concerning the park maintenance arrangements please refer to Appendix 3.

Ownership and Legal Issues

Ownership

The park is owned freehold by Sandwell MBC. It is not subject to any specific covenants however it is registered with the Charity Commissioners and subject to annual charity returns.

Byelaws

The Clean Neighbourhoods and Environment Act 2005, which commenced on the 1st April 2005, provided an opportunity facilities for Local Authorities to introduce Dog Control Orders. Sandwell MBC consulted the public and having carefully examined the problems across Sandwell, introduced a number of Orders, including issuing fines for dog fouling which includes all our parks.

The Orders were made on the 30 October 2007 and came into effect and were enforced from the 1st January 2008.

The streets and our parks in Sandwell are designated alcohol-free zones, which mean that as well as having alcoholic drinks confiscated, people flouting the ban will be liable for an £80 Fixed Penalty Notice.

Whilst we have no specific byelaws for the parks, we do have Park and Street Warden accreditation. New Powers have been introduced in two phases:
Designations

The enforcement powers have been introduced in two phases

PHASE ONE Delegated Powers provided under the Clean Neighbourhoods and Environment Act 2005.

Include Power to issue fixed penalty notices (FPN’s) in respect of the following offences:

- Depositing litter in all open places
- Failure to comply with a litter control notice and litter clearing notice
- Free distribution of a printed matter without consent in a designated area
- Graffiti and fly posting
- Offences against Dog Control Orders:
  - Dogs on Leads by Direction (Sandwell) Order 2007
  - Fouling of Land by Dogs (Sandwell) Order 2007
  - Dog Exclusion (Sandwell) Order 2007


Include Power to issue Penalty Notices for Disorder (PND’s) in respect of the following offences:

- All offences under Delegated Powers.
- Power to require persons aged under 18 to surrender alcohol.
- Power to require persons drinking in designated places to surrender alcohol.
- Power to seize tobacco from a person aged under 16.
- Power to require name and address for anti-social behaviour

Leases and Licences

The pavilion is subject to a stewardship agreement between our Parks and Countryside Service and the Friends of Barnford Park. No other lease or licence is currently associated with the park.

Historical Context

The park was presented to the Borough of Oldbury in 1915 by local industrialist, Mr. W. A Albright of Messrs Albright and Wilson, the chemicals manufacturer who remain one of the largest companies in the area.

For further information concerning the history of Barnford Park please refer to Appendix 2.

Historical Designations

Barnford Park is not included in the national register of Historical Parks and Gardens compiled by English Heritage.
Chapter 4

Risk Management

Inspections - Grounds Maintenance Works

Two procedures exist to identify and rectify any issues. Firstly, within the maintenance schedule the Grounds Maintenance Manager is required to meet with the Urban Parks Manager every week. Secondly, the Friends of Barnford Park provides a forum for monitoring standards.

Inspections - Infrastructure

Infrastructure items such as the fences, gates, benches, bins etc. are covered by a general visual inspection carried out by our Warden Service to identify any basic hazards. These are carried out on a daily basis. Members of the public are also encouraged to report any issues, including antisocial behaviour in the park.

We have a team of wardens who undertake parks visits and report any defects and problems to the Warden Manager. This information is passed to the Parks Facilities Manager who determines the scale of the problem either based on the report or through a further site inspection by the Parks Maintenance Officer.

Dog Fouling

From the 1st January 2008, we introduced Dog Control Orders under the Clean Neighbourhoods and Environment Act 2005. The regulations are applicable to all public open space within the borough and provide for five offences that may be prescribed in a dog control order:

- Failing to remove dog faeces
- Not keeping a dog on a lead
- Not putting, and keeping, a dog on a lead when directed to do so by an authorised officer
- Permitting a dog to enter land from which dogs are excluded
- Taking more than a specified number of dogs onto land.

We have introduced appropriate signage into Barnford Park that requests dog owners to remove any dog faeces deposited (bagged up) and place it within the normal waste containers already provided for dog waste on site. Our signage explains Dog Fouling is not allowed and notices are displayed at key entrance points.

The Dog Control Order also prohibits the exercising of dogs within children’s play areas and
on marked sports facilities. Enforcement of the dog laws as undertaken by the Parks and Street Warden Service example detail of reporting procedures can be found at Appendix E.

**Safety of Equipment and Facilities**

Children’s Playground – the play surface is swept and checked visually by Grounds Maintenance Staff on a weekly basis. The play equipment is checked on a monthly basis by the Playground Fitters team against a standard checklist. In addition to this we commission an independent playground inspection that is carried out annually identifying compliance with appropriate EU standard risk assessment.

For further information relating to Safety please refer to Appendix1.

**Recycling and Waste Management**

- Recycling & Waste Management
- Garden waste is composted off site but returned as a soil improver
- Paper and cardboards is recycled
- Brash from tree operations is chipped and used on site
- Any scrap metal from fly tipping is sold locally for recycling
- Wherever possible recycled road materials are used for resurfacing pathways
- A public recycling facility for glass, paper and cans is available on site located near the Children’s Play Area.

**Hazard Identification and Risk Management**

Barnford Park contains a range of facilities that require regular inspections due to their potential hazard to parks users. A new system of risk management was developed and introduced in 2007 in order to ensure the safety of our visitors.

**Monitoring Regimes**

We have a clear system of responsibility for monitoring regimes within our key parks:

<table>
<thead>
<tr>
<th>Risk</th>
<th>Type of Monitoring</th>
<th>Frequency</th>
<th>Undertaken by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play Area Safety</td>
<td>Visual Recorded Inspection</td>
<td>Daily</td>
<td>Highways and Environment Cleansing Service (weekdays)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Parks and Street Warden Service (weekends and Bank Holidays)</td>
</tr>
<tr>
<td></td>
<td>Engineers Inspection</td>
<td>Monthly</td>
<td>Playground fitters</td>
</tr>
<tr>
<td></td>
<td>Risk Assessment</td>
<td>Annually</td>
<td>Undertaken by approved independent inspector</td>
</tr>
<tr>
<td>General Infrastructure</td>
<td>General Condition Survey</td>
<td>Ad hoc assessment as part of daily duties</td>
<td>Parks and Street Warden Service</td>
</tr>
</tbody>
</table>
## Safety

<table>
<thead>
<tr>
<th>Safety Services</th>
<th>Frequency</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Risk Assessment</td>
<td>Annually (unless changes made to site)</td>
<td>Parks Facilities Manager</td>
</tr>
<tr>
<td>Gate, Barrier and Bollard Safety and Maintenance Inspection</td>
<td>Monthly</td>
<td>Playground fitters</td>
</tr>
<tr>
<td>Parks Facilities Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Normal Operating Procedures and Emergency Action Plans</td>
<td>Annually</td>
<td>Parks Facilities Manager</td>
</tr>
<tr>
<td>Playgrounds fitters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tree Safety</td>
<td>Basic Visual Inspection</td>
<td>Visual assessment as part of daily duties</td>
</tr>
<tr>
<td>Full Condition Assessment</td>
<td>As required</td>
<td>Urban Forestry Unit</td>
</tr>
<tr>
<td>Sports Pitch Safety</td>
<td>Basic Visual Inspection</td>
<td>As hoc assessment as part of daily duties</td>
</tr>
<tr>
<td>Pre-season Risk Assessment</td>
<td>As required</td>
<td>Parks Facilities Manager</td>
</tr>
<tr>
<td>Basic Risk Assessment</td>
<td>Prior to all fixtures</td>
<td>Streetscene</td>
</tr>
</tbody>
</table>

### Community Context

#### The Surrounding Community—Sandwell Trends

Barnford Park is the Town Park for Oldbury and therefore the catchment area has been identified as the whole of the town. Below are a series of tables showing key statistics of the census information based on the 2011 Town Boundary data. This is compared by town (Oldbury), Borough (Sandwell) and national (England and Wales).

- Oldbury has seen increases of over 20% in the number of residents.
- 30.1% of Sandwell residents are from an ethnic background.
- 34% of Sandwell households do not have access to a car or a van.

