

# *Promenade Gardens*



*Management & Maintenance Plan*  
*2018 - 2023*

# PROMENADE GARDENS 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 the Fylde. Our parks and gardens provide attractions for visitors from local, urban and rural areas, and are also important at local level for tourism.

The Promenade Gardens is one of the borough's major parks and is situated very close to St. Annes town centre. Visitors and residents are attracted to the gardens to enjoy its pleasures, as it is one of Fylde Council's premier outdoor leisure facilities. The site comprises of mature gardens and contains a range of passive and active leisure facilities for all age ranges. The gardens are an example of horticultural excellence and are maintained to an incredibly high standard.

The gardens appeal to residents and tourists, young and old alike who can enjoy a walk in the immaculately maintained gardens or simply sit in idyllic surroundings to enjoy the peace and quiet.

The Council, together with its partners are 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.

In order to focus resources and agree priorities this management plan has been developed to set out a comprehensive plan for the site for the next ten 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

Fiona Boismaison  
St. Annes in Bloom Chair



## Green Flag Award 2018

**Name of Site: Promenade Gardens**

**Managing Organisation: Fylde**

### Desk Assessment Feedback (Management Plan and supporting documentation)

Criteria	Strengths	Recommendations	Responses
<b>Presentation</b>	Well laid out, easy to follow, detailed index at the front, each GF criteria explained in good detail, responses to judges included at the front sets the scene well	Keep up the good work although possibly less information on local demographics	The information on local demographics has been reviewed and amended.
<b>Health, Safety &amp; Security</b>	Good detail on overarching H&S policies, event risk assessment, HSe leaflets staff trained in customer care – name badges etc, telephone available in foyer. Site based staff presence	More detail Fylde crime and disorder reduction partnership with regard to safe and secure streets and young people	This information has been updated.
<b>Maintenance of equipment, buildings &amp; landscape</b>	Details on play inspections, PDA, british standards etc partnership working with play and project team.		
<b>Litter,</b>	Daily litter collection and bin	Not sure how effective a	A PSPO has

<b>cleanliness, vandalism</b>	emptying plus weekly sweeping, flexible approach to suit changing demands is reassuring and evidences commitment in these austere times	PSPO on barbecues would be, how would it be managed?	been adopted and is enforced seasonally by a security contractor and the Ranger Service. The PSPO will be legally in place for 3 years and will be reviewed after this period by Members and key officers. The focus is education of visitors to reduce incidents of fires however FPN's will be issued as a last resort.
<b>Environmental Management</b>	Environmental policy in place, very detailed list of activities that will achieve the objectives and specific initiatives bespoke to Promenade gardens	Details on challenges due to coastal location	This information has been Added to the management plan under 'Environmental Management' as well as 'Biodiversity, Landscape and Heritage'.
<b>Biodiversity, Landscape and Heritage</b>	Detailed and comprehensive , whilst easily conveying what is happening in the gardens. A wealth of information on the heritage of the park, in particular the grade II listed features.	Good reference to Bertram Hyde and pulhamite rockeries	
<b>Community Involvement</b>	References to in bloom, two friends groups and the golf operator	How do the community groups contribute to the management plan? Do they have any formal responsibilities?	All stakeholders sign up to the management plan. The community groups do not have any formal responsibilities for writing the plan.
<b>Marketing &amp; Communication</b>	Excellent marketing and communication, digital presence is good., good marketing signage within the park		
<b>Overall management</b>	The park on the whole is managed well, everyone knows their role, the community are actively engaged and valued, the park is developing and		

	improving over the course of the management plan		
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**Additional comments**

**Field Assessment Feedback**

<b>Criteria</b>	<b>Strengths</b>	<b>Recommendations</b>	<b>Responses</b>
<b>A Welcoming Place</b>	<p>Very welcoming, open plan with clear views into the park.</p> <p>Paddling pool very well used by families</p> <p>All entrances appear to be DDA compliant, some of the paths are winding and narrow, however that is the nature of the park</p>	Keep the park open plan on the roadside.	There are no plans to change how the Park is set out.
<b>Healthy, Safe and Secure</b>	<p>Overlooked on one side by houses which offers reassurance, CCTV in place. Staff on site easily identified</p>		
<b>Well Maintained and Clean</b>	<p>Evidence of sweeping, no build up of detritus, super sized bins are a good initiative. Obviously a benefit in a high footfall park. Grass cutting is challenging in parts on the rockeries No signs of dog fouling or BBQs</p>		

<b>Environmental Management</b>	Wildflowers are a good introduction within the park that add variety..	Signage or reference in the management plan to the plant choice would be useful. Are there plans to increase the wildflower area	Signage will be considered.  Wildflowers will be considered in other areas within the garden.
<b>Biodiversity Landscape and Heritage</b>	Pulhamite features are a really interesting attraction as are the listed features. The rockeries and pond / fish appeared to be very popular with visitors	The 2 shelters are showing signs of rust – not surprising due to the coastal climate	The condition of the shelters will Be inspected and monitored and any action taken.
<b>Community Involvement</b>	We met two members of the community who conveyed their involvement and drive in the development of the new water attraction. The volunteers are positive, friendly and there appears a genuine partnership between the Council and the volunteers		
<b>Marketing and Communication</b>	Plenty of detailed signage throughout the park, the park is easy to find, parking is provided adjacent to the park	Further details on events taking place within the park	Events and activities are advertised Through the council's online facilities. The noticeboard will be used to promote any taking place in the gardens.
<b>Management</b>	The park on the whole is managed well, everyone knows their role, the community are actively engaged and valued, the park is developing and improving over the course of the management plan		

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# *Introduction*

## **1.1 ACKNOWLEDGEMENTS**

Fylde Council Parks & Coastal Services team acknowledges the essential contributions to this management plan from:

St. Annes on the Sea in Bloom  
Promenade Gardens Friends  
Lytham St. Annes Civic Trust  
Sports Development Officer  
H.R Manager  
Community Safety Manager  
Risk Management and Insurance Officer  
Leisure Management

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 wildlife and environmental importance whilst balancing the needs of visitors and residents alike.

This management plan seeks to: -

- Take a holistic approach to the future management of the park by reflecting previous studies, professional and community needs and desires and all of the aspects and issues within the park.
- Put community needs at the heart of the development and management of the park.
- Benchmark the park and analyse the management regimes and policies against best practice.
- 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 park and successes.

## **1.3 RESPONSIBILITY FOR THE PLAN**

The Parks & Coastal Services section of Fylde Council, working in partnership with stakeholders and the community have compiled this plan. Implementation of the plan will also be led by the Parks & Coastal Services department with specific project leads as shown in the action plan. Likewise monitoring and review of the plan will be led by the Parks & Coastal Services department,

however, all 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**

Promenade Gardens are situated in Lytham St. Annes adjacent to the St. Annes Pier. The address being:

Promenade Gardens  
South Promenade  
Lytham St Anne's  
Lancashire  
FY8 1LX

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

The Parks & 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 open 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 Councils corporate objectives and the key actions within the community plan.

The Promenade Gardens is one of the borough's most important parks located at South Promenade within easy walking distance of St Annes town centre. The site fronts St Annes' most prestigious hotels and is an important attraction for local tourism.

