

Lytham War Memorial Garden



Management & Maintenance Plan 2024- 2029

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 open spaces are a fundamental part of the fabric of the Fylde, providing attractions for visitors and residents.

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 garden as it provides idyllic surroundings to enjoy the peace and quiet, in the otherwise bustling town centre. The garden is an example of horticultural excellence and maintained to an incredibly high standard.

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 their involvement.

In order to focus resources and agree priorities this management plan has been developed to set out a comprehensive framework for the site for the next five years. It draws on previous studies, current issues and the priorities arising from community and Elected Member consultation.

This plan will remain a live document that evolves and changes with the gardens. To achieve this, robust mechanisms for monitoring and reviewing have been developed.

Cllr Karen Buckley
Leader of the Council



Graham Holding
Chair – Lytham in Bloom

Green Flag Award 2023/24

Name of Site – Lytham War Memorial & Garden **Managing Organisation – Fylde Borough Council**

Desk Assessment Feedback (Management Plan and supporting documentation)

Criteria	Strengths	Recommendations	Responses
Presentation	A clear, thorough and well presented management plan structured around the Green Flag Award criteria, and which includes feedback from previous judging visits. The document also contains key information on the history of the site and how this site fits in to the overall plan for the borough and in particular the parks and open spaces within the Fylde Borough	Could some of this heritage be used for an interpretation panel or perhaps in the left hand side of the noticeboard?	Interpretation for the heritage of the site will be looked at and implemented where appropriate.
Health, Safety & Security	The plan outlines the key areas of health and safety management required for the site, including risk assessments, staff welfare, first aid, inspections, public safety and enforcement, dog control and CCTV, which is present on this site.	None Needed	
Maintenance of equipment, buildings & landscape	The plan outlines the key categories of maintenance carried out including litter and waste management, graffiti an vandalism, horticultural design and maintenance, arboriculture and buildings and equipment. This includes information on the work done by Lytham in Bloom. The plan communicates how well the park is looked after.	On the site visit it was explained there is a new system for arboriculture surveys and tracking, does this section need to be updated to reflect this new system?	This information is included in this section.
Litter, cleanliness, vandalism	As above, the plan clearly outlines how the park is kept clean and free from vandalism.	None Needed	

Environmental Management	As well as chemical use, peat use and waste minimisation, the plan explains the importance of sustainable design and the need to adapt to climate change – so the park is ready and fit for the future, both in terms of its use and the pressures it will face from people and climate change. The plan also includes information on the council's climate change and net zero targets.	None needed	
Biodiversity, Landscape and Heritage	This is a small site in the centre of the town surrounded by shops and car parking. It therefore has limitations in terms of what can be achieved for biodiversity. However, the plan states how the planting plan has adapted to include insect friendly perennial and shrub plant. This will be helpful for nature as well as being easier to manage for the gardeners. As a war memorial this is an important civic location and the plan outlines how the heritage features have been maintained and restored.	The heritage restoration was carried out in 2007, which is now over 15 years ago. Realistically something similar might be needed in another five or ten years, how could this need / aim be included in the plan? On the site visit the desire to roll out the wildlife friendly perennial shrubs in other beds. Can this be included in the plan?	The conservation and management of the site is now an ongoing regime and actions are updated regularly and included in the action plan. This information has been updated.
Community Involvement	Several community groups are involved in the park, notably Lytham in Bloom and the Lytham Heritage Group, as well as occasional other uses throughout the year. The park is also a key civic location for Remembrance Sunday. The Parks team carry out regular surveys to get feedback from users and the wider community.	The level of community involvement seems appropriate for the type of site. Some of the actions in the action plan, e.g. the activity and events schedule, and Christmas lights display, have been completed. Are these now ongoing?	The action plan has been updated to reflect this.
Marketing & Communication	The gardens are included as part of the wider marketing and publicity programme for the borough and for Lytham as a tourist destination.	Are there links with the Lytham in Bloom entries and any publicity related to this. Could this be outlined here in the plan. Also, who organises the annual festival of	Links have been included in the Marketing Activity table. This information has been included in the

		remembrance, could this be added in as a specific event within the marketing and publicity plan.	plan.
Overall management	This section and the rest of the plan demonstrate there is a clear plan and longer term vision for the management of the site, which reflects the history and purpose of the site.	None Needed	

Field Assessment Feedback

Criteria	Strengths	Recommendations	Responses
A Welcoming Place	On arrival the site is very welcoming. There are several entrances and the overall first impression is very positive. Although there are railings and roads on all sides, the feeling is that of a town centre oasis. I spoke to one user who was very positive about the site, mentioning how beautiful the beds are and how clean and tidy the site is	The sponsor sign previously mentioned is still present on site. If the sponsors are still active, could this be incorporated on the large plant at the eastern corner of the site?	This will be looked into in partnership with the friends group.
Healthy, Safe and Secure	Overall the site feels very safe and secure. The paths are in excellent condition and the site is flat and therefore very accessible to all users. The trees have had their crowns lifted, which increases sightlines whilst still providing shade throughout the site. The site is well used and overlooked by businesses and houses, further increasing the sense safety. The link with the café / bar will also give positive benefits for the site.	The noticeboard did not have key contact information on it, e.g. parks team / emergency contacts, community police officers etc.	This information will be updated in the noticeboard.
Well Maintained and Clean	The overall condition of the site is excellent, and is clearly well monitored and looked after. All of the	None needed.	

	furniture is well maintained, as are the cenotaph and other structures / features. The site is dog-free.		
Environmental Management	Peat use is minimal and with a move to perennial, wildlife-friendly beds the site could eventually be peat-free.	Could there be recycling bins in addition to the general waste bins?	This will be discussed with Council Waste Minimisation Officers.
Biodiversity Landscape and Heritage	The site is managed with a clear purpose and function, so 'wild' areas would not be appropriate. However, greater biodiversity is encouraged and the heritage features are prominent and well looked after.	As per the desk assessment comment, could there be further interpretation about the heritage features?	Interpretation for the heritage of the site will be looked at and implemented where appropriate.
Community Involvement	The community involvement is appropriate to the site, which also benefits from support and interest from local business such as the café / bar.	Are there opportunities to get uniformed organisations (Scouts and Guides) involved in the site, e.g. remembrance decorations, preparation or maintenance before remembrance day? The site also lends itself to art projects / displays, are there groups in the area that might get involved in this type of project?	Local Schools and Clubs decorate and lay pebble stones and crosses at the War Memorial before the Remembrance Sunday event. This information has been included in the plan. This will be explored.
Marketing and Communication	The site is featured during the festival of remembrance and during the 'in bloom' season, as well as on the councils website and information.	How could the site be featured at other times of the year? For example, with art projects.	Officers are continually looking at ways to feature the gardens throughout the year. The Management plan will be kept up to date to reflect this.
Management	This is a valued and cherished town centre location. Users love the site and the high standards and desire for continual improvement communicated by the parks team translate	None needed.	

	in to an excellent memorial garden.		
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Additional Comments

In some towns, small spaces like this can sometimes be forgotten and maintained but not cherished. The team at Fylde, and the local community, clearly want to make the most of every site and this is no exception. A beautiful town centre oasis, this park celebrates its heritage and purpose as a memorial garden. It is managed in a way that is trying to make space for nature whilst maintaining its formal design and its civic function. It's also managed with an eye on the future – the need to prepare for the impacts of climate change, and the changing needs of the community. It was a pleasure to visit this site, which is very deserving of its Green Flag Award status. Congratulations to everyone involved.

