

# Lytham War Memorial and Garden



**Management & Maintenance  
Plan 2018-2023**

# LYTHAM WAR MEMORIAL AND MANAGEMENT PLAN

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## Foreword

The Borough of Fylde is situated on the Lancashire Coast and is a major tourism destination attracting some 3 million visitors per year. Parks and green spaces are a fundamental part of the fabric of Fylde. Our parks and gardens provide attractions for visitors from local, urban and rural areas, and are also important at local level for tourism.

Lytham Memorial Garden is a compact formal landscaped site and is situated directly in the centre of Lytham Town Centre. Visitors and residents are attracted to the gardens as they provide idyllic surroundings to enjoy the peace and quiet, in the otherwise bustling town centre. The gardens are an example of horticultural excellence and are maintained to an incredibly high standard.

During the summer of 2007, the gardens benefited from a full restoration, funded through the Councils internal capital programme, and funding generated from the local community – mainly through the effort of Lytham in Bloom. The restoration included refurbishment of the war memorial, paths, fencing, furniture, lawns, drainage, seasonal bedding schemes and lighting.

The site plays a major role in Lytham's success in the Regional, National, and International in Bloom Awards, with the town winning North West in Bloom for the ninth year in a row, and a Gold Medal in this year's Britain in Bloom Awards. The gardens also won the discretionary award of "Best Feature in a Public Place" - North West in Bloom.

The Council, together with its partners, is committed to continuously improving the services and facilities offered. Essential to this aim is engaging the community to understand their needs and desires and increase community involvement. The Lytham in Bloom Trust, with whom the council work very closely, have community ownership and are excellent at gauging community needs.

In order to focus resources and agree priorities the management plan has been developed to set out a comprehensive plan for the site for the next five years. It acknowledges previous studies and pulls together these and current issues and the priorities arising from community consultation.

This plan will remain a 'live' document; indeed the need for it to evolve is fully recognised. To achieve this, robust mechanisms for monitoring and reviewing have been developed.

Cllr Sue Fazackerley  
Leader of the Council

Susan Evans  
Chair – Lytham in Bloom



## Green Flag Award 2017

### Name of Site – Lytham War Memorial & Gardens Managing Organisation – Fylde Borough Council

Criteria	Strengths	Recommendations	Response
<b>Presentation</b>	The plan is nicely presented with a good and regular use of both photographs (to illustrate points made within the plan) and tables to make the more functional or numerical information easier for the reader to digest. The foreword and judges' recommendations of a previous success in the Green Flag Award being celebrated is a positive start to the plan and demonstrates the importance the Council places on the award.	Consider better usage of font / font size and 'white space' to avoid the reader being confronted with potentially lengthy blocks of plain text e.g. Page 15. Also, the Plan would benefit from a separate appendix showing a drawing / plan of the park as currently, there are no illustrations relating to the planting or other elements discussed in the plan.	Formats have been reviewed and amended where necessary.  A plan of the park has been included as an appendix.
<b>Health, Safety &amp; Security</b>	This chapter is extremely well thought out and presented. All the key information is here and there is very little outstanding. Details on staff training and processes are thorough as well as details for personal safety in the park.		
<b>Maintenance of equipment, buildings &amp; landscape</b>	There are no items of equipment or buildings to speak of in the park, so this chapter is largely irrelevant. However, the benches appear in good condition and the memorial itself was looking well, if not a little dirty.		
<b>Litter, cleanliness, vandalism</b>	As above, details of the procedures are clear, with plenty of provision provided for the park to accommodate litter and vandalism. The full-time gardener is able to identify areas of graffiti at an early stage and carries sanitizer and a sander with him at all times.		
<b>Environmental Management</b>	This chapter of the Plan displays the council's policies on pesticide / herbicide use, and Peat use along with a mention of waste minimization and spoil and demolition material. There are also site specific examples of how this is implemented e.g. Herbicides are currently used.	Be more specific with the detail on chemical and peat use and set targets. Illustrate how you will achieve the targets e.g. support the comment on peat use with examples of how this will be achieved – using specific nurseries to obtain plants etc. Currently, this chapter doesn't provide much in the way of strategic	This will be considered and targets set.

		management.	
<b>Biodiversity, Landscape and Heritage</b>	The Plan provides good detail around the heritage of the site – indeed, this is one of the most important factors for the very existence of the garden. Naturally, the main focus of this chapter is the memorial itself along with a brief history of the setting and place. This chapter displays the pride which is keenly felt by everyone involved in the memorial and garden and the depth of this chapter is a clear indicator of this.	The Plan makes little reference to forward planning for climate change, which should be a consideration, but given the scale of the park, it would be difficult to set any significant targets in this area. Heritage is the main focal point for this section of the plan.	A climate change plan will be developed and implemented.
<b>Community Involvement</b>	Very active 'In Bloom Trust' who contribute significantly to the wellbeing of the park via major fund raising.		
<b>Marketing &amp; Communication</b>	Clear and positive interpretation of marketing requirements via, amongst other things, an annual Ball to raise funds for this site along with others.		
<b>Overall management</b>	The Plan shows a consideration for all aspects of park management and the guidelines for which the park is managed.		

**Additional comments**

## Field Assessment Feedback

Criteria	Strengths	Recommendations	Response
<b>A Welcoming Place</b>	A pleasant and well maintained park which is an asset to the surrounding area. The park has largely open boundaries which provide a view into and across the park from most aspects. Plenty of seating in a range of setting across the park.	It may be a political issue, but the sponsorship boarding at one of the entrances comes across as out of place and unsightly, given the context of the garden. Consider removing and finding another way to appease the sponsors.	This will be considered and discussed with the Friends Group.
<b>Healthy, Safe and Secure</b>	Good site lines and plenty of lighting give the feeling of safety on the park. All equipment, is checked daily and repairs carried out within a reasonable timeframe.		
<b>Well Maintained and Clean</b>	The park was neat and tidy on the day of inspection with the beds having been very recently planted up		

	and the grass in a neat condition. No litter to speak of.		
<b>Environmental Management</b>	There was no evidence of excessive herbicide use. This was discussed at some length and given the coastal location of the park, the risk of damage via drift was deemed significant enough to always consider alternatives first. Mulching was present on several of the beds instead. Green waste dealt with competently and peat reduction is something that is being implemented.	There was little to no consideration given to future climate change, which is particularly relevant when selecting tree species to be planted – of which there may be new ones required in the coming years. Some of the trees are beginning to grow to an excessive height and spread and will need to be either removed or dramatically rationalized in the near future.	A climate change plan will be developed and implemented.  The trees on site will be surveyed and any remedial work actioned. An arbor operational development action plan will be developed in conjunction with the Trees & Woodland Strategy.
<b>Biodiversity Landscape and Heritage</b>	The memorial itself was in reasonable condition, but did appear slightly dirty.	Consider a chemical scrub / cleanse to the memorial. It was stated by the friends group representatives during the visit that it receives a cleanse once per year before Remembrance Sunday, but if there is a possibility to do another one at the start of the summer, it would significantly improve its appearance during the months when there is likely to be the most pedestrian traffic.	This will be considered in line with budget allocations.
<b>Community Involvement</b>	Very proactive and organized 'In Bloom Trust', with a proven record of impressive fund-raising. The Annual Ball' seems to be a major event in the area and is organized entirely by the Trust, who have found their own sponsorship.		
<b>Marketing and Communication</b>	Notice board on site is updated by the Trust with details of services etc as and when they arise. Given the context of the site, there is little opportunity for events to take place on site, but there are respectful occasions throughout the year when religious ceremonies take place.	Consider opportunities for more upbeat events with local children to take place e.g. a picnic afternoon etc. This may give the park more than one context and open it up to a wider audience.	The new ranger service will consider other activities and look to plan such events within the park.
<b>Management</b>	The park is in a good condition and is well maintained, welcoming and clean. The Management Plan is clearly used and acted upon, with		

	appropriate procedures and policies being put in place.		
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**Additional Comments**

A neat and tidy park which is very well presented and currently managed and used appropriately for its ultimate function – a memorial. There is a lot of emphasis on the heritage of the site and it is clearly well used by the local people as a space to relax and enjoy a moment of calm, which the garden certainly provides.

