

Committee(s):	Date(s):	Item no.
Open Spaces, City Gardens and West Ham Park	25th April 2012	
Subject: West Ham Park Management Plan 2012-17 – final draft		Public
Report of: Director of Open Spaces		For Decision
<p><u>Summary</u></p> <p>This report sets out a summary of the comments received during the recent consultation process on the Management Plan (2012-2017) for West Ham Park. It provides an overview of the feedback received and how this has been incorporated (where appropriate) into the final draft document. Finally, this report seeks your approval to adopt the attached final draft document as the Management Plan for the next 5 years.</p> <p>Recommendations</p> <p>It is recommended that</p> <p>(i) The attached draft Management Plan (2012-2017) for West Ham Park is adopted.</p>		

Main Report

Background

1. The draft West Ham Park Management Plan sets out the vision, objectives and priorities for the management of West Ham Park. It brings together key actions from other strategic documents such as the Conservation Management Plan for the Park, outlining how they will be delivered.
2. Officers prepared a comprehensive document describing how the park is to be managed and outlined the key objective proposals for the next five years. On the 6th February 2012 Members approved the draft West Ham Park Management plan and agreed it for public consultation.
3. Consultation began in February 2012 and was completed in March 2012. A four page summary document was circulated to all individuals, Friends, Sports clubs, schools and organisations that have made contact with the Park office. The Plan summary was publicised on each of the Park notice boards and a 100 copies were made available from leaflet dispensers of which 85 copies were taken during the consultation period. The London Borough of Newham and other partners were consulted on the main document, and a consultation exercise was carried out with all members of staff from West Ham Park and the Nursery.

Current Position

4. In response to the Plan summaries, five responses were received by e-mail, two responses with comments highlighted on the draft plans and approximately twenty-five informal comments were made to site staff. In general, the comments received were very supportive of the Plan and endorsed the priorities set out in the project lists. Of particular interest to users were the refurbishment of the playground, upgrading of the toilet facilities, improvements to provision of exercise equipment and potential provision of a more permanent catering facility. The full range of comments is shown in Appendix 1.

Proposals

5. The purpose of the plan is to balance all of the priorities, policies and pressures that apply to the park and establish a timescale for putting the objectives into place. The production of this document allows the contribution that the park makes to the local community to be measured and progress against key objectives monitored by park visitors.
6. The vision for the management plan is: “to be the best urban Park in the country, leading by example with high horticultural and environmental standards, community involvement and provision of facilities for all”
7. To achieve this vision, it is important to work towards an agreed national standard for good practice in the management of parks. As a Green Flag Award winner since 1999, we have carefully considered their recommendations for a successful park and have adapted these to form our nine key service objectives:
 - i. Well managed
 - ii. Welcoming
 - iii. Safe and Secure
 - iv. Well maintained
 - v. Sustainable
 - vi. Addresses conservation and heritage
 - vii. Community involvement is encouraged
 - viii. Healthy and active
 - ix. Well marketed and promoted
8. Through working to these objectives, we aim not only to maintain our Green Flag status throughout the life of the Plan, but also to continue to be one of the highest scoring parks in this scheme.

9. As highlighted in the Plan, one of the key issues in delivering the major projects will be to source the required funding. Although efforts to increase income in the Park may help to counteract any future budget cuts, there remains a significant funding gap if we are to deliver major projects such as the playground, toilets and catering facility.

Corporate & Strategic Implications

10. The park supports the following City Together Strategy themes of The Heart of a World Class City which is:

- Competitive and promotes opportunity;
- Supports our communities;
- Protects, promotes and enhances our environment;
- Is vibrant and culturally rich

11. The park also supports all five strategic aims and objectives within the Open Spaces Department Business Plan:

- Quality
- Environment
- Promotion
- People
- Inclusion

12. The Plan now provides a clear document setting out a wide range of information on day to day operations, as well as policy guidance in key areas, and a clear vision for the Park for the next five years and beyond.

Financial Implications

13. No additional financial resources are required. The Management Plan prioritises actions ensuring the best use of available resources. The plan will also be a useful tool in securing external funding and support for the work that is carried out in the Park.

Conclusion

14. The completion and adoption of a comprehensive Management Plan for West Ham Park is an important milestone in the on-going development and improvement of the Park. Through the consultation process undertaken over the past three months, we are now confident that the plan is as representative as possible of the views of Park staff and visitors.

Background Papers:

- West Ham Park Management Plan 2012-17 Final Draft

Appendices

- Appendix 1: Consultation Comments Matrix

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