SECTION 1. INTRODUCTION

1.1 ACKNOWLEDGEMENTS

Fylde 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 Council Officers
Human Resources Manager
Community Safety Partnership
Risk Management and Insurance Officer

Thank you for your valuable contributions to the management plan.

1.2 THE PURPOSE OF THE MANAGEMENT PLAN

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.

This management plan seeks to: -

- Take a holistic approach to the future management of all aspects of the site by drawing on previous studies and considering the needs and desires of professionals, the local community and visitors.
- Put community needs at the heart of the development and management of the site.
- Benchmark and analyse 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 site and successes.

1.3 RESPONSIBILITY FOR THE PLAN

Fylde Council's Parks and Coastal Services are the strategic owner of this plan, ensuring continuous, annual monitoring of encompassing aims, objectives and actions - as well as strategic communication with stakeholders. However, several corporate-wide services and external partners will be responsible for the implementation of the plan. Responsible council services, stakeholders and their specific responsibilities can be found later within the document.

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 Area

The Borough of Fylde is within the County of Lancashire in the Northwest of England and fronts onto the Ribble Estuary and the Irish Sea. To the north is the Borough of Wyre, to the Northwest is the resort town



of Blackpool and Preston adjoins to the East. It has an area of approximately 62 square miles (160 square kilometres) and a population of 75,750.

The coastline is one of the dominant features of the borough and is the setting for most of its urban areas. The largest towns, Lytham and St Annes, together have a reputation as high-quality resorts with their significant visitor attractions along with their distinctive seafronts and an internationally famous championship golf course. With a total of 3.07 million tourism visits worth more than £315 million in 2022, equating to 5% of all tourism visits to Lancashire (Ref Local Plan), the Fylde area has a strong and consistent visitor offer that includes a variety of major events. Part of this offer is the natural environment including the expansive beach, Fylde Sand Dunes, Ribble Estuary, Lytham Green and surrounding rural areas which appeal to walkers and cyclists.

Fylde boasts a rich and varied built environment including sites and buildings of historic and architectural interest. Heritage assets make a valuable contribution to economic and social wellbeing, as well as provide a focus for heritage led regeneration and tourism development. The historic development

of the Borough is the result of economic, social, cultural and environmental factors which have resulted in its built heritage, including a significant variety of high-quality buildings.

Within the Borough there is a market town and Victorian and Edwardian seaside resorts with vibrant town centres, together with rural settlements some of which date back to the Middle Ages. Fylde contains attractive planned residential suburbs evoking the spirit of Victorian, Edwardian and interwar development. Historic attractions such as Lytham Hall, the Victorian Pier, St Annes Promenade, iconic Lytham Windmill and Green provide a strong identity and character for Fylde, complementing the thriving town centres which include a variety of quality independent dining and shopping opportunities. The choice and quality of accommodation stock continues to grow to meet the demands of visitors and contributes over £124 million to the local economy.

1.4.2 Lytham War Memorial Garden in 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 a formal garden setting. The garden is 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, the borough has four strategic parks, community parks, sports and recreation grounds, semi-mature woodlands and beautiful, well used public civic space realm areas with attractive horticultural displays which are awarded annual In Bloom Awards. The borough also boasts a large expanse of coastline, which has a number of important ecological designations including the Ribble Estuary Ramsar/ SSSI and Fylde Sand Dunes LNR/ SSSI.

1.4.3 Summary of Attractions and Facilities

In summary the garden offers the following: -

- Formal gardens
- Trees
- Floral displays
- Tranquil seating areas
- War Memorial

1.5 HISTORY OF THE SITE

The triangle of land where the War Memorial Garden now lies have been a part of the historic landscape of Lytham from the early 19th Century, as the first historic map shows.



The mid 19th Century saw the introduction of the adjacent Market Hall, built in 1848. Although the Market Hall 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 19th 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 in Lytham, at the age of 39 when he was married. He was an important benefactor of 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 LEGAL AND ESTATE MATTERS

The Lytham War Memorial and Garden is in the ownership of Fylde Council. The monument is the only listed structure within the garden. The Market Hall and War Memorial are Grade II listed. Its reference can be found here:- [WAR MEMORIAL, Non Civil Parish - 1219133 | Historic England](#)

Fylde Council is required to comply with a complex suite of legislation and regulation covering a diverse range of topics across the assets and services that it manages. The table below lists the relevant legislation relating to the management of parks and open spaces and must be referenced as part of any action proposed in the Delivery Plan.

Legislation or Act	Link	Description and Relevance
Town and Country Planning Act 1990	Town and Country Planning Act 1990	Statutory framework for Planning Authorities. Ensures that the right development happens in the right place at the right time, benefitting communities and the economy. It plays a critical role in identifying what development is needed and where, what areas need to be protected or

		enhanced and in assessing whether proposed development is suitable.
Wildlife and Countryside Act 1981	<u>Wildlife and Countryside Act 1981</u>	Gives protection to native species (especially those at threat), controls the release of non-native species and enhances the protection of Sites of Special Scientific Interest.
Public Right of Way Act 2000	<u>Countryside Rights of Way Act 2000</u>	Provides a right of open access for people to walk freely over areas of mapped open country and registered common land. It also gives greater protection to Sites of Special Scientific Interest, Areas of Outstanding Natural Beauty and wildlife.
Clean Neighbourhoods and Environment Act 2005	<u>Clean Neighbourhoods and Environment Act 2005</u>	Provides local authorities with powers to tackle poor environmental quality and anti-social behaviour. Covers various aspects of environmental protection, such as nuisance, abandoned vehicles, litter, graffiti, waste, noise and dogs.
Land Drainage Act 1991	<u>Land Drainage Act 1991</u>	Sets out the rights and responsibilities in relation to land drainage. This includes private landowners, Councils, Highway Authorities and Internal Drainage Boards. The act requires that a watercourse be maintained by its owner in such a condition that the free flow of water is not impeded.
Public Health Act 1961	<u>Public Health Act 1961</u>	Legislative framework designed to protect and promote community health and safety. It empowers authorities to manage risks, enforce standards, and respond to health emergencies.
Antisocial Behaviour, Crime and Policing Act 2014	<u>ASB, Crime and Policing Act 2014</u>	Provides powers to the police and Councils to undertake appropriate action against nuisance behaviours.
Local Government Act 1972	<u>Local Government Act 1972</u>	Defines the procedures, structures, duties and geographies of English and Welsh councils.
Building Act 1984	<u>Building Act 1984</u>	Statutory framework for the construction process, and the