#### Population Structure

<table>
<thead>
<tr>
<th>Gender Structure</th>
<th>Oldbury</th>
<th>Sandwell</th>
<th>England &amp; Wales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>49,000</td>
<td>309,000</td>
<td>53,041.916</td>
</tr>
<tr>
<td>Male</td>
<td>48.1%</td>
<td>48.2%</td>
<td>49.0%</td>
</tr>
<tr>
<td>Female</td>
<td>51.9%</td>
<td>51.8%</td>
<td>51.0%</td>
</tr>
</tbody>
</table>

Persons change from 2001 = 25%  Household since 2001 = 18.2%

Oldbury has 16.4% of Sandwell Borough’s population. There is an almost even split of male and female residents in Oldbury and the Borough, although the proportion of female residents is very slightly higher than the average figure for England and Wales.
Age Structure

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Oldbury</th>
<th>Sandwell Borough</th>
<th>England &amp; Wales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 0 to 4</td>
<td>6.0%</td>
<td>6.4%</td>
<td>5.9%</td>
</tr>
<tr>
<td>5-15</td>
<td>14.9%</td>
<td>15.3%</td>
<td>14.2%</td>
</tr>
<tr>
<td>16-24</td>
<td>10.0%</td>
<td>10.5%</td>
<td>10.9%</td>
</tr>
<tr>
<td>25-29</td>
<td>6.5%</td>
<td>6.8%</td>
<td>6.6%</td>
</tr>
<tr>
<td>30-44</td>
<td>22.3%</td>
<td>22.1%</td>
<td>22.5%</td>
</tr>
<tr>
<td>45-59</td>
<td>17.6%</td>
<td>17.1%</td>
<td>18.9%</td>
</tr>
<tr>
<td>60-74</td>
<td>13.8%</td>
<td>13.8%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Over 75</td>
<td>8.8%</td>
<td>7.7%</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

Oldbury has a broadly similar age structure to England and Wales with some minor variations. There are slightly more people in the age range 75 and over, though slightly less aged 45 - 59. Sandwell also has a similar age structure to the national average although there are slightly more aged under 15 and fewer aged 45 - 59.

Ethnicity Structure

<table>
<thead>
<tr>
<th>Ethnicity Profile</th>
<th>Oldbury</th>
<th>Sandwell</th>
<th>England and Wales</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>81.9%</td>
<td>79.7%</td>
<td>91.3%</td>
</tr>
<tr>
<td>White British</td>
<td></td>
<td>78.0%</td>
<td>87.5%</td>
</tr>
<tr>
<td>White Irish</td>
<td></td>
<td>0.9%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>0.8%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Mixed</td>
<td>2.2%</td>
<td>2.1%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Asian / Asian British</td>
<td>11.6%</td>
<td>13.9%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Indian</td>
<td>8.5%</td>
<td>9.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Pakistani</td>
<td>2.5%</td>
<td>2.9%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Bangladeshi</td>
<td>0.2%</td>
<td>1.2%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Other Asian</td>
<td>0.4%</td>
<td>0.7%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Black / Black British</td>
<td>4.1%</td>
<td>3.8%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Caribbean</td>
<td>3.6%</td>
<td>3.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>African</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Other Black</td>
<td>0.4%</td>
<td>0.3%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Chinese or Other Ethnic Group</td>
<td>0.3%</td>
<td>0.4%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

The data in the table above shows that Oldbury and Sandwell have a considerably higher percentage of residents of Asian origin than the overall average for England and Wales. This is especially so for the Indian ethnic group with almost 5 times the national average. Sandwell has become a more ethnically diverse area since 2001.

Health Status

<table>
<thead>
<tr>
<th>Health Status</th>
<th>Oldbury</th>
<th>Sandwell Borough</th>
<th>England &amp; Wales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited long term illness</td>
<td>21.7%</td>
<td>21.2%</td>
<td>17.6%</td>
</tr>
</tbody>
</table>
There is a significantly higher proportion of the Oldbury and Sandwell population with a limiting long term illness when compared to the national average as can be seen in the table above.

**Car Ownership**

<table>
<thead>
<tr>
<th>Car Ownership</th>
<th>Oldbury</th>
<th>Sandwell</th>
<th>England &amp; Wales</th>
</tr>
</thead>
<tbody>
<tr>
<td>No car or van</td>
<td>35.2%</td>
<td>37.5%</td>
<td>26.8%</td>
</tr>
<tr>
<td>1 car or van</td>
<td>44.3%</td>
<td>43.2%</td>
<td>43.8%</td>
</tr>
<tr>
<td>2 or more cars or vans</td>
<td>20.5%</td>
<td>19.4%</td>
<td>29.4%</td>
</tr>
</tbody>
</table>

The above shows that levels of car ownership in Oldbury and Sandwell are significantly lower than the national average with over one in three households having no access to a car or van.

**Deprivation**

In the 2011 Index of deprivation, Sandwell ranked as the 16th most deprived local authority area, out of a total of 354 local authorities.

The methodology for calculating and recording was revised in 2004 when the index of Multiple Deprivation (IMD) was introduced. This measures a number of key indicators at Super Output Area (SOA) level. SOAs are the smallest areas used to gather the Census data and are constructed using postcode data and typically include around 125 properties. Sandwell has an average IMD rank of 7495 (out of a maximum of 32482) placing the borough overall in the top quarter of the most deprived local authority areas in England and Wales.

**Community Consultation and Current Use**

Consultation was undertaken as part of our Play Pathfinder Programme and other initiatives in the park.

**Visitor Population Structure**

<table>
<thead>
<tr>
<th>Gender Structure</th>
<th>Barnford Park</th>
<th>Oldbury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50.2%</td>
<td>48.1%</td>
</tr>
<tr>
<td>Female</td>
<td>48.8%</td>
<td>51.9%</td>
</tr>
</tbody>
</table>

(Source: Barnford Park Surveys)
Sandwell Trends 2011

About Sandwell: Sandwell is a metropolitan borough which was formed in 1974, and is one of seven authorities up the West Midlands conurbation. The Sandwell Borough comprises of 6 Towns - Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury and West Bromwich.

Population: Sandwell has a population of 309,000 (June 2011 Estimate). The population of the area fell considerably from the late 1960s until the early 2000s, however this trend has now been reserved, has been an increase of around 26,000 since 2001.

Ethnicity: Sandwell is an ethnically diverse borough, in the ten years between 2001 and 2011, the white British population decreased from 78% to 65.8%. The White ‘Other’ category, (excluding Irish) has increased by 78% to 10,463. The Asian groups, including Indian, Pakistani, Bangladeshi, Chinese and other Asian, account for 19.2% of the population.

Health: In absolute terms, health in Sandwell has been improving over time, though at a slower rate than the country as a whole. Life expectancy in Sandwell is 74.9 years for men and 80.7 for women, compared to the national figures of 78.3 and 8.3 years respectively (3 year rolling average 2007/09).

Economy: In Sandwell (November 2012) 13,586 people claimed Job Seekers Allowance (JSA), which accounts for 7.4% of the local working age population (16-64) compared to 4.6% (West Midlands) and 3.8% (Great Britain).

Housing: In March 2011, Sandwell had 127,072 dwellings and 121,498 households (Census 2011). Of the total households, 56.9% were in owner occupation, 22.7% were renting from the council, 4.8% were social rented ‘other’ and 12.9%were private renting.

Environment: Sandwell has an area of 8,600ha and is at the centre of both the motorway network and local conurbation, meaning there is heavy traffic crossing the borough. Sandwell has the highest proportion of its area given to parks and open spaces of any of the West Midlands Metropolitan county area. Sandwell’s open space is concentrated in the Sandwell Valley and Rowley Hills (2005).

Deprivation

Deprivation in Sandwell: Sandwell has high levels of deprivation, which is widespread and yet fairly uniform. The worst areas of deprivation tend to follow Sandwell’s industrial belt, running from the northwest to southeast of the borough.

