



Queen's Park

Registered Charity

Management Plan 2024

1. Executive Summary

This Plan states our commitment to realising the vision to protect and conserve Queens Park to ensure it continues to enrich the lives of current and future generations. It aligns with the City of London Corporation's new Corporate Plan 2024-29, which will go live in April 2024.

It is a framework containing six strategic outcomes ensuring everything we do contributes to flourishing public spaces, drives dynamic economic growth, provides excellent services, leads on environmental sustainability, engages with diverse communities, and creates a vibrant thriving destination.

It will guide the management and ensure:

The Park is maintained as a flourishing green space retaining its Green Flag, London in Bloom Award, and its designation as a Site of Local Importance for Nature Conservation.

Improved physical health and wellbeing of park users, facilitated by improved spaces, playground and sports facilities that are accessible to residents, workers, businesses and visitors, and people of all ages and backgrounds.

Responsible management is achieved through a culture of shared custodianship, encouraged by partnering with Queen's Park Area Residents Association, Transition Town volunteer group, and walks, talks and events within the park.

This Plan provides a framework for managing the Park and uses an outcomes-based approach. Identifying measures for success will enable us to monitor progress and stay on track to realise the Park Vision.

1.1. Queen’s Park vision and its strategic context

Vision: Queen's Park remains a place of horticultural excellence with high heritage and conservation value, and strives to create a space that is inclusive and relevant but also enhances the community that it serves.

The vision is divided into three main themes, which show how it will deliver outcomes which contribute towards corporate and departmental objectives.

Table 1: How the Parks vision will be delivered, and it links to other key strategic documents

THEMES	The Park has high horticulture, heritage conservation and environmental standards	The Park is inclusive with provision of facilities to all.	Through caring for the park with community involvement we will enhance their education, wellbeing, and health.
CORPORATE PLAN	Flourishing Public Spaces. Vibrant thriving destination.	Lead on Environmental Sustainability. Drives dynamic economic growth.	Connects and builds diverse, engaged communities. Provides excellent services to support people to live healthy, independent lives.
OS DEPT. BUSINESS PLAN	Open spaces and historic sites are thriving and accessible	Business practices are responsible and sustainable	Spaces enrich people's lives
OUTCOME	<ul style="list-style-type: none"> • Retain Green Flag Award, Heritage Award and London in Bloom Award • Site of Local Importance for Nature Conservation 	<ul style="list-style-type: none"> • Improved playground facilities and toilets • Improved sports provision • Our practices are financially, socially, and environmentally sustainable 	<ul style="list-style-type: none"> • Walks, talks events. • Work with stakeholders such as QPARA • Volunteering opportunities through local groups such as Transition Town • Park run sessions available for all.

OBJECTIVES	Objective 1: Well managed Park Objective 2: Well maintained and clean Park Objective 3: Park that addresses conservation and heritage	Objective 4: Sustainable Park Objective 5: Welcoming Park Objective 6: Safe and secure Park Objective 7: Well marketed and promoted Park	Objective 8: Park where community involvement is encouraged. Objective 9: Healthy and active Park
-------------------	---	---	--

2. Queen's Park Vision

This Management Plan describes the role and function of the Queens Park team in managing the park and guides the day-to-day management of the park over the next 12 months:

The Park Vision in line with the Natural Environment Prospectus sets out shared community aspirations for the park, expressed in three broad themes:

- **The Park to be inclusive with provision of facilities to all.**
- **The Park to have high horticulture, heritage, conservation, and environmental standards.**
- **Together with community involvement we care for the park.**

3. Information about Queen's Park

Queen's Park is a 30 acre (12 hectare) public park situated in the London Borough of Brent in North London. It was acquired by the City of London in 1886 from the Ecclesiastical Commissioners, Alexander McKenzie was approached to design the park for a sum of £3,000 and a year later, on 5th of November 1887, the park officially opened with several thousand members of the local population in attendance.