		design and specifications for buildings and their component parts.
Building Regulations 2010	<u>The Building Regulations 2010</u>	Most building work being carried out in England must comply with the Building Regulations 2010. The Building Regulations are made under powers in the Building Act 1984. Protects the health and safety of people in and around buildings, they also provide for energy and water conservation and access to and use of buildings.
Health and Safety at Work Act 1974	<u>Health and Safety at Work Act 1974</u>	Sets out the broad duties and best practices for employers regarding the health and safety of the workforce. This includes a duty of care for employees, casual workers, self-employed workers, clients, visitors and public.
Management of Health and Safety at Work Regulations 1999	<u>Health and Safety at Work Regulations 1999</u>	Introduced to reinforce the Health and Safety Act 1974. Outlines what employers are required to do to manage health and safety and is applied to every work activity. The regulations place a set of duties on employers and employees to maintain a safe and healthy workplace.

1.7 CULTURAL AND EDUCATIONAL VALUE

A number of corporate departments work collaboratively to promote the sites cultural and heritage value including Parks & Coastal services, Tourism and Leisure Services and the Corporate Services.

The Council's Ranger Service utilises the site, alongside other parks and open spaces, within an annual programme of public heritage and environmental events as well as implement an Outdoor School's Education Programme.

The Tourism and Leisure service also work with a number of partners and Elected Members to organise and support a number of cultural elements including Market days and Remembrance Sunday ceremonies.

1.8 SPORT AND LEISURE 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.

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.

[Demographic dashboard - Lancashire County Council](#)

1.11 STRATEGIC FRAMEWORK

Fylde Council has a suite of plans, strategies and policies covering a diverse range of topics across the services that it delivers. The table below list the most relevant and live documents that relate to the management of parks and open spaces and must be referenced as part of any action proposed in the Action Plan.

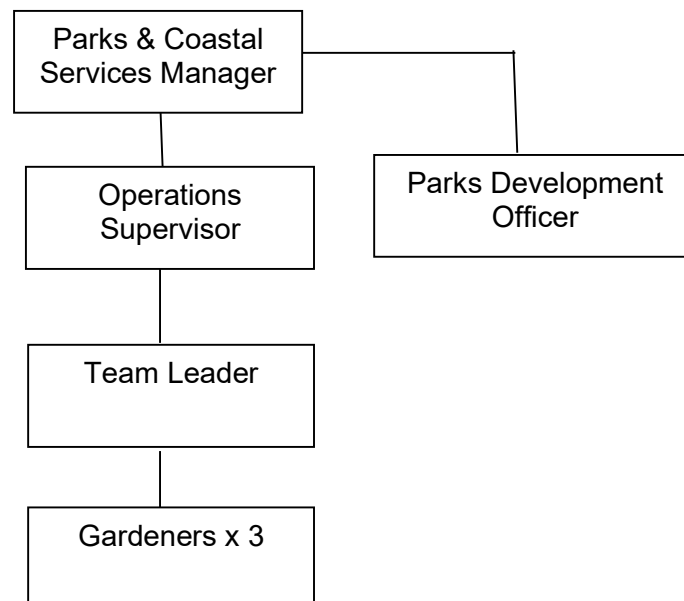
Plan, Policy	Strategy,	Link	Description and Relevance
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Fylde Coastal Strategy	Fylde Coastal Strategy	Identifies and develops top tier level actions to address major issues affecting Fylde's coastline.
Corporate Plan	Corporate Plan	Blueprint document outlining Fylde Council's corporate priorities.
Local Plan	Local Plan	Guides decisions on future development proposals and addresses needs and opportunities within Fylde.
Built Heritage Strategy	Built Heritage Strategy for Fylde	Identifies and sets long term management actions for Fylde's key heritage assets.
Risk Management Strategy	Risk Management Strategy	Details how Fylde Council will deal with risk both pre-emptively and as incidents occur.
Business Continuity Plan	Business Continuity Plan	Aims to minimise the effects of incidents which may affect the provision of council services and to restore the highest possible levels of service in the shortest possible time.
Park Management Plans	Park Management Plans	Describes the management priorities and actions for the appropriate protection and management of Fylde's parks.
Events Policy	Events Policy	Provides a framework for the programming and operation of commercial and community events.
St Annes on the Sea Neighbourhood Development Plan	St Annes Town Centre and the Island Masterplan	Identifies specific areas of investment to boost economic, social and infrastructure value.

1.12 SERVICE STRUCTURE AND RESPONSIBILITIES

The Council's Parks & Coastal Service is responsible for holistically managing the boroughs parks and open spaces. The service manager encourages people to work in partnership with one another to provide an effective and responsive service. Parks services are centralised to include parks development and landscape design, grounds maintenance, playground inspections and maintenance, arboriculture management ranger service, ecological management, coastal patrol and the delivery of income generating grounds contracts.

Lytham War Memorial Garden Staff:



The gardens maintenance, including cleansing, is undertaken by a mobile based gardening team under the direction of the Parks & Coastal Services Manager and Parks Operations Supervisor. The scope of work is largely determined by frequency task sheets which are reviewed annually and adjusted according to resources and seasonal fluctuations. Quality monitoring is undertaken through monthly site meetings performed by the service manager, parks development officer and supervisor.

The gardening staff and their supervisor are expected to have appropriate levels of horticultural experience and recognised qualifications. Staff are broken down into individual teams focused on floral areas, sport turf, grass cutting and cleansing.

Tree maintenance and safety works are undertaken by the Council's in-house Arboriculture Team according to the service manager and supervisor's instruction. There is a range of age groups within the tree stock of the park. It is important that the trees are maintained in a safe condition and any safety works required are highlighted by inspection and dealt with sensitively, respecting the trees ecological and heritage value. The Arboriculture Manager and Supervisor carry out an annual tree assessment on the site, identifying key areas of risk in accordance with zoning principles. The Senior Arborist identifies the trees which require inspection each year and ensures that the cycle of inspections is up to date. The service uses an inspection software Arbortrack to aid inspections and prioritise work.

The Parks Development Officer is the day-to-day lead on park development matters in partnership with key council professionals and park stakeholders. This includes renovation or restoration projects, bedding design and procurement, landscape design, coordination of new installs including signage and furniture as well as leading on community liaison and consultations. The

Parks Development Officer works closely with the service manager and supervisor in undertaking parks quality monitoring to aid Green Flag Award and In Bloom Initiatives. They are also responsible for the coordination of award applications.