### **1.4.2 Promenade Gardens in its Borough context**

The Promenade Gardens is one of the four main parks within the borough of Fylde. Along with Ashton Gardens it is one of the two main parks in St Annes, Fairhaven Lake and Lowther Gardens being the other two main sites in Lytham.

In addition to the four main parks the borough has 6 community parks, 6 sports and recreation grounds, numerous areas of public open space and civic space spread throughout the borough. Lytham Green is the largest expanse of formal, public open space in the Fylde. The borough also has areas of urban woodlands and a large expanse of coastline, part of which has nature reserve status.

### **1.4.3 Summary of Attractions and Facilities**

In summary the park offers the following attraction and facilities:

- A broad pedestrian promenade
- Alpine garden
- Water garden
- Miniature golf course
- Putting green
- Paddling pool set within an amphitheatre
- Boating pool
- A number of shelters and pavilions
- A band stand
- A lifeboat memorial
- Public toilets
- Ornamental gardens
- Fountain and waterfall
- Floral displays
- Play area
- SPLASH water play

### **1.5 HISTORY OF THE SITE**

The historical development of the town of St Annes closely corresponds to the development of its coastline. St Annes was established by the Land & Building Company of St Annes (itself established in 1874) which laid the foundation stone on March 31st 1875. It was prompted by the growth of the holiday trade developing in the neighbouring resorts of Blackpool and Lytham.

As with most resorts of the era, there was a strong emphasis on the health advantages to be gained from a visit to a coastal resort, due to the fresh air and clean water (differing greatly from the congested industrial towns). At the town's inception it was decided that St Annes would cater for the wealthier and more genteel of the holiday makers, by providing expensive but high quality accommodation and services.

The development of the promenade of St Annes was seen as a key focal area for the promotion of the town, both as a resort and privileged place to live. The promenade was extended as the town itself grew, and as such reflected the changing fortunes of the town's economy and function.

St Anne's Pier was the first of the promenade developments, conceived by the Land & Building Company in 1879. The central axis running through the town was "extended" to create the Pier. Designed by A. Dowson and opened by Lord Stanley on 15th June 1885, it epitomised the purpose of the town as a holiday resort catering primarily to the needs of visitors.

Taking in the fresh air during walks along the pier became a popular (and fashionable) pastime of the wealthy, and it was perhaps this enjoyment that prompted the extension of these walks along the seafront itself, and therefore the provision of footpaths and garden walks. In the 1890s, St Anne's promenade was a very bland and windswept landscape, broken only by a

small shelter and the Lifeboat Monument created by William Birnie Rhind of Edinburgh. The Lifeboat Monument, unveiled in May 1888 following the Mexico lifeboat disaster in December 1886 when 13 members of the St Anne's lifeboat Laura Janet and 14 crew of the Southport lifeboat lost their lives trying to save the crew of the Mexico which ran aground in the Ribble Estuary.

The OS map of 1894 indicates a much undeveloped seafront, though a sea wall is indicated extending beyond the limits of the town as it existed at the time. A very basic footpath network is similarly indicated running along the sea wall, and connecting across to the South Promenade road approximately 70m south of the pier. No gardens or further features are indicated on this plan. The promenade walks therefore consisted of a coastal walk along a sandy beach, interrupted by sand hills covered with star grass.



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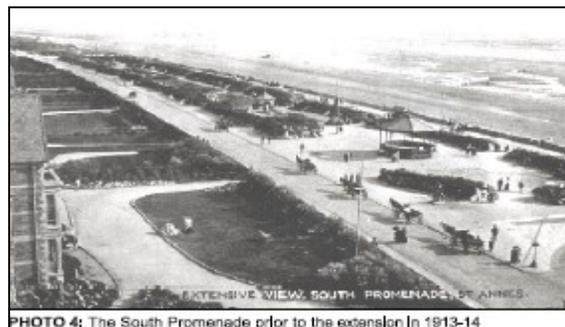
The entrepreneurs of the time were mainly interested in attracting tourists, the town was still very new and so the Council wanted to encourage year-round residents. The following developments of the promenade were therefore determined to serve both the needs of visitors and residents alike. The most significant feature being the extension of the footpath network through the sand hills and grassed areas, and the construction of two bandstands.



The first bandstand, or octagonal pavilion, was located opposite the Town Hall, and was constructed around the turn of the century. It can still be seen today and has been given Grade II listed status.

The second bandstand and its surrounding amphitheatre

were located opposite Hornby Road first illustrated on OS map 1911. It was constructed in 1908 and the amphitheatre provided seating for 1200 people. Three terraces were constructed in concrete and brick and surrounded by the retained sand hills providing shelter. The front panels were clad with stone pebbles still visible today. The bandstand was very popular to both visitors and residents, and catered for audiences of up to 2,000 people at times.



The gardens developed significantly during this period with additions to original features and garden areas. In 1912 a paddling pool was added around part of the bandstand's perimeter.

The 1914 Improvement Act prompted a second series of developments on both the North and South Promenade. It permitted the extension of the South Promenade at a cost of £2,600. Efforts were made to preserve the natural features of the shore and marram grass and flowering gorse were included in the designs.

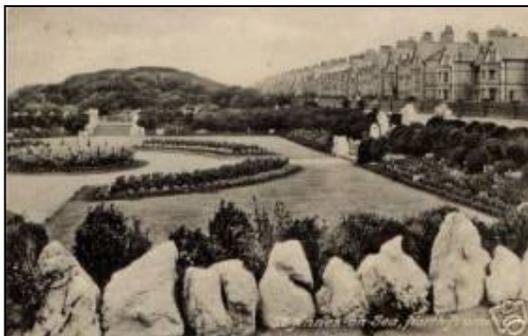
It was at this time that the Ornamental Lake with stepping stones, waterfalls and footbridges were constructed by Messrs Pulham & Sons. Nearly 1,000 tonnes of weather worn rock were delivered from Derbyshire and Clitheroe to make the extensive rock works appear natural. The lake contained fish and water lilies, and was edged by iris and aquatic plants. Gaps were made in the rockeries for planting, particularly of flowering plants suited to the maritime conditions.



The work of the Pulham family was held in such high regard that by the end of the nineteenth century they held a Royal Warrant of Appointment to the Prince of Wales, (later King Edward VII) and continued by George V. A royal commission included Sandringham palace.

Adjacent to the lake was constructed the Alpine Garden, described in 1919 as “a dream of floral beauty throughout the spring, summer and autumn” and the combined gardens were described as “a huge marine garden, in which flowers of every hue fill the air with their delicious fragrance.” (Lytham St. Annes Guide). It is assumed that the drinking fountain was installed at this time, although there is no recorded evidence.

The new gardens proved very popular and the local press enthused: “St Annes can now justifiably claim to have the prettiest esplanade in the country”



(St Annes on the Sea Express, 29 May, 1914). A number of hotels, including the Imperial Hydro and the Grand Hotel, were located along the seafront, and would have benefited greatly from such improved views. In fact, the whole town would have benefited from its improved image and as a result St Annes became known as “A modern ‘Garden City’ ” (Lytham St Annes Guide, 1929).

This was particularly pertinent considering Ashton Gardens were laid out at this time.