Indices of Multiple Deprivation 2010—District Level
<table>
<thead>
<tr>
<th>Local Authority</th>
<th>Rank of Average Score</th>
<th>Rank of Average Rank</th>
<th>Rank of Extent</th>
<th>Rank of Concentration</th>
<th>Rank of Income Scale</th>
<th>Rank of Employment Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>9</td>
<td>13</td>
<td>10</td>
<td>20</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Coventry</td>
<td>50</td>
<td>53</td>
<td>5</td>
<td>37</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Dudley</td>
<td>104</td>
<td>113</td>
<td>85</td>
<td>85</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td>Sandwell</td>
<td>12</td>
<td>9</td>
<td>6</td>
<td>36</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Solihull</td>
<td>179</td>
<td>212</td>
<td>119</td>
<td>98</td>
<td>101</td>
<td>95</td>
</tr>
<tr>
<td>Walsall</td>
<td>30</td>
<td>35</td>
<td>26</td>
<td>40</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Wolverhampton</td>
<td>21</td>
<td>20</td>
<td>18</td>
<td>31</td>
<td>27</td>
<td>24</td>
</tr>
</tbody>
</table>

Table Key: District level information, six district level measures, no one measure is preferred over the others, 326 districts measured in England, 1 = the most deprived district.

**Ethnicity Users**

<table>
<thead>
<tr>
<th>Ethnicity Profile</th>
<th>Barnford Park</th>
<th>Wednesbury</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>89.9%</td>
<td>81.9%</td>
</tr>
<tr>
<td>Mixed</td>
<td>1.9%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Asian / Asian British</td>
<td>6.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Black / Black British</td>
<td>1.5%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Chinese or Other Ethnic Group</td>
<td>0%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

**Frequency of Visit**

The number of people using the Park on a daily basis (33%) is significantly above the national average of 22%, and the number of people visiting at least once a week (65%) is above the national average of 60%.

**Reason for Visiting Barnford Park**

- For Walking: To exercise
- To relax: To walk the dog
- For peace and quiet: As a through route
- To experience nature: Out with the family
- To visit the children’s play area

**Safety Concerns**

A secondary question was asked to those who had stated they didn’t feel safe to ask the reasons behind this - the top 4 reasons were:

- Young people hanging around
- Lack of site based staff
- Anti-Social Behaviour - Noise
- Lack of CCTV
Improvements

The ranked improvements requested by respondents were:

- Improved fencing
- On site staff
- More litter bins
- More dog bins
- More organised events and activities
- Control of dog fouling
- More seating and tables
- Better access for the disabled
- Refurbishment of the former blind garden
- Lighting and CTTV cameras
- More trees and shrubs

It is the analysis of these surveys that forms the basis for our prioritised ongoing improvements programme.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Oldbury</th>
<th>Barnford Park Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged 0 to 4</td>
<td>50.2%</td>
<td>0%</td>
</tr>
<tr>
<td>Aged 5 to 15</td>
<td>48.8%</td>
<td>0%</td>
</tr>
<tr>
<td>Aged 16 to 24</td>
<td></td>
<td>8.8%</td>
</tr>
<tr>
<td>Aged 25 to 29</td>
<td></td>
<td>14.1%</td>
</tr>
<tr>
<td>Aged 30 to 44</td>
<td></td>
<td>20.6%</td>
</tr>
<tr>
<td>Aged 45 to 59</td>
<td></td>
<td>17.3%</td>
</tr>
<tr>
<td>Aged 60 to 74</td>
<td></td>
<td>19.2%</td>
</tr>
<tr>
<td>Aged 75 and over</td>
<td></td>
<td>19.8%</td>
</tr>
</tbody>
</table>

Friends of Barnford Park

The Friends of Barnford Park, formed in 1994, are a registered charity with the aim of benefiting ‘the inhabitants of Oldbury and Langley and the neighbourhood thereof by the promotion, support, assistance and improvement of Barnford Park’.

The management committee of the Charity is composed of 14 residents, including three councillors. Committee meetings are held on average at about six weekly intervals. The meetings are usually attended by a member of the parks and green space management team, and sometimes by other people able to assist the committee, and by members of the public. Two public meetings are held annually, with the particular aim that local people should be able to comment on the Charity’s work and to determine the composition of the Committee.

Sub-committees are set up to deal with routine works, fund raising, park events and project management. This enables the Friends to organise a small programme of community led events each year and fundraise for improvements within the park.
The group operate a stewardship arrangement for the management of the community building.

**Events & Activities**

We recognise that a partnership approach is the best method for delivering events and activities in the park.

Other regular park events are: -

- Annual bird watch organised by the Friends Group
- Self-managed football matches (managed by Secretary and Fixtures Secretary of Warley & District Sunday League)
- Annual Spring Clean operation
- Our team organise an Annual Band Concert
- Holiday activities are also organised by the Council.

Consultation work for management plan revealed that Moat Farm Infant School use the park as part of their environmental studies (linked to the national curriculum).

**Sports Usage**

We have a programme of football matches each weekend in the winter on 5 pitches. Along with cricket in the summer.

**Community Pavilion**

This has a programme of activities and bookings including play group operating every day from Monday to Friday with regular evening meetings.
WHERE DO WE WANT TO GET TO?

This section sets out the key management issues of the park and develops recommendations to address them.

Chapter 5

Aims & Objectives
Chapter 5

5. Aims & Objectives

In developing our aims for the future of Barnford Park the criteria of the Green Flag Award have been used. The criteria are a proxy for good management and the award is the quality national standard for green space. It is also an aspiration of the Council within the Local Area Agreement for us to secure the award for Barnford Park in the future.

The table below shows the Green Flag Award criteria and the corresponding aim for Barnford Park:

<table>
<thead>
<tr>
<th>Green Flag Award criteria</th>
<th>Aim</th>
</tr>
</thead>
<tbody>
<tr>
<td>A welcoming place</td>
<td>To ensure that Barnford Park is welcoming and accessible to all possible users</td>
</tr>
<tr>
<td>Healthy, safe and secure</td>
<td>To ensure the safety of all staff and users of the park</td>
</tr>
<tr>
<td>Clean and well maintained</td>
<td>To maintain the highest standards of horticulture, cleanliness and grounds maintenance</td>
</tr>
<tr>
<td>Environmental sustainability</td>
<td>To adopt environmental management principles and therefore reduce the impact of the management operations on the environment</td>
</tr>
<tr>
<td>Conservation and heritage</td>
<td>To promote biodiversity through appropriate management and to maintain the historic significance of the park</td>
</tr>
<tr>
<td>Community involvement</td>
<td>To encourage community involvement in the park through consultation, events and activities, to seek ways to establish a friends group and implementation of a community development programme</td>
</tr>
<tr>
<td>Marketing</td>
<td>To actively promote the park to all potential users</td>
</tr>
<tr>
<td>Management</td>
<td>To provide a responsive, flexible and high quality management service</td>
</tr>
</tbody>
</table>

These aims are carried forward into objectives derived from the recommendations set out below. The objectives are then set out in our annual action plan.

The analysis and evaluation is based upon data from a number of sources, which includes:

- Consultation with our stakeholders;
- Discussions with the key community groups
- Discussions with the staff involved in the park;
- A detailed site audit;
Chapter 6
Analysis & Evaluation
6 Analysis & Evaluation

A Welcoming Park

Welcoming

There is a well-defined main entrance on Moat Road with welcoming signage, seasonal bedding and separate pedestrian entrance. Research has shown that both entrances on Moat Road are well used by students using the Park as a through route to the local high School (opposite the park on Moat Road) and their safety could be improved by providing traffic calming and pedestrian crossings at these entrances.

The entrances at Meadow Road, Barnford crescent, Farm Road and Barnford Close comprise of fencing and Meadow Road and Silverlands Avenue now have formal paths leading into the park installed early 2010. Work began in 2010 on improving the environment around the entrances through better signage.

Work has continued into 2012 to close panel board fence across the front of the galvanised palisade fencing. This gives the park a better less hostile feel and provides a more natural look to the perimeters.

Meadow Road, Barnford Crescent and Barnford Close have narrow, enclosed passageways either leading to the entrance or just inside the park and any enhancements at these entrances needs to ensure that views into the park are improved. Once inside the wide avenues provide clear sight lines along the primary footpaths. There is also the opportunity to take advantage of the views from the slope on the southern side of the Park, including interpretation about what can be seen (such as topography).

Good and Safe Access

Barnford Park is located within an Urban area with good links to transport routes—including a bus stop and zebra crossing close to the main entrance. Internally it has a formal network of tarmac paths, mainly on a north-south axis, linking five of the park’s entrances.