## **SECTION 1. INTRODUCTION AND BACKGROUND**

### **1.1 ACKNOWLEDGEMENTS**

Fylde Borough Council's Parks and Coastal Services team acknowledges the essential contributions to this management plan from:

Lytham in Bloom  
Lytham Heritage Group  
Lytham Civic Society  
Lytham Enterprise Group (LEGs)  
Fylde Borough Council Officers  
Sports Development Officer  
Human Resources Manager  
Community Safety Manager  
Risk Management and Insurance Officer

Thank you for your valuable contributions to the management plan.

### **1.2 THE PURPOSE OF THE MANAGEMENT PLAN**

It is imperative that this management plan seeks to ensure that the site is conserved and enhanced in its entirety due to its historic and environmental importance whilst balancing the needs of visitors and residents alike.

The plan seeks to: -

- Take a holistic approach to the future management of the site by reflecting previous studies, professional and community needs and desires and all of the aspects and issues for the Memorial and its gardens.
- Put community needs at the heart of the development and management of the site.
- Establish standards that are effective and accountable.
- Prioritise resources and action.
- Provide a clear framework for the future development utilising existing and securing future resources.
- Protect against undesirable developments.
- Provide a transparent form of monitoring the management of the site and successes.

### **1.3 RESPONSIBILITY FOR THE PLAN**

The Parks and Coastal Services section of Fylde Borough Council, who work in partnership with stakeholders and the community, have compiled this plan. The Parks and Coastal Services team structure is available to view on request. Implementation of the plan will also be led by Parks and Coastal Services, with specific project leads as shown in the action plan. Likewise monitoring and review of the plan will be led by Parks and Coastal Services, however the Lytham in Bloom Group and other key stakeholders will be engaged to ensure that the future revisions reflect a combination of views, needs and aspirations.

## 1.4 SITE DETAILS

### 1.4.1 Location

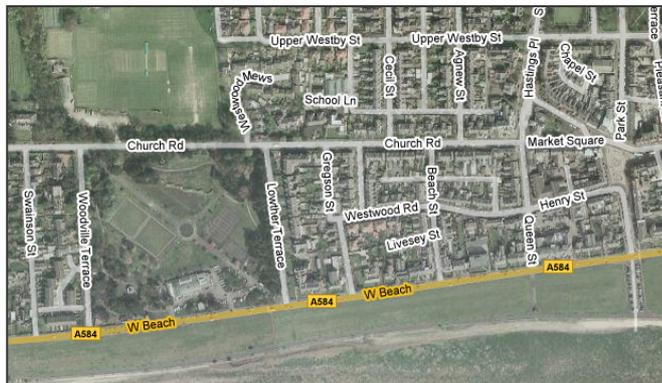
The Lytham War Memorial and Garden is situated in Lytham St. Annes, adjacent to Lytham Piazza. The address being:

Lytham War Memorial and Garden  
Market Square  
Lytham St Anne's  
Lancashire  
FY8 5LW

It should be noted however that postal correspondence relating to the gardens should be directed to:

Parks and Coastal Services  
The Town Hall  
Lytham St. Annes  
Lancashire  
FY8 1LW

Fylde Borough is a major tourism destination attracting some 3 million visitors to the borough per year. The parks and green spaces play a major role offering passive and active recreation facilities to visitors and residents alike. The parks and open spaces make a positive contribution in delivering the Council's corporate objectives and the key actions within the community plan.



Lytham War Memorial and Garden is situated at the eastern end of Lytham's main shopping street, adjacent to Lytham's Piazza. The site sits in between Market Square and Hastings Place.

### 1.4.2 Lytham Memorial Gardens in its Borough context

Lytham Memorial is one of three listed War Memorials within the borough of Fylde. However, the borough does have numerous unlisted war memorials on public and private land. The memorial itself is housed within formal gardens that have been recently refurbished. The gardens are one of several small pieces of public open space throughout the borough, but these sites do play an important role in the provision of open space.

In addition to the smaller gardens and open space the borough has 4 major parks, 6 community parks, 6 sports and recreation grounds, and other civic spaces spread throughout the borough. Lytham Green is the largest expanse of formal, public open space in Lytham. The borough also has areas of urban woodlands and a large expanse of coastline, part of which has nature reserve status and SSSI.

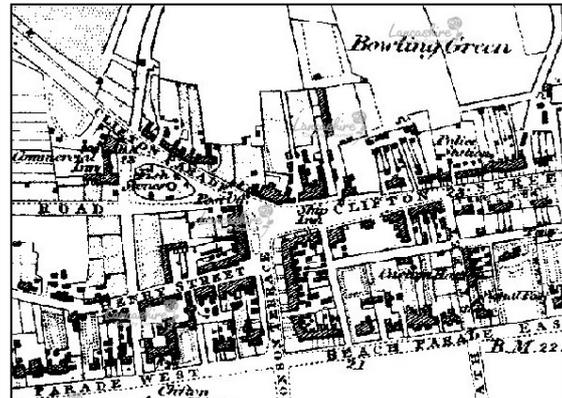
### 1.4.3 Summary of Attractions and Facilities

In summary the gardens offers the following features:-

- Formal Gardens
- Trees
- Floral displays
- Tranquil area to sit or picnic
- War Memorial
- Furniture

### 1.5 HISTORY OF THE SITE

The triangle of land where the War Memorial Gardens now lie have been a part of the historic landscape of Lytham from at least the early 19<sup>th</sup> Century, as the first historic map shows.



The mid 19<sup>th</sup> Century saw the introduction on the site of the market hall, built in 1848. Although the market never became popular the building was converted into a retail and business premises and is still in use today. The second map c. 1890 shows the hall on the site.



Towards the end of the 19<sup>th</sup> Century saw the introduction of a Memorial Drinking Fountain to the site. The fountain was erected c. 1882 to commemorate John Talbot Clifton of Lytham Hall.

John Clifton Talbot was a great traveller and explorer in his youth, only settling down, in Lytham, at the age of 39 when he was married. He was an important benefactor of both Lytham and St Annes, having laid the foundation stone for the latter when aged seven.

The Memorial Fountain remained a feature of the gardens until 1920, when it was moved to Station Square to make way for the War Memorial. The War Memorial was erected to commemorate those lost in the First World War. The Memorial has since been altered to Commemorate those lost in the Second

World War to present day. Both the Water Fountain and War Memorial are Grade II listed.

## **1.6 SITE OWNERSHIP, RIGHTS OF WAY AND DESIGNATIONS**

The Lytham War Memorial and Garden is in the ownership of Fylde Borough Council. The monument is the only listed structure within the gardens. The Market Hall and War Memorial are Grade II listed.

The site sits within a conservation area. Conservation area status gives the Local Authority additional powers to ensure that development is in keeping with existing styles and the character of the area and to prepare schemes of enhancement for such areas.

Whilst conservation areas may contain Listed Buildings, the Council will be concerned to protect, as far as it can, the total environment and all elements that contribute to it, including: buildings, walls, railings and other means of enclosure, open spaces and trees etc. It is equally important that land uses which would disrupt or prejudice the character of the area are not allowed.

Though individual buildings or structures may not be particularly important in themselves, they may make a contribution to the overall character of an area. As such, demolitions can have a serious effect on a conservation area and the Council considers that it is important to control demolition properly.

In this respect the Council will generally seek to retain buildings or other structures which make a positive contribution to the character or appearance of a conservation area. Demolitions will only be allowed where the building or structure does not positively contribute to the character or appearance of the area, where it is beyond reasonable economic repair or where replacement proposals would make a greater environmental contribution. Even where demolition is appropriate, consent will not be given unless acceptable and detailed plans for a redevelopment or restoration scheme has been approved by the Council and a contract for the carrying out of those works has been entered into.

Lytham conservation area is the largest and the most varied in character in the borough of Fylde, extending to embrace the commercial core of the town, surrounding residential areas and the Lowther Gardens. Originally designated in 1974, it was extended in 1977 and again in 1980. The visual focus is undoubtedly the restored Windmill on the Green, but the area also includes many listed buildings, a number of fine Victorian terraces and attractive smaller cottages.

## **1.7 EDUCATIONAL VALUE**

As a result of its heritage and culture, the educational value of the park is very high, not only for children and young people but also for the wider community. The Coast and Conservation Ranger Service aims to utilise the gardens in the coming years to best fulfil its potential. The Ranger Service are currently working on an annual activity schedule to include events and workshops for

families, children and schools. These activities and events will seek to develop partnerships with local schools and other organisations to develop this valuable resource.