Playground and minor infrastructure inspection and maintenance is undertaken by the service-based Playgrounds and Projects team. This consists of two trained engineers who undertake weekly playground inspections and repairs as well as undertake minor repairs to furniture, fencing, walls, steps and paths. They also provide support to Technical Services on wider civic maintenance duties.

Buildings and large-scale infrastructure management and maintenance is the responsibility of Technical Services. This includes building assets, lighting, drainage and major construction works.

1.12.1 Staff Training and Appraisals

Annual staff appraisals are undertaken as part of the Council's Performance Management Framework and the Fylde Competency Framework. Appraisals are valuable in identifying the skills, knowledge and experience of every employee and provides 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, 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 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 GARDEN

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



Welcoming Park



2.1 WELCOMING

The vistas into the garden from the main road are formal and welcoming with seasonal bedding and perennial floral displays throughout. The layout of the site gives the impressions of openness with good sightlines all around. The gardens are well laid out and maintained to a high standard. The wide footpaths bordered by lawned areas, ornamental beds and lines of trees that lace the park's boundary, draw the eye into the site and provide an attractive vista for pedestrians. The park is secured by an attractive ornamental fence, in keeping with the overall design of the site.

2.2 GOOD AND SAFE ACCESS

The site has several entrances and is situated in a highly accessible location, adjacent to Lytham Piazza (Lytham's main civic space) in the town centre. It is easily accessible for pedestrians. There is on streetcar parking in the adjacent streets and a car park is situated nearby on Pleasant Street. The site is also on the local bus routes and the train station is a ten-minute walk from the site. All the facilities within the gardens are easily accessible to all including disabled users, with flat wide pathways ensuring that the main footpaths and routes are DDA compliant.

The nearest public toilets are located within Pleasant Street car park which is a five minute walk from the site.

The garden is a busy and popular site with a good mix of age groups. Despite the large numbers of users, the garden retains a peaceful atmosphere and there is very little vandalism.

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

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. small site is served by an appropriate number of signs which are in keeping and scale with its size and position. The site noticeboard contains local awards and certificates and Lytham in Bloom newsletters, information, events, and emergency contact details.

All signs are checked by the gardeners and cleaned as and when needed.

Healthy, Safe and Secure



3.1 GENERAL HEALTH & SAFETY

Fylde Council's health and safety manual details the organisations responsibilities and arrangement. 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 made available to staff at all major offices and depots. The folders contain risk assessments, COSHH assessments, Safe Systems of Work and full details of the Councils procedures. Sample risk assessments are provided within 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 within the service. Risk assessments are carried out for all maintenance activities within Lytham War Memorial Garden. This involves the identification of risk and then the development of safe working procedures that will reduce the likelihood of the risk. Event organisers are required to complete a risk assessment form before the event in question. The initial form is submitted to the Parks Operational Supervisors.

3.1.2 Staff Welfare

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 INDG296 “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 health and safety 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 Council, who are our over-arching health and 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 ensure replacement of small handheld machinery every 3 years.
- 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 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 to the Parks and Coastal Services Manager and our H & S department for review and any further action.

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

3.2 SAFE EQUIPMENT

Park Quality Monitoring Meetings are held monthly by the service manager, supervisor and parks development officer. This ensures a strategic oversight of park management, maintenance, safety and project delivery. Items of particular attention for the management team include any areas which may require additional capital investment such as footpath resurfacing and general infrastructure.

In addition the site is visually inspected by grounds staff three times per week whilst performing operational maintenance tasks and they pick up on any urgent safety issues by either making safe or removing general hazards when appropriate. Inspections are also undertaken by Council engineers and arborists to ensure that more specialist features such as footpaths, electrics, drainage and trees are safe and secure.

3.3 PUBLIC SAFETY AND ENFORCEMENT

Grounds maintenance staff are a point of contact for site users and can easily be identified by their uniforms. They are trained to assist people with their enquiries in a helpful and friendly manner. If staff are not on site, the garden is overlooked by several businesses. Site notice boards clearly advertise Council contact details should the public wish to report an issue.

The Rangers Service and the Council's Environmental Enforcement Officers undertake weekly uniformed patrols – including weekends during the season – to provide a sense of personal safety and reassurance, enforcing PSPO's relating to littering, BBQ's and dog controls.

The service periodically liaises with the local police regarding more serious issues or ongoing anti-social behaviour issues and joint patrols with the Rangers have been organised historically when matters escalate particularly during the season and school holidays.

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 garden and surrounding area.

The 2022 to 2025 Community Safety Strategic Partnership Plan was produced following a detailed audit and partnership consultation. An updated version is being drafted to cover 2025-2028.

The Fylde Council 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. These priorities require a multi-agency response and encompass a wide range of threats facing local communities.

The plan is available to view on request.

3.4 DOG CONTROL

Lytham War Memorial Garden is covered by a Public Space Protection Order (PSPO) which sets control parameters for dogs and litter. The Council has a dedicated in-house environmental enforcement team that regularly patrol, educate users, issue FPN's and respond to complaints.

3.5 APPROPRIATE PROVISION OF FACILITIES

We ensure that Lytham Memorial Garden provides the right provision of facilities to the community by a series of user and non-user surveys, demographic information, constant partnership management and regular stakeholder meeting.

The Parks and Coastal Services management team understand and feel responsible for ensuring that any proposals regarding future provision are what the users want, that they comply with planning regulations and are appropriate to the original design concept of the garden. The garden plays a vital role in the provision of the appropriate civic green space in Lytham.

3.6 CCTV

The Council have recently upgraded the Town Centre CCTV infrastructure. The nearest CCTV camera to the site is located on the corner of Market Street, Clifton Street and Park Street. The cameras are monitored by neighbouring local authority, Wyre Council.

Well Maintained and Clean



4.1 LITTER AND WASTE MANAGEMENT

The frequency of cleansing activities such as litter picking, sweeping paths and emptying of bins is stipulated within the task sheet and undertaken by a mobile team of gardeners.

The site is litter picked and bins emptied daily during peak times and 3 times weekly during quieter periods. There is also a seasonal weekend rota for litter picking and bin emptying and this is undertaken by a mobile weekend team.

The management of the green waste and arisings is fully described in the Environmental Management section. The majority of green waste is composted at the site-based depot and reused as soil conditioner in the gardens. Green waste is also reduced through the reuse or transfer of plants when possible and through community donations if plants and bulbs are lifted and no longer required.

Non-recyclable waste is disposed of in site-based skips located within the depot yard. The Council has a 3-year contract with a local skip company to collect and empty the skips as and when required.