Land opposite the Majestic Hotel was acquired from the Land & Building Company and became the North Promenade Gardens, opened on November 14th 1914. They were formally laid out and comprised a central footpath and cross axis surrounded by grass and displays of bedding plants. Footpaths were edged with rockery stone of a similar appearance to elsewhere along the Promenade, and the entire garden was slightly sunken with two stepped entrances and one ramped entrance.

The development of this section of the promenade was followed by the construction of the Open Air Baths in 1916. Designed by Harrison, also the designer of Ashton Gardens, the baths became a major tourist attraction.



Built at a cost of £10,000, the baths were 240ft by 120ft and contained 820,000 gallons of filtered sea water. The style of the buildings was regarded at the time as 'simple renaissance style' and later became known as the 'Roman Bath' due to the columns around the edges. The buildings, though finished in concrete and cement plaster, were "so arranged

as to form little obstruction to the seaward view from the Promenade" with flower beds and a rockery laid out as an approach to the pool.

Development on the seaward side of the promenade continued in the 1930s, following a general lull in developmental activity during the 1920s. Additions in 1934 included the promenade walk; the conversion of the water surround to the 1908 bandstand oval to a paddling pool, opened in 1935; and a miniature golf course. These dates were ascertained from the Council Committee meeting minutes, though their locations are not indicated on the 1938 OS map. The bandstand was therefore still present at least until 1934 when it was replaced by the paddling pool.

In 1954 the miniature railway on the South Promenade was constructed, and is still operational today, as indicated. In 1955 permission was granted for a children's playground on the South Promenade, located between the gardens and the golf course, though no indication is given as to when it was actually constructed.

In 1972 the North Promenade gardens were again in a state of disrepair and the land from Sandgate to a point 700ft northwards was donated by the Land & Building Company for its centennial anniversary, along with £10,000 for the design and construction of new gardens.

Further developments were added to the South Promenade, including the addition of Nissen junior trampolines near the miniature railway ticket office in 1973.

The date of the arrival of the café opposite the Alpine Garden is not recorded, however by referring to OS maps it can be seen that in 1983 there was no cafe in this location. It was therefore built post-1983. In 2000 a Historical Appraisal was undertaken to establish the historical importance of Promenade Gardens. They were subsequently included on the English Heritage Register of Parks and Gardens of special historic interest as Grade II in February 2001.

A successful application was made to the Heritage Lottery Fund in 2000 to fund the restoration of the Victorian fountain and drinking fountain and provide new, victorian-style seating for the promenade.

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

The gardens are owned by Fylde Council. There are a number of nearby buildings leased under leaseholds. The leases vary in size and type, from mini-leases for stallholders, to major concessions to the miniature railway and swimming pool.

Fylde Council Local Plan, adopted in 1994, designates the study area under policy TREC8 — an area for Tourist Seafront Facilities.

The green spaces along the main promenade area and the miniature golf course are recognised as an important area of Public Open Space, under Policy TREC13.

This plan has considered the implications of the following (not exhaustive) list of legislation appropriate to the park:

Local Government Acts  
Fouling of Land Act 1996  
Environmental Protection Act 1990 and subsequent additions  
Public Health Acts  
Health and Safety Legislation (Various Acts)  
Local bylaws

The gardens are of national importance; this is recognised by its inclusion on the English Heritages' Register of Historic Parks and Gardens since 2001.

Features of particular conservation importance include:

- Lifeboat memorial
- Octagonal pavilion
- Bandstand
- Two cast iron shelters

All of the above are Grade II Listed structures.

The two fountains; spray and drinking fountain within the gardens have recently been added to the National Heritage List for England (NHLE).

## **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 for the wider community. However, currently the opportunities for use as an educational resource are not being maximised. This plan will seek to develop partnerships with local educational establishments and other organisations to develop this valuable resource.

## **1.8 RECREATIONAL VALUE**

The gardens are used predominantly for walking and sitting and provide important links between the hotel and residential areas along and beyond the North and South Promenade to the seafront recreational facilities of Pleasure Island and the amenities immediately adjacent.

Routes through the gardens vary in the extent of their use and connectivity with adjoining sections of the gardens.

The northern sections between the pier and East Bank Road tend to have direct footpath connections between each garden area, enabling pedestrians to walk through the gardens without having to use either the pedestrian promenade or the South Promenade footpath.

Between East Bank Road and King's Road this interconnectivity is lost with footpaths only providing links across the gardens between the South Promenade and the pedestrian promenade. Between King's Road and Fairhaven Road, inter-connectivity is restored with the extensive network of footpaths running throughout the Alpine and Water Gardens.

The formal recreational facilities within the gardens are the putting green situated to the south of Hornby Road which is both well used and well maintained, the formal children's play facilities and the SPLASH water play facility.

The pitch and putt and trampolines are adjacent to the site, but are not part of this plan.

The gardens are situated in a highly accessible location; a short walk to the south west of St. Anne's town centre and the historical core of the town. It has a very useful availability of car parking and virtually unrestricted pedestrian access on all sides. The park assists greatly in contributing towards local tourism and its associated economic benefits, but is also an extremely important amenity resource to the local community. This amenity value has a significant impact on the quality of life for local residents.

## **1.9 DEMOGRAPHICS**

An essential reference for compiling this management plan is the demographic information for the local area around St Annes 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/>

## **1.10 STRATEGIC FRAMEWORK**

### **1.10.1 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.

### **1.10.2 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**

Although the site is on the edge of an SSSI; the Ribble Estuary which is an internationally important area for the conservation and study of birds, the Promenade Gardens is a collection of gardens with different landscape characteristics, which are managed with a sympathetic approach to the wider ecological landscape. The gardens provide valuable green space in an urban setting that can be utilised by a variety of both urban and coastal species.

#### **Tree & Woodland**

The site has minimal tree cover. The local environment prohibits the establishment of most tree species. There are, however, some large specimen hollies opposite the Dalmeny Hotel which have thrived.

### **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.

#### **1.10.3. Corporate Plan**

The role that parks and green spaces play in delivering Fylde 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 sit under the Clean & Green theme.

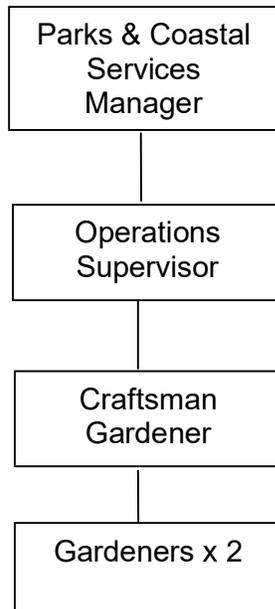
### **1.11 STAFFING STRUCTURES & RESPONSIBILITIES**

The Council's Parks and Coast Service is ultimately responsible for managing the borough'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 deliver a holistic service which includes grounds maintenance, playground inspections and maintenance, arboriculture management, ranger service, conservation management and coastal patrol.

Ashton Gardens is maintained by a dedicated site-based team of skilled gardeners, who undertake all grounds maintenance and cleansing duties as well as the operation of the plant nursery. The team is managed by a Parks

Operations Supervisor, who manages a range of operational teams across the borough and reports directly to the Parks and Coastal Services Manager.

Promenade Gardens staff:



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.