The car park offers free, off road parking and is in a good condition. There are sufficient spaces to meet the needs of a town Park.

The footpaths are, overall in a good condition and are just about sufficiently wide enough to allow mixed use by pedestrians and cyclists.

Signage

There are a number of good quality, large robust information points at key entrances into
the park that welcome visitors and provide information on key issues, such as opening times, ‘Friends’ group meetings and regulatory notices. This is one of the first features you will see, and will be sought out by first time users of the park. Therefore, the information the boards contain needs to be current and accessible.

Currently, there is no directional or distances information and no interpretation about facilities or features of interest; however, a visitor information map displaying the layout of the park and key features of interest is in place. We also need to consider how we can also be give support to off-site signage.

We now have a standardised approach to new signage and interpretation in the park. Providing a cohesive approach to information and interpretation will strengthen the character of the site, support our objectives and minimise the number and styles of old signs. This includes appropriate welcoming signage at entrances.

Equal Access for All

Due to the topography of the park a few areas of the park may present a barrier to people with mobility impairment, particularly wheelchair users, in particular access up the grass banked slopes towards Silverdale Avenue. We have constructed new tarmac footpaths in 2010 along the desire lines from Meadow Road and Silverdale Avenue Entrances to the main entrance on Moat Road, to address this problem.

We need to give consideration in our interpretive plan for visitors to use all five senses within the park and that tactile, sound and aromatic planting is integrated into the planting regime. Touch, sound and smells can assist people with sensory impairments to orientate within outdoors environments.

‘A Welcoming park’ Management Recommendations

- Improve signage and information provision at entrances
- Improve entrance infrastructure and its maintenance
- Improve access, particularly disabled access, around the park’s key features and facilities

Healthy Safe and Secure

Please refer to Appendix 1 concerning Health and Safety

Appropriate Provision of Facilities

Our survey and consultation work provides evidence that Barnford Park serves a very local catchment area, with & out of 10 visitors travelling less than a quarter of a mile. In order for the park to fulfil its aspiration of a Town Park it needs to provide a range of facilities and services that meet the needs of the wider community; The biggest demand for additional facilities from our survey respondents—more and better play areas for children—has already been tackled. A range of partners provide a uniformed site presence; additional improvements
• More seating along the primary routes and by the football pitches;
• Improved pedestrian access around the car park entrance;
• Improved signage and interpretation;

There are strong links to the police through:

• Oldbury Town tasking
• The Towns & Neighbourhood Manager
• Sandwell Warden Service
• Friends Group

The police carry out patrols through the park and have a role in events and activities. In the past the police have used the park for events but this is dependent on financial resources.

Quality of Facilities

There has been significant investment in Barnford Park over the past five years which has enhanced the overall quality of the site. 38% of respondents to our survey stated that the quality of the park had improved in the previous 3 years.

Healthy, Safe and Secure Recommendation

<table>
<thead>
<tr>
<th>‘Healthy, Safe and Secure’ Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>We will establish a routine to respond to acts of vandalism / graffiti within 48 hours</em></td>
</tr>
<tr>
<td><em>We will seek to adopt a protocol for shared paths in the Park which minimises potential conflict and provides safe routes for pedestrians and cyclists. We will do this in consultation with park users</em></td>
</tr>
<tr>
<td><em>Attend and report any security matters to Wednesbury Town Tasking</em></td>
</tr>
<tr>
<td><em>Our Wardens will work with the council’s animal welfare officers to deliver an initiative to encourage responsible dog ownership.</em></td>
</tr>
</tbody>
</table>

Clean & Well maintained

Litter and Waste Management

Litter bins are provided on site at key locations and are emptied on a regular basis. Windblown litter at the perimeters of the park is a problem for us and we do seek to ensure the same standards as other areas of the park.

For further information please refer to Appendix 3 Park Maintenance Arrangements.

Included here is a dog poster for dealing with dog faeces management. These posters are especially prominent during events in parks.
Environmental Sustainability

Energy & Natural Resource Conservation

On site, there is relatively little energy other than the community pavilion. The main areas are fuel consumption associated with the maintenance vehicles and equipment and resource use in the pavilion. Some practical steps have been introduced to reduce the impact the council’s services and facilities are having on resources:

- We monitor water and electricity usage and identify unexpected changes in consumption.
- We will review of the mowing regime could identify areas of the park suited as being managed as meadows or headlands, which would reduce fuel use and have the added benefit of improving the site’s biodiversity.
- We use low energy light bulbs
- 10% of the Council’s electricity is from certified renewable source
- External security lights are operated on timers
- Install recycling bins

There is very little waste produced as a result of the regular maintenance schedule. Any pruning’s are chipped and recycled off site and reintroduced as mulch on the beds and borders where appropriate within the park.

Arboriculture and Woodland Management

General remedial management, crown lifting, and hazard tree work has been undertaken.

We will give consideration to programme of improvements within the Park:

- Enhance the shelter belts behind property along the south-eastern boundary of the park with further woodland planting and ornamental shrub planting;
- Gapping up of the avenues running north-south through the centre of the Park will help maintain the character of the area.
‘Sustainability’ Management Recommendations

- Establish a prioritised programme of planned maintenance work for tree inspection and maintenance within available budgets
- Employ good practices in environmental management

Conservation & Heritage

Conservation of Natural Features, Wild Fauna and Flora

Barnford Park fulfils an important role in providing an area close to where people live and work where they can encounter wildlife. There are significant numbers of mature and semi-mature trees and cover for wildlife around the main amenity grass areas. There are also bird and bat boxes close to / on the pavilion.

An ecological survey was undertaken in 2013 of the main habitats within the Park. The detailed ecological survey with an action plan that focuses on maintaining and enhancing the flora of the pudding rock feature and also give recommendations for managing the woodlands and grasslands. We will discuss having this incorporated into the grounds maintenance schedule.

We will support the Friends to deliver small scale biodiversity improvements, for example there is a good scope for improvements of the grassland area to the south of the Park. We will investigate introducing bulbs and wildflower species with our Grounds maintenance team providing appropriate meadow mowing regimes to improve that habitat of this area.

Conservation of Landscape Features, Buildings & Structure

Barnford Park was originally created from farmland and early maps show little in the way of landscape features, although a 1937 one does show the linear avenues and a bowling green. The park has evolved to meet the needs of the local community, with many features and facilities having been provided and subsequently declined or been removed as social trends change.

The community pavilion takes price of place to take the park forward into the 21st Century and is a building of some merit to the community.

<table>
<thead>
<tr>
<th>‘Conservation and Heritage Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>We will extend the bird and bat boxes around the park</td>
</tr>
<tr>
<td>Improve Woodland habitat in the Millennium planting through appropriate thinning / planting</td>
</tr>
<tr>
<td>Continue to develop the partnership with the Friends of Barnford Park to promote the heritage value of the park.</td>
</tr>
</tbody>
</table>

Barnford Park, Oldbury Management Plan 2017-20
Community Involvement

Community Involvement in Management and Development including Outreach Work

Barnford Park Friends provides a community perspective to the management of the park through their meetings. Other volunteer opportunities available for the local community to become involved in the management and maintenance of the park are embryonic at this stage and our Volunteer Action Plan created in 2010 is designed to provide us with a template to take things forward.

Recording the degree of community satisfaction and volunteer involvement in the management and maintenance of Barnford Park will not only help guide our relevant action plans but should form part of our service’s performance monitoring.

Appropriate Provision for the Community

We have delivered many of the improvements recommended from an original 2004 Master Plan and managed to transform the park a relatively short amount of time.

We do seek to create a sound base of information about the users of the space. Such information allows us to plan delivery of our services, activities or future improvements in response to identified needs.

<table>
<thead>
<tr>
<th>‘Community Involvement’ Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage further local ownership of the park through supporting Barnford Park Friends Group using the existing stewardship agreement as the basis for that partnership</td>
</tr>
<tr>
<td>Undertake customer satisfaction surveys at all shows and events to review and improve their planning and delivery</td>
</tr>
<tr>
<td>Establish ongoing opportunities for volunteer involvement in maintenance and development of the park and record the number of volunteer hours generated in the park.</td>
</tr>
</tbody>
</table>

Marketing and Promotion

Marketing and Promotion

We do have a marketing strategy and the Council does hold a number of corporate documents relating to marketing. Promotional materials are typically produced for the Borough-wide programmes of events and exhibitions.