## **1.8 RECREATIONAL VALUE**

The purpose of the garden is very much about passive recreation, recreating how the park would have been used when it was originally conceived, strolling, taking in the views and vistas and the provision of decorative planting.



This management plan seeks to ensure that the park not only retains its historical integrity, but provides wherever possible the demonstrated needs of the local community and its considerable number of visitors.

## **1.9 AMENITY VALUE**

The garden assists in contributing towards local tourism and its associated economic benefits, but is also an extremely important amenity resource for the local community. This amenity value has an impact on the quality of life for local residents.

## **1.10 DEMOGRAPHICS**

An essential reference for compiling this management plan is the demographic information for the local area around Lytham and the wider community of Fylde. This information has assisted the authors in determining current and potential future community needs in conjunction with the consultation.

Below is a link to the research, which details the information for Fylde borough.

<https://www.lancashire.gov.uk/lancashire-insight/area-profiles/local-authority-profiles/fylde-district/>

## **1.11 STRATEGIC FRAMEWORK**

### **1.11.1 General**

This management plan is a site specific document compiled within the framework of a wider suite of strategic documents existing for the Local Authority and the local community of Fylde. In order to ensure appropriate synergy with these, all strategic documents have been researched and consultation undertaken as appropriate. A summary of the links between the management plan and other strategic documents is given below.

### **1.11.2 The Fylde Local Plan**

The local plan provides an important protective framework for the site to assist in ensuring that it cannot be developed on for alternative use and the habitats within it are recognised and managed accordingly. This management plan takes account of these designations and seeks to ensure that the variety of environments in the site are protected appropriately. There are several policies within the Local Plan, which have direct effect on the site. The most relevant have been considered and the management plan supports the Local Plan Framework in the following ways:

#### **Nature Conservation**

Lytham War Memorial and Gardens are an urban public garden primarily surrounded by hotels and residential housing. The gardens provide valuable green space in an urban setting that can be utilised by a variety of urban species.

#### **Tree & Woodland**

Trees are a notable feature within the borough of Fylde, areas within the gardens are formal and the structured landscape in which the trees provide and framework, highlight this as well. These trees provide much needed shelter from the prevailing winds, and provide shade.

#### **Tourism & Recreation**

The coastal resorts of Fylde borough have for many years attracted large numbers of tourists and visitors. The area's parks and green spaces provide

important amenity benefits for local residents, assists in meeting the leisure and recreational needs of locals and visitors to the borough and contributes to the visual quality of the environment. For these reasons the Council will seek to protect them from any development.

### **1.11.3. Corporate Plan**

The role that parks and green spaces play in delivering the Fylde Borough Council's corporate objectives is recognised throughout the Council via the following arrangement.

The Corporate Plan is the council's main strategic document. It outlines the council's vision for a range of local services, together with the steps that it will take to achieve that vision. From this, departmental service plans are then developed and lead to individual staff personal development plans. The corporate plan contains a range of policies relating to the environment, community involvement and health and well-being.

The Corporate Plan is divided into 5 themes

- Value for money
- Clean & green
- A vibrant economy
- A great place to live
- A great place to visit

The Parks & Coastal Services team sits within the Clean and Green theme.

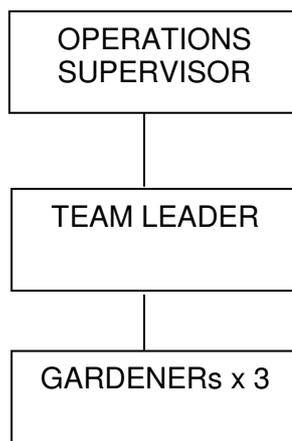
### **1.12 Staff Structure and Responsibilities**

A number of in-house staff are responsible for the management and maintenance of Fylde's parks and open spaces. The Parks and Coastal Services Manager encourages people to work in partnership with one another to provide an effective and responsive service. The Parks and Coastal Service team lead on coast and open space management – this includes grounds maintenance, playground inspections and maintenance, arboriculture management, ranger service, conservation management and coastal patrol.

The Tourism and Culture Service is responsible for parks development and works in partnership with the Parks and Coastal team to deliver park design and improvement schemes, floral display design and procurement as well as facility and infrastructure development and liaison with community and special interest groups.

Lytham War Memorial Gardens is one of the focal points in Lytham town centre. The gardens are maintained by a team of skilled gardeners, who undertake all grounds maintenance and cleansing duties. The team is managed by a Parks Operations Supervisor, who manages a range of operational teams across the borough.

Lytham War Memorial Gardens Staff:



### **Staff Training and Appraisals**

Parks and Coastal Services/ Tourism and Culture Services staff appraisals are undertaken as part of the Council's Performance Management Framework and the Fylde Competency Framework - which is necessary to ensure that every employee is fully aware of their role and is able to clearly understand their contribution to the authority and how they make a difference.

Every employee at Fylde Council must have an appraisal at least once a year. The employee appraisal is valuable in identifying the skills, knowledge and experience of every employee and represents an opportunity for the employee to review their own performance, set new targets for the future and discuss openly their strengths, ambitions and aspirations. Appraisals are essential to career development and are used by employees to ensure they have the opportunity to develop, to access training, to learn and to progress. The discussion must be recorded on the corporate format and signed off by both parties.

Parks & Coastal Services have developed staff training plans which lists both mandatory and task based training for each individual member of the team, to ensure that the team skill base is kept relevant and up-to-date as well as to allow personal growth within the organisation. Training includes, but is not exclusive to: corporate procedures and policies (iPool), IT, manual handling, health and safety, driving, operating machines and project management.

### **1.13 AERIAL PHOTOGRAPH OF GARDENS**

This aerial photograph gives a good impression of the current layout, scale and position of Lytham Memorial Gardens.



#### **1.14 MISSION STATEMENT**

*“Lytham War memorial and Gardens are to be managed and maintained to a quality of which all can be proud. The site plays an important role in the centre of Lytham as a place where people can relax and ‘watch the world go by’.”*

# Welcoming Park



## 2.1 WELCOMING

Lytham War Memorial Garden has a 'natural welcoming feel', as one enters the garden. The gardens are located in Lytham town centre and are well signed with clear access points. The gardens are well used by local people and visitors, and users are seldom alone. The area provides a relaxing feel, where users can relax and 'chill out', away from the busy shopping areas.

## 2.2 GOOD AND SAFE ACCESS

The site is situated in a highly accessible location, being adjacent to Lytham Piazza (Lytham's main civic space) and directly in the town centre. It is easily accessible for pedestrians. The site is small and access to every point of the gardens at all times adds to the sense of security, as natural surveillance is at a premium.

All the entrances are flat and open providing good and clear access to all including disabled users. The paths have been recently resurfaced and are flat and even.

The gardens are well laid out with wide footpaths bordered by lawned areas which provide a sense of openness and good circulation throughout the site. The gardens are busy and popular with a good mix of age groups. Despite the large numbers of users, the gardens retain a peaceful atmosphere and there is very little evidence of vandalism or abuse.

## **2.3 SIGNAGE**

A consultation exercise was undertaken prior to the restoration project and the results showed that sign provision was not an aspiration for the site. The results showed that the local community wanted to keep clutter on the site to a minimum.

It was considered necessary for a notice-board to be installed on the site, this would allow for information to be displayed from the council and the local In Bloom group.

The notice-board contains historical information, dog policies, local awards and certificates and Lytham in Bloom newsletters, information, events, etc and interpret how this affects the site facilities and management. This is designed to prove useful and interesting to all visitors, but especially to local people.

All signs are cleaned, de-scaled and painted once per year in the winter. Any new signs that are deemed necessary will be strategically placed to give maximum information. Their style and colour will suit the site.

## **2.4 EQUAL ACCESS FOR ALL**

All entrances to the gardens are wide, flat and well maintained to allow good access for people with pushchairs and wheelchairs.

The gardens do not have specific car parking facilities, due to the size and nature of the site, but car parking is available throughout Lytham town centre with provision for disabled parking.

The main byelaws affecting Lytham Memorial Gardens are available to view upon request.

# Healthy, Safe and Secure



## **3.1 General Health and Safety**

Fylde Council's Health & Safety Manual, which details the organisations responsibilities, is a working document which is continually under review and will be amended to comply with any new legislation or other health and safety requirements. This document can be viewed upon request.