### **1.11.1 Staff Training and Appraisals**

Staff appraisals are undertaken as one 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 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.

The Parks & Coastal Service 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.

## **1.12 MISSION STATEMENT**

*“Promenade Gardens are to be managed and maintained to meet the needs of the residents and visitors to a quality of which all can be proud. The park will appeal to a wide range of the community and visitors, with a diverse range of backgrounds who can share its pleasures, its sounds and its colours, its light and shade, its contrasts of tranquillity and liveliness. This is a place where happy memories are made and stored, spirits are refreshed and nature can be enjoyed.”*

## *Welcoming Park*



### **2.1 WELCOMING**

Promenade Gardens has a 'natural open feel', as one enters the gardens. The gardens are well used by local people and visitors, and users are seldom alone. The variety of activities usually going on, gives a sense of vibrancy and safety, but at the same time certain areas still provide a relaxing feel, where users can relax and unwind.

### **2.2 GOOD AND SAFE ACCESS**

The site has many entrances and exits, and has an 'open' feel all the way through. It is situated in a highly accessible location near St. Annes' town centre. It has three car parks; two situated at either end of the gardens and one centrally and is easily accessible for pedestrians.

All the facilities are easily accessible to all including disabled users. The public toilets in the gardens have been recently refurbished and have good access.

The gardens are well laid out with wide footpaths bordered by lawned areas which provide a sense of openness and good circulation throughout the park.

The wide range of facilities and events ensure that 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**

The park has an appropriate suite of signs which are clear, informative and educational, as well as suitable for the period style of the site. The site benefits from external tourism signs. All signs are checked by the gardeners and cleaned/ descaled as and when needed.

The site's notice boards will be used to relay information to parks users.

## **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.

Car parking is available from both the main car parks at North Promenade and the Beach Terrace car park to the south of the gardens. Both have provision for disabled parking. The Beach Terrace car park also provides coach parking.

The main byelaws affecting Promenade Gardens are available upon request.

## **2.5 COMMEMORATIVE BENCH SCHEME**

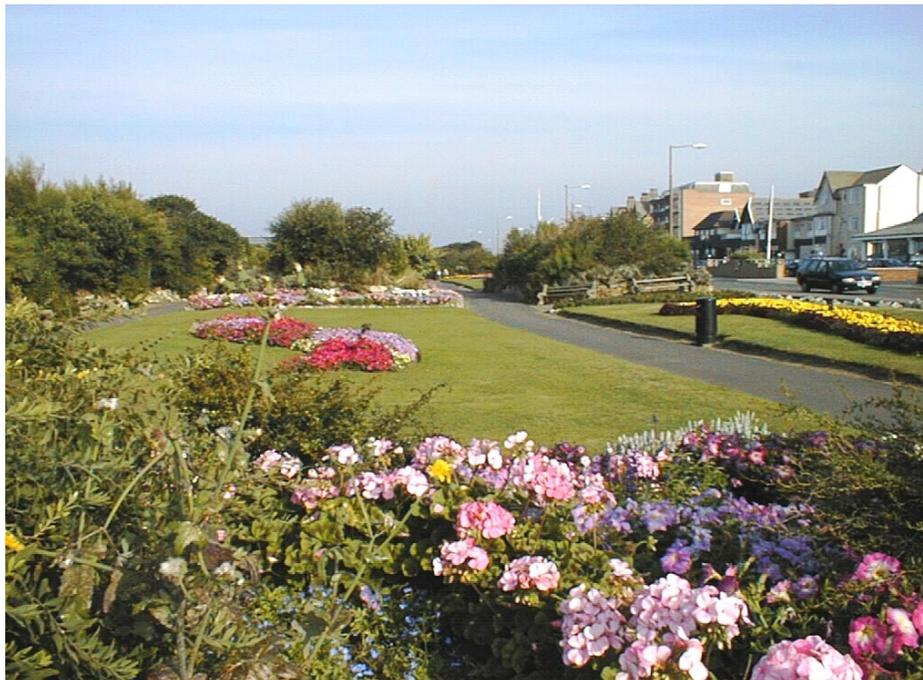
Fylde Council has placed commemorative benches in peaceful areas throughout the borough. They are made from quality materials such as cast iron and recycled plastic and are embellished with a bronze memorial plaque commemorating the names of those loved ones now departed.

The scheme is advertised on the Council's website, where it describes the benches. There are three styles of commemorative seats used in the parks, gardens and open spaces of Fylde Council.

The bench used along the promenade is the 'Victorian', chosen for its appearance, suitability and durability along what is a very exposed area. The cost for the Victorian seat is £990, this covers the cost of the seat and the plaque and any installation and administration costs. The scheme is non-profit making but allows us to replace benches.



## *Healthy, Safe and Secure*



### **3.1 GENERAL HEALTH AND SAFETY**

Fylde Council's Health & Safety Manual details the organisation's responsibilities and arrangements. It is a working document which is always under review and amended to comply with any new legislation or other health and safety requirements. This document can be inspected 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. Example risk assessments are 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 assessment across all of the parks and green spaces.

Risk assessments are carried out for all maintenance activities within Promenade 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 Manager.

### **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, has 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.

The training 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 Council who is our over-arching H&S provider.

The Parks & Coastal Services Service 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

### **3.1.3 Depots**

A first aid box is supplied and kept in the mess room. At least one gardener is fully trained to use the kit and is 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 Craftsman Gardener 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 area are regularly inspected, by an officer and the Craftsman Gardener. These inspections 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 are recorded and actions carried out appropriately.

## **3.2 SAFE EQUIPMENT**

### **3.2.1 General**

The children's play facilities meet both British and European Safety Standards. Gardeners carry out basic daily visual inspections and remove any hazards found. Fully qualified play inspectors do operational inspections on a weekly basis. The results of the inspections are entered into a play safe management system via a PDA so that the safety of the equipment can be assessed, and any defects dealt with.

The playground is popular, with a functional range of equipment, safety surfacing and seating. Perimeter fencing and a gate allows controlled access and prevents dog fouling in this area. An emergency contact number is displayed on a notice at the children's play area.

### **3.2.2 Inspections**

The site will be informally inspected for safety issues on a daily basis by the site based 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 Craftsman Gardener. Formal safety inspections will be undertaken weekly by a qualified play inspector. Any defects will be recorded on a site inspection form, via a PDA, and remedial works will be prioritised and programmed.

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 the first 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. A public telephone is located in the foyer of the swimming pool.

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.

The local Police Community Beat Managers, who have responsibility for the gardens, also meet with the partnership team on a regular basis to ensure that park security is being maintained.

### **3.4 CCTV**

All town centre cameras in St Annes are monitored from the CCTV studio at Wyre. The hours of monitoring vary as they are manned by volunteers. When they aren't being monitored they are on 'record' in a fixed position. If any download requests are made to view footage recorded then a specific request form can be completed and sent to Wyre CCTV. The camera on the Promenade is a monitored camera.

Additionally, 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.

Funding has been secured for a new CCTV camera to be located at the new 'Splash' water park on the promenade at St Annes.