For further information please refer to Appendix 5 Marketing

Provision of Appropriate Educational Interpretation / Information

With the help and advice of PiCAS UK, we have put guidelines in place to encourage sensible feeding, the welfare of wildlife and a response to the problem caused litter, which is a result of overfeeding. Information is provided in the information points at the primary entrances.
‘Marketing’ Recommendation

We will work with suitable partners to including friends to deliver a range of events and activities that attract new and existing audiences to Barnford Park.

We will work with Youth Offending Team to engage in activities.

We will promote the accessible facilities and services available at Barnford Park on the Council’s website.

We will ensure our events programme is planned, promoted and delivered with due regard to the needs and aspirations of all people.

Management

With such a diverse group of stakeholders, we do ensure clear roles for those involved in the management; maintenance and development of the park in order to deliver the improvements that make it worthy of a green Flag Award.

Particularly helpful to our analysis was a parallel investigation carried out by a scrutiny panel 2009 under the chairmanship of Councillor Pete Allen (Chair of Neighbourhood and Scrutiny Panel) and Towards Excellent Services (TAES) review conducted internally. Along with a visioning morning with officers and representatives from community groups.

‘Management’ Recommendation

We need to continue to work closely with our partners to improve the balance between management, maintenance and development activities.

We will ensure that training is delivered to provide staff with a better understanding of current best practice.
HOW WILL WE GET THERE

This section sets out our Action Plan above, should be monitored, how the Action Plan should be updated, and also how the plan itself should be reviewed.

Chapter 7
Action Plan
Chapter 7

7 Annual Action Plan

We produce an annual action plan for the park in November after Green Flag Judges report is published the plan is reviewed as part of our submission process for the Green Flag Awards. This approach to management provides us with a more flexible and realistic approach to realising the vision of our plan.

Whilst we cannot always make the necessary improvements by the following year we do strive for continual improvement subject to resources.
8 Review of Action Plan

Our action plan is monitored quarterly and progress against targets reviewed and reported to the Friends Group and elected members.

The Action plan is based on Green Flag judge’s recommendations along with the Sandwell Scorecard.
Chapter 9

Measures of Success
9 Measures of Success

By gathering baseline data progress can be measured and the value of the park to wider agendas demonstrated. Below are some suggested measures that are set out under some key headings to relate back to the Green Flag Award based analysis.

The Sandwell Score Card

The score card sets out the council's priorities and targets for the next three years. Everything we do as a council has to line up with the scorecard:

**Great People**
**Great Place**
**Great Prospects**
**Great Performance**

The users and visitors of Barnford Park can score our work and improvements. We also publish our Green Flag success on the score card. For details and access to Barnford Park web pages visit: [www.sandwell.gov.uk/scorecard](http://www.sandwell.gov.uk/scorecard)

Click "Parks and Green Spaces to enjoy" under the heading Great Place. We also have links to face book and twitter.

**Welcoming**

- Perceptions of a welcoming park from annual user surveys

**Clean and Well Maintained**

- User satisfaction from annual user surveys
- Performance against standards through internal site quality audits
- Reduction in complaints

**Health, Safety and Security**

- Number of recorded incidents
- Number of reported crimes
- Perceptions of safety from annual user survey

**Environmental Sustainability**

- Amount of pesticide use
• Amount of peat use
• Monthly electricity and water use
• Perceptions of the site being managed in an environmentally friendly way from annual user surveys

Nature Conservation

• Number of species of flora and fauna recorded
• Percentage of site being managed for wildlife
• Perceptions of the site making a contribution to wildlife from annual user surveys

Community Involvement

• Number of events run
• Number of people attending events
• Number of volunteer hours input
• Number of visitors
• Diversity / types of users

Marketing and Promotion

• Number of press articles generated

Overall Management

• Amount of external funding secured (grant, donations, sponsorship etc)
• Performance against annual income targets
• Delivery of site improvements
• Annual quality audit score
Chapter 10

Plan Review
Chapter 10

10. Plan Review

Our plan will be reviewed on annual basis in line with Green Flag Judges Reports. Barnford Park was subjected to a mystery judges visit in 2014.
Chapter 11
Appendices
11. Appendices

APPENDIX 1

Health and Safety Town Tasking

Sandwell has a partnership arrangement with Police, Fire Service, Ambulance, Key Sandwell Services and elected members. Oldbury Town Tasking Group meets monthly to discuss local community issues associated with crime and antisocial behaviour. The police, along with other agencies such as the Youth Service and Street Wardens, put in additional resources into an area identified as a ‘hot spot’ until issues are resolved. The Town Tasking Group is kept informed of progress in these areas so that appropriate resources can be diverted. Barnford Park has, in the past been identified as a hot spot for antisocial behaviour.

Safe Equipment, Facilities & Infrastructure

Footpaths are in good condition with a few surface cracks noticeable in some areas of the park. The most common disruption of the tarmac surface is caused by tree roots. This disturbance can create a surface which is uplifted and folded which may cause a tripping hazard for park users.

The environment immediately surrounding the central pavilion area, car park and main drive from Moat Road extends to the quality of the hard-standing surfaces we have made structural changes to the pavement levels to improve access.

We commissioned a tree survey in 2009 and this provides us with the framework for prioritisation of tree work in the park. The trees are generally well tended; with diseased and dead wood dealt with accordingly:

- Trees are pruned and removed as and when necessary, e.g. if they have fallen and are causing an obstruction to pathways.
- No weekend working is currently undertaken but emergency staff is available on call out to deal with hazards such as storm damaged trees.
- The dead wood is removed from site, there are no timber stacks or large groups of coniferous trees and so the risk from fire is low.

Play equipment is well maintained and noticeable improvements have been made in the last 12 months regarding graffiti removal around the play area and wider park. Graffiti in parks has a disproportionate impact in terms of the public perception of neglect and we do continue to give a high priority to graffiti removal.

We have a new computerised play area monitoring system that is being introduced from February 2010.
**Personal Security in Park**

A significant attraction to people visiting a green space is that they are perceived to be safe places to visit owing to regular staff presence, good design and layout. In order to address concerns over personal safety and anti-social behaviour a range of measures have since been introduced. Residents are being encouraged to take ownership of the park (through the Barnford Park Friends Group and to report anti-social behaviour to the police and maintenance issues to the operation division of the council. Our uniformed Sandwell Urban Warden Service patrol all parks outside the normal operating hours of the grounds Maintenance staff.

Anti-social behaviour and other crime issues within the park are reported to Oldbury Town Tasking. Additional police and other partnership resources are used to deal with any ongoing issues. This initiative is designed to give visitors and users more confidence that security has improved.

Additional facilities to the play areas and large number of improved pedestrian entrances improves the perception of safety for visitors.

The introduction of our Park Fabric Health and Safety Quarterly Inspection has identified maintenance issues, such as repainting of benches, which has helped address the feeling of neglect.

**Dog Fouling**

Barnford Park is a popular site for dog walkers– coming second as the main reason for visiting the site (41% of park users) in the surveys. We need to carry on with the education, enforcement and provision of facilities in order to ensure that dog fouling continues to be adequately addressed.

**Graffiti and vandalism**

Graffiti and vandalism reported daily either by users/Urban Park Warden/ Grounds Maintenance. The Council has a policy to deal with all reported graffiti and vandalism within 24hours response time. The site is inspected and the risk identified. Dependant on the risk remedial action is taken within 8 hours’ response time or the area is taped/secured including appropriate signage.

An example of the duty log is available as part of the supporting documents Analysis of user complaints in respect to graffiti/vandalism and behavioural incidents as undertaken by Oldbury Town Tasking Group using reports generated by Urban Park Wardens and other organisations. These reports are published.

**Safety of Users and Staff**

User safety is a prime concern for all of us including our partners involved in the management and development of Barnford Park and is addressed on a number of levels.

We have a system of Oldbury Town Tasking Teams who provide a coordinated approach to antisocial behaviour across Sandwell. The Town Taking is normally chaired by a Police
Inspector and attended by Fire, Youth, Housing Services and the strategy advocates strong linkages into “Tasking” thus providing the support for dealing with antisocial issues.