Copies of the manual are available to staff at all major offices and depots. The folders contain risk assessments, COSHH assessments, safe systems of work and booklets, HSE leaflets etc. An example risk assessment is given in the appendices.

### **3.1.1 Risk Assessments**

There are a number of steps taken to ensure that the Council has an effective and consistent approach to health and safety and risk assessments across all of the parks and green spaces.

Risk assessments are carried out for all maintenance activities within Lytham Memorial Gardens. This involves the identification of risk and then the development of safe working procedures that will reduce the likelihood of the risk. These are incorporated within the Council's Health and Safety Manual.

Event organisers are required to complete the generic risk assessment form, before and during the event in question. The initial form is submitted to the Parks Operational Supervisors.

### **3.1.2 Staff (general)**

Extensive work has been undertaken to prevent staff suffering from H.A.V.S.; annual screening of permanent staff, screening new staff and seasonal workers prior to starting work, toolbox talks, work rotation, purchasing policy of buying low vibration equipment and annual renewal of higher vibrating equipment such as strimmers, and annual servicing of other equipment.

HSE leaflets INDG126 “Health Risks from Hand-Arm Vibration” and the pocket cards for employees “Hand-Arm Vibration Syndrome” have been distributed to employees.

Every member of staff, including management, have been trained in manual handling. It is a requirement that every seasonal member of staff is trained before starting the job. As the physical side of the job can be very strenuous, it is seen as essential that the work force is fully conversant with the theory and practice of safe lifting and handling of loads.

All manual workers are provided with basic H & S training which covers legislation e.g. Health and Safety at Work Act 1974, Risk Assessments and Correct Lifting Techniques. Training usually takes one day and is provided by Blackpool Borough Council, who are our over-arching health & safety provider.

The Parks and Coastal Services team has a policy to protect the hearing of workers exposed to high noise levels. Grounds maintenance machinery can reach high noise levels which cannot be screened out, a time limit for working with these machines is set.

There are control measures that we employ to protect workers as far as possible;

- A purchasing policy to provide quieter equipment
- Risk assessments to identify which operations pose a risk to hearing
- Employees exposed to noise are screened annually
- Hearing protection is provided to staff exposed to noise
- Training for staff is provided to staff exposed to noise

### **Depots**

A first aid box is supplied and kept in the team’s mess room and in all vehicles. At least one gardener is fully trained to use the kit and they are the responsible person for the use and maintenance of it. This can also be used by site users if necessary.

Accident / incident forms are available in the mess room. The person affected by the accident/incident completes the form, where possible. Failing this, the team leader will complete the form and forward to the Operational Supervisor for further investigation. Once the investigation is complete, the findings are

recorded on the accident/incident form which is then sent through to our H & S section for any further action.

All the staff welfare facilities and depot areas will be regularly inspected, by an officer and the team leader. These inspections will form part of the risk assessment policy for the site. Any specific risk assessments will be undertaken at this visit, and the facilities will be inspected for cleanliness, health and safety to staff and site users. All results will be recorded and actions carried out appropriately.

## **3.2 SAFE EQUIPMENT**

### **3.2.1 General**

All fixed and non fixed equipment used in the gardens is inspected, to ensure safe use and site safety.

### **3.2.2 Inspections**

The site will be informally inspected for safety issues on a daily basis by the team as they undertake their daily tasks. These informal inspections will cover public and workplace safety, identifying and prioritising remedial works. Any defects will be reported to the Operations Supervisor. Formal safety inspections will be undertaken monthly and any defects will be recorded on a site inspection form.

Our officers also liaise and work in partnership with the Play and Projects Officer, in ensuring that the site is safe and secure for park users and staff at all times. It is also important that officers and operatives constantly liaise with other partners such as user groups, concessionaires, other Council Departments and the Emergency Services to create a coordinated approach to site safety and security.

## **3.3 PERSONAL SAFETY IN THE GARDENS**

Grounds maintenance staff are a point of contact for users and they can easily be identified by their uniforms and name badges. They are trained to assist people with their enquiries in a helpful and friendly manner. If staff are not on site, the gardens are overlooked by several businesses.

As well as the physical safety features of the gardens the Fylde Community Safety Partnership is pro-actively involved in reducing the already low levels of crime, anti-social behaviour and fear of crime within the gardens and surrounding area. The 2018 to 2021 Community Safety Strategic Assessment has been produced following a detailed audit and partnership consultation.

The Community Safety Action Plan concentrates on several priorities such as anti-social behaviour with an over-arching aim to reduce crime and disorder, which includes parks and open spaces and provides positive and diversionary activities for young people. A partnership approach to deal with incidents within parks is overseen by the Community Safety Partnership.

### **3.4 DOG CONTROL**

Dog walking is not really a popular activity within the gardens and accordingly dog waste bins are not provided. Dog fouling tends not to be a problem in the gardens. If members of the public do see any issues they feel need to be brought to the Council's attention, the number is (01253) 658658. In the event of a member of the public or staff reporting dog fouling issues the Council aims to remove the faeces within 24 hours of notification. The Dog Warden will then investigate the issue.

The Dog Enforcement Service undertakes the Council's statutory obligations regarding

- Stray dogs
- Enforcement
- Aggressive dogs

The Dog Enforcement Wardens regularly patrol the borough at various times of day, including outside office hours and weekends.

The Council has introduced a Public Spaces Protection Orders (PSPO) under section 59 of ABCPA 2014, which requires any person in charge of a dog to keep the dog on a lead in certain areas, or to place the dog on a lead when requested to do so by an authorised officer or to adhere to dog exclusion zones.

There is also a PSPO which requires any person in charge of a dog which has defecated to immediately put the faeces in a dog waste bin or a litter bin marked as being available for dog waste; or remove the faeces from the public place.

Any person caught allowing their dog to foul and failing to remove the faeces forthwith or failing to comply with a dogs on leads/exclusion order can be issued with a fixed penalty notice of £100 or could be prosecuted in the magistrates' court for a criminal offence and be fined up to £1,000.

### **3.5 APPROPRIATE PROVISION OF FACILITIES**

We will ensure that Lytham Memorial Gardens provide the right facilities to the community by a series of user and non-user surveys, demographic information, constant partnership management and regular stakeholder meetings.

Public expectation and request for facilities will be outlined in the numerous user and non user surveys. This information will be collated and used to lead the stakeholder group on future facility provision. These requests will be put onto the action plans.

Parks and Coastal Services understand and feel responsible for ensuring that any proposals regarding future provision are what the users want and that

they suit the style of the gardens. Obviously, the gardens are small, but they play a vital role in the provision of the appropriate civic green space in Lytham.

### **3.6 CCTV**

We have a small network of cameras around the borough which are classed as 'rapid deployment' cameras which record 24/7. They can be moved around when required and footage can be downloaded by the Police from the two CCTV vans they operate.

# Well Maintained and Clean



## 4.1 LITTER AND WASTE MANAGEMENT

The general cleanliness of the gardens is kept to a very high standard. Cleansing activities such as litter picking, sweeping paths and emptying of bins is programmed as a priority on the teams work sheets described below. The gardening team visit the site every day, to ensure that the gardens are kept clean. Litter bins are well used by the public. The site is litter picked daily, the bins are emptied when necessary and the paths swept weekly. There is a robust weekend rota for litter picking and bin emptying during the season (May-Oct).

All furniture such as signs, seats and bins are cleaned, descaled and painted once per year in the winter. Furniture is regularly inspected at all other times and will be cleaned by the team when necessary.

The management of the green waste and arisings is fully described in the environmental management section. All green waste is taken to Lowther Gardens as it would not be appropriate to store it on a site of this formal nature; it is composted and used as soil conditioner in Lowther Gardens.

The Lytham in Bloom Trust have elected to assist in various maintenance tasks including planting of the bedding displays and some of the floral containers. This is to serve as an aid to the gardeners, not a replacement.

## **4.2 HORTICULTURAL DESIGN & MANAGEMENT**

Fylde Council's Parks and Coastal Services team undertake the operational maintenance of Lytham War Memorial Gardens.

The mobile grounds team follow detailed monthly task sheets which specify the maintenance to be undertaken and frequency. The Team Leader and Supervisor ensure the quality of operations are undertaken to a high standard as well as to the correct frequency. A sample monthly task sheet is provided within the appendix.

