

Beaulieu Park Recreation Ground, Boleyn Gardens and The Grand Vista Maintenance and Management Plan

To be read in conjunction with Chelmsford's Green Spaces Strategic Framework Document
which contains details of the city council's policy documents and recording systems.



PROMOTING CITY IMAGE – RAISING THE STANDARD



Foreword

One of the principal aims of the Local Authority is to improve quality of life for its residents. Parks and Green Spaces are key to this, good quality green spaces generate enormous social, economic, environmental and ecological benefits as well as making areas more attractive.

We also must recognise that, important as the immediate benefits are to communities, the decisions we make about the places where we work and live today will long outlast us. Good, proactive management of our Parks today will leave a real legacy for those who come after us.

Our parks and green spaces are some of the most valuable community assets we have. They are the precious jewels of our landscape to be treasured and maintained for people of all ages and from all backgrounds. Their importance cannot be underestimated, nor their necessity overlooked.

The combination of the facilities on offer at the group of parks provide something for all age groups and provide a mix of facilities to meet the needs of the communities they serve from the formal to the informal. Beaulieu Park is a sports park whilst Boleyn Gardens and The Green Triangle offers local residents a top-quality millennium park with a quality landscape for family recreation.

The Parks are classed as neighborhood parks serving the 8,400 residents of the Chelmer Village & Beaulieu Park Wards.

Over the life of this plan it is our aim to provide parkland that caters for the needs of the visiting public. We will listen and will aim to make improvements year on year to make the sites more attractive, well respected and safe for all.



Cllr Jude Deakin
Cabinet member
for Parks & Green Spaces



Cllr Rose Moore
Deputy Cabinet member
for Parks & Green Spaces



Guidance in reading the management plan

Management plans at City Parks are all about review and improvement to both site facilities and management practices. The route to excellence is paved with continuous improvement, self-assessment, good management practices and the discipline of planning.

This management plan is designed to be used as an easy reference manual that can be understood by all interested parties.

The plan deals specifically with matters relating to both Beaulieu Park Boleyn Gardens and the Green Triangle and should be read in conjunction with Chelmsford's Green Spaces Strategic framework document. (The later document contains much of Council's corporate strategy and policy documents as they relate to parks).

City Parks are continually reviewing and updating strategic documents to ensure we are responding to changing needs, complying with the latest legislation and setting targets in accordance with the corporate plan and annual service plans. More details with regards to strategic documents can be found in the policy document entitled Strategic Framework for Parks and Green Spaces.

In drafting the document, the Green Flag judging criteria was used as a simple checklist. This ensures that we are embracing all the criteria proven necessary to deliver a facility that matches the national standard for parks and that we have embraced the eight sections outlining Green Flag objectives. The objectives are listed below and demonstrate all the components needed to ensure top class park provision.

Section 1: A welcoming place

This section recognises the culmination of everything done well. A welcoming place is one that invites and draws people into it. This means creating a space which, through its visual appearance, range of facilities, standards of maintenance and ease of access, makes people feel that they are in a cared-for place.

1. **Welcome**
2. **Good and Safe Access**
3. **Signage**
4. **Equal Access for All**

Section 2: Healthy, safe and secure

This section looks at how well managers understand their users' needs, encouraging them to enjoy healthy activities using appropriate, safe-to-use facilities and activities, and to feel personally safe and secure.

- 5. Appropriate Provision of Quality Facilities and Activities**
- 6. Safe Equipment and Facilities**
- 7. Personal Security**
- 8. Control of Dogs/Dog Fouling**

Section 3: Well maintained and clean

For aesthetic as well as health and safety reasons, issues of cleanliness and maintenance must be addressed, in particular:

- litter and other waste management issues must be adequately dealt with;
- grounds, buildings, equipment and other features must be well maintained;
- policies on litter, vandalism and maintenance should be in place, in practice, and regularly reviewed.

- 9. Litter and Waste Management**
- 10. Horticultural Maintenance**
- 11. Arboricultural Maintenance**
- 12. Building and Infrastructure Maintenance**
- 13. Equipment Maintenance**

Section 4: Environmental management

This section seeks to ensure that the way the site is managed has a positive impact on the environment, locally and globally, both now and for the future. Where choices can be made for future procurement, landscaping or buildings, they should aim to minimise energy and resource consumption and waste, and design in benefits to the local and global environment. Policies should seek to eliminate the use of peat and chemicals to control pests and as fertilisers. Horticultural and arboricultural decisions should reflect an understanding of the impacts of climate change.

- 14. Managing Environmental Impact**
- 15. Waste Minimisation**
- 16. Chemical Use**
- 17. Peat Use**
- 18. Climate Change Adaption Strategies**

Section 5: Biodiversity, landscape and heritage

Attention should be paid to the appropriate management and conservation of natural features, wildlife and flora; landscape features; and buildings and structures. Their particular character and requirements should be identified and appropriate management strategies put in place to conserve and enhance them.

19. Management of Natural Features, Wild Fauna and Flora

20. Conservation of Landscape Features

21. Conservation of Buildings and Structures

Section 6: Community involvement

This section examines the extent to which the managing organisation:

- understands the community it seeks to serve;
- actively and appropriately involves members of the community in making decisions about the site's development;
- provides opportunities for active participation in site projects; and
- ensures that there is appropriate provision of recreational facilities and activities for all sectors of the community.

22. Community Involvement in Management and Development

23. Appropriate Provision for Community

Section 7: Marketing and communication

This section seeks to examine the ways that managers understand the key benefits of the site and how they use this information to promote it appropriately. They should understand who the main user groups are, could be or should be, and use a fitting range of interpretation and engagement techniques to communicate with them. This basis ensures that appropriate facilities, events and activities can be offered and most effectively promoted and forms a solid foundation for development now and in the future.

24. Marketing and Promotion

25. Appropriate Information Channels

26. Appropriate Educational and Interpretational Information

Section 8: Management

This section evaluates how well the management plan is implemented on site.

27. Implementation of Management Plan

The use of the Green Flag criteria provides a standard for systematic and committed approach to producing a management plan ensuring the key elements are considered and then giving the draft plan a 360-degree appraisal to ensure it is fit for purpose as an aid to managing maintaining and improving the quality of parks enjoyed by local communities and visitors alike.

In addition, it is essential to develop a public based benchmark audited externally by a third party. Green Flag is now recognised as the International Standard for Parks and Green Spaces.

The project brief was to undertake an assessment of internal strengths and weaknesses and external factors affecting the business and marketing environment (**'SWOT' analysis**) and to drive change where necessary.

STRENGTHS

- Established parks providing public open space in a residential area.
- Good relationship between Council and Community.

WEAKNESSES

- Capital funding is not guaranteed, or likely for these sites.
- Section 106 funding is unlikely in this area.
- External funding has been difficult to achieve.

OPPORTUNITIES

- To further investigate external funding sources.
- To develop the biodiversity of the sites.
- To create parks valued by the community.
- To make improvements within the sites year on year as promised in the forward.

THREATS

- With major new development proposals for Greater Beaulieu Park, the focus will be on new communities and provision of Open Space.
- It is likely that the capital works budget for established parks will reduce.

Over the years the management plan has been honed through successive rewrites taking account of the guidance and support received from Green Flag judges and from the Group Award Judging.

This plan constitutes the forth such plan for Boleyn Gardens and the second plan for Beaulieu Park Recreation Ground and Grand Vista.

Following on from this we set about compiling the content required for the new plan.

In addition credence has been given to considering recent research concerning parks undertaken both locally and nationally. It is important to be aware of both social and market trends. Particularly pertinent it has been decided to consider new thinking derived from our own authority's corporate objectives and from research consultation.

In these times of austerity Parks are particularly important to government in delivering many of their agendas. Investment in Parks is seen to be prudent as the returns can be enjoyed by both current and future generations.

Green spaces are relevant to several national indicators (Nis) below and highlight common health and wellbeing outcomes. This broader, public health approach integrates physical and mental health and the impact of wider social, economic and cultural determinants on mental health and well-being.