### **3.5 DOG CONTROL**

Dog walking is a popular activity within the gardens. Ashton Gardens is covered by a Public Space Protection Order (PSPO) that prevents owners from letting their dogs foul and exercise their dogs off their leads in sensitive areas such as playgrounds or sports areas. Where this becomes a problem, the Dog Wardens or Rangers are brought in to deal with the situation. Dog fouling, however, tends not to be a problem in the gardens.

The Dog Warden Service undertakes the Council's statutory obligations:

- Stray dogs
- Enforcement
- Aggressive dogs

Any complaints about dogs will be responded to as quickly as possible, but always within two working days.

### **3.6 APPROPRIATE PROVISION OF FACILITIES**

We will ensure that Promenade Gardens provides the right facilities to the community by a series of user and non-user surveys, demographical 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.

The Parks & Coastal Services management team 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.

## *Well Maintained and Clean*



### **4.1 LITTER AND WASTE MANAGEMENT**

The general cleanliness of Promenade 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 site based team are on site every day and ensure that the gardens are kept clean. Litter bins are numerous in the gardens and are well used by the park users. The site is litter picked daily, the bins are emptied daily and the paths swept weekly. There is a robust weekend rota for litter picking and bin emptying during the season (May-Oct). There are also recycling bins at the Clifton Drive entrance to the park.

Furniture is regularly inspected 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 currently taken to Ashton Gardens, composted and used as soil conditioner in the gardens.

## 4.2 HORTICULTURAL DESIGN & MANAGEMENT

Fylde Council's Parks & Coastal Services team undertakes all the operational maintenance tasks in Promenade Gardens – including grounds maintenance. The site based grounds team follow detailed monthly task sheets which specify the maintenance to be undertaken and frequency. The Craftsman Gardener 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.

Promenade Gardens supports a significant range of horticultural displays including informal shrubberies to year round formal bedding. The seasonal bedding displays include spring and summer displays of plants and bulbs. All the bedding schemes are designed by the Parks Development team.

The Promenade Gardens have undergone considerable changes to restore their Edwardian splendour, using old photographs for reference which has enabled us to improve the bedding schemes in line with its previous heritage style.

The flowerbeds had become rectangular over the years, these were filled in and the beds redesigned in their original shapes of two eight-point star flowerbeds and one flowerbed in the shape of a four-leaf clover.

The Promenade Gardens lawns were edged once again with rocks, with the rockeries at each end of the lawn restored to their prime.



Less formal areas of the garden have been planted with shrubs and perennials that will cope with the coastal conditions.

Promenade Gardens is one of the main horticultural features and sites in St Annes' North West in Bloom submission, who have regularly received Gold award's in the annual North West in Bloom competition in the Best Large Coastal category.

## 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 two arborists within the Parks and Coastal Service.

The Council has recently developed a Trees and Woodland Strategy which sets out key corporate aims and objectives for the protection a, 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 & EQUIPMENT MAINTENANCE**

Promenade Gardens contains a range of public facilities with associated equipment including, children's playgrounds (infants and junior), putting green and SPLASH facility.

All park play, sport and recreational facilities are inspected and maintained by a dedicated Play Inspection Team within Parks & Coastal Services. The team consists of two qualified play inspectors who inspect all equipment weekly, record findings on handheld devices, give findings a risk rating and set work programmes for repairs and proactive maintenance. Independent

ROSPA playground inspections are organised annually to serve as a quality benchmark for staff. Play, sport and recreational facility design and developments – including the refurbishment of playgrounds - is led by the Parks Development team.

Promenade Gardens also contains a range of heritage buildings and structures including shelters, fountains, and bandstand. All buildings and structures are inspected and maintained by the Council's Technical Services team on an annual basis.

#### **4.5 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 within 24 hours by the gardening staff. 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 which is available to view upon request. The policy document outlines key ways in which the Parks and Coastal Service team can minimise its environmental impact in the delivery of its operations:

- The promotion of environmental issues through the Fylde in Bloom Initiatives, such as tree & bulb planting with Scouts and local people.
- 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 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.

All activities in grounds maintenance operations have been re-evaluated with a view to make our actions more sustainable including:

- A shredder has been purchased so that all green waste can be shredded to reduce the bulk material down from 10 to 1, Woody materials are used as a mulch on the shrub beds and “softer” material is taken to Ashton Gardens, a site nearby which has compost bays. The composted materials will be used as a soil conditioner.
- A new clear maintenance regime for the compost. The green waste will be mixed and shredded into the compost bays. A balance of greens and browns will be maintained and the compost will be turned every six weeks. Greens will include grass clippings, spent bedding plants, flowers etc and Browns will include leaves, shrub prunings, spent perennials etc.
- Separate Euro bins (1100 litre bulk bins) are on site to take non green waste such as glass, tin cans, litter etc. These will be emptied on a two week cycle.
- Minimal use of peat (see below)
- Recycling bulbs, when these are removed we have decided to invite local people to take the bulbs and recycle them in their own gardens.
- Water usage reduction. The Council is considering a scheme to re-use water emptied from the paddling pool.
- Minimal herbicide use (see below)
- Any hard landscaping materials that can be reused on the site will be reused. The Pulhamite stone on site is conserved and being used to gap fill areas where necessary.
- We have initiated the planting of perennials which can be lifted, divided and replanted on site.

The vehicles and large plant will form part of a ‘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.

## **5.2 CHEMICAL USE**

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.

## **5.3 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 & Coastal Services management team understand the need for peat minimisation, and are actively managing the reduction in the use of peat throughout the service.

## *Biodiversity, Landscape & Heritage*



### **6.1 BACKGROUND**

The historical development of the town of St Annes closely corresponds to the development of its coastline. St Annes was established by the Land & Building Company of St Anne's (itself established in 1874) which laid the foundation stone on March 31st 1875. It was prompted by the growth of the holiday trade developing in the neighbouring resorts of Blackpool and Lytham.

As with most resorts of the era, there was a strong emphasis on the health advantages to be gained from a visit to a coastal resort, due to the fresh air and clean water (differing greatly from the congested industrial towns). At the town's inception it was decided that St Annes would cater for the wealthier and more genteel of the holiday makers, by providing expensive but high quality accommodation and services.

The development of the gardens have evolved from what were initially a series of paths carved in to the seafront to a 'Gardens by the Sea'

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

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

The gardens provide valuable green space in the town that can be used by wildlife such as birds, small mammals and invertebrates and provide a direct link to the duneland habitats.

The gardens are very formal and, together with 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.

The overall aim is to restore the gardens vegetative infrastructure, whilst adding new diverse vegetation that is both interesting and will provide habitats for a wide range of birds and insects. The historic Pulhamite planting design of different 'compartments' which progress from very formal to informal offers the opportunity to implement varying styles and species of planting from the very intrinsic maritime plants and marram grass to ornamental bedding

The gardens support a variety of wildlife including birds, mammals, insects and invertebrates.

The rockeries that are a feature of the gardens provide shelter for small creatures, which like nooks and crannies, such as hibernating newts, hunting spiders and bumblebees.

## **6.3 CONSERVATION OF THE PULHAMITE ROCKERIES**

A pulhamite survey has been carried out on all the rockeries within the Promenade Gardens. The document details the restoration and conservation requirements for the gardens and proposes a prioritized schedule of work.