The biggest change to the grounds maintenance specification has been the improved specification of the ornamental grass in the gardens. In addition to weekly mowing, the lawns will be scarified, fertilised and have a winter renovation including spiking and top dressing. This is to ensure that the new lawns are kept to a high quality.

Within the gardens there is a range of seasonal bedding displays, both containerised and in the ground. The seasonal bedding displays include spring and summer displays of plants and bulbs. All the bedding schemes are designed by the Parks Development Officer in conjunction with the Team Leader.

The seasonal borders are supplemented with floral displays in containers and hanging baskets. These have been designed in conjunction with the Lytham in Bloom Group, who have helped in the funding and planting of these.

Lytham War Memorial Gardens is one of the main horticultural features and sites in Lytham's North West in Bloom submission.

The War Memorial Gardens won the award of 'Best Feature in a Public Place', throughout the North West in 2007, at the In Bloom Awards.

In 2012 the town received an international award for Communities in Bloom award in competition with towns from across the globe; the site also received a North West in Bloom award for a best feature in a public space.

In 2013 Lytham won the prestigious Champion of Champions at the Internationals for Britain in Bloom.

Lytham was nominated again for Britain in Bloom Champion of Champions for 2016 and 2018 and took Gold at both of the Awards ceremony.

The certificates for the garden's successes are shown in the garden's notice board.

### 4.3 ARBORICULTURAL MAINTENANCE

The Parks and Coastal Service team is responsible for managing and maintaining the Council's tree and woodland stock, with the exception of highways trees which are under the management of Lancashire County Council.

Key staff include a Tree Officer in the Planning Service and an operational team of three arborists within the Parks and Coastal Services.

The Council has recently developed a Trees and Woodland Strategy which sets out key corporate aims and objectives for the protection, management and development of trees from 2018 – 2024. An operational action plan will be developed alongside the strategy in 2019 to ensure its delivery. The action plan will include tree planting and woodland development proposals as well as proactive arboriculture maintenance to protect and enhance the existing tree stock.

The operational arboriculture team undertake annual tree surveys, record tree condition and grade risks. The outcome of the surveys feed into a proactive annual arboriculture work programme in which they deliver at the appropriate times.

The Council wants to improve our tree inspection and work programme in 2019 through adopting arboriculture specific software and handhelds to make the process more efficient and reliable.



#### **4.4 BUILDING & INFRASTRUCTURE MAINTENANCE**

The infrastructure of the gardens has been fully restored and so is in very good condition. However, the asset register has been recently developed and is carried out by the Parks and Coastal Services team in conjunction with various Council departments. Inspections of the infrastructure are completed on an annual basis.

The register lists all the individual assets and features of the gardens that are to be surveyed each year. The condition is recorded and an estimate of repair listed against each item which is estimated over the next 5 years. These results are reported to the relevant department and put onto the Councils internal capital bid programme.

The gardens do not contain any buildings, however the original Market Hall building, directly overlooks the site. Although originally conceived as a market hall, it did not remain popular with the people of Lytham. Its use was changed soon after it was constructed to private business ownership, and it remains so until this day. This building is managed and maintained by the private owners.

#### **4.5 EQUIPMENT MAINTENANCE**

The gardens do not contain any fixed play equipment, as these facilities would not be suitable for the site and its position.

#### **4.6 DEALING WITH GRAFFITI AND VANDALISM**

The level of graffiti and vandalism is recorded and shows that it is very low in the gardens. A summary of our removal/repair policy is given below:

Vandalism and graffiti will be reported as soon as offences are discovered and any necessary action taken according to the seriousness. All obscene graffiti is removed by the gardening team within 24 hours. Non-obscene graffiti is removed within 48 hours.

Vandalism, again, is dealt with by gardening staff if they are able to do so e.g. smashed glass, upturned litter bins etc. Matters of a more serious nature are reported to the relevant person e.g. broken windows to Technical Services who then have someone on site as soon as possible to repair or make safe any damage.

# Environmental Management



## 5.1 MANAGING ENVIRONMENTAL IMPACT

The Council has an Environmental Policy that has been produced by the Senior Waste Management Officer. The Parks and Coastal Services team work closely with the Waste Minimisation Team and as well as being fully aware of the strategic objectives, they have also had input into the 'Green areas'. Examples of working together are outlined below. The policy measures performance and sets targets for environmental improvements.

The Parks and Coastal Services section at Fylde has an essential role in managing land within the borough, much of which is of a specifically sensitive nature. This land often provides wildlife corridors, conservation habitats and other environmentally important sites, including the coast and duneland.

Fylde is a mixture of rural, coastal and built up environs, with areas of formal and informal land that provide an oasis for the public and visitors to enjoy and gain a greater understanding of environmental issues. The Parks and Coastal Services team understand the need to sustain these diverse landscape typologies. To further ensure a full understanding and value of each of these open spaces, the team are working with the planning department who have recently employed a consultant to carry out a full open space assessment of the Councils land. The assessment covers public need, current use, value,

environmental impact, position, facilities and Green Flag criteria. The study will be completed soon and will be made available to be viewed upon request.

The Open Space environmental objectives are summarised below:

- To manage our parks and open spaces in an environmentally sensitive way, minimising any adverse impact our actions may have.
- To protect and enhance environmentally sensitive sites.
- To manage the conflicting demands of access to our sites and protection of habitats.
- To interpret and promote environmental issues, providing information to educate the public.
- Our environmental aim is to seek to integrate the range of activities the section undertakes, thus ensuring that a consistent and strategic approach is taken to our management of these valuable community assets.

The illustrative list of current and proposed activities to achieve the above objectives is summarised below:

- The promotion of environmental issues through the Fylde in Bloom Initiatives, such as tree & bulb planting with the local community.
- Minimising water consumption by the use of baskets and planters with reservoirs, and automatic irrigation systems for fine sports turf and hanging baskets.
- Minimising energy consumption by ensuring our fleet is well maintained and utilising the appropriate choice of fuels. This also reduces pollution from our activities. Carry out 'Green Fleet' assessment.
- Recycling initiatives such as composting and recycling of all green waste.
- The creation and protection of wild flora and fauna habitats, through thoughtful management and sympathetic maintenance regimes.
- Minimising the use of herbicides, through utilising other methods of weed control.
- Protecting the environment through for example Tree Preservation Orders and tree replacement programme.
- Minimisation of waste and litter through appropriate management regimes. All green waste to be shredded and composted.
- The strategy will encompass an initial 5-year period. In order to ensure success is continuous and sustained an annual review will be undertaken.
- Increasing environmental awareness of all staff.
- Increasing environmental interpretation and access to information through informative signage, leaflets and website.
- Continue to work in partnership with environmental partners and stakeholders such as the RSPB, Lancashire Wildlife Trust, English Nature and schools etc.
- Recycling of timber and bark chippings from arboricultural works.
- Ensuring that all other green waste goes to the green waste station in Blackpool and not to landfill.
- Christmas tree recycling scheme in partnership with the Waste Minimisation Officer.

## **5.2 CURRENT INITIATIVES SPECIFIC TO LYTHAM WAR MEMORIAL GARDENS**

- Composting and recycling of green waste goes to Lowther Gardens for composting, and the reuse of this.
- A new clear maintenance regime for the compost. The green waste is mixed and shredded into the compost bays at Lowther. A balance of greens and browns will be maintained and the compost is turned every six weeks. Greens will include grass clippings, spent bedding plants, flowers, etc and browns will include leaves, shrub prunings, spent perennials etc.
- A shredder has been bought, so that all green waste can be shredded to reduce the bulk material down from 10 to 1, to allow for total composting at Lowther Gardens.
- The composted materials are used as a soil conditioner
- Minimal use of peat (see below)
- Water usage reduction
- Minimal herbicide use (see below)

The vehicles and large plant will form part of the 'Green Fleet' assessment. All smaller machinery has now been put onto a regular replacement programme. For example, the number of strimmers has been reduced and the remaining ones are replaced annually. This ensures less pollution and makes them safer to use.

## **5.3 CHEMICAL USAGE**

Fylde Council adheres to guidelines currently outlined in the UK Pesticide Strategy (HSE) in utilising pesticides safely and within legislation as well as regularly review our products against the Pesticides Register of Authorised Products. Pesticides will only be used where it will result in tangible benefits and will not cause irreversible environmental damage. Pesticides are also only used when there is no viable, cost effective, less harmful alternative.