Strong Communities

- NI 5: Overall/general satisfaction with local area DCLG DSO
- NI 2: Percentage of people who feel that they belong to their neighbourhood (PSA 21)
- NI 3: Civic participation in a local area PSA 15
- NI 17 Perceptions of anti-social behaviour PSA 23

Children and Young People

- NI 50: Emotional health of children PSA 12
- NI 55: Obesity among primary school age children in Reception Year DCSF DSO
- NI 56: Obesity among primary school age children in Year 6 DCSF DSO
- NI 57: Children and young people's participation in high-quality PE and sport DCSF DSO
- NI 110: Young people's participation in positive activities PSA 14

Adult Health and Well-being

- NI 119: Self-reported measure of people's overall health and wellbeing DH DSO
- NI 138: Satisfaction of people over 65 with both home and neighbourhood PSA 17

Environmental Sustainability

- NI 185: CO2 reduction from Local Authority operations PSA 27
- NI 186 Per capita CO2 emissions in the LA area PSA 27
- NI 188: Adapting to climate change PSA 27
- NI 189: Flood and coastal erosion risk management Defra DSO
- NI 197: Improved local biodiversity – active management of local sites PSA 28
- NI 198: Children travelling to school – mode of travel usually used DfT DSOated Public Service Agreements (PSA) and Departmental Strategic Objectives (DSO)

- PSA 12 Improve the health and well-being of children and young people
- PSA 18 Promote better health and well-being for all
- PAS 21 Build more cohesive, empowered and active communities
- PSA 23 Make communities safer
- PSA 27 Lead the global effort to avoid dangerous climate change
- PSA 28 Secure a healthy natural environment for today and the future

- DCMS DSO Encourage more widespread enjoyment of culture and sport
- DFRA DSO Climate change tackled internationally; and through domestic action to reduce greenhouse gas emissions
- DEFRA DSO: Economy and society resilient to environmental risk and adapted to the impacts of climate change
- DEFRA DSO: Sustainable patterns of consumption and production
- DEFRA DSO A healthy, resilient, productive and diverse natural environment
- DH DSO Ensure better health and well-being for all
- HO DSO Help people feel secure in their homes and local communities.

It is hoped that through reading the plan the reader will glimpse how the staff teams must balance the priorities, policies and pressures that apply and will see the rationale for establishing time scales for putting objectives into practice. The production of such a document allows the contribution that the site makes to the local community to be measured and progress against key objectives can be monitored by the management team and by visitors alike.

Information of a more generic nature has been drawn out of site-specific management plans and is now found in a companion guide entitled Strategic Framework for Parks and Green Spaces.

Chelmsford's corporate agenda seeks to deliver quality services and factors in the need to deliver in the areas cited below.

- Promoting health & activity
- Supporting education & learning
- Encouraging diversity & inclusion
- Ensuring safety & security
- Greater community involvement
- Promoting fun & enjoyment
- Making sites accessible & safe
- Achieving quality by design
- Valuing local character & heritage
- Realising economic value
- Minimising climate change
- Sustaining quality in our environment
- Managing for nature & biodiversity
- Making connections for people & wildlife



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1 Introduction & Brief History of the sites

Broadly speaking the key management objectives for Beaulieu Park, Boleyn Gardens and The Grand Vista take account of the principal 6 Corporate Objectives:

PARK OBJECTIVES

- To understand and respond to the needs of our audiences, reflecting diversity of needs and use; enriching lives and enhancing access to culture and sport.
- To protect and enhance the parks environment for the enjoyment of families, children and visitors (alongside sports orientated users).
- To work with other organisations and volunteers to deliver clear education, health, sport and participation opportunities.
- To conserve and enhance the natural environment of the parks.
- To deliver greater value for money through increased income generation.
- To demonstrate organisational excellence.

Whilst the primary reason for developing a management plan is to aid the efficient and effective management of the site more specific objectives include:

- Defining priorities for investment and future development.
- Specifying maintenance, security and access arrangements.
- Understanding the links between strategic and policy documents and what needs to happen on the ground.
- Ensuring resources are best used to help us achieve our agreed objectives.

The diverse interest of these two distinct green spaces is reflected in the varied provision of activities within the parkland settings catering for both active and passive use depending on the venue.

Beaulieu Park Recreation Ground, Chelmsford

Site Name	Beaulieu Park Recreation Ground, Chelmsford.
Site Status	Designated as public open space 2004
Total Area of Site	4.32 hectares (10.8 acres)
Component areas	Sports Pitches, Changing rooms, Children's Nursery, Car Park, Sports & Activity Zone, Floodlit tennis / netball courts, Multi use hard surface areas.
Surrounding land	Built up residential.
Natural Geology	London clay over chalk beds.
Significant features / Key issues	Public right of way.
Tenure	Freehold
Location	Beaulieu Park, Chelmsford.
Ward	Chelmer Village & Beaulieu Park Ward
District	West Chelmsford
County	Essex
Post Code	CM1 6EB
OS grid reference	573001 209270
Asset register reference	
Bylaws	None
Opening Hours	<p>Site is accessible at all times for pedestrians. Entrance gates are locked in the evenings at the following times.</p> <p>Jan, Nov & Dec – 5.00 pm Feb & March – 6.00 pm October – 7.00 pm April & Sept – 8.00 pm May & Aug – 9.00 pm June & July – 10.00 pm</p> <p>Gates are opened at 7.30 am each morning.</p>
Use	The park is used primarily as a sports park

Plan of Beaulieu Park Recreation Ground



Beaulieu Park is a large and popular sports park with facilities for games such as cricket and football. There is also a floodlit multi-use court for tennis, basketball and 5-a-side football, which can be hired. Changing rooms are available.

For something a bit different, Essex Boot Camp run an exercise regime at the park on various days and times. Visit their website www.essexbootcamp.co.uk for more information.

Situated just off-White Hart Lane, the park is accessible by car via Beaulieu Boulevard and Burnell Gate. There is a large car park area and a sports pavilion on site.



Boleyn Gardens, Chelmsford

Site Name	Boleyn Gardens, Beaulieu Park.
Site Status	Designated as public open space 2001
Total Area of Site	3.3 hectares (8 acres)
Component areas	Sculpture within a garden setting, landscaped formal gardens, play area, maze-based on snail mounds, kick about area, tree plantations, two self-sustaining ponds and wetland, conservation tracts, tree collections and links to cycle network
Surrounding land	Built up residential.
Natural Geology	London clay over chalk beds.
Significant features / Key issues	Public right of way.
Tenure	Freehold
Location	Boleyn Gardens, Beaulieu Park.
Ward	Chelmer Village & Beaulieu Park Ward
District	West Chelmsford
County	Essex
Post Code	CM1 6EB
OS grid reference	573001 209270
Asset register reference	
Bylaws	None
Opening Hours	<p>Site is accessible at all times for pedestrians. Entrance gates are locked in the evenings at the following times.</p> <p>Jan, Nov & Dec – 5.00 pm Feb & March – 6.00 pm October – 7.00 pm April & Sept – 8.00 pm May & Aug – 9.00 pm June & July – 10.00 pm</p> <p>Gates are opened at 7.30 am each morning.</p>
Use	The park is used for a range of formal and informal recreation.

Location drawing. Ariel view showing Boleyn Gardens and The Grand Vista in relation to the surrounding conurbation (Development to the East is post 2000)



Boleyn Gardens, Chelmsford

Boleyn Gardens was conceived as a park rather than a large public open space. To meet this aspiration its design had to have a distinct identity. It was important that it should sit comfortably between the existing community established over the past 40 years, and served by 3 neighbourhood schools, and a new community of some 650 houses created in 2001.

Boleyn Gardens is in effect a new millennium park in the true sense, being officially opened to the public in July 2001.

The park stands on a plot of land approximately 3.3 hectares (8 acres) and has been designed as a community park for those residents within walking distance to the amenity. It seeks to reflect the glory of parks in the past whilst meeting the needs of our lives today.

The design concept aims to meet the needs of the community and to be accessible to all, giving everyone in the community equality of opportunity. There is something for everyone on the site along with the potential to develop new features through partnership working with community groups.

The park has a strong design concept creating a variety of spaces including two ornamental garden areas. There is a strong link back to Tudor Times as an important listed building; New Hall School can be seen from many areas within the development. The school is a Tudor building and reputedly a residence that Ann Boleyn frequented. It is for this reason that the Parish Council choose the name Boleyn Gardens for the park and some features within the gardens have a Tudor theme about them.