The significance of the Promenade Gardens is of importance locally and nationally due to its individuality, listed status and associated designers.

The overall aim is to recreate the splendour once associated with the gardens, appropriate to the designer's original intention.

The full document is available on request.

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

The gardens have been a feature of St. Annes since the town was conceived. The majority of the original design has been retained. The gardens are

designated as a conservation area in the Local Plan and have been included on English Heritages' Register of Historic Parks and Gardens since 2001.

Features of particular conservation importance include:

- Lifeboat Memorial – sculptor W B Rhind, Edinburgh
- Octagonal Pavilion – created by Walter MacFarlane & Co, Glasgow  
*featured on the front cover*
- Bandstand – unknown origin
- Two cast iron shelters – created by McDowall, Steven & Co. Ltd, Glasgow

All of these are Grade II Listed structures.



*The Lifeboat Monument  
created by William Birnie  
Rhind of Edinburgh and  
unveiled in May 1888  
following the Mexico lifeboat  
disaster in December 1886*



*The bandstand  
constructed around  
1900 and renovated  
in 2011*



*One of the two cast iron shelters by McDowall, Steven & Co. Ltd of the Milton Foundry, Glasgow erected C1908 and renovated in 2011*

Other structures of conservation interest are:

- Three stone shelters possibly created by Messrs Pulham & Son
- The ornamental fountain by Walter MacFarlane & Co
- The drinking fountain by Walter MacFarlane & Co



*Stone shelters probably created by Messrs Pulham & Son in about 1914 and incorporated into the extended South Promenade Gardens*



*The ornamental fountain and the drinking fountain were created at the Saracen Foundry of Walter MacFarlane & Co. Ltd. of Glasgow. MacFarlane ironwork was distributed all over the world from the mid 19<sup>th</sup> century until the early 20<sup>th</sup> century. The ornamental fountain was renovated in the summer of 2010. It was sandblasted and repainted to bring it back to its original splendour and the drinking fountain (pattern ref. no. 18) was renovated in 2011.*

The two fountains within the gardens have recently been assessed and added to the National Heritage List for England (NHLE).

The buildings and structures in the gardens are managed and maintained by the Councils Technical Services team.

## *Community Involvement*

### **7.1 THE FRIENDS OF THE PEACE & HAPPINESS GARDEN**

The Peace and Sensory garden is situated just to the north of the pier on St Annes Promenade and was opened on 30th June 2009 by Councillor Paul Rigby (the then Mayor of Fylde) and Councillor Dawn Prestwich. This is a group that has monthly meetings with the aim of improving the garden for the public to enjoy.

Although this friends group concentrates their efforts on the Peace & Happiness garden at the moment, many members have expressed an interest in expanding their brief to encompass the whole of the Promenade Gardens.

Fylde Council is working in partnership with the Friends of the Peace and Happiness garden and St Annes on the Sea in Bloom to rejuvenate the gardens following a successful grant application from Tesco's "Bags of Help" scheme. It was decided to rename the gardens "Peace and Happiness Gardens" to recognise existing elements and future plans to enhance the site.

Plans were drawn up to add colour, interest and texture to the planting scheme with coastal friendly perennials and also to introduce art into the garden.

Work began in March 2017 with volunteers from Santander Building Society and St Annes on the Sea in Bloom planting over two thousand plants in the main borders. Four temporary vertical gardens containing succulents were displayed during the summer season, chosen for their drought tolerance and interesting texture and forms. They were propagated by volunteers at Ashton Gardens nursery and designed by St Annes on the Sea in Bloom.

In June 2018 a stone carving workshop was offered to the local community. The finished artwork has been mounted on the back wall, and has been named '*Sand-grown Sandstone*' as it was created by the residents of St Anne's on the Sea.

There is a regular gardening team of volunteers who meet fortnightly to carry out various gardening tasks.

### **7.2 PROMENADE GARDENS FRIENDS**

Promenade Gardens Friends (PGF) formed in early 2016 with a shared aim of making improvements on the site as a whole, and with a particular remit to develop the old decommissioned paddling pool.

The group consists of hoteliers, local business owners, members of the public and Councillors. They hold regular, minuted monthly meetings and carried out

extensive research and consultation to establish the appetite for the SPLASH water play facility.

The group have agreed to continue their support of the site once this project has been completed.

### **7.2.1 Aims**

The key aims of the group are listed below:

- To promote access to and positive management of Promenade Gardens and its amenities and environment.
- Take practical action to improve the gardens
- Raise the profile of the gardens
- Raise funds to improve the gardens
- 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 Promenade 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.

### **7.3 ST ANNES ON THE SEA IN BLOOM**

St Annes on the sea in Bloom have a growing number of volunteers who are willing to tackle planting, weeding, watering and dead heading in the gardens. The group works with local businesses, homeowners and the Council to encourage:

- Litter free gardens, beaches and Town
- Reinstating traditional planting
- Refreshing paintwork in the gardens
- Vibrant bee friendly gardens
- Sustainable planting

The Promenade Gardens is a key site that is included on the St Annes on the Sea in Bloom judging route. The site contributed to the St Annes on the Sea in Bloom success in achieving a Gold Medal for the North West in Bloom Best Large Coastal Resort for the past four years and Category winners for the last two years.

SAIB meet monthly to discuss current topics and projects and possible funding opportunities.

## 7.4 MINI LINKS GOLF COURSE



Fylde Council entered into a unique and exciting partnership agreement with local Fylde businessman, Andy Tracey. Andy's Golf Events Company, [atgolf.co.uk](http://atgolf.co.uk) in association with the Prince's Trust, has rebranded the former Pitch and Putt golf course on South Promenade, St Annes and embarked on a substantial marketing and awareness campaign promoting the game of Golf; especially with *juniors*, *beginners*, the *disabled* and the *underprivileged*. This partnership has enabled the newly named Lytham St Annes Mini Links Golf Course to open all year round for the very first time. A substantial website that provides information about the course and surrounding area has also been developed and there are future improvement plans for infrastructure, signage and golf equipment. See the website at <http://www.lythamstannesminilinks.com/Pages/default.aspx>

Atgolf has a close association with the Prince's Trust. One of their major social objectives is to contribute to reversing the trend of spiraling youth unemployment in the UK. Record numbers of youths aged between 16-24 years old are unemployed. Fylde Council and Atgolf are now able to provide regular golf competitions and events, tuition, free golf equipment hire and rapidly improving golf facilities all year round which in turn, increases participation in the sport and thus provides work experience opportunities for the disadvantaged and the unemployed.

The Council continues to build a strong golf partnership and is committed to further improvements to the golf course and facilities offered.

## 7.5 WIDER STAKEHOLDERS

It is well recognised that for any park 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 organisation involved with Promenade Gardens, representing user groups is St. Annes on the sea in Bloom Trust.

The key stakeholders involved with the gardens are:

Friends of The Peace & Happiness Garden	
St. Annes on the sea in Bloom	Fiona Boismaison
Promenade Gardens Friends	Ian Roberts
Ward Councillors	FBC Elected Members
Leisure & Tourism Committee Chair	Councillor Cheryl Little
Police	
FBC Parks Team	All Staff
FBC Tourism Team	Tim Dixon
FBC Technical Services	Darren Bell

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

## 7.6 APPROPRIATE PROVISION FOR THE COMMUNITY

No regular monitoring of the use of the park or the public's reaction to it have been gathered to date. This is not unusual as most local authorities have not historically found the resources for this type of monitoring. It is clearly important that any regular monitoring is cost effective and not an unreasonable drain on staff or financial resources. Volunteers, such as members of the supporter's group, could assist with this monitoring.