We have developed departmental pesticide best practices in the maintenance of our parks and green space. This includes:

- Protecting users and workers by minimising exposure to pesticides;
- Protecting residents and bystanders by minimising exposure from spray operations;
- Reducing water pollution caused by pesticides;
- Reducing the impact of pesticides on biodiversity;
- Minimising the risk to users and the environment;
- Encouraging the introduction of cost effective, more sustainable alternative approaches and greater use of integrated pest management (IPM).

We have evaluated what controls are really required and factors such as site location, soil type, frequency and type of use influence the level of management and inputs such as pesticides and fertiliser used are considered.

## **5.4 PEAT USE**

The Council is actively seeking ways of reducing the use of peat, or products that contain peat.

“Peat should not be used in landscaping, horticultural or gardening work carried out by the Council where suitable alternatives are available”. (Environmental Strategy, Fylde Council).

The Parks and Coastal Services management team understand the need for peat minimisation, and are actively managing the reduction in the use of peat throughout the service. All plants that are grown in the Council’s nursery are planted in 100% peat free compost. The only use of peat is a percentage within the compost that the bedding plants are grown in.

All bedding plants are bought in through an external supplier. The bedding tender document has been written including clear instructions to the supplier on the use of peat free growing medium.

Some bedding plants require an amount of peat within the growing medium, but the plant varieties and numbers have been reviewed to actively reduce the need for peat use.

# Biodiversity, Landscape & Heritage



## 6.1 BACKGROUND

Lytham lies in the South West of the Fylde area of Lancashire, on the estuary of the River Ribble. The history of Lytham goes back for 1000 years with evidence in the Domesday Book (1086). Originally a rural community, relatively poor and backward for centuries, the Fylde was a 'wetland' which people were glad to avoid.

Until the Dissolution of the Monasteries that began in the 1530s Lytham had an established Priory, now the site of Lytham Hall, link to the Monastery of Durham. At the Dissolution this became the Manor of Lytham.

The Manor of Lytham passed through several hands until in 1606 the Clifton family came to Lytham. After 300 years as our most important family, they have left an indelible print on Lytham with their buildings, streets and gifts to the town. The last 100 years of their time at Lytham Hall coincided with the advent of the Victorian age. A time of great prosperity for Lytham.

## 6.2 Heritage Value

Lytham is an Ancient Parish of national importance, it is necessary to set the memorial and its gardens in the context of their surroundings. The town of Lytham was largely developed during the 19<sup>th</sup> century under the patronage of the wealthy families for the area, most notably the Clifton Family. Although there was a Saxon settlement here, there is nothing left of this above ground today.



The town was developed in the 19<sup>th</sup> century as a coastal retreat for wealthy holiday makers from the North West. The town continued to grow through the 20<sup>th</sup> century but managed to keep its focus and reputation as a picturesque coastal resort. The restoration of the Memorial Gardens was part of a larger longer term investment plan to retain Lytham's historic gems and retain its unique character.

### **6.3 RESTORATION PROGRAMME**

In 2007 the memorial and gardens benefited from a £55,000 restoration scheme funded by Fylde Borough Council. The project was completed in partnership with Lytham in Bloom who were integral in the gaining of the capital funds for the project and in gauging the local community's desires for the site. The local consultation with the community and businesses was undertaken in the development stage of the project. Each phase of the work was also the subject of consultation focusing on the specific aspect of the work. An example of this is the involvement of English Heritage in relation to the restoration of the memorial.

The works completed within the scheme involved the resurfacing and surface dressing of the existing footpaths, de-cluttering the landscape in terms of inappropriate signage, furniture, bollards etc and the introduction of a designed and co-ordinated approach to furniture, signage, etc. The site also saw the re-installment of a perimeter fence which mirrors the original fence that had previously been removed.

The war memorial was cleaned and up lit and the wording on the granite relief panels were repointed with a lime mortar to restore them to their original splendor. This work was done by John Rimmer, a local expert in historic stone restoration.

The horticultural improvements included the re-turfing of the whole site as well as arboricultural works. The site's lawns were stripped and re-laid by local turf specialist Danvic Turf to a high specification. The site kept its floral displays, designed by the Parks Development Team.

### **6.4 MANAGEMENT OF NATURAL FEATURES, WILD FLORA AND FAUNA**

The gardens are within an urban area, but has linkages with the other significant open spaces throughout the Fylde area, as well as countryside and the coast and duneland, which is literally a couple of hundred metres away.

The gardens provide valuable green space in the centre of town that can be used by wildlife such as birds, small mammals and invertebrates.

The gardens are very formal and 'gardenesque', and due to their size and nature there are no informal areas. Given this and the historic importance of the landscape of the park it is not appropriate to establish extensive 'wild areas' as this would detract greatly from its formal character. However this is not to say that the park has no value for wildlife or that its value cannot be enhanced.

During the restoration programme of the gardens the 'soft landscape features' such as the seasonal bedding displays and lawns have been restored to their former shape and quality.

## **6.5 CONSERVATION OF LANDSCAPE FEATURES, BUILDINGS AND STRUCTURES**

Below is the Listings information for both the Market Hall and the War memorial:

SD3627SW MARKET SQUARE, Lytham  
Nos 1-7 (Consecutive) Market Hall  
and Lloyds Bank

GV II

Market Hall, now a bank, shops and offices.

1848, by Reed of Liverpool, with additions 1868-72; altered and partly rebuilt in C20.

Red brick in Flemish bond, with sandstone dressings and hipped slate roofs. Small rectangular building on north-south axis with original entrances in centre of east and west sides, the former covered by added annex and the latter replaced by added clock-tower embraced by main range. Single storey, 4:1:4 bays, with 3-stage clock-tower in centre of east front and 2-storey annex attached to centre of west front; stone plinth, rusticated quoins, plain frieze. The long sides have arcades of round-headed arches with imposts and triple keystones, those to the north of the centre on both sides now filled by glazed shop fronts, and those to the south of the centre now blank arches with inserted windows (the east side entirely rebuilt in simpler form); and original entrance archway in the west side (now covered by the annex but visible inside No.7) has a rusticated stone surround. The north and south ends each have a 3-bay arcade in a raised surround of rusticated sandstone ashlar with Tuscan columns distyle in antis crossed by vermiculated bands, arches with rock-faced keystones, and a pulvinated rock-faced frieze. The east clock tower, in Italianate style, has rusticated quoins, string-courses, prominent bracketed eaves and a pyramidal roof surmounted by an octagonal bellcote with ogival cap; at ground floor, a tall round-headed archway with heavily banded columns and pilasters forming the corners of the tower, with a frieze and cornice carried round, rusticated voussoirs to the arch including a keystone with carved cornucopia, and large cast-iron open-work gates and fanlight (lettered "MUSGRAVE & CO 1848 BOLTON"); arcaded 3-light windows at 1st floor with carved imposts and moulded heads with keystones, and sashed glazing with margin panes; and large clockfaces at 2nd floor. The annex on the west side is square, 2-storeyed, has rusticated quoins, 1st-floor sillband, plain frieze and moulded cornice, and pyramidal roof; altered shop front at ground floor and one round-headed window in each side at 1st floor. INTERIOR altered.

SD3627SW MARKET SQUARE, Lytham  
War Memorial

GV II

First World War cenotaph c.1920-5.

White Portland stone. Rectangular in plan and approx. 5m high, with a plain base and tall slightly tapered pier with featured superstructure; names inscribed in columns. Included for group value.

# Community Involvement



## 7.1 Lytham in Bloom Trust

### 7.1.1 General

The Lytham in Bloom Trust, apart from their routine of gardening work, are always keen to consider other attractions for the gardens to widen their popularity. The sponsorship scheme of the furniture and provision of commemorative plaques, are evidence of their interest.

As previously described, the gardens have been fully restored. The members of Lytham in Bloom Trust were instrumental in pushing the gardens up the political agenda enough to successfully secure the £55,000 of internal funds from the Council, and raised another £14,000 through various fundraising projects. Council officers worked very closely with the Trust throughout the project management term of the restoration.

The restored gardens were unveiled in August 2007 with the members of the Trust and the local community invited to attend. Such an achievement is a credit to the hard work made by the members of the Trust and also to their ability to work in partnership with the Council.

Lytham in Bloom Trust meet monthly to discuss current issues, with regard to their in Bloom submissions. The Memorial Gardens are one of the key sites that make up the route for the judges. Previously the site has won the

discretionary award of 'Best Feature in a Public Place', as well as helping Lytham to win the Best Coastal Resort category for several years.