The Grand Vista, Chelmsford

Site Name	The Grand Vista, Beaulieu Park.
Site Status	Designated as public open space 2001
Total Area of Site	2.5 hectares (6.1 acres)
Component areas	Formal layout creating a 'Tudor Landscape' framing views of the Historic New Hall School as viewed from the Beaulieu Park development.
	New Hall has occupied the magnificent Tudor Palace of Beaulieu since 1799. The estate was acquired by King Henry VIII in 1517, at which time the building was greatly enlarged and enhanced. Henry VIII's Royal Arms can be seen in the Chapel at New Hall. After Henry, New Hall became home to Mary Tudor, before being granted to the Earl of Sussex by Elizabeth I. Oliver Cromwell later procured the estate, for five shillings
Surrounding land	Built up residential.
Natural Geology	London clay over chalk beds.
Significant features / Key issues	Public right of way.
Tenure	Freehold
Location	The Grand Vista, Beaulieu Park.
Ward	Chelmer Village & Beaulieu Park Ward
District	West Chelmsford
County	Essex
Post Code	CM1 6EB
OS grid reference	573001 209270
Asset register reference	
Bylaws	None
Use	The parkland is used as a formal setting for general passive recreation.

The aesthetic characteristics of the park land

In this section the aesthetic characteristics of the park are considered in relation to views and vistas both within the park, of the park and from the park – and the variation in landscape character across the park as a whole.

Landscape Character Beaulieu Park Recreation Ground

In effect the park is made up of distinct zones.

- Sports & activity zone – Tennis, Basketball, Cricket & Football
- Blue Badge Parking
- Changing rooms
- Floodlit tennis / netball courts
- Free Parking
- Multi use hard surface.

Beaulieu Park is also home to Scallywags Nursery www.scallywags-chelmsford.co.uk. Contact Kerry Lowe on 01245 468268 for details.

Landscape Character Boleyn Gardens

In effect the park is made up of eight distinct zones.

- Sports & activity zone
- Play zone
- Biodiversity zone
- Picnic zone
- Forest zone
- Formal Garden zone
- Social meeting zone
- Arts & Sculpture Zone

Landscape Character of the Grand Vista

As the name implies the Grand Vista is an important wedge of green space that frames views of one of Chelmsford's most important historic sites.

There is a strong link back to Tudor Times - New Hall School an important listed building can be seen from many areas within the development. The school is a Tudor building and reputedly a residence that Ann Boleyn frequented. It is for this reason that the Parish Council choose the name Boleyn Gardens for one of the parks and some features within the gardens have a Tudor theme about them. Likewise the Grand Vista seeks to portray a 'Tudor Vista' such as would be associated with an important dwelling such as New Hall.

The facilities at Boleyn Gardens are complemented by those at Beaulieu Park Recreation Ground, offering formal sporting opportunities just a short distance away. Whilst the Grand Vista provides opportunities for informal passive recreation.

Policy: Landscape Character

The parks will be managed to conserve and enhance its overall character and locally distinct variations of character areas within, whilst maintaining and complementing the diversity of the natural and recreational settings. The key views and vistas to, from, and within the park will be protected and where appropriate, strengthened.

Key Management issues

The combined parks of Beaulieu Park, Boleyn Gardens & The Grand Vista serve the communities living in the northern sector of Chelmsford and complement the general infrastructure of parks and green spaces in the Chelmsford District. Boleyn Gardens was built as a high specification millennium park to serve an existing community alongside that of meeting the needs of those people moving in to the new development known as Beaulieu Park. Capacity was built into the design so as to enable the new community to express their own views on what they wished to see in the park. Since its original conception in 2001 many more features have been added to reflect the desires of the new and growing community.

Soft landscape features

Trees – Boleyn Gardens has a large collection of trees, which as they develop will contribute greatly to the landscape character of the park the tree species are mixed to give diversity and interest.

Plantings – The planting strategy aims to reflect the desires of the general public with emphasis on colour and form to create a rich natural tapestry. Care has been taken to select species that support nectar seeking insects and foraging birds.

- Shrubs & Herbaceous perennials: Plantings designed for all year interest: texture, form and colour.
- Ecology areas: The conservation theme in the park is a well-received addition proving a valued resource for schools to use in their curriculum studies. Habitats include wild flower areas, plantations of native hard wood species and two pond areas.

Hard landscape features

Paths, roadways, block paving, fencing, gates and car parking areas are all maintained to a high standard at both sites and any repairs are done in a sensitive manner taking care to use the correct materials to match with the existing.

Any repairs to fixtures and fittings also take account of the type and style of construction.

Play equipment is also repaired using the correct manufacturer's spare parts. Likewise, seats litter and dog bins are maintained in a similar manner.

In the design stage, any new features being proposed are considered for their suitability by considering the type and style of the existing features.

Ecology - Ecological features on the site follow the general strategy through our parks, to protect and enhance wildlife value whilst balancing the needs of the user.

Enhancement of Wildlife Value

- Increase and improve habitat linkages through appropriate targeted planting.
- Increase structural diversity of site.
- Increase species diversity of site
- Maintain and enhance wildlife interest.
- Enhance habitat for Biodiversity.

Botanical survey

Grasses & Herbs – To be assessed each year at the end of the grass cutting season and annually thereafter to record changes to colonies resulting from the different grass cutting regimes.

- Trees – see tree survey.
- Fauna - List of sighted species compiled and annually updated
- Animals - Hedgehog, Grey Squirrel, Fox, various mice and voles.

Wildlife report

- Chelmsford's Biodiversity Action Plan (CBAP) informs attitudes to biodiversity in parks. A key purpose of the Chelmsford BAP has been to deliver the Essex BAP targets locally. The Chelmsford BAP focuses on key habitats and projects that will help deliver county BAP targets.

Dedicated areas for conservation

Much development work has been undertaken, not least the provision (and interpretation for schools) of the following new features at Boleyn Gardens.

- Log Piles
- Habitat creation to attract breeding bats and birds.
- Relaxed mowing regimes to create wild flower areas
- Woodland plantations
- Pond and reed bed management

Enhancement of areas of formal horticulture and man-made visitor attractions

It is seen as fundamentally important to ensure that maintenance of the landscape and fabric is budgeted for to ensure the park remains vibrant and attractive to its visitors. To achieve a space that is relevant it is important to undertake planned upgrades on an annual basis, considering user trends and aspirations.

Enhancement of sporting & fitness opportunities

Active team sports are encouraged at Beaulieu Park Recreation Ground whilst Boleyn Gardens and The Grand Vista tend to be used for general recreational use.

A Healthy Walks programme operates from Boleyn Gardens. Heart & Sole is Chelmsford's FREE healthy walks programme set up by Chelmsford City Council and Chelmsford Primary Care Trust, for those who do little exercise and are interested walking or for those who have been GP referred or are recovering from illness or surgery. Full information on the scheme is posted on the internet.

Leisure & Heritage Services promote healthy living concepts to the community at large and co-ordinate the Heart & Sole scheme.

Enhancement of learning & play facilities

The sites have the potential to be excellent learning environments and schools are encouraged to use the park for various activities that link into the key stage learning modules.

Children are often invited to become involved in various planting initiatives such as wild flower plug planting and bulb planting.

The benefits in engaging with children are very much understood. Indeed, engaging with the various age groups can help reduce levels of vandalism.

When it comes to play children are consulted on the type of equipment they would like to see installed in the designated play area. Similarly, youths are also encouraged to make known their views and aspirations – indeed it was their representations that secured the installation of kick about goals.

Initiatives are planned each year around the topics listed below.

- Children's play areas & Summer play activities
- Green Class Rooms
- Go Wild in Parks – promoting biodiversity

Educational facilities and interpretation

Use of the Parks by schools is actively encouraged. Indeed, to date Local schools have been involved with the design of the Elements Garden and the planting of wild flower plugs and bulbs.

An interpretation plan has been established for the park based on the guiding principles in the interpretation strategy produced for the City's main parks.