A 2 phase public consultation was carried out between during the planning stages of the water play area project "Splash". The consultations included multiple locations with face to face completion of questionnaires as well as online surveys. Data was analyzed and used to inform the completion of a masterplan and associated fundraising of the project which was completed in Spring 2019.

## *Marketing & Communication*

### **8.1 GENERAL**

St. Annes is a major tourist attraction for visitors to the Fylde Coast and the North West. The Council actively markets the Promenade Gardens as a tourist attraction to provide a quality of life and boost the local economy, as set out in the corporate plan.

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

- Providing opportunities for informal leisure activities and promote conservation within the gardens
- Providing a safe and attractive environment for 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
- Providing a range of catering in our facilities to meet customers needs
- Motivating and encouraging people to take part in recreational activities within the gardens by creating opportunities for those who are not currently participating
- Set charges for recreational activities that ensure inclusiveness for the whole community

### **8.2 INFORMATION AND VISITOR MANAGEMENT**

The area of St. Annes is a focus for visitors from far and wide who come to enjoy this traditional coastal town, which underwent a regeneration scheme. The Promenade formed a major phase of the scheme.

Other phases of the scheme were the HLF restoration of Ashton Gardens and the landscaped Square which links the town centre to the Promenade.



## 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 constantly update the dedicated Promenade Gardens page on the Council website. It will include information on:

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

We will also

- Promote activities and events on the site, the use of the bandstand and leisure facilities onsite e.g. mini-links, play area, cinema etc.
- Write articles to go into local newspapers, internal bulletins or other local marketing 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 two community display cabinets in the gardens at prominent points to house information from the friends group and the wider stakeholder group including events, minutes and important contact details
- Ensure that the gardens always flies the 'Green Flag' with pride, with the aim of having a flag at each entrance. Flag poles will be kept clean and in good working condition
- Provide interpretation for the Green Flags and the Green Flag Scheme

## 8.3 MARKETING METHODS

Marketing Activity	Audience	Comment	Frequency
Event programmes	Current and potential visitors to the Fylde area	Detail forthcoming events.	Annually
Notice boards	Current and potential visitors to the Fylde area	Detail forthcoming events	As and when new items for publication
Promotional brochures	Entries in the Fylde mini guide	Details of the gardens	Published Annually
Promotional	Fylde residents and visitors <a href="http://www.discoverfylde.co.uk/pro">www.discoverfylde.co.uk/pro</a>	Brochure style leaflet promoting quality of gardens and range of events.	Annually

leaflets and videos	<a href="#">mo</a>		
Press activity	Fylde residents and visitors. Regional, local and specialist press. Internal FBC publications	Promoting the gardens. Linked to awards such Green Flags and new features.	As and when
Web site	All visitors to: <a href="http://www.fylde.gov.uk">www.fylde.gov.uk</a> and <a href="http://www.discoverfylde.co.uk">www.discoverfylde.co.uk</a> <a href="http://www.vistilancashire.com">www.vistilancashire.com</a> <a href="http://www.greenflagaward.org.uk">www.greenflagaward.org.uk</a>	Dedicated Promenade Gardens page Information on the gardens	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

#### 8.4 DISTRIBUTION OF MARKETING MATERIALS

- The gardens are mentioned in the tourist guides for the area
- Press releases have been to all local communities via both free press and recognised local newspapers

#### 8.5 TARGET AUDIENCE

Our existing audience is summarised below:

##### Internal

- FBC staff

##### External

- Local residents
- Local schools
- Community organisations
- Youth groups
- Visitors
- Non-users and hard to reach groups

##### Stakeholders

- Elected members
- Friends of The Peace & Happiness Garden
- Promenade Gardens Friends
- St Annes on the Sea in Bloom

# *Management*

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

The Promenade Gardens 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 infrastructures 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 Promenade 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 Action Plan

Proposals/Actions	Responsible	Funding Source	Target Date	Progress
<b>A Welcoming Park</b>				
Install entrance signs & finger posts	Parks development	Revenue budget	Mar 2018 – Mar 2019	Complete
Improve entrance to swimming pool and car parks	Technical services & parks development	Revenue budget	2018 - 2020	
Install alpine garden signage	Parks development	Revenue budget	Sep 2020	
Enforcement of dog control orders	Operations		Ongoing	
<b>Healthy, Safe &amp; Secure</b>				
Carry out play area audit	Parks development	Revenue budget	Sep 2019	Complete
Install new lighting in Peace & Happiness garden	Technical services	Revenue budget	Oct 2019	Complete
Launch water play area – SPLASH	Parks operations		Apr 2019	Complete
Develop designs for toilet & changing facilities for SPLASH	Parks & Technical services	Capital budget	Dec – Feb 2020	
Manage installation of toilets & changing facilities at SPLASH	Technical services	Capital budget	Mar – Apr 2020	
<b>Well maintained &amp; clean</b>				
Prune around amphitheatre perimeter	Parks operations	Revenue budget	2018	Complete
Clear & prune embankments in alpine garden	Parks operations	Revenue budget	Jan 2019	Complete
Design & replant rockery bed in alpine gardens with shrubs & perennials	Parks development & operations	Revenue budget	Jan – March 2019	Complete

Gap up rockery beds with perennials & shrubs	Parks development & operations	Revenue budget	Oct 2019	Complete
Reduce soil levels from two floral beds & refill with new soil & re turf bed edges	Parks operations	Revenue budget	Sep 2019	Complete
Reduce lawns in Peace & Happiness gardens & lay new turf	Parks operations	Revenue budget	Sep – Oct 2019	Complete
Install new drainage in Peace & Happiness garden	Parks operations	Revenue budget	Oct 2019	Complete
Gap up & replant borders in Peace & Happiness garden	Parks development & Friends group	Revenue budget	March 2020	
Replant perimeter borders with shrubs	Parks development & operations	Revenue budget	March 2020	
<b>Environmental Management</b>				
Continue to reduce reliance on chemical use	All staff		Ongoing	
Carry out wildlife habitat survey	Parks development	Revenue budget	March 2021	
<b>Biodiversity, Landscape &amp; Heritage</b>				
Reinstate pulhamite rock edging around the borders	Parks operations	Revenue budget	March 2019	Complete

Support application for two fountains to be added to Historic England Listed Buildings	Parks development & regenerations		Nov 2019	Complete
<b>Community Involvement</b>				
Develop links with local schools	Parks Ranger service		Ongoing	
Support community stone carving workshop	Friends group & parks development	Grant funding	May 2018	Complete
Carry out public consultations for water play area	Parks development & Friends group	Revenue budget	March 2018	Complete
Support opening of Entertainer's Gallery in Peace & Happiness garden	Parks development & Friends group	Revenue budget	July 2018	Complete
<b>Marketing &amp; Communication</b>				
Develop new Ranger service	Parks operations	Revenue budget	Ongoing	
<b>Marketing &amp; Communication</b>				
Continue to update Councils website & social media				
Advertise in Fylde mini guide & local tourist publications	Tourism service	Revenue budget	Ongoing	
Establish new Tourism Officer role	Tourism services	Revenue budget	July 2019	Complete
<b>Management</b>				
Prepare & submit capital bid to refurb existing play areas	Parks management		Nov 2019	Complete
Submit capital bid for water play area	Parks management & development		Jan 2018	Complete