Health and Safety Procedures
We have a Health & Safety Group that meets every four weeks to discuss and action issues of key concern.

There are a number of corporate documents that Sandwell MBC has produced to ensure the safety of staff, visitors and others working in the park. The main ones are:

- A Corporate Health and Safety Manual that set out the duty of care owned by the Council to its employees and citizens. In addition to this document each service provider (e.g. Grounds Maintenance Service, Cleansing Service) has its own Health and Safety Plan covering its area of work. We also hold regular Health and Safety meetings to address issues concerning parks, open spaces and children's play areas.

- We have a Normal Operating Procedures (NOP)/Emergency Action Plan document specific for Barnford Park. This was done in response to the recommendations of the RoSPA report safety audit of the park. The NOP document is made available to anyone booking the park for sports activities or events.

- Our partner Urban Tree Policy (2008) explains the importance of trees to the Urban Environment and lists the policies adopted to ensure that this vital community asset is protected and enhanced whilst maintaining a duty of care to all. The Urban Tree Action Plan 2009 assesses the current issues with delivering Urban Tree Policy and sets out a detailed plan to address them. A comprehensive tree survey has been carried out in 2009.

Safety of Users and Staff
A significant attraction to people visiting a green space is that it should be perceived to be safe places to visit owing to regular staff presence and good design (it meets the needs of its users; it is diverse and interesting; it connects people with place; and it provides people with a positive image and experience). User safety is a prime concern for all of those involved in the management and development of Barnford Park and is addressed on a number of levels.

Staff Presence
Our partner grounds maintenance team drive corporate liveried vehicles and are provided with standard Council uniforms so that members of the Public can clearly identify them when needed.

Our mobile Warden Service operates on a shift system to ensure that regular patrols of the park are undertaken. The staff are trained in basic health and safety awareness, first aid,
child protection and customer care as part of our Parks and Countryside Training & Development Programme. All staff are provided with standard Council uniforms so that members of the public can clearly identify them when needed. They are equipped with mobile telephones and radios and operate 7 days a week.

As regards reporting of any accidents each service provider has their own accident book for their own staff. All incidents are reported according to Council procedures to our Urban Parks Manager and to managers of other service providers to monitor and or action, copies are also passed to staffing, health and safety and insurance sections of the Council. Incidents are also reported to the Oldbury Town Tasking (see section 4.5.3).
Chapter 11

APPENDIX 2

Organisational Context for Barnford Park

The Council
Streetscene is the overarching directorate for all services responsible for Barnford Park.

The following is a description of the key roles:

Parks & Countryside Manager
Responsible for the overall Management of the Parks & Countryside Services.

Green Spaces Development Manager
Responsible for the strategic policy and investment for Green Space in the Borough.

Grounds Maintenance Manager
Responsible for Grounds Maintenance part of the Parks & Countryside Service from April 2013.

Cleansing Manager
Responsible for monitoring the private partner Serco Cleaning Service.

Events Manager
Responsible for the co-ordination of events and major activities within Sandwell. This is a key role in contributing to the visitor and tourist economy within the Borough.

Buildings / Premises Officer
Located within Building Services, the Building/Premises Officer has responsibility for the maintenance and upkeep of the Council’s building portfolio throughout the borough.

Grounds Maintenance Senior Operations Supervisor
The Senior Operations Supervisor reporting to the Grounds Maintenance Operations Manager has the responsibility for horticultural grounds maintenance. The work for Barnford Park is influenced by the management Plan and scheduled meetings with Parks and Countryside Service.

There is an on-site Gardner in the park who is supported by additional seasonal staff provided by area mobile teams operating specific disciplines.

Urban Forestry Manager
The Urban Forestry Manager is responsible for the management and maintenance of the
Council’s tree stock including replacement of trees. He also commissions both internal and external arboriculture teams to undertake a range of tree surgery works. An Arboriculture Strategy provides the strategic framework for tree management in the borough. We commissioned a tree survey in 2009 that influences the priorities for Arboriculture works on the park.

**Sandwell Warden Service**

Our Parks and Street Warden Service work from 2-10pm and their role is primarily security based but do undertake a range of other duties associated with events and activities in the park.

They are responsible for:

- Parks facility management duties and asset protection;
- Enabling special events and supporting community activities;
- Assisting in the development of policies and procedures for parks improvement schemes;
- Providing assistance to tackle anti-social behaviour;
- Ensuring Health and Safety within parks and green spaces; Delivery and management of minor games provision;
- Managing additional resources/stewards for special events.
- As part of the review our Parks and Street Warden Service, have been given accredited powers under the Clean Neighbourhoods Act (2005), to issue fixed penalty notices and police accreditation to issue public notices of disorder.

**Parks Facility Manager**

Responsible for co-ordinating fabric repairs and improvement projects, working in association with Property Service and Landscape Architects Service.

The park was gifted ‘for the use of the public forever’ and was finally opened in 1916. It became an important feature in the life of Oldbury and in its heyday, until about 1960, many facilities were installed. These included a bowling green, putting greens, tennis courts, sons of rest, a keeper’s pavilion, children’s play areas and cricket and football pitches, along with glasshouses for the plant nursery.

There were extensive flowerbeds and a garden designed especially for the visually impaired. The borough green houses were situated in the park and were in regular use, together with a resident park keeper.

Barnford Park was also used for important public events ad celebrations, which included fairs, bonfires and fireworks. The park did enter a period of significant decline the glass houses, sons of rest and main pavilion was demolished. Spoil from the nearby motorway was dumped in the park and the play facilities and horticultural features rapidly declined. In 2003 a programme of regeneration was implemented and this programme that has provided the range of improvements that can now be seen:

- New sports pitches
• Fencing
• Pavilion
• Pergola
• Maze
• Play area
• Horticultural features
• Path resurfacing
• Skate Park
• Multi Games Area
APPENDIX 3

Chapter 11

Maintenance works

Grounds maintenance works are carried out by our in-house team. From April 2013, the team will be part of the Parks & Countryside Management. This enables a seamless service and reflects the priority the council places on Green Flag Awards. Existing operations are largely based on a schedule of works although there is a ‘static allowance’ that enables staff to undertake non-scheduled works as necessary. This provides the budget holder with a degree of flexibility and cost effectiveness to maintain a large number of sites using limited resources.

The maintenance standards for green spaces can be challenging. Our maintenance budgets for green space have been consolidated into a single Green Budget. Sandwell Grounds Maintenance Service is responsible for horticultural and sports pitch maintenance with Waste Management being responsible for monitoring waste cleansing operations including litter, dog waste collection and path sweeping. Cleansing is undertaken by external partner Serco. Our users of Barnford Park expect their park to be maintained to a level commensurate with town park status. Primarily because Town Parks have an historical range of buildings, path network, trees and horticultural features that require higher maintenance.

Pesticide use within Barnford Park is strictly controlled and only used when absolutely necessary. Some examples are the use of glyphosate to control alien weeds for example Japanese Knotweed, where this is recognised as the best control method although there are no alien species identified in the park.

Inspections – Grounds Maintenance works
Under the “Green Budget” arrangements it is the responsibility of our Grounds Maintenance Service to administer the delivery. The Barnford Park Friends along with other user groups provide additional monitoring to ensure high standards are maintained.

Inspections - Infrastructure
Infrastructure items such as the football changing rooms, fences, gates, benches, bins etc. are covered by a general visual inspection carried out by our Parks and Street Warden Service to identify any basic hazards. These are carried out on a daily basis. Members of the public also report incidents, such as Anti-Social Behaviour that are dealt with through Oldbury Town Tasking Partnership, where we have representation.

We have established a ‘Parks Fabric Health and Safety Quarterly Inspection’ and this is undertaken by our Parks Facilities Manager. This inspection enables us to prioritise
unscheduled maintenance as well as development projects.

We have overall responsibility for parks buildings and structures maintenance and we use the professional resources available in our pattern service as follows:

**Property Service**
This Service has a large range of skills and disciplines in Building Services, within Streetscene underpinned by the dedicated responsive business and development support service. Property Services undertake the annual parks building inspection such as Barnford Park Community Pavilion on behalf of the Parks and Countryside Service as we are the client. Structural repair maintenance and building refurbishment are also undertaken through the Property Maintenance Account (PMA).