- Engage the local community in all aspects of the park's history and heritage, using the Park as a focal point, in order to enhance their enjoyment of and interaction with the Park, town and borough for leisure, learning and recreation
- Enable visitors to understand and appreciate the significance of the park itself, and to understand its role in reflecting the wider city and borough's heritage
- Enhance visitors, experiences and enjoyment of the park, to ensure they can easily and confidently locate its particular highlights, and to encourage them to explore links with other sites of interest around the town and borough
- Assist in enhancing Chelmsford City as a quality visitor destination and encourage visitors to explore the area, to stay longer and to return
- Encourage involvement and participation at all levels
- Provide a mechanism for evaluating and monitoring the interpretive initiative in order to guide future developments.
- Welcome and orientation points at the entrances
- Community arts projects.

Heritage Value & Significance

The combined parks cover an area of 7.6 hectares (18.8 hectares) Boleyn Gardens and The Grand Vista opened in 2001 Beaulieu Recreation Ground opened 2004. The parks provide something for every interest – formal gardens, formal sports pitches, tennis courts and associated match day changing rooms, plus toddler and junior play areas. The Grand Vista Wedge importantly preserves the historic vista to New Hall connecting with the Tudor association and historical references.

In addition to these facilities, other interesting and important features of the parks are areas where biodiversity is encouraged through the sensitive management of both the tree belts and hedge boundaries along with selected tracts of grassland - all to support the natural environment and ecosystems.

Along with the above-mentioned facilities the parks are also well used by young people and dog walkers.

Both parks are in easy walking distance of each other and provide residents in the locality a broad suite of facilities.

- Sports & activity zone
- Play zone
- Biodiversity zone
- Picnic zone
- Forest zone
- Formal Garden zone
- Social meeting zone
- Arts & Sculpture Zone
- Sports & activity zone – Tennis, Basketball, Cricket & Football
- Blue Badge Parking provision
- Changing rooms (Toilets open when the pavilion is in use)
- Floodlit tennis / netball courts
- Free Parking for park users
- Multi - use hard surface
- Children's play areas
- Open recreational areas
- Picnicking areas

2 Management practices at Boleyn Gardens, Beaulieu Park Recreation Ground and The Grand Vista

General objectives

- Maintain the quality, appearance and facilities at both sites to provide a safe and attractive environment for visitors.
- Maintain structures in a safe, clean condition at all times.
- Maintain sports facilities in a sustainable manner.
- Monitor plant establishment and replace plantings as necessary to maintain amenity and ecological objectives.
- Build character and heritage value into the parks.

Specific objectives

Water management

There is a water management plan for the Parks to ensure efficiency.

The grounds maintenance specification covers several water management issues in the City Parks. These include:

- Spraying equipment to be fitted with guards to prevent spray drift
- The method of application and disposal of surplus pesticides and/or fertilisers does not lead to the pollution of any water course or supply
- Water supply for irrigation etc.
- Use of mulches.
- Watering restricted to early morning, and late in the day within the areas outside of the range of the automatic watering system.

The sports pitches across the site at Beaulieu Park Recreation Ground have comprehensive drainage systems to ensure the pitches are free draining. There are main drains running through the sites serviced by sand banding across the pitches.

The Council actively monitors water use and seeks to introduce efficiencies where at all possible particularly in publicly accessible buildings such as sports changing rooms and toilets/washrooms.

Gas and Electric usage are monitored centrally as part of Chelmsford City Council's Energy and Water Management Policy set up to drive efficiencies across the council as a whole.

Tree management

The tree stock at all the sites are less than 20 years old. At the time the parks were created care was taken in choosing the correct mix of trees for the sites.

Grasslands

Different mowing regimes are employed within the sports ground at Beaulieu Park Recreation Ground taking account of the various playing surfaces. The margins of the site are maintained for the benefit of native flora and fauna with relaxed mowing regimes. At Boleyn Gardens there are areas set aside to encourage native flower species in addition to being a protected habitat for fauna.

The Parks Soft and hard landscapes.

The catchment parks are important open spaces due to them being the primary parks serving the 8,400 residents of the Chelmer Village & Beaulieu Park Wards.

Full landscape appraisals of both Parks were carried out during the time of preparation of this management plan. The appraisal identified contemporary design issues and opportunities for further improvement. The key issues that emerged were:

- To ensure that the correct balance of landscape design, horticultural, leisure and development interests are addressed. It is accepted that primarily Beaulieu Park Recreation Ground is a sporting venue, but this should not exclude other groups from enjoying the facilities.
- To ensure that developments accord with the strategic context of the Parks design and layout.
- To preserve and enhance existing appropriate leisure facilities.
- To develop children's play facilities in appropriate locations across the two sites.
- To protect, enhance and develop horticulture within the parks.
- To protect, enhance and interpret ecology and wildlife within the parks.
- To provide quality playing surfaces at Beaulieu Park Recreation Ground.

3 Sustainable management

The management plan and grounds maintenance specifications reflect the Council's policies listed in the Green Spaces Strategic framework document, as they relate to sustainable land management. The specifications and strategies are important as they guide and empower decision making. Robust written policies in the public realm are a real aid when securing adequate budgets – ensuring council policy is implemented.

Composting & green waste recycling

Within the Parks there is a frequent production of green waste during the normal day-to-day work within the park. All green waste is disposed of into green waste skips. These are deposited at Sandford Mill where the material is shredded and composted for use as a soil improver or mulch material.





4 Open to all – The Park user

Primarily Beaulieu Park Recreation Ground is geared to active sports whilst Boleyn Gardens and The Wedge are designed for younger families and youth.

To ensure visitors to parks feel safe and secure, built into every park management plan are the '*secured by design*' principles.

- Natural surveillance, transparency and views in and out of the park are maintained.
- Responsible dog ownership is enforced
- Hiding places and blind spots are minimised.
- Planting does not crowd footpaths.
- Shrubs and hedges are maintained below eye level where practical.
- Lighting is maintained to prevent dark spots.
- Responsible dog walkers are encouraged as they offer natural surveillance in early mornings and in the evenings.
- Fear of crime is reduced.
- Anti social behavior is eliminated.
- Contact with Essex Constabulary and Safer Neighbourhood Teams is maintained.





5 Park safety and security

Staff and our interface with the visiting public

The Parks Service has a member of staff dedicated to the day to day management of all three sites.

The daily inspections of the areas are undertaken by the parks staff who have responsibilities for the sites. The inspections incorporate an element of general health and safety review. Damage and faults are recorded and remedial work actioned. The health and safety of visitors is reviewed via the inspection regime in operation in the Park.



Parks staff are able to report anti-social behaviour to the police and, and take details of person's descriptions and car registration numbers.

All staff working within the park wear a uniform carrying the Parks Services logo.

Details of how to contact Parks Services in an emergency are displayed at all park entrances. (Park Watch and Park Services telephone numbers being displayed).

Park Watch, an initiative run by the City Council with Police support operates in all parks. The service operates 24 / 7. People can talk direct to the duty officer or send a text to the number. Each call is logged with the information / contact details remaining confidential.

Park Services operates a lost property procedure, including items found or lost in the park.

Currently the sites are not monitored by CCTV cameras, but this is under review along with other sites.

Strong links have been forged with the Community Police and Traffic police who visit the park frequently, both police officers and PCSO.

Accidents

Staff can offer assistance to members of the public and can summon emergency services as necessary. There is always an appointed person on site to manage first aid as appropriate whilst fixtures are being played. Standard Chelmsford City Council accident forms are completed wherever possible to record details of reported incidents.

The public are able to report faults to Park and Green Spaces team by contact numbers advertised in the Park.

Safety checks of equipment and facilities

The playground situated in Boleyn Gardens is located away from entrance points and access roads. Dogs are excluded from the fenced play area with entrance points controlled by self-closing gates. An annual audit of the play equipment ensures that it remains compliant with the current British Standard (BS EN 1176) and that the surfaces beneath the equipment are adequate for their use. The main surface in the playgrounds comprise of rubber tiles and wet-pour rubber surfacing.

The playground is checked on a daily basis by the park staff during weekdays. This includes a visual check of the equipment and seating for wear, graffiti or damage as well as the cleanliness of the immediate area.

The playground is also subject to safety inspections on a monthly basis, by the playground inspectors.