Alexander McKenzie was one of London's foremost park designers and is known for his design of Alexandra Palace, Southwark Park, Finsbury Park, and Albert Embankment Gardens. McKenzie's 1887 plan of Queen's Park shows two circular areas of grass set within the roughly rectangular shape of the park; these were both labelled as recreation ground.

Today, it is a Victorian style urban park that contains a wide range of facilities which includes an ornamental garden known as the quiet garden, two playgrounds, a nine-hole pitch and putt course, a small urban farm, six tennis courts, a listed bandstand built in 1891, and a woodland walk at the north end of the Park.

The Park provides a safe and relaxing environment for over one million visits a year in a borough which contains nine of the most deprived neighborhoods in England. The London Borough of Brent is the second most culturally diverse community in England, a mix of different ethnicities and nearly one hundred and fifty languages spoken.

Brent is the second most least active borough in London, where obesity remains high and is significant. Brent has some of the highest childhood obesity rates in London. Some 41.7 per cent of children in Year 6 were recorded as overweight or obese in 2018/19. Ethnicity data shows that children with the highest rates of excess weight in the diverse borough are from black Afro-Caribbean backgrounds. Access to quality public green space is a priority for residents in Brent if we are to reduce inequality of access to physical activity and help improve people's wellbeing. Queen's Park is a vital asset to the borough and should ensure that the facilities offered are not lost.

Queen's Park has

Two Playgrounds including a refurbishment of the sandpit in progress.

A Nine Hole Pitch and Putt Course

Over 100 benches

A butterfly wildflower conservation meadow

Free children's magic shows twice a week in the peak of summer funded by GiftAid donations.

A community allotment

A beehive area

Ornamental Quiet Garden

Over Five hundred Trees

Recycling points

A cafe open all year round

Two free to use Table Tennis tables.

Outdoor exercise facility

A bandstand that provides free entertainment and can be rented for private parties.

A children's Park Run on Sundays

Each year at Queen's Park there are:



Over
1 million
Visitors



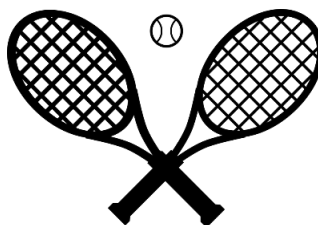
Over **200,000**
Visitors to the
playground



Over 3500 Pitch and
Putt Users



Football pitch
bookings
over **1000** hours






Over **15,000**
Hours of tennis
bookings



Several school sports
days and over 50
school visits to the
farm

Park and surrounds:

 <p>10 schools within easy walking distance</p>	 <p>3 tube and overground stations within easy walking distance (Queen's Park, Brondesbury Park and Kennel Rise)</p>	 <p>3 local shopping hubs within a mile of the park (Chamberlayne Road, Salusbury Road, Kilburn High Street)</p>
--	---	--

The Park is overseen by a Management Committee known as the Hampstead Heath, Highgate Wood and Queens Park Management Committee which is led by an elected chair. The Park also has a Queens Park Joint Consultative Group (QPJCG) which was formed in 1986 and is also led by the chair of the above committee and consist of local groups. It meets twice a year and provides further opportunity for local groups to provide input on the management of Queen's Park.

The typical annual expenditure budget for the park is c. £1.5M which is shared with Highgate Wood, as both parks operate under the same charity. The Park receives this funding from the City of London Corporation and from the Park's charitable activities.

[Charity overview, HIGHGATE WOOD AND QUEENS PARK KILBURN - 232986, Register of Charities - The Charity Commission](#)

Income is generated from two main sources: refreshment licenses and hire of the sports facilities, as well as from grants, donations, and sponsorship.

The Park has been successful in receiving grants from several organisations over the last five years including Brent Council NCIL Programme and local donations through GiffAid.