**Prioritisation of inspection and repairs**
We have a team of Parks and Street Wardens who undertake visits to Barnford Park and report any defects and problems to the Warden Manager. This information is passed to our Parks Facilities Manager who determines the scale of the problem either based on the report or through a further site inspection by our Parks Maintenance Officer. A decision can then be made if the remedial action requires support from Property Services or can be dealt with through our minor repair budget.

Minor works to either secure the building or make a small repair is undertaken by our Parks Facilities Manager.

If the problem is of a more complex or larger scale, then we report the problem to our partner Property Services.

**Planned capital programme**
Through the inspections identified above analysis of the building fabric can be established. This in turn influences our decisions to request capital monies through the Council’s Capital Strategy Financial Group. Allocation of monies from this group is normally set within the context of the Council’s Corporate Priorities and potential external (match funding) opportunities.

Planning Gain Section 106 also provides a means of capital income that supports our building regeneration or match funding to together the Council’s capital allocation or external grant.

We have plans are in place to undertake an annual Barnford Park fabric condition survey to assess the state of infrastructure items such as furniture, footpaths, fencing and buildings. We then report this annually and then bid for capital finance allocation to address the issues identified. Our survey includes structural integrity of the building or structure, an inspection of the internal and external fabric and an inspection of the integrity of services.

All such information is held centrally on a site-specific premises log. With our partner Cleansing Services, we have introduced a new recycling scheme in the park. We now have a bank of on-the-go recycling bins close to the play area. The special bins are purpose-built to
make it easy for visitors to recycle everyday items such as plastic drinks bottles, drinks cans and newspapers.

**Grounds Maintenance & Horticulture**
Ornamental Rose beds and shrubberies are located close to the main entrance. There is relatively little in the way of other horticultural features within the park. In order to enhance the welcoming nature of the park and better reflect the community desire to achieve better standards, our partner is continually a reviewing of the grounds maintenance schedule.

**Building and Infrastructure Maintenance**
The historical underfunding of infrastructure maintenance is now being addressed through our capital improvements around the park with noticeable improvements. This means that the majority of the issues are now cosmetic; so as well as delivering the on-going cyclical maintenance work we will seek to replace inappropriate fixtures and fittings in order to enhance the character and identity of the park.

**Equipment Maintenance**
Our partners Grounds Maintenance Services ensure that staff are adequately trained to use grounds maintenance equipment and that this equipment is adequately maintained. A separate comprehensive training programme is available.

All play equipment is regularly inspected weekly together with an external inspection and report. The play equipment and safer surfacing is in good working order but we recognise that cleaning will improve the colour of the surface that has started to fade in places.

The survey of the tree stock in Barnford Park that was programmed in 2009 has a prioritised action plan for 2010 onwards. Current management of them includes:

- Trees are pruned and removed as and when necessary, e.g. if they have fallen and are causing an obstruction to pathways.
- No weekend working is currently undertaken but emergency staff is available on call out to deal with hazards such as storm damaged trees.
- The dead wood is removed from site, there are no timber stacks or large groups of coniferous trees and so the risk from fire is low.
History of Barnford Park

The park was presented to the Borough of Oldbury in 1915 by local industrialist, Mr. W. A Albright of Messrs Albright and Wilson, the chemicals manufacturer who remain one of the largest companies in the area.

The park was gifted ‘for the use of the public forever’ and was finally opened in 1916. It became an important feature in the life of Oldbury and in its heyday, until about 1960, many facilities were installed. These included a bowling green, putting greens, tennis courts, a sons of rest, a keepers pavilion, children’s play areas and cricket and football pitches, along with glasshouses for the plant nursery.

There were extensive flowerbeds and a garden designed especially for the visually impaired. The borough green houses were situated in the park and to twenty were in regular use, together with a resident park keeper.

Barnford Park was also used for important public events ad celebrations, which included fairs, bonfires and fireworks. The park did enter a period of significant decline the glass houses, sons of rest and main pavilion was demolished. Spoil from the nearby motorway was dumped in the park and the play facilities and horticultural features rapidly declined. In 2002 a programme of regeneration for the park commenced with the replacement of the old children’s play area. In 2003 a substantial grant from Sport England enabled us to re-grade and install drainage into the grass sports football pitches. A new cricket square was introduced as part of this project replacing the one lost some years earlier.

In 2004 a new multi-use games area was added on the site of the old play area. In 2006 a new community pavilion and sports changing rooms was constructed and officially opened along with a new toddler play area.

A junior play area was constructed in 2008 and further natural play facilities were added in 2010 as part of our Play Pathfinder Programme. The former bowling green was converted to a Maze in 2010 and a new path network constructed from Silverlands Avenue and Meadow Road.
Chapter 11

APPENDIX 5

Barnford Park Oldbury Marketing Plan Specific to the Park

We recognise that well designed and promoted events are important in reaching new audiences and are crucial way of maintaining and promoting public relations. The park is also an ideal venue for events associated with promoting an active, healthy lifestyle. There are some good examples of partnerships (such as the Health Walks) which are involving the local community our multi-service involvement in the management and maintenance of the park is improving the level of participation.

Provision of Appropriate Information

We recognise there is limited information off-site information in accessible formats to promote the accessible facilities and services available at Barnford Park. Comprehensive off-site information should include:

- Parking and public transport arrangements
- Typical travel distance around the park
- Details of staffing and staff skills (for example sign language)
- Opening times
- Interpretative material for visually impaired visitors

The key issues regarding information and interpretation on site are:

- The list of facilities in the information points using symbols.
- The information points are well used and is updated frequently
- There is a map layout with information about facilities or features of interest
### STRATEGIC CONTEXT

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness of Council members and officers of the value and role of Parks Services</td>
<td>‘News’ items to be submitted to Thematic weekly and in house council publications. Briefing papers to members</td>
<td>4</td>
<td>Ongoing</td>
<td>Number of submissions</td>
<td>Staff time</td>
</tr>
</tbody>
</table>

### ATTRACTIONS & FACILITIES

#### Leisure & recreational facilities

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Play Area</td>
<td>Ensure regular inspections are undertaken and opportunities for funding are sought to keep equipment relevant</td>
<td>5</td>
<td>Ongoing</td>
<td>Regular liaison and support</td>
<td>Staff time / finance</td>
</tr>
<tr>
<td>Multi Use Games Area</td>
<td>Ensure regular inspections are undertaken and equipment is maintained regularly</td>
<td>5</td>
<td>Ongoing</td>
<td>Regular liaison</td>
<td>Staff time / finance</td>
</tr>
<tr>
<td>Cricket / Football Pitches</td>
<td>Continue to support grounds maintenance regime of these facilities</td>
<td>5</td>
<td>Ongoing</td>
<td>Regular liaison and support</td>
<td>Staff time / finance</td>
</tr>
<tr>
<td>Maze / Pergola</td>
<td>Ensure regular inspections of surfacing and maintain as and when required</td>
<td>5</td>
<td>Ongoing</td>
<td>Regular liaison and support</td>
<td>Staff time / finance</td>
</tr>
<tr>
<td>Maintain visual appearance to all entrances</td>
<td>Daily litter picking of entrances</td>
<td>5</td>
<td>Ongoing</td>
<td>Works undertaken Results of satisfaction survey</td>
<td>Excessive numbers of visitors</td>
</tr>
</tbody>
</table>
## SIGNAGE & INTERPRETATION MATERIALS

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage</td>
<td>Explore funding opportunities to develop proposals for directional signage across the Park</td>
<td>3</td>
<td>2018</td>
<td>Proposals developed</td>
<td>Finance</td>
</tr>
<tr>
<td>Publicity</td>
<td>Contribute towards Sandwell MBC’s quarterly What’s On</td>
<td>1</td>
<td>Quarterly</td>
<td>Leaflet produced</td>
<td>Staff time</td>
</tr>
<tr>
<td>Interpretation</td>
<td>Review all interpretation across the Park and within the Visitor Centres and explore replacements as appropriate and necessary</td>
<td>3</td>
<td>2018</td>
<td>Review undertaken</td>
<td>Staff time / finance</td>
</tr>
</tbody>
</table>