Minor faults are rectified at the time of inspection. Any significant damage is reported to the Grounds Maintenance Manager within two hours of the inspection and dealt with as an urgent item. Damaged and dangerous play equipment is made safe by the inspector by means of hazard warning tape, flexible fencing and signage during the inspection. The response time for the inspector on a call-out is:

- Summer period (1 April -30 Sept) call before 2.30: Inspector to attend the same day.
- Winter period (1 Oct -31 March) call after 1 pm or summer period (1 April -30 Sept) call after 2.30: Inspector to attend the next day irrespective of whether weekday, weekend or public holiday.

The inspector is not allowed to carry out any work whilst children or members of the public are present.

Playground Inspectors and Maintenance Contractors are required to undertake training relevant to the guidelines laid out in the RoSPA publication 'Assessing Risks in Children's Playgrounds'. The Contractor is also required to hold appropriate and current 'Construction Industry Scheme' certification.

Park Buildings: Safe access checks are undertaken on a four-monthly cycle. Ramps are inspected for algae and other slippery surfaces and pathways for ruts or cracking and that they remain unobstructed by plant growth.

Chelmsford City Council health and safety policy

Health and Safety Policy as it applies to Beaulieu Park Recreation Ground and Boleyn Gardens emanates from Chelmsford City Council's general policies. Site specific safety issues are covered by Health and Safety documentation and risk assessments as they relate to the site and to the works undertaken therein. The said documents are held electronically and are accessible to managers.

The Green Spaces Strategic framework document contains all the generic information relating to Health and Safety and should be read alongside site maintenance plans.

Specific health and safety issues within Beaulieu Park Recreation Ground Boleyn Gardens and The Grand Vista

The national trend of rising anti-social behaviour affects all parks and spaces of damage do occur on both sites. Any damage generally occurs during the evenings when the park is least used.

The current approach consists of:

- Regular liaison with local police, and Social Services
- Daily inspections seeking to stop damage through actual intervention, education, and as a visual deterrence.
- All new park furniture is assessed for vandal-resistance before purchase
- Spares kept on site for a range of potentially vulnerable features, i.e. benches, locks, bins, signs, etc., for quick replacement
- Toilets are fitted with anti-vandal features and the pavilion has been designed to 'keep crime out'.
- Graffiti is removed as soon as possible. Staff are supplied with graffiti wipes. Major problems are referred to a specialist company.
- Where sustained vandalism occurs, extra engineering solutions are used.
- The daily checklist ensures swift identification of damaged features which are dealt with on a rolling list of maintenance repairs

Vandalism and other criminal damage are noted daily through the inspection regime and by staff working on site. Reinstatement works are carried out under instruction. All incidents reported on the Park Watch telephone number are recorded by the duty officer on report forms which is forwarded to the police as and when the situation dictates.

Graffiti is reported immediately to the Grounds Management Services Manager by the parks staff and once an instruction for removal is issued it is dealt with immediately in accordance with the specification. In areas known to be graffiti hot spots a programme of removal and surface treatments are put in place to deter repetitions of damage.

Control of Dogs and Dog Fouling

Dog fouling is not seen as a problem as dog owners who use the sites generally do so responsibly recognising that the area is first and foremost dedicated to sports use.

Dog walkers are not permitted to take their dogs into the play areas at the parks. Dog-bins are provided at both sites.

Control of drug use

Incidents of drug abuse in the parks are low with very few needles being found within the Park. Currently the Park staff responds to disposal of needles using equipment supplied by NEEDAS.

Park policy on drugs has evolved in accordance with the Council's Community Plan: crime and safety; the Council's objective being to achieve sustainable crime and disorder reduction by identifying and tackling the causes of crime within the City.

6 Community involvement and a venue for active sport

The current management of the Parks encourages community involvement. Chelmsford Parks have an active Sports User Group that meet regularly throughout the year. Leisure Services staff engender increased use by the community through sports taster sessions and holiday club activities during school holidays.



Sports Facilities

The following sports facilities are available at Beaulieu Park Recreation Ground

- Sports & activity zone – Tennis, Basketball, Cricket & Football
- Blue Badge Parking
- Free Parking
- Changing rooms
- Multi- use hard surface
- Floodlit tennis / netball courts

Sports in the Park

The following sports clubs are in residence at Beaulieu Park Recreation Ground

- Uplands Rangers YFC - Football
- Wickham Royals Cricket Club – Cricket
- Chelmer Village Athletics FC

Relax and play

Boleyn Gardens provides the visitor with pleasant surroundings to enjoy, either as a sole visitor or as a family unit. The site boasts a well-equipped play area and plenty of space for informal games. The area is well landscaped and has a number of 'garden rooms' to explore.



7 Marketing information

Marketing of the parks as places for people is undertaken through managers liaising with a dedicated Parks Services Marketing officer to ensure that a joined-up marketing strategy is in place that is appropriate to 'place and space'. Marketing involves all our internal partners and includes Arts, Special Events, Sports, Museum Services and Corporate Communications.

Beaulieu Park Recreation Ground is perceived by many as a sports park, but it is more than that as it offers important provision of public open space to the resident community.

Communication regarding events and activities at Beaulieu Park Recreation Ground tends to be on site, for example banners and posters in the notice boards. Marketing to sport organisations is usually direct via the Grounds Operations Team who manage sports pitch bookings and maintenance of the parks. Information is then disseminated through the clubs.

Both Beaulieu Park Recreation Ground and Boleyn Gardens are well documented on the Council's website.





8 Management Structures and Maintenance Regimes

Parks Management structure

The two divisions of Parks & Green Spaces - Parks Strategy and Development and Grounds Management both have an input into the management of the two parks, with administration support from business services.

The Parks Strategy Team provides a design service, management direction, a tree management service, community engagement & involvement along with Service promotion and marketing.

Grounds Management oversee the maintenance activities undertaken at the parks. The parks are staffed through the working day by two full time members of staff who undertake a broad range of maintenance operations. Their work is complemented by mobile gangs who undertake tractor grass cutting and play ground inspections. Private tree contractors undertake tree works as directed by the Arboricultural & Conservation officer.

The core objectives of Parks Services can be described in broad terms as helping to make Chelmsford City an attractive and enjoyable place in which to live, work and visit, by;

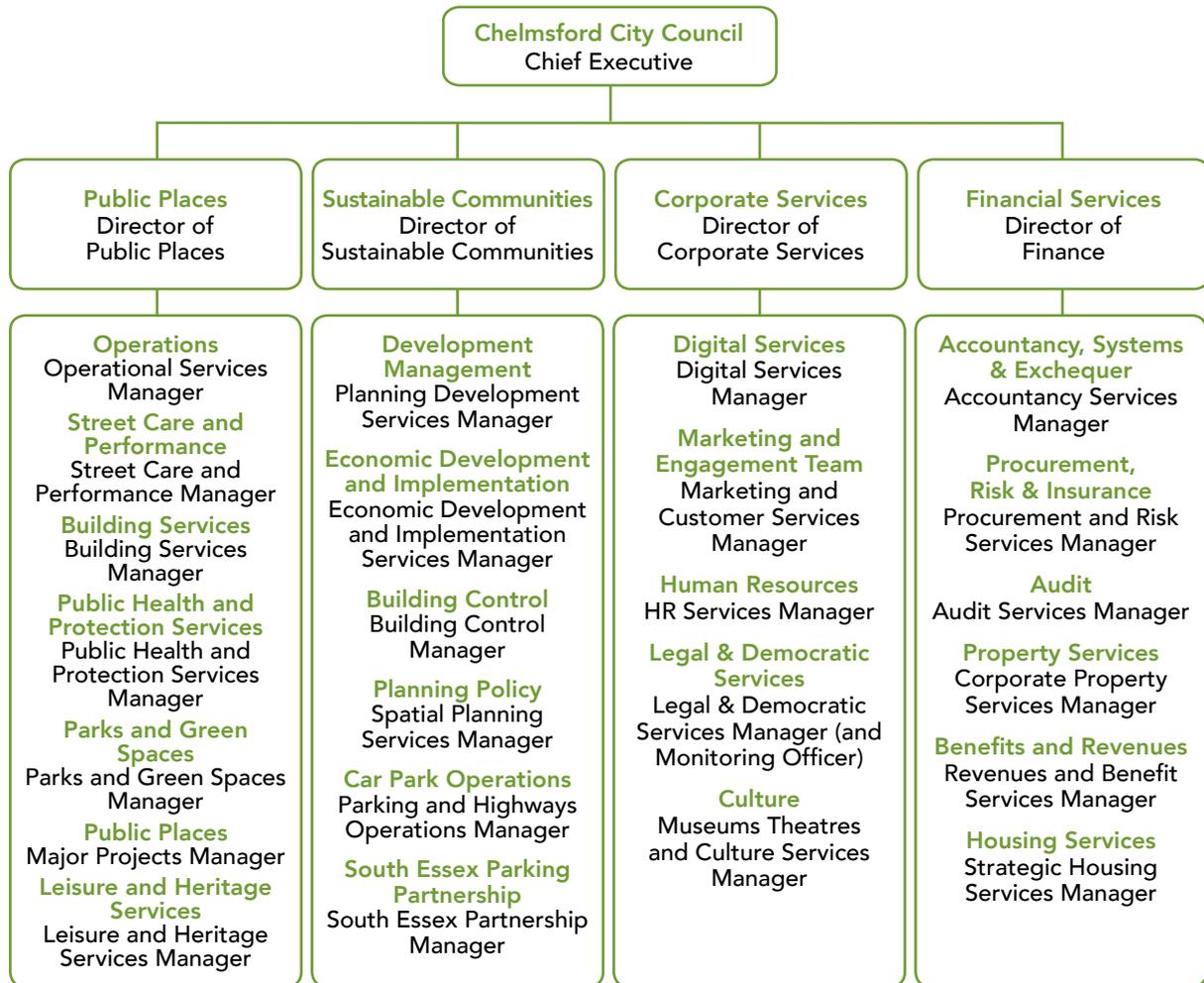
- Developing, supporting and enabling a wide range of sporting, recreational, cultural, social, educational and tourism opportunities which enhance the quality of life, promote healthy, active lifestyles for people in the Borough and, by stimulating attraction for visitors and by helping to create a positive business environment, bring jobs and investment to the local economy.
- Managing Chelmsford's rich and diverse landscapes, parks and green spaces and promoting polices and activities that enhance and protect Chelmsford's built and natural features plus the surrounding countryside and unique heritage.