Throughout the life of this Plan, we will seek to maximise opportunities to deliver projects through external national and local funding. GiffAid for the Queen's Park and Highgate Wood charity was introduced in 2023 and has been successful in securing donations that have been reinvested back into the park.

4. About this management plan and how it will be used

The purpose of this plan is to ensure the aspirations of the park vision are embedded in our work at all levels.

The first part of the management framework for the park is the Conservation Management Plan, which is the overarching policy document that seeks to guide the enhancement and development of new projects whilst ensuring conservation of the park as a resource to be enjoyed by present and future

generations. The Management Plan and The Annual Work Program identify priority projects for development over a one-year period and ensures their delivery in line with the objectives of the park vision.

The extent to which the outcomes and objectives in this Plan can be realised is dependent on the prioritisation of resources and allocation of funding, and will also be responsive to the changing environmental, social, and economic climate. The ambitions set out in this Plan will ensure we are well placed to face the challenges over the next year.

5. Realising the Queen's Park Vision

To deliver and achieve the Park Vision, three main themes have been identified as shown in Table 1, nine objectives have been developed in this management plan. To achieve this vision, we recognise the importance of working towards an agreed national standard for good practice in the management of parks and open spaces. The objectives will contribute towards the Green Flag Award criteria, the benchmark national standard for publicly accessible parks and green spaces in the United Kingdom:

Objective 1: Well managed Park

Objective 2: Well maintained and clean Park

Objective 3: Park that addresses conservation and heritage

Objective 4: Sustainable Park

Objective 5: Welcoming Park

Objective 6: Safe and secure Park

Objective 7: Well marketed and promoted Park

Objective 8: Park where community involvement is encouraged.

Objective 9: Healthy and active Park

5.1. What we aim to achieve in 2024

This Plan sets out nine objectives and the associated day to day core task and additional projects, which we will aim to achieve during the coming year.

5.2. Park Vision theme: The Park has high horticultural and environmental standards.

At the heart of the park Vision is a conviction that the natural and heritage qualities of the park are its most valued asset. The outcomes expected from this theme emphasis careful management to conserve its unique mosaic of habitats, heritage, gardens, sporting, play and visitor facilities.

To help achieve the outcomes expected from this theme, the following objectives have been set:

Objective 1: Well managed Park

Objective 2: Well maintained and clean Park

Objective 3: Park that addresses conservation and heritage

5.2.1. Objective 1: Well managed Park

Queen's Park comes under the management of the North London Open Spaces Assistant Director (Superintendent) who has overall responsibility for the following:

- Management of Queen's Park
- Management of Hampstead Heath
- Management of West Ham Park.
- Management of Highgate Wood

Staffing

North London Open Spaces recently underwent a staffing restructure, which changed the roles and responsibilities within the park. The new structure is as follows:

- **Head of Parks and Operations** - responsible for Queen's Park, West Ham Park, Golders Hill Park and Parliament Hill, Swimming and leisure facilities and all fleet and Health and Safety across the North London Open Spaces division.
- **Formal Parks Manager** - Responsible for Queen's Park, Golders Hill Park, and West Ham Park.
- **Senior Ranger** - Responsible for Queen's Park, the team and the day-to-day management of the Park.
- **Head Gardener and Ranger** - Based at Queen's Park, both roles are responsible for leading teams on the ground.
- The rest of the dedicated Queen's Park team consists of 1 x Gardener and 5 x Operative Rangers.

- Casual staff as and when required.
- Administration support officer.

The park is also supported by several staff that operate across many sites within North London Open Spaces

- Fleet and Health and Safety Officer
- Mechanic
- Ecologist
- Arboricultural Team
- Conservation Team
- City Surveyors Department
- Learning and Development Team
- Zoo and Farm Manager
- Communications Team
- NLOS Constabulary

Apprenticeship

The Park supports a horticulture apprenticeship program that will provide apprentices with a good technical knowledge base of the sector, combined with practical work experience, proven competency in the workplace and the development of transferable skills. The Park supports level 2 and level 3 apprentices.