Complete tender exercise for water play area	Parks management & development	Revenue budget	Jan – Feb 2018	Complete
Project manage the installation of water play area	Parks development & management	Capital & Revenue budget	Mar – Sep 2018	Complete
Review first season of SPLASH	Parks management		Nov 2019 – Feb 2020	
Prepare & submit capital bid for toilet & changing facilities at SPLASH	Parks management		Nov 2019	Complete

# Appendices

## Appendix A Example of a 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: Community Services	Date of Assessment 1 <sup>st</sup> April 2019
Section: Parks	Assessment Team Gail Isbister, Ben McCabe
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)

### Fylde Borough Council Risk Assessment Form 2 – Agreed Actions

This Form must be completed with the Section Manager and in conjunction with Risk Assessment Form 1

Further Control Agreed	Resource implication	Person Responsible	Signature	Target date	Completed

Assessment / Activity / Area / Type <i>Manual Handling</i>					
Section Manager Responsible for this Action Plan.....M Wilde			Signature... <i>Mark Wilde</i> ...		
Action Plan Review Date.....1 <sup>st</sup> April 2019.....					

# Appendix B Monthly Task Sheets

Fylde Borough Council Private & Confidential

## Period Work Schedule : Period J5

Promenade Gardens Team

All Assets (non-contract specific)

	CC	Pnts	Frequency	Quantity	Tick Completed
<b>1 St Annes</b>					
<b>Beach Terrace Cafe Lawn</b>	St Annes (your ref 11004970 our ref: 004970)				W1 W2 W3 W4
GE13 Grass Edge - Amenity Strim	MT	[1]	x2	150.00 im	
<b>Mini Golf</b>	St Annes (your ref 11004702 our ref: 004702)				W1 W2 W3 W4
CL10 Litter Pick Ornamental Areas	MT	[1]	x20	21,270.30 m2	
CL13 Empty Litter Bin - Ornamental Areas	MT	[1]	x28	10.00 no	
GC11 Grass - Mow Fine Sports Turf	MT	[1]	x12	1,980.06 m2	
GC12 Grass - Mow Ornamental	MT	[1]	x4	5,574.74 m2	
GC13 Grass - Mow Amenity	MT	[1]	x2	19,543.98 m2	
GE13 Grass Edge - Amenity Strim	MT	[1]	x2	616.25 im	
TM103 Spike / Sift Fine Sports Turf	MT	[1]	x1	1,980.06 m2	
TM107 Weed Control Fine Sports Turf	MT	[1]	x1	1,980.06 m2	
TM111 Apply Fertiliser To Fine Sports Turf	MT	[1]	x1	1,980.06 m2	
TM113 Brush / Sift Fine Sports Turf	MT	[1]	x20	1,980.06 m2	
TM115 Verticut Fine Sports Turf	MT	[1]	x1	1,980.06 m2	
TM132 Golf - Routine Move Hole	MT	[1]	x4	18.00 no	
<b>Promenade Gardens</b>	St Annes (your ref 11004548 our ref: 004548)				W1 W2 W3 W4
BD28 Bedding-Apply Fertiliser	MT	[1]	x1	961.37 m2	
BD30 Bedding-Hand Weed / Hoe	MT	[1]	x4	961.37 m2	
CL13 Empty Litter Bin - Ornamental Areas	MT	[1]	x28	50.00 no	
CL17 Litter Pick High Ornamental Areas	MT	[1]	x24	47,649.43 m2	
FD19 Water Flower Tower	MT	[1]	x12	3.00 no	
FD20 Liquid Feed To Flower Tower	MT	[1]	x4	3.00 no	
GC12 Grass - Mow Ornamental	MT	[1]	x4	4,276.34 m2	
GC13 Grass - Mow Amenity	MT	[1]	x2	6,891.26 m2	
GE12 Grass Edge - Amenity LHS	MT	[1]	x2	1,634.42 im	
GE13 Grass Edge - Amenity Strim	MT	[1]	x2	2,588.60 im	
PO001 Pond-Inspect & CleanseDaily	MT	[1]	x20	3.00 no	
RB11 Roses-Dead Head & Remove Suckers	MT	[1]	x4	132.04 m2	
RB15 Roses-Apply Fertiliser	MT	[1]	x1	132.04 m2	
RB16 Roses-Treatment Of Pests & Diseases	MT	[1]	x1	132.04 m2	
RB17 Roses-Cultivate & Hand Weed	MT	[1]	x4	132.04 m2	
SB30 Shrub-Hand Weed & Cultivate Ornamental	MT	[1]	x2	3,713.81 m2	
SB32 Shrub-Apply Contact Herbicide Amenity	MT	[1]	x1	1,298.41 m2	
TC001 Tarmac - Brush/Airtroom Weekly	MT	[1]	x4	39,600.00 m2	
TC002 Tarmac - Spot Treat With Herbicide	MT	[1]	x1	39,600.00 m2	
TC010 Paths - Sand Clearance	MT	[1]	x4	39,600.00 m2	

## Period Work Schedule : Period J9

Promenade Gardens Team

All Assets (non-contract specific)

		CC	Pnts	Frequency	Quantity	Tick Completed
<b>1 St Annes</b>						
<b>Mini Golf</b>						
		St Annes (your ref 1\004702 our ref: 004702)				W1 W2 W3 W4
CL10	Litter Pick Ornamental Areas	MT	[1]	x8	21,270.30 m2	
CL13	Empty Litter Bin - Ornamental Areas	MT	[1]	x8	10.00 no	
TM113	Brush / Switch Fine Sports Turf	MT	[1]	x10	1,980.06 m2	
<b>Promenade Gardens</b>						
		St Annes (your ref 1\004548 our ref: 004548)				W1 W2 W3 W4
BD24	Plant Spring Bedding Bulbs	MT	[1]	x1	961.37 m2	
BD30	Bedding-Hand Weed / Hoe	MT	[1]	x2	961.37 m2	
CL13	Empty Litter Bin - Ornamental Areas	MT	[1]	x8	50.00 no	
CL17	Litter Pick High Ornamental Areas	MT	[1]	x8	47,649.43 m2	
GE15	Grass Edge - Half Moon Edge	MT	[1]	x1	1,634.42 lm	
PO001	Pond-Inspect & CleanseDaily	MT	[1]	x20	3.00 no	
RB13	Top Roses	MT	[1]	x1	132.04 m2	
SB35	Shrub-Formative Prune/Apply Mulch (Nov)	MT	[1]	x1	1,856.90 m2	
TC001	Tarmac - Brush/Airbroom Weekly	MT	[1]	x4	39,600.00 m2	
TC010	Paths - Sand Clearance	MT	[1]	x4	39,600.00 m2	



## Appendix D Copy of FBC Corporate Plan