Parks Services staff

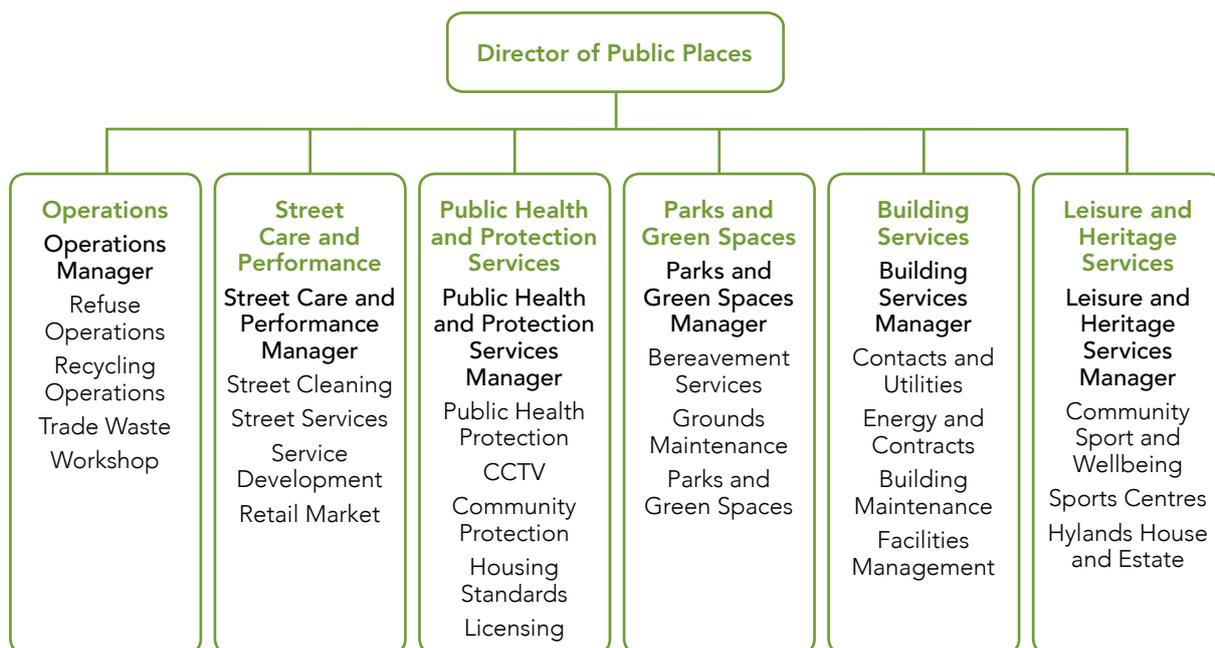
Boleyn Gardens, Beaulieu Park Recreation Ground and The Grand Vista are all managed by Chelmsford City Council (CCC) Parks & Green Spaces Team. Specifically, site maintenance is the responsibility of the Grounds Operations Services Manager, who is supported by two trained operatives who look after the day to day maintenance of both parks.

The Parks & Green Spaces section of the Public Services Directorate deal with all aspects of customer services within the park, to visitor information and welfare, public relations, marketing, promotion, special event planning.

Chelmsford City Council Corporate Structure



Public Places Management Structure



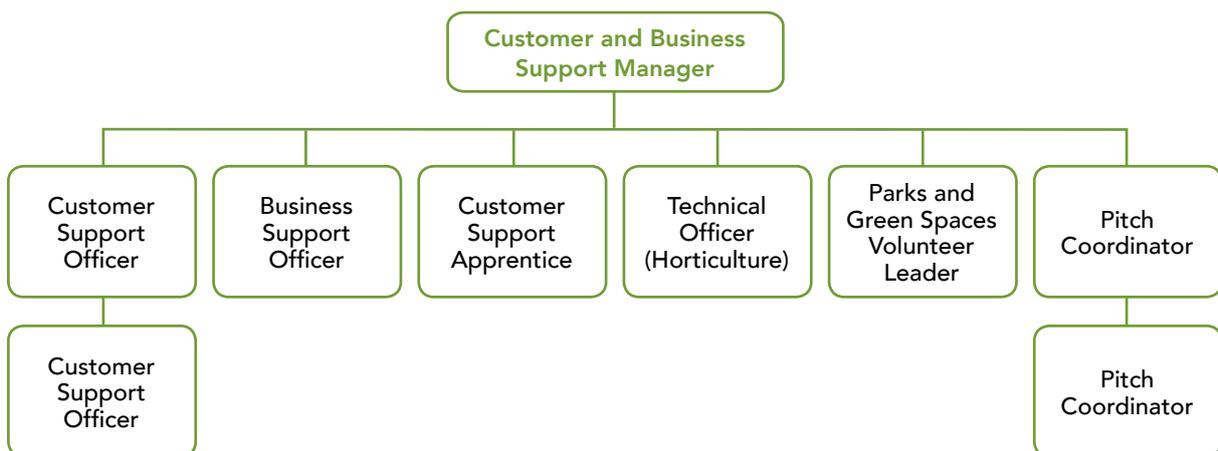
Public Places Parks and Green Spaces Management Structure



Parks and Green Spaces Structure



Parks and Green Spaces Customer Services



The Grounds Operations Service undertakes the grounds maintenance work that is required on the sites. The works specification is based on performance level requirements. It is wide ranging and embraces the comprehensive and continuous routine maintenance of all soft landscape areas (grass, shrub beds, trees, hedges), grass sports pitches, tennis courts and hard landscape including furniture, litter collection and cleaning duties, and locking/ unlocking duties.

Grounds Maintenance operation

The sports pavilion at Beaulieu Park Recreation Ground is subject to an annual safety audit report undertaken by Facilities Management. As well as assessing risk, key issues are identified, and scores given within the following categories: security, general safety, fire safety, access, and legionella. A list of regular inspection and preventative maintenance is also provided. Any actions necessary are prioritised and acted on accordingly.

The Grounds Management Service Division of Parks and Green Spaces undertake the grounds maintenance at Beaulieu Park Recreation Ground The Grand Vista and Boleyn Gardens.

The landscape elements within the parks have been categorised as follows.