It is a large group with around 30 members. Each Christmas the group organise a large Christmas tree and lights, which is erected in the gardens. Sockets and electrics have been built into an underground housing as part of the restoration scheme.



The group organise a carol service in the gardens, for the people of Lytham and this tends to be well attended. At Easter a large timber cross is erected and

an outdoor Easter Mass is held in the gardens. They also volunteer to plant out the floral containers with seasonal bedding plants.

### 7.1.2 Aims

The aim of the Group is to:

- To promote access to and positive management of Lytham War Memorial Gardens and its maintenance and environment.
- Take practical action to improve the gardens
- Raise the profile of the gardens
- Raise funds to improve the gardens
- To promote and maintain the site as per the Environmental and Aesthetic guidelines to be drawn up by the Committee and agreed with the borough of Fylde.
- To encourage provision for facilities for recreation and amenity and to encourage a community spirit;
- For the furtherance of these objects to represent the interests of Lytham War Memorial Gardens' users in consultation with the borough of Fylde and other bodies;
- To provide a single point of liaison with the borough of Fylde in order to communicate park related queries and information; and
- To promote equal opportunities by being positively committed to opposing all direct and indirect discrimination in all its activities and services.

### 7.1.3 Achievements

Recent achievements include the following:

- Helping to gain the £55,000 of capital funding to deliver the restoration scheme
- Raising £14,000 through fundraising events.
- Sponsorship and provision of the seating in the gardens.
- Sponsorship and provision of the floral planters in the gardens.
- Helping to gain the award of Best Feature in a public place award for the gardens at the 2007 North West in Bloom Awards.
- Being nominated for Communities in Bloom International Challenge
- International award for Communities in Bloom.
- Helping to win the NWiB 'Best Small Coastal Resort' for Lytham again in 2014, 2015, 2016, 2017 and 2018
- Helping to win Champion of Champions for Lytham in 2013
- A Gold Award in Britain in Bloom Champion of Champions 2016.

#### Lytham Heritage Group

The group, founded in 1987 and granted charitable status as an education charity in 1989, includes in its primary aim the following:

- To foster and stimulate public interest in the history of the Ancient Parish of Lytham
- To form a collection of photographs, documents, films and other artefacts of a cultural nature
- To achieve their objectives by means of meetings, exhibitions, lectures, fund-raising for specific purposes and other work for the furtherance of these aims

In 1996 in its desire to create a permanent exhibition centre of its own in the town, the group was successful in the acquisition of the former Trustee Savings Bank in Henry Street, later to become the munificent benefaction by Mrs Audrey Kirby in memory of her late husband. Since then the group has spent over £40,000 in converting the bank premises into a superb Exhibition Centre. The centre opened in 1997.



### 7.2 WIDER STAKEHOLDERS

It is well recognised that for any park or green space to be successfully managed it must respond to the needs of the local community, and this means that a park service must actively engage and involve the local community in the development of the park or green space.

The key partner organisations involved with Lytham War Memorial Gardens are representing user groups as follows:

- Lytham in Bloom Trust
- Lytham Heritage Group

The key stakeholders involved with the gardens are:

Lytham in Bloom	Committee Members
Lytham Heritage Group	Michael Kershaw (President)
Local Resident (Memorial Restorer)	John Rimmer
Ward Councillors	Councillor Anthony Councillor Fradley Councillor Thomas
Tourism & Leisure Committee Chairman	Councillor Little
Community Liaison Officer	Bryan Ward
FBC Parks and Coastal Services Team	All Staff
FBC Tourism Team	Tim Dixon
FBC Technical Services Team	Michael Haslam

These groups have all signed up to this Management and Maintenance plan and been actively involved in its production. The site management plan will be fully signed up by officers, gardeners, the community and elected members, through a series of meetings and consultation.

### **7.3 APPROPRIATE PROVISION FOR THE COMMUNITY**

The new ranger service will work with the community to organise opportunities for environmental education and activities to promote the ecological value of our green spaces.

They will develop a new volunteer ranger service and junior ranger service, this will enable us to engage with hard to reach groups. They will be the first point of contact with the community and will co-ordinate information across all user groups.

### **7.4 RESIDENTS SURVEY**

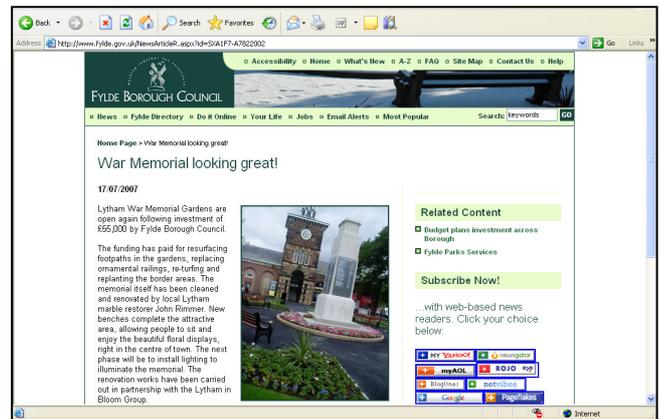
The Council undertakes a resident's survey each year. The survey focuses on the main front end services as well as the residents experience, perception and knowledge of the local authority. The objective is to get an overview of satisfaction with services and the Council that can be used to identify areas for improvement and allow comparison over time.

The 2018 results are shown below:

<b>QUESTIONS</b> <i>(Percentages figures are the percentage satisfied, good and excellent)</i>	<b>2018</b> <b>(431 responses)</b>
How would you rate the <b>refuse collection</b> service at Fylde	<b>94%</b>
How would you the <b>household recycling</b> service at Fylde	<b>89%</b>
How would you the <b>parks and open spaces</b> in Fylde	<b>96%</b>
How would you the <b>cleanliness of the streets</b> in Fylde	<b>78%</b>
How would you the <b>planning service</b> at Fylde*	<b>68%</b>
How would you the <b>customer service</b> at Fylde*	<b>87%</b>
Overall I would rate the Fylde as a <b>place to visit</b>	<b>97%</b>
Overall I would rate Fylde as a <b>place to live</b>	<b>95%</b>
How would you the <b>value for money</b> I receive from Fylde Council	<b>78%</b>
Overall and taking <b>everything into account</b> , would rate Fylde Council	<b>86%</b>

*NB. Interim figure to 19<sup>th</sup> January 2019*

# Marketing



## 8.1 GENERAL

Lytham is a major tourist attraction for visitors to the Fylde Coast and the North West. The Council does not actively market Lytham Memorial Gardens as a tourist attraction specifically, due to their size and nature. However, Lytham itself is marketed and the gardens prove popular with local residents and are highly valued.

It is the aim of the Council to provide and encourage the best use of Lytham Memorial Gardens to meet the leisure needs of residents and visitors to the borough through:

- Providing opportunities for formal Greenspace provision and to promote passive recreation within the gardens
- Providing a safe and attractive environment for informal play and recreation within the appropriate British Safety Standards and other relevant national and European legislation, as these become law
- Developing links with voluntary organisations
- Coordinating tourism matters to help economic development throughout the gardens
- Providing disabled access
- Motivating and encouraging people to take part in recreational activities within the gardens by creating opportunities for those who are not currently participating
- Keep the gardens open and accessible to all for recreational activities that ensure inclusiveness for the whole community.

## 8.2 INFORMATION AND VISITOR MANAGEMENT

The area of Lytham is a focus for visitors from far and wide who come to enjoy this traditional coastal village. Lytham's landmark windmill, displayed on the green, is just a glimpse of the heritage, which lies within Lytham. Lytham Green is an attraction in itself and the town centre's close proximity to the Green means that visitors are very well catered for and the gardens are always busy.



### Objectives of Publicity

- Inform existing customers
- Attract new customers
- Develop and maintain loyalty
- Stimulate enquiries

This is achieved in a number of ways. We will:

Continually develop and update the dedicated Lytham Memorial Gardens page and the Council website. It will include information on the restoration programme, partners, use and future management and objectives. It will also include information including:

- Facilities
- Activities
- Events
- Current management and maintenance plan
- Provide links to partners.