4.2 DEALING WITH GRAFFITI AND VANDALISM

The level of graffiti and vandalism is relatively low, however antisocial behaviour does occasionally occur in the evenings during the summer months. When it does occur 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. Serious crime incidents are reported to the police and log number recorded.

Rangers and Environmental Enforcement Officers deter and educate park users through proactive patrols and organise diversionary activities as part of the annual events programme.

4.3 HORTICULTURAL DESIGN & MAINTENANCE

Task sheets are followed to preserve the unique character of the site and are implemented by a mobile team consisting of three full-time gardeners and one seasonal. The programme of maintenance ensures that hard and soft landscape areas, together with the site's infrastructure, are kept in good condition.

The gardeners undertake all horticulture jobs including bed work, weed control, grass cutting, strimming and shrub management. The Team Leader and Supervisor ensure the quality of operations are undertaken to a high standard as well as to the correct frequency.

The garden has several high-profile floral displays, supplemented with containerised floral displays and hanging baskets, which are designed and procured in partnership with Lytham In Bloom. The floral displays are a constant work in progress and include permanent climbers, evergreen shrubs, and vibrant perennial schemes as well as annual bedding and bulb displays. There has been a move towards more sustainable planting designs, with a 20% reduction of annuals that have been replaced with pollinator friendly perennials and shrubs.

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



submission, which has seen the group receive Gold Awards, Category Winners and the prestigious Champion of Champion Awards for the Best Small Coastal Resort over several years.

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

Current horticulture projects in the gardens include:

- Continue to increase the number of perennials and shrubs in the larger flower beds.
- Naturalised bulb planting in some of the lawn areas.
- Look at pollinator friendly bedding plant options for the annual bedding displays.

4.4 ARBORICULTURAL MAINTENANCE

Tree maintenance and safety works are undertaken by the Council's in-house Arboriculture team according to the service managers and supervisor's instruction.

Park trees are routinely inspected and monitored by the council's senior arborist and Planning based tree officer. From these inspections, safety works are planned and undertaken accordingly. The team are also responsive to out of hours emergencies, as a result of storm damage.

There is a good range of trees framing the perimeter of the site. It is important that the trees are maintained in a safe condition and any safety works required are highlighted by inspection and dealt with sensitively, respecting the trees ecological and heritage value.



4.5 BUILDING & EQUIPMENT MAINTENANCE

Park buildings, large structures, lighting and toilets are under the management and maintenance direction of the Council's Technical Services and Operational Services teams. All other equipment, including sport, play and infrastructure equipment is maintained by the Parks and Coastal Services team.

Park Quality Monitoring Meetings are held monthly by the service manager, supervisor and parks development officer. This ensures a strategic oversight of park management, maintenance, safety and project delivery. Items of particular attention for the management team include any areas which may require additional capital investment such as wholesale replacement of play equipment, footpath resurfacing and general infrastructure requirements.

In addition, the site is inspected weekly by grounds staff whilst performing operational maintenance tasks and they pick up on any urgent safety issues by either making safe or removing general hazards when appropriate.

Furniture within the garden is regularly inspected and cleaned by the team when necessary.

Environmental Management

5.1 MANAGING ENVIRONMENTAL IMPACT

The Parks and Coastal Services team are managing Lytham War Memorial garden so that it is a sustainable and eco-friendly space as well as an attractive gathering place for people. We are aware that expectations of what is defined as a beautiful park often conflicts with those features which make it environmentally friendly: such as reducing or altering grass cutting regimes, reduction of chemicals; reducing waste; leaving wild areas; and changing long standing traditional floral bedding schemes. The service has an Environmental Policy which is available to view upon request. The policy document outlines key ways in which the service can minimise its environmental impact in the delivery of its operations.

5.1.1 Sustainable Design

When it comes to green spaces, good design is the process of shaping them in a way that makes the most of local opportunities. Good design can transform parks and open spaces, that have become negative spaces for local communities into great new places for people that need them. It makes places that accommodate varied activities and future use change, express distinctive character, make people feel safe and welcome, as well as ensure resources are used wisely. A well-designed green space also allows plants and wildlife to flourish. We will be developing a design code that provides detailed guidance on a variety of development subject areas including access, furniture, sport facilities and landscaping, providing a framework for the appropriate and sustainable development of the park.

5.1.2 Sustainable Environment

Biodiversity is an essential part of green space management and should be at the heart of green space design and development. Moreover, design can have a major influence on enhancing ecological value. Habitats and wildlife make a site unique and should be protected, interpreted and enhanced. Sustainable environmental practices are integrated into both the management of the park's formal horticultural areas as well as naturalized areas. . We have reduced annual bedding by 25%, replacing with perennial plants.

5.1.3 Chemical Use

Herbicides will only be used where it will result in tangible benefits on hard standing areas only, with strimming being used as an alternative to spraying around trees and obstacles. Pesticides will also only be used where there is no viable, cost effective, less harmful alternative.

5.1.4 Peat Use

We have aligned our aims with the UK Biodiversity Action Plan, whose objectives are to be 90% or more peat-free. Working in partnership with our horticultural suppliers, we aim to source suitable, well managed renewable alternatives to peat which also have a low carbon impact. We aim to reduce the use of peat in plant products whenever possible by using acceptable alternatives and minimising the volume wherever peat is used.

5.1.5 Waste Minimisation

We make prudent use of natural resources. A green waste storage and disposal area is available at Lowther Gardens, just a 5 minute drive from the site. Wood chip, timber, brash and cuttings are stored for composting and reused within the park or other green spaces across the town. Cut timber and brash is stored and chipped for horticultural use.

5.1.6 Climate Change Strategy

Carbon reduction and climate change strategies are included on the Council's Corporate Plan under the Clean & Green theme

In September 2024, Fylde Council started to work with [BDP](#) (Building Design Partnership) to develop a comprehensive Climate Change Strategy and Implementation Plan for the Borough.

The initiative is being led by Fylde Council in collaboration with BDP. We are currently engaging with the following key stakeholders to gather input and raise awareness:

- Lead Members & Council Members
- Fylde Council Senior Management
- Fylde Council Officers
- Neighbouring councils
- Fylde Council Supply Chain
- Residents of Fylde

The engagement process will ensure that the strategy and implementation plan is appropriate and based on accurate information relating to the Council's existing operations and future ambition and will also allow BDP to understand the interests and priorities of each.

The Climate Change Strategy will outline how the Council plans to tackle the climate crisis and identify the roles and responsibilities of individuals and departments within the Council needed to achieve these objectives. The key objectives for this project are as follows:

- Understand the Council's current initiatives and commitments related to climate change, including identifying and addressing data gaps.
- Engage with Council Members and key stakeholders to gather input and raise awareness.