Landscape Type	Work Clause in Grounds Maintenance Specification	Minimum expected frequency of operations/year. (Guide only performance specification)
Grass <ul style="list-style-type: none"> • Amenity • Fine • Natural 	1.7	Min. 13 cuts Min. 25 cuts Min. 1 cuts
Sports turf		As per type
Shrub Beds	1.8	Min. 9 visits
Herbaceous Border	1.8	Min. 9 visits
Paving	11.4	Min 15 occasions
Miscellaneous Detail <ul style="list-style-type: none"> • Hedges • Trees • Native species plantation • Site furniture 	11.11 1.9 11.1	Min 2 Occasions Min 3 Occasions Min 9 visits Min 10 Occasions Min 2 Occasions
Landscape Features	11.1	April – Sept min 2 visits Oct – March min 1 visit

The specifics of each landscape type are further defined in the work schedules and related where relevant to computer generated work identification sheets that summarises specific operations, the full details of which are contained within the specification.

Inspections and monitoring

All services carried out are subject to regular quality inspections by the Parks Quality Performance Officer.

Grounds

The area supervisors inspect their sites on a weekly basis. The park staff inspects the grounds daily. Grounds Management Services are responsible for monitoring their own performance and keeping up to date records of their own monitoring and inspections, which includes work records relating to their maintenance and work programmes. Routine contract performance meetings are held on a weekly basis where issues relating to work programmes, quality, performance, health and safety, staffing levels and additional work are discussed.

Play area

Inspections by the playground inspectors are undertaken on each weekday (excluding Christmas Eve, Christmas Day, Boxing Day, New Years Eve, New Years Day). The Park staff inspects the area daily. An external consultant, Zurich Insurance, undertakes an annual safety audit of the play equipment.



9 Parks features and settings

The Parks and their mixture of natural features provide an important area of open space due to its location within the heavily urbanised area. The parks were designated as public open space in the early noughties.

The horticultural performance skills of the ground staff are of the highest standard. The performance and standards of service are monitored by the management team to ensure services are delivered to a high standard alongside providing value for money.

Both park settings are relatively new since they were created as millennium parks. There is good structure planting establishing at Boleyn Gardens whilst the sports site is lacking in tree and shrub cover since its function is primarily to provide a setting for formal sporting events.

Habitat creation and management

Following a wildlife and conservation assessment of the sites, records of flora and fauna are to be kept and where appropriate new habitats created. (Various actions are included in the action plan). Each of the park 'zones' in Boleyn Gardens are recognised as having value to ecology and wildlife.



Trees

The overall structure of the tree planting with succession of trees, informal groups and open assemblies of parkland trees will be maintained through an ongoing planting and tree renewal programme with purposeful siting, selection and enhanced range of species.

Boleyn Gardens has a relatively low number of mature trees within its site boundaries, due to the fact that the area is relatively new parkland. It is recognised that the avenue and arboretum planting will provide the fundamental framework for the park as they mature. The establishment of the newly planted trees is monitored by the councils Arboricultural and Conservation Officer.

Grasslands

The extent of the grassland shall be maintained generally in its current regimes with the majority held as amenity grass. Different mowing regimes including meadow will be implemented to ensure that the character of the sward remains appropriate to the nature of each area and its use and to, where possible, contribute to biodiversity targets.

Differential mowing regimes are employed. Within the grounds maintenance specification heights of cut are detailed in the work schedules. It is hoped that in future we can develop a range of different cutting regimes across the site to encourage natural flora to re-colonise areas of the parkland. It is planned to create species rich areas of grassland with swathes' cut through to give an interesting variety of topography for people to explore.

Fauna

The presence of fauna within the parks adds to the experience of the visit. A biodiversity enhancement assessment of the parks has been undertaken. In relation to fauna, its aims were to increase the species diversity of the site, enhance habitat for existing Biodiversity Priority Species and provide opportunities for colonisation by additional Biodiversity Priority Species. Many of the recommendations of the initial assessment have now been carried forward to form part of the landscape improvement plan

Water Management

There are two ponds within Boleyn Gardens which are fed by site drainage. One pond is maintained as reed bed whilst the other will be presented as open water. The water level in the ponds fluctuates depending on the extent of rainfall and subsequent water run-off via the drainage system. Care is taken not to pollute these water courses with herbicide residue or artificial fertiliser resulting from maintenance operations. The ponds are maintained by TCV (Trust for Conservation Volunteers).

Landscape & Design Considerations

Boleyn Gardens is an important area of open space due to its location within the Beaulieu Park development and it links well with other parcels of public open space created elsewhere in the development such as The Wedge. Being a relatively new park in an area where open space is still being adopted we have been able to plan an infrastructure of local parks to meet the needs of the community, with the ability to develop further features as the need arises. Boleyn's sister park Beaulieu Park Recreation Ground is dedicated to the sports user in the main.

Hard Landscape Fabric

Structures & Sculpture

Boleyn Gardens contain pieces of sculpture in the form of wooden chess pieces. Additionally, there is a Community Garden, known as the Elements Garden. This area was designed by school children from the area working with a local artist. As the main focal point, a Conduit has been installed on the high ground, a replica of that which formally stood in Chelmsford High Street and now resides at Tower Gardens.

Beaulieu Park Recreation Ground contains a number of structures on Facility Management schedules – namely the changing rooms and the children's nursery. Additionally, the site has multi surfaced areas including floodlight tennis and netball courts.

The Wedge secures historic views of New Hall and the basic layout is well proportioned with scope for improvement as budgets permit

Boundary Treatments and Entrances

There are several entrance points into the parks. The main access points are gated and lockable.

The main vehicular access to Beaulieu Park Recreation Ground is via Burnell Gate and to Boleyn Gardens via Beaulieu Boulevard.

There are a number of pedestrian access points along the site boundaries of the parks where they abut the housing development.

Road and Path Network

Boleyn Gardens has a well thought out network of paths to lead the visitor around the site

These paths are coupled with public footpaths in the residential areas as well as providing links to a well-used cycle network that runs adjacent to the site. Roadways and car parking are available at Beaulieu Park Recreation Ground but not at Boleyn Gardens. The latter park is serviced internally by tarmac pedestrian footpaths.

Park furniture

All three parks provide a variety of park furniture and structures specifically designated and located for the use, safety and comfort of visitors. It is not possible to list each of these features individually. However, the main elements and associated issues are set out below.

Benches and seats

There are over 10 benches at Boleyn Gardens mainly of the Streetmaster design. Benches are now installed with armrests to be DDA compliant and are also set onto concrete plinths enlarged to enable a wheelchair to draw up beside the bench.

Litterbins and dog bins

Litterbins on the sites are supplied by Streetmaster. Dog bins are supplied by Unicorn Self Service Limited.

The management team considers that there are a sufficient number of bins to suit visitor needs although this will be monitored to ensure the level of adequacy is maintained.

Signage & site interpretation

Quality signage is provided Boleyn Gardens and Beaulieu Park Recreation Ground to help orientate the visitor there are plans for a further upgrade of signage in the form of map based interpretive panels. Within the site there is a Parks notice board that is regularly updated. Additionally, there is a community notice board managed by Springfield Parish Council.

Other Artefacts and Sculpture

At Boleyn Gardens there are certain unique features that give the site its sense of place. The Conduit stands as a strong structure giving a focal point visible from where ever you are on the site.

The large wooden chess pieces also make their own impact within the formal garden and tie in well with the theme of Kings & Queens.

Another area of the park is devoted to theme and style – The Elements Garden. Designed by local children with the help of a local artist.

In addition to the aforesaid there is also an interesting ground sculpture – a snail mound complete with its own living maze.

10 Landscape improvements (2020-2024) 5 year Action Plan

The five-year Action Plan is set out in the tables in the following pages. The plan sets out a series of targets, which respond to the park issues and reflect the park vision and key objectives.

The action plan is subject to annual review and update by the Parks and Horticultural Officer to ensure a continued programme of park improvement.