We will also:

- Design and produce a Lytham War Memorial Gardens leaflet
- Write at least three articles a year to go into local newspapers, internal bulletins, local marketing media and social media.
- Work towards all signage being part of a corporate style that is relevant to the site, it must be informative and educational. It will contain the following:
  - Historical information
  - Environmental information
  - Interpretation on how these affect the management of the site and its facilities
- Install a community display cabinet in the gardens at a prominent point to house information from the community group and the wider stakeholder group including events, minutes and important contact details
- Ensure that the garden always flies at least one 'Green Flag' with pride. Flag poles will be kept clean and in good working condition
- Provide interpretation for the Green Flags and the Green Flag Scheme

### 8.3 CURRENT MARKETING METHODS

Marketing Activity	Audience	Message	Frequency
Event programmes	Current and potential visitors to the Fylde area	Detail forthcoming events.	Quarterly
Information interpretation	Current and potential visitors to the Fylde area	Detail forthcoming events	As and when new items for publication
Events	Fylde residents and visitors.	Events and activities to provide quality of life for residents and boost local economy	Annual events
Promotional brochures	Entries in the Fylde Mini guide	Details of Lytham and its attractions	Published Annually
Promotional Video	Fylde residents and visitors to: <a href="http://www.discoverfylde.co.uk/promo">www.discoverfylde.co.uk/promo</a>	Promoting the gardens	As and when
Press activity	Fylde residents and visitors. Regional, local and specialist press. Internal FBC publications	Promoting the gardens	As and when
Web site	All visitors to: <a href="http://www.fylde.gov.uk">www.fylde.gov.uk</a> <a href="http://www.discoverfylde.co.uk">www.discoverfylde.co.uk</a> <a href="http://www.visitlancashire.com">www.visitlancashire.com</a> <a href="http://www.greenflagaward.org.uk">www.greenflagaward.org.uk</a>	Dedicated Parks and Coastal Services department pages  Information on Fylde events and attractions	Updated weekly.
Website	<a href="http://www.facebook.com">www.facebook.com</a> <a href="http://twitter.com">http://twitter.com</a>	Information on Fylde Council, events, links to websites, news and notifications	Updated daily

# Management

## **9.1 Clearly Addressing Green Flag Criteria in Management Prescriptions**

The Lytham War Memorial Management Plan and our longstanding partnerships with local stakeholders demonstrates Fylde Council's commitment to ensuring the appropriate and quality management of the site and encompassing services, addressing the criteria within the Green Flag Award scheme. The criteria also provides the method for self-assessment. Performance targets are to be set in the production and future revision of this plan, ensuring its successful long- term application.

## **9.2 Management Plan Must be Actively Implemented and Reviewed**

The Parks and Coastal Services Manager has overall responsibility for this plan. The Action Plan provides a clear set of actions against the aims and objectives listed within the Green Flag Criteria Evaluation. The plan also identifies those parties who need to be involved and consulted. These actions are set against clear time scales and will ensure developments are completed in a professional, logical and organised manner. The plan is reviewed annually and judge's feedback is reflected within the document.

## **9.3 Sound Financial Management**

It is anticipated that a well-managed and promoted park will enjoy a significant increase in visitors. The increase in usage of the park will impact on the likely life expectancy of certain items of infrastructure such as footpaths, buildings, furniture, children's play equipment, and other artefacts within the park. The value and benefits of an upgraded park will only be upheld if sufficient budgets are allocated and Lytham War Memorial Gardens is properly resourced. The proper funding of development and maintenance will ensure its long term future success. A site specific budget has been ring fenced for the park and the Parks and Coastal Services Manager programmes annual works accordingly and to priority.

## SECTION 10. FIVE YEAR ACTION PLAN

PROPOSALS/ACTIONS	RESPONSIBLE	TARGET DATE	PROGRESS
<b>A Welcoming Park</b>			
Regularly update noticeboard	All	Ongoing	Ongoing
Carry out public consultation on dog control PSPO	Waste Enforcement officers	2017-2018	Completed
Implement dog control PSPO orders	Waste/dog wardens/operations	Ongoing	Ongoing
<b>Clean and Well Maintained</b>			
Clean and descale the War Memorial	Technical Services	2018	Completed
Install two metal obelisks & establish climbers	Lytham in Bloom group	2018	Completed
Install bird boxes	Parks Development	2018	Completed
Carry out tree surveys	Parks & Coastal	2019-2020	
Carry out remedial tree works	Parks & Coastal	2019-2020	
Research arbor survey software programmes	Parks & Coastal	2019-2020	
Revarnish benches	Lytham in Bloom	2019	
Clean and paint perimeter railings	Lytham in Bloom	2019	
<b>Sustainability</b>			
Continue to reduce reliance on pesticides	Parks & Coastal	Ongoing	Ongoing
Further reduction of green waste	Parks & Coastal	Ongoing	Ongoing
Develop arbor operational action plan	Parks & Coastal	2019-2020	
Develop climate change plan	Parks & Coastal/Development	2019-2020	
<b>Community Involvement</b>			
Establish new ranger service in Parks & Coastal team	Parks & Coastal	2018-2019	Completed
Develop & implement activity and events schedule	Parks & Coastal	2018-2020	
Improve local schools and community group partnerships	Parks & Coastal/Development/Lytham in Bloom	Ongoing	Ongoing

Develop Christmas lights display and business support	Lytham in Bloom/Local business'	Ongoing	Ongoing
<b>Marketing</b>			
Update web page on Council website	Parks Development	Ongoing	Ongoing
Develop new Discover Fylde website	Tourism & Culture	2018-2019	Completed
Publish Fylde's mini guide	Tourism & Culture	2018	Completed
Advertise in local publications	Tourism & Culture	Ongoing	Ongoing

## Appendix 1 Risk Assessment

### Fylde Borough Council Risk Assessment Form 1

This Form can be used for the assessment of all organisational risks including; Health and Safety; Risk Management & Business Continuity.  
 This Form must be used in conjunction with Form 2 – Agreed Actions  
 For Details of Risk Ratings see Form 3

Business Unit: Development Services

Date of Assessment 19<sup>th</sup> February 2018

Section: Parks & Coastal Services

Assessment Team Ben McCabe, Mick Sumner and Gail Isbister

Location: All Sites

Assessment Activity / Area / Type: Manual Handling

**GM MT1**

Do the hazards create a business continuity risk?  Yes /  No

What is the Hazard	What is the Potential Harm	Who is at Risk	Controls In Place	Likelihood	Severity	Risk Rating	Further Potential Controls
Lifting	Back injury, crush injuries	Operative	All operatives must have manual handling training every five years, Wear safety boots. Wear gloves when lifting objects with sharp edges. When load is heavy or large, get help from someone of similar physique. Do not lift loads onto stacks above chest level. Lift with knees bent and back straight.	3	3	9	

All Agreed Actions and Target Dates must be recorded on Form 2 (OH&SF 002)

Assessment / Activity / Area / Type *Manual Handling*

Section Manager Responsible for this Action Plan.....L Foden

Signature



Action Plan Review Date.....1<sup>st</sup> April 2019.....

## Appendix 2 Annual Work schedule

### Period Work Schedule : Period 6 – Aug - Sep

Lytham War Memorial

				Tick Completed			
Lytham Area							
War Memorial Garden Lytham Area	Frequency	Area	W1	W2	W3	W4	
BD30 Bedding-Hand Weed / Hoe	<b>x4</b>	<b>122.90</b> m2					
CL10 Litter Pick Ornamental Areas	<b>x20</b>	<b>878.70</b> m2					
GC12 Grass - Mow Ornamental	<b>x4</b>	<b>456.50</b> m2					
GE02 Edge Off Ornamental	<b>x3</b>	<b>36.71</b> lm					
GE11 Grass Edge - Ornamental, LHS	<b>x4</b>	<b>367.10</b> lm					
TC001 Tarmac - Brush/Airbroom Weekly	<b>x4</b>	<b>299.00</b> m2					

### Period Work Schedule: Period 10 – Dec - Jan

				Tick Completed			
Lytham Area							
War Memorial Garden Lytham Area	Frequency	Area	W1	W2	W3	W4	
BD30 Bedding-Hand Weed / Hoe	<b>x1</b>	<b>122.90</b> m2					
CL10 Litter Pick Ornamental Areas	<b>x8</b>	<b>878.70</b> m2					
TC001 Tarmac - Brush/Airbroom Weekly	<b>x4</b>	<b>299.00</b> m2					

### Appendix 3

#### Site Plan: Lytham War Memorial Gardens