- Identify and prioritize areas for emission reduction and wider sustainability performance.
- Develop specific objectives and actions across key areas such as energy, carbon, water transport, waste, biodiversity, and climate change adaptation/mitigation.
- Produce a comprehensive climate change strategy with defined goals, measurable actions, and a detailed Implementation Plan outlining timelines and responsibilities. The strategy will primarily focus on initiatives that concern the Council's internal operations, as these fall within their direct sphere of influence and are therefore more feasible to implement.

The final report is expected in Spring 2025.

5.1.7 Electric Vehicles and Machinery

The Council has a fleet replacement programme. As the smaller vans become due for replacement the Council will look to replace these with electric models. There is currently only a small budget held for these replacements so further funding needs to be sought to continue this.

The Parks team have trialled a variety of electric hand machines and mowers over the last two seasons. It was concluded from these trials that the hedge cutters and trimmers were the best performing and most cost effective. The team are looking to introduce more of these hand machines on a phased approach based on budget resources.

The teams ensure that all new fleet and machinery, including petrol ones meet new 'greener' EU legislation.

Biodiversity, Landscape & Heritage



6.1 MANAGEMENT OF NATURAL FEATURES, WILD FLORA AND FAUNA

Although the site is a small, urbanised open space it still serves as an important wildlife corridor for local bird and invertebrate species. The introduction of insect friendly perennial and shrub plants has created habitats and provided food for a variety of fauna and the trees support bird boxes which provide shelter and homes.

However, we could have a much better understanding of the ecology of the site and further wildlife surveys need to be programmed by the Ranger Service to ensure that the data behind this plan is kept up to date, relevant and informs the management of the site.

6.2 CONSERVATION OF LANDSCAPE FEATURES, BUILDINGS AND STRUCTURES

The site was restored several years ago using the Council's Capital Programme funding, in partnership with Lytham in Bloom.

Restoration works to preserve the site included the resurfacing and surface dressing of existing footpaths, the installation of improved infrastructure including furniture and heritage perimeter fence.

The horticultural improvements included re-turfing the whole site. The flower beds were re-shaped and arboriculture works carried out.

The war memorial masonry was fully renovated, and new ground lighting was installed. This work was completed by John Rammer, a local expert in historic stone restoration.

The site is located within a Conservation Area, which covers Lytham Town Centre and most of the surrounding area, as shown on the link below.

[Lytham.pdf \(fylde.gov.uk\)](#)

Conservation Area status gives the council additional powers to ensure any proposed development is in keeping with existing styles and the character of the area. Any new structures or significant changes within the garden must first be discussed with the council's planning team and may require planning permission.

The War Memorial is Grade II listed, which gives it protection for future generations. A condition survey is carried out on the War Memorial by the council's Technical Services team. The survey provides a systematic and uniform basis of identifying necessary works. The findings are recorded, and a report drafted.

The condition survey inspection reports on the following:

- Structural stability
- Biological growth on the Memorial
- Masonry/mortar condition
- Inspection of the inscriptions
- Overall condition of the Memorial

The War Memorial is cleaned and polished annually prior to Remembrance Sunday

Other parks buildings, large structures, lighting and infrastructure are under the management and maintenance direction of the Council's Technical Services.

The team carry out a full conditional survey on all buildings and structures every five years, with lighter triennial inspections carried out. The condition survey reports on internal and external fittings and fixtures, roofs, floors, stairs and ceilings, sanitary services and external areas. The findings are recorded and a report drafted. Any actions are graded and works are carried out on a priority basis.

Mechanical and electrical services are visually inspected, if any faults or concerns are found these are reported to the relevant contractor for further investigation.

The site contains a variety of semi-mature trees, including Maples, Sycamores and Hollies. All the trees within the garden are protected under the Conservation Area Order and any intended works are undertaken in conjunction with the Tree and Arboriculture Officer from the Planning team.

Community Involvement



7.1 LYTHAM IN BLOOM

The garden contributes to the Lytham in Bloom success in achieving Gold and category winners for 'Best Small Coastal Resort' at the North West in Bloom Award for several years. The group have a growing number of volunteers who are willing to tackle planting, weeding, watering and dead heading tasks within the garden. The group works with local businesses, homeowners and Fylde Council to encourage:

- Litter free gardens and open spaces
- Reinstating traditional planting
- Well maintained garden
- Vibrant pollinator friendly garden
- Sustainable planting

The Parks Development Officer is the main point of contact between the Council and the Lytham In-Bloom group. They have regular meetings to provide updates on projects, issues arising and the North West in Bloom competition. This helps to maximise effective use of the group's commitment to and the resources for the site and gives residents the opportunity to raise any concerns around the site.

The group are highly organised and successful in fundraising, using the site to hold their annual coffee morning. This not only promotes the site and raises the profile of Lytham In Bloom but allows the group to act as one voice for the site users to communicate with the Council.

7.1.2 Aims

The aim of the group is to:

- To promote access to and positive management of Lytham War Memorial Garden and its maintenance and environment.
- Take practical action to improve the garden.
- Raise the profile of the garden.
- Raise funds to improve the garden.
- To promote and maintain the site as per the environmental and aesthetic guidelines.
- 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 Garden users in consultation with Fylde Council and other bodies.
- To provide a single point of liaison with Fylde Council in order to communicate park related queries and information.
- To promote equal opportunities by being positively committed to opposing all direct and indirect discrimination in all its activities and services.



7.2 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 educate and stimulate public interest in the history and heritage of the Ancient Parish of Lytham.
- To form a collection of photographs, documents, films and other artefacts of a cultural nature.
- To achieve our objectives by means of meetings, exhibitions, lectures, fund-raising for specific purposes and other work for the furtherance of these aims.
- To preserve, protect, develop and improve buildings of historic or architectural interest for the public benefit.

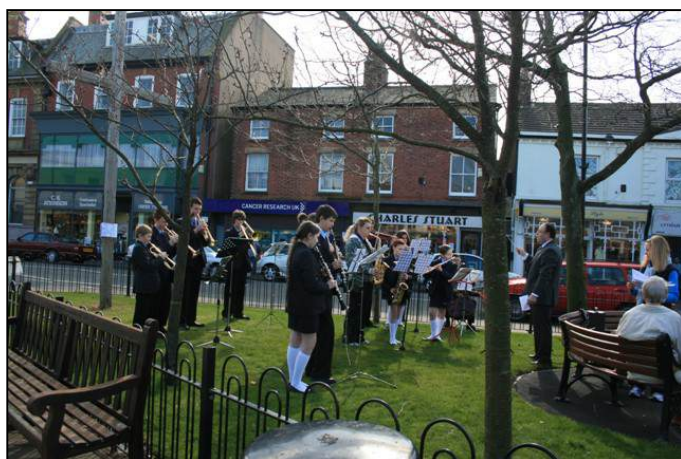
In 1996 in its desire to create a permanent exhibition centre of its own in the town, the group was successful in the acquisition of the former Trustee Savings Bank in Henry Street. The purchase, restoration and conversion of the building has cost The Group in the region of £189,000.