Action Plan for Boleyn Gardens and The Grand Vista:

Medium term objectives (2-3 years)

Boleyn Gardens Specific			
No	Objective	Time frame	Cost implication
Objective 1	To promote the park to a wider audience by bringing in new demographics	2-3	Within existing budgets
Objective 2	To engender feeling of ownership by establishing a strong volunteer groups	4-5	£1,000

Long term objectives (within the life of the plan – 4-5 years)

Boleyn Gardens and The Grand Vista Specific			
No	Objective	Time frame	Cost implication
Objective 1	To engender a strong sense of place through distinctive landscape design and clear signage.	1-5	£5,000
Objective 2	To promote the use of the site by local schools to encourage children to consider the park theirs.	1-5	Within existing budgets
Objective 3	To increase the perception of safety amongst park users by empowering park users to become involved.	1-5	Within existing budgets
Objective 4	To increase length of time spent in the park by park users through attractive additional facilities/features	1-5	£15,000
Objective 5	To make biodiversity a key element of the park, carrying out regular monitoring and ensuring that the maintenance is supportive of bio diversity.	1-5	£2,000
Objective 6	Encourage more use by the community by creating activities and interests that deliberately draw an audience through the park.	1-5	Within existing budgets
Objective 7	Maintain views of New Hall from The Grand Vista (meeting Planning requirement).	1-5	Within existing budgets

Notwithstanding the longer-term development proposals there are a number of minor improvements and maintenance related strategies (separate to the rolling maintenance programme) that are potentially achievable within current budgets and undertaken in the short to medium term, i.e. within the life of this Plan. The recommendations from a biodiversity enhancement assessment of the Park also form Part of the 5-year landscape improvement plan.

Action Plan for Beaulieu Park Recreation Ground:

Short term actions (to be achieved within a year)

Beaulieu Park Recreation Ground			
No	Objective	Time frame	Cost implication
Objective 1	Provide park signs to identify site to road users	1	£2,000
Objective 2	Monitor water bills, check for leaks and encourage adoption of water saving devices	1	Within existing budgets
Objective 3	Provide park welcome sign in main car park	1	£2,000
Objective 2	Monitor water bills, check for leaks and encourage adoption of water saving devices	1	Within revenue budgets
Objective 3	Plant daffodils in verge at the main entrance to the park and improve vistas into the park	1	£1,000
Objective 4	Install flood lighting in car park and children's nursery yard	1-2	£4,000
Objective 5	Car park line marking remarking	1-2	£2.500

Medium term objectives (2-3 years)

Beaulieu Park Recreation Ground			
No	Objective	Time frame	Cost implication
Objective 1	Provide site interpretation boards to promote conservation & biodiversity	2-3	£3,000
Objective 2	Improve the "Gateways" to the park removing/reducing sections of conifer hedging	2-3	£6,000
Objective 3	To promote the park to a wider audience by bringing in new demographics	2-3	Within revenue budgets
Objective 4	Undertake wildlife survey	1	£500
Objective 5	Provide areas for families to picnic	2	£2,000
Objective 6	Provide people counters at key entry points	2	£5,000
Objective 7	To build a consensus on the direction that the park should take by building upon existing forums and through dialogue with stakeholders.	2-3	Within revenue budgets
Objective 11	Design new horticultural features within the park.	2-3	£15,000
Objective 12	Construct new footpath to create a better flow through the park. (semi-permanent / scalping)	2-3	£8,000

Long term objectives (within the life of the plan – 4-5 years)

Beaulieu Park Recreation Ground			
No	Objective	Time frame	Cost implication
Objective 1	To engender a strong sense of place through distinctive landscape design and clear signage.	1-5	£5,000
Objective 2	Promote the park as a venue/meeting space for the local community.	1-5	Within revenue budgets
Objective 3	To increase the perception of safety amongst park users by empowering them to become involved.	1-5	Within revenue budgets
Objective 4	To increase length of time spent in the park by park users through attractive additional facilities/features	1-5	£6,000
Objective 5	To make biodiversity a key element of the park, carrying out regular monitoring and ensuring that the maintenance is supportive of biodiversity within sporting constraints.	1-5	£2,000
Objective 6	Encourage more use by the community by creating activities and interests that deliberately draw an audience through the park.	1-5	£1,000
Objective 7	To engender feeling of ownership by establishing strong volunteer groups.	4-5	Within revenue budgets
Objective 8	Plant tree avenues along established paths	4-5	£6,000
Objective 9	Increase the horticultural value within the park through the planting of more trees and shrubs	4-5	£4,000

Notwithstanding the longer-term development proposals there are a number of minor improvements and maintenance related strategies (separate to the rolling maintenance programme) that are potentially achievable within current budgets and undertaken in the short to medium term, i.e. within the life of this Plan. The recommendations from a biodiversity enhancement assessment of the park also form part of the 5-year landscape improvement plan.

The overall aims and objectives of the development plan are to:

- Develop a range of facilities that will improve access for all park users and increase usage.
- Visually enhance the sites.
- Conserve water consumption.
- Develop the wildlife interest and value of the site and interpret it where possible.
- Ensure the full and continued involvement of local community and stakeholder groups.
- Establish a programme of surveys and consultation.
- Provide opportunities for hands on volunteering through regular working parties.
- Maintain and foster continued partnership working.
- Ensure that fear of crime does not deter local community from using the park.
- Work with Leisure & Heritage Services to establish a programme of events particularly targeting young people.
- Seek to ensure the best possible service by continuously reviewing policy and procedures.



The Landscape Management Strategy for the parks contains proposals for the future development of the Park. Its purpose is to provide a guide to the management of the park, considering the objectives for which it exists, and key issues faced at the present time and in the medium and longer term.

The strategy aims, and objectives were to:

- Satisfy current and future user needs and guide the development, interpretation and management of the Park.
- Reflect the corporate policies of Chelmsford City Council.
- Preserve, enhance and interpret the historic character and value of the Park in its setting.
- Preserve, enhance and interpret the ecological value of the Parks.

The overall aims and objectives of the strategy are to:

- Develop a range of facilities that will improve access for all park users and increase usage.
- Visually enhance the sites.
- Reduce water consumption.
- Protect the wildlife interest and value of the site and interpret it where possible.
- Ensure the full and continued involvement of local community and stakeholder groups.
- Establish a programme of surveys and consultation.
- Provide opportunities for hands on volunteering through regular working parties.
- Maintain and foster continued partnership working.
- Ensure that fear of crime does not deter local community from using the park.
- Work with the sports clubs on site to establish a programme of events particularly targeting young people.
- Seek to ensure the best possible service by continuously reviewing policy and procedures.

In working through the costed action plan we will be building out on what has been achieved to date to keep both parks relevant to those using the facilities.

11

Monitoring and Review

In order to check progress on and update action plans for the parks the following methods are used:

- **Publish achievements** – achievements will be publicised using press releases and the Chelmsford City Council website.
- **Performance indicators** – progress will be checked against recognised performance indicators.
- **Management Plan Review** – Annual reviews of the Management Plan will be undertaken
- **Customer feedback** – information gathered Surveys, records of complaints, advice from Sports User Group and other stakeholders will be analysed
- **Consultation** – results of consultations with stakeholders especially the ‘hard to reach’ will be analysed.
- **Audits and surveys** – Results of DDA audits and other surveys, the Equality Impact Assessment, stakeholder mapping exercises, independent inspections evidence, and independent inspections (e.g. play areas) weekly site inspection forms, will all be assessed.
- **Seek accreditation from independent bodies** – Feedback from judges visiting on behalf of Green Flag Award and the Fields in Trust will be assessed and acted upon.
- **Green Flag Judges Feedback** – The annual application to the Green Flag Award is in itself a quality monitoring tool, providing the motivation for the park to improve each year. The City Council has now opted into the peer challenge – The Green Flag Group Award
- **Commissioned survey reports** – Place Survey - (two years).
– Market and Opinion Research International (Mori)
- **Annual review** – It is emphasised that the management plan is a live tool which is subject to regular review and updating. The action plan is updated annually, with a full review of the management plan taking place at least every five years.
- **Stakeholder involvement** – Stakeholders will be consulted and involved in the management of the park during the life of the Plan, particularly in relation to proposed park improvements, and at the five-year review.

The case is proven: Parks and Green Spaces provide benefits across the spectrum; improving physical and mental health, supporting biodiversity, flood and water absorption, improving air quality, mitigating the urban heat island effect, boosting property prices, facilitating business staff retention, encouraging local identity and many other things that local and national governments are trying to achieve.

Author: Mike Keen

Parks & Horticultural Officer: Parks & Green Spaces





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