## COUNTRY PARK GATEWAYS

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe and welcoming entrances</td>
<td>Continue coordinated approach to entrance design</td>
<td>5</td>
<td>Ongoing</td>
<td>Coordinated look to all entrances</td>
<td>Finance</td>
</tr>
<tr>
<td>Anti-social behaviour</td>
<td>Continue to liaise closely with West Midlands Police through the Countryside Watch Scheme</td>
<td>2</td>
<td>Bi-monthly</td>
<td>Further reductions and reports of anti-social behaviour Higher visitor satisfaction</td>
<td>Staff and police time</td>
</tr>
<tr>
<td></td>
<td>To manage areas that surround the park in a more informal manner, e.g. to increase sight lines</td>
<td>3</td>
<td>Ongoing</td>
<td>A more welcoming place and higher visitor satisfaction</td>
<td>Staff resources</td>
</tr>
</tbody>
</table>
### MANAGEMENT STRUCTURE

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operational Management</td>
<td>Review Parks operational management structure to achieve efficient and cost effective service operation</td>
<td>4</td>
<td>Annual</td>
<td>Review undertaken</td>
<td>Staff resources</td>
</tr>
</tbody>
</table>

### PARK RESOURCES

#### Staff

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review staffing costs in line with budget allocation</td>
<td>Review by Management team, report to members</td>
<td>5</td>
<td>Ongoing (review by March each year)</td>
<td>Completed review and report</td>
<td>Political Economic</td>
</tr>
<tr>
<td>Undertake annual review of staff and financial resources</td>
<td>Review by management team</td>
<td>3</td>
<td>Annually</td>
<td>Completed review</td>
<td>Time</td>
</tr>
<tr>
<td>Staff development and training</td>
<td>Undertake the council’s appraisals process with all staff members to achieve efficient and cost effective service operation and to make best use of staff skills and experiences</td>
<td>5</td>
<td>Annually with 6 monthly review</td>
<td>Reviews undertaken and continually attain Investors in People</td>
<td>Staff time / resources</td>
</tr>
</tbody>
</table>

#### Equipment

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanical Equipment</td>
<td>Produce safe working practice procedures for all mechanical and electrical equipment</td>
<td>5</td>
<td>Ongoing</td>
<td>Practices produced</td>
<td>Staff time</td>
</tr>
</tbody>
</table>
## COMMERCIAL ACTIVITY

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximising Income Generation</td>
<td>Increase revenue from activities and events</td>
<td>4</td>
<td>Ongoing</td>
<td>Increased revenue</td>
<td>Staff time / resources</td>
</tr>
<tr>
<td>Review and revise fees and charges</td>
<td></td>
<td>3</td>
<td>Annually (December by officers for Jan CAT)</td>
<td>Increase in income</td>
<td>Political</td>
</tr>
</tbody>
</table>

## VISITOR PROFILE & SATISFACTION

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish visitor profile / satisfaction</td>
<td>Evaluation sheets to be completed by event and activity users</td>
<td>5</td>
<td>Ongoing</td>
<td>Evaluation completed and analysed</td>
<td>Dependant on participants completing evaluation</td>
</tr>
<tr>
<td>To continue to measure the quality and success of the Park through surveys</td>
<td></td>
<td>5</td>
<td>Ongoing</td>
<td>Monitoring visitor numbers and satisfaction</td>
<td>Willingness of participants</td>
</tr>
<tr>
<td>Address any visitor dissatisfaction identified in surveys.</td>
<td></td>
<td>5</td>
<td>Annually</td>
<td>Higher satisfaction ratings in the visitor surveys</td>
<td>Financial resources</td>
</tr>
</tbody>
</table>
### SUSTAINABILITY

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pesticides</td>
<td>To continue to reduce pesticide use levels within the Park</td>
<td>5</td>
<td>Ongoing</td>
<td>Reduction in chemical weed control and an increase in organic methods</td>
<td>Limitations of organic solutions</td>
</tr>
</tbody>
</table>

### COMMUNITY INVOLVEMENT

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users, friends, visitors and stakeholders</td>
<td>Continue to support Friends Group</td>
<td>3</td>
<td>Ongoing</td>
<td>Regular liaison</td>
<td>Officer time / finance</td>
</tr>
<tr>
<td></td>
<td>Continue to support community associations with events and activities</td>
<td>3</td>
<td>Ongoing</td>
<td>Regular liaison</td>
<td>Officer time / finance</td>
</tr>
<tr>
<td></td>
<td>Continue to support local schools that utilise the Park for a host of activities</td>
<td>3</td>
<td>Annually</td>
<td>Regular liaison</td>
<td>Officer time / finance</td>
</tr>
</tbody>
</table>
## MARKETING

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Work in partnership with the local newspaper to produce and publish at least one interest story every quarter</td>
<td>4</td>
<td>Ongoing</td>
<td>Number of news stories in local press</td>
<td>News worthy stories available and the interest from the press to print</td>
</tr>
<tr>
<td></td>
<td>Review information on the Corporate Website, social media pages and information screens on a regular basis</td>
<td>5</td>
<td>Ongoing</td>
<td>Information on the website and information screens is current</td>
<td>Staff time</td>
</tr>
</tbody>
</table>

## SAFETY

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Safety Audits</td>
<td>Undertake a health and safety audit of the Park</td>
<td>5</td>
<td>Annually</td>
<td>Evidence of an Audit Trail</td>
<td>Staff resources</td>
</tr>
<tr>
<td></td>
<td>Update all current risk assessments</td>
<td>5</td>
<td>Annually</td>
<td>Evidence of an Audit Trail</td>
<td>Staff resources</td>
</tr>
<tr>
<td></td>
<td>Develop an audit trail of safety checklist</td>
<td>5</td>
<td>Weekly</td>
<td>Evidence of an Audit Trail</td>
<td>Staff resources</td>
</tr>
<tr>
<td>Tree Risk</td>
<td>Respond to recommendations of the latest Tree Survey</td>
<td>5</td>
<td>Ongoing</td>
<td>Work undertaken</td>
<td>Finance</td>
</tr>
<tr>
<td>Dog Fouling</td>
<td>Implement events to heighten people awareness of the problem associated with dog fouling</td>
<td>4</td>
<td>Ongoing</td>
<td>Marketing Strategy</td>
<td>Staff time</td>
</tr>
</tbody>
</table>
## CLEANLINESS & SITE MAINTENANCE

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste Management</td>
<td>Aim to ensure that the Park is free from litter at all times</td>
<td>5</td>
<td>Ongoing</td>
<td>Park free from litter</td>
<td>Staff availability</td>
</tr>
<tr>
<td></td>
<td>Continue to maintain a high standard of site management across the park</td>
<td>5</td>
<td>Ongoing</td>
<td>Complaints / comments received / Site inspections / monitoring</td>
<td>Ability to respond to the level of usage</td>
</tr>
<tr>
<td></td>
<td>To prioritise the urgent removal of graffiti</td>
<td>5</td>
<td>Ongoing</td>
<td>Complaints / comments received / Site inspections / monitoring</td>
<td>Ability to respond to the level of usage</td>
</tr>
</tbody>
</table>

## CATERING

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catering Provision</td>
<td>Work with colleagues and consultants to explore opportunities for further catering outlets within the Park</td>
<td>5</td>
<td>Ongoing</td>
<td>Opportunities identified</td>
<td>Financial viability</td>
</tr>
<tr>
<td>External Caterers</td>
<td>Monitor standards provided to visitors by external caterers.</td>
<td>4</td>
<td>Ongoing</td>
<td>Provision of hygiene certificate at tender</td>
<td>Customer satisfaction</td>
</tr>
</tbody>
</table>
### MANAGEMENT PLAN REVIEW

<table>
<thead>
<tr>
<th>Area of action</th>
<th>Action to be taken</th>
<th>Priority 1 = low 5 = high</th>
<th>Action completed by (date)</th>
<th>How measured</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Plan</td>
<td>Review by management team</td>
<td>S</td>
<td>Annually (end of year)</td>
<td>Programme implemented</td>
<td>Staff time</td>
</tr>
</tbody>
</table>