7.3 REMEMBRANCE SERVICE

A Remembrance Sunday Service is held at Lytham War Memorial Gardens on the closest Sunday to the 11th of November each year. The annual event is an opportunity for all the local community to come together to remember the services and sacrifice of all those who have defended our freedoms and protected our way of life.

The event is led by Fylde Council in partnership with the British Legion and Veteran's Association. The Service starts with a procession through the streets of Lytham town centre and finally gathering at the War Memorial Gardens, where Fylde Civic Members; Armed and Public Forces personnel; School children and community groups/charities are invited to lay a wreath at the Memorial before observing the two-minute silence.

Local school children, Scouts and Guide groups decorate and lay stone pebbles and crosses at the Memorial prior to the Remembrance Event. These, along with the wreaths are left in place for an agreed period of time before our gardeners remove them.



7.4 WIDER STAKEHOLDERS

It is 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.

Key stakeholders involved with the gardens are:

Lytham in Bloom	Committee Members
Lytham Heritage Group	
Memorial Restorer	John Rimmer
Ward Councillors	
Tourism & Leisure Committee Members	

FBC Parks and Coastal Services Team	All Staff
FBC Tourism Team	Tim Dixon
FBC Technical Services Team	

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.

7.5 APPROPRIATE PROVISION FOR THE COMMUNITY

The council's Ranger Service works with the community to organise opportunities for environmental education and activities to promote the ecological value of our green spaces. They are developing a new volunteer ranger service and junior ranger service, to facilitate engagement with a broad section of the community.

The Ranger service undertakes the following key functions:

Patrols: Regular patrols to check for litter, glass, vandalism and graffiti. To put up any necessary signs and to advise on public space protection orders such as dogs on leads when requested.

Education: The rangers have developed a formalised, curriculum linked Outdoor Education Programme and can also provide bespoke activities on site on subjects including history, geography, art and the local environment.

Volunteering: The rangers periodically work with In-Bloom and community groups when requested - to assist with garden/ memorial work and to help to provide tools or remove green waste.

Activities: Small scale summer activities are occasionally undertaken from the ranger gazebo such as arts and crafts, bulb seed potting, (poppies) and teddy bear picnics. Small scale treasure hunts are also arranged for younger children.

The council would like to enhance the educational opportunities further and maximise the potential of the site by encouraging younger children to visit. The Parks Development Officer and the Ranger Service will look to explore the options of an online resource to help promote the historical importance of the site and link with the annual Remembrance Service, which is already well attended by local primary schools and residents.

7.6 USER FEEDBACK

7.6.1 Residents Survey

The Council undertakes a residents 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.

Some of the 2024 results are shown below:

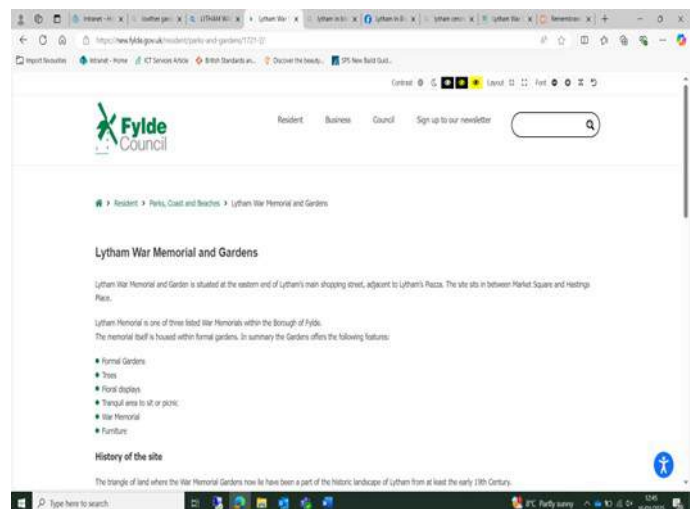
How would you rate the refuse collection service at Fylde	98%
How would you the household recycling service at Fylde	93%
How would you the parks and open spaces in Fylde	95%
How would you the cleanliness of the streets in Fylde	74%
Overall, I would rate the Fylde as a place to visit	95%
Overall, I would rate Fylde as a place to live	96%
How would you the value for money I receive from Fylde Council	74%
Overall and taking everything into account , would rate Fylde Council	84%

7.6.2 How Did We Do Surveys?

The Council has recently introduced 'How Did We Do Surveys', which is a customer feedback form used to capture feedback, both positive and negative from the customers experience dealing with the Council. The surveys are now part of the Council's Corporate Plan, and the feedback provided is monitored, collated and a report drafted monthly for Senior Management Team to review.

A link to the customer feedback form is below. The Council has also produced cards that have a QR code on. Once scanned this takes you to the online survey. These cards are ideal for the Parks grounds maintenance and Ranger Teams to hand out to the public whilst outdoors.

Marketing & Communication



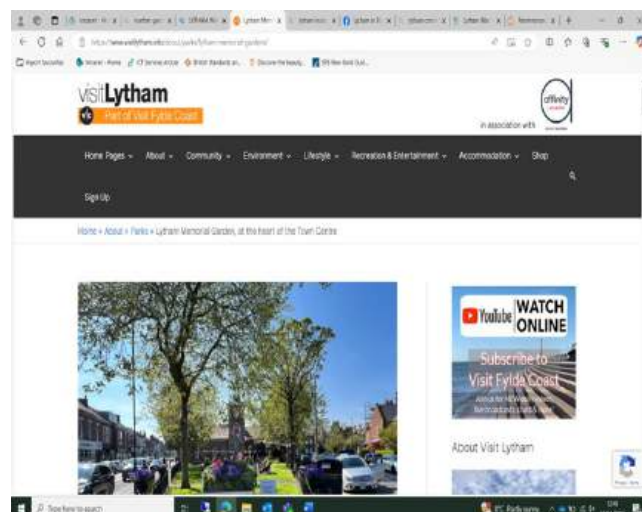
8.1 MARKETING & PROMOTION

Lytham is a major tourist attraction for visitors to the Fylde Coast and the North West. The council does not actively market Lytham Memorial Garden as a tourist attraction specifically, due to its size and nature. However, Lytham itself is marketed and the gardens prove popular with residents and are highly valued. It is the aim of the council to provide and encourage the best use of Lytham Memorial Garden to meet the needs of residents and visitors to the borough.

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 Garden page and the



council website including information on:

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

Promotion and marketing of parks and gardens is carried out by means of a range of measures to ensure that local people and visitors to the borough are aware of the facilities.

Marketing Activity	Links	Comment	Frequency
Residents e-newsletters	Sign up to our newsletter – Fylde Council	Local information. Promote events.	Monthly
Websites	www.fylde.gov.uk www.discoverfylde.co.uk www.vistilancashire.com www.greenflagaward.org.uk North West in Bloom Official Page	Local and event information. News and notifications. Promotion. National competition information and updates. Regional competition information and updates.	Daily/Weekly. As and when As and when
Media/news outlets		Local and event information. News and notifications. Promotion.	As and when.
Social media	Facebook – Fylde Council Facebook – Fylde Rangers https://twitter.com/fyldecouncil Facebook – Lytham in Bloom	Information on Fylde Council, events, links to partners websites/social media, news and notifications Community group information, local news and events	Daily
Printed ads		Promoting events, projects.	As and when
Internal communication		Staff intranet, newsletter, briefing sessions.	Daily/ weekly/ monthly

8.2 COMMUNICATION STRATEGY

The council has an active Communication Strategy, which is reviewed every four years and updated by the Corporate Services team with involvement from Senior and Middle Management and the Communications Officer.

The main priorities identified within the strategy are:

- To ensure our communications meet the needs of our audience.
- To make information and services more accessible online through a range of communication methods.
- To ensure council services all have the same recognisable, understandable and consistent brand.
- To ensure that our workforce is kept well informed, motivated and engaged helping to understand what the organisation is trying to achieve and their role within it.
- To continue to engage, and develop relationships with key stakeholders including members, partners and third sector organisations.

The progress on delivering the actions in this strategy is monitored through regular meetings with the lead member for communications as well as continuous reviews of communications.

Evaluation is essential to monitoring success, return on investment and continuous learning; the Council will therefore agree measurements prior to the start of any specific campaign and provide monthly visitor statistics for digital channels.

The Communication Strategy fits in to the Corporate Plan under the Efficiency theme – to offer value for money. Each year the Council reviews and produces key performance indicators for each service area which relates to the Corporate Plan priorities. Aims are set with a target figure which should be met within the next 12 months. The latest set of figures for social media presence and communication show that each aim has exceeded the target set. A few examples are show below:

Aim	Target Date	Target Figure	Actual Figure
Total no. of Facebook engagement	Mar 2024	120,000	179,421
Total no. of Twitter followers	Mar 2024	11,000	12,216
No. of news releases, statements & letters issued	Mar 2024	84	122
% of email newsletters viewed	Mar 2024	55	55

The following outcomes have been achieved under the Corporate Plan priorities:

- Developed innovative ways of using signage, including advertising, use of digital screens to communicate with customers.

- Provided access to council services through all possible means with particular focus on the most vulnerable.

8.3 MARKETING & COMMUNICATIONS TEAM

The Communications Team comprises of Communications, Press, Social Media and Digital Officers. With support from the ICT and Corporate Team they lead on marketing and communication across all Council Services. They are responsible for:

- Media Relations
- Corporate Communication, including internal communications
- Corporate Events
- Campaign planning and management of products, services or issues

The Communications Team liaises closely with the emergency services, council officers and members to organise press conferences, official statements, interviews and supervised visits to other locations, ensuring that advice and information is disseminated to assist the public.

The Tourism team ensures that parks and events are promoted through a variety of media; the events are promoted using the website, community groups, local press and internally within the council. Information boards provide park users with general information regarding specific sites.

8.4 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
- Partnership Groups
- Lytham in Bloom

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 Garden 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
A Welcoming Park			
Regularly update noticeboard	All	Ongoing	Ongoing
Implement dog control PSPO orders	Enforcement Officers	Ongoing	Ongoing
Well Maintained & Clean			
Clean and descale the War Memorial	Technical Services	Annually	Ongoing
Install more bird boxes	Parks & Coastal	October 2025 - March 2026	To be completed
Remove existing outdated sponsorship sign	Parks & Coastal	September 2025 - March 2026	To be completed
Revarnish benches	Parks & Coastal	Annually	Ongoing
Clean and paint perimeter railings	Parks & Coastal	March 2025 – October 2025	To be completed
Upgrade CCTV infrastructure	Procurement & Surveillance Officer	January 2024 - December 2024	Completed
Environmental Management			
Continue to reduce reliance on pesticides	Parks & Coastal	Ongoing	Ongoing
Further reduction of green waste	Parks & Coastal	Ongoing	Ongoing
Work with BDP to develop Climate Change Strategy	Corporate Services	September 2024 – May 2025	In progress
Produce a climate change strategy	Parks & Coastal	September 2024 – March 2026	To be completed
Biodiversity, Landscape & Heritage			
Plant naturalising bulbs	Parks & Coastal	October 2025 – January 2026	To be completed
Explore heritage interpretation opportunities on site	Parks & Coastal	January 2025 – January 2026	To be completed
Community Involvement			
Improve local schools and community group partnerships	Parks & Coastal/ Lytham in Bloom	Ongoing	Ongoing
Carry out community bulb planting session	Parks & Coastal	October 2025 - January 2026	To be completed
Seek new sponsorship/business	Lytham in Bloom	January 2025 – September 2025	To be completed

involvement			
Engage with Stakeholders on Climate Change	Corporate Services	September 2024 – May 2025	In progress
Marketing & Communication			
Update web page on Council website	Parks & Coastal	Ongoing	Ongoing
Advertise in local publications	Tourism & Culture	Ongoing	Ongoing
Explore online heritage education offer	Parks & Coastal	January 2025 – January 2026	To be completed
Management			
Update Corporate Plan	Corporate Services	January 2024 - December 2024	Completed
Update Community Partnership Plan	Environmental Health Services	December 2024 – May 2025	In progress

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 19th February 2024

Section: Parks & Coastal Services

Assessment Team 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

A handwritten signature in black ink, appearing to read 'L Foden', written over a light grey rectangular background.

Action Plan Review Date.....1st April 2025.....

Appendix 2 Annual Work schedule

Period Work Schedule : Period 6 – Aug - Sep

Lytham War Memorial Garden

Tick Completed						
Lytham Area						
War Memorial Garden Lytham Area	Frequency	Area	W1	W2	W3	W4
BD30 Bedding-Hand Weed / Hoe	x4	122.90 m2				
CL10 Litter Pick Ornamental Areas	x20	878.70 m2				
GC12 Grass - Mow Ornamental	x4	456.50 m2				
GE02 Edge Off Ornamental	x3	36.71 lm				
GE11 Grass Edge - Ornamental, LHS	x4	367.10 lm				
TC001 Tarmac - Brush/Airbroom Weekly	x4	299.00 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	x1	122.90 m2				
CL10 Litter Pick Ornamental Areas	x8	878.70 m2				
TC001 Tarmac - Brush/Airbroom Weekly	x4	299.00 m2				

Appendix 3

Site Plan: Lytham War Memorial Garden