Staff training, learning and development

All staff have a long-term individual learning and development plan, setting out what is planned during the next three years. Recent improvements in the organisation, booking, recording and evaluation of courses, have ensured that we continue to make progress in this important area. All staff receive an annual review to provide a dedicated opportunity to talk on a one-to-one basis with their line manager about a range of development issues including personal objectives, competencies, and training. All staff are also required to undergo mandatory training that comprises a mixture of off-site and on-site operational training.

To support the objective of providing a **well-managed Park**, the following actions are proposed during the lifespan of this plan:

Action no.	Action	Timescale
1.1	To maintain standards as set by site specification to achieve Green Flag Park and London in Bloom (min. Silver Gilt) Status	Annual external assessment – June 2024
1.2	To raise the annual income generation through sports and rent by a minimum of 2%	April 2024- March 2025
1.3	Training in IT system to support staff in effective use of available IT to create a productive workforce	On-going
1.4	To carry out annual Performance Development Appraisals (PDA) of all staff	Annual, in March 2024

1.5	To deliver projects set out in the NLOS annual work plan	As per agreed timescales
1.6	To provide necessary training for staff to deliver tasks safely (as per training matrix), which will be reviewed as part of annual PDA	Annual, in March 2024

5.2.2.Objective 2: Well maintained and clean park

Grounds maintenance

Most the ground's maintenance tasks are carried out by the in-house park team through a performance rather than a frequency- based service delivery apart from inspection and works to trees. The Formal Parks Manager meets monthly with the Senior Ranger to review current and future works. Progress is also discussed at monthly meetings and site visits between the Manager, Head of Parks and Operations, and Assistant Director. All ground staff have a weekly work plan that they discuss at their monthly toolbox talk meeting.

Litter Collection:	The Park is litter picked each morning by 9.00am, and then regularly throughout the day. All litter bins are checked daily; dog bins are emptied twice a week. Recycling of all litter is carried out whenever possible.
Cleansing: (as required)	The onsite Jet wash is used on all benches, bins, signs, gates, and shelters once a month, and to clear all drains three times a year.
Public Toilets:	The toilets are cleaned daily in the evening before facility closure and then inspected hourly throughout the next day and cleaned again if necessary.
Playground:	The playground is cleansed and checked daily before opening, including litter collection, the blowing and sweeping of all surfaces, emptying of bins, cleaning of benches, and checking of all equipment.
Paddling Pool (summer only):	The paddling pool is cleaned and thoroughly checked before opening each day, and then fully supervised whilst open, with visitor numbers and water quality monitored and recorded on an hourly basis.
Sports Pitches:	All sports pitch markings are overmarked once a week during the season and maintained weekly to protect high use areas. During the cutting season the Pitch and Putt green are cut three times per week and the fairways cut once per week, The rough areas are only cut once per annum to support wildlife conservation.
Leaf Clearance:	Full leaf clearance is carried out from October to February, by hand in shrub and flower beds, and by backpack blowers from paths and grass areas, with all leaf piles cleared at the end of each working day.

Garden grass cutting:	The Garden grass areas are cut every week in the growing season with a pedestrian mower, with the removal of clippings and sweeping of paths at the end of each working day. Following each cut, all lawn areas are edged by hand.
Park grass cutting:	The Park amenity grass areas are cut every week dependent on growth with a ride on mower and strimmer, with the removal of clippings from paths at the end of each working day. All long grass areas are cut each autumn, followed by the removal of all clippings.
Park furniture	All park benches and bins are checked, cleansed weekly and re-painted annually if required. All railings and fences are redecorated every ten years, but any worn areas are also treated when required and as budget allows.

Park Waste

The park has a waste bay within the staff yard that is used for waste animal bedding and green waste throughout the park, When the bay is full it is transferred into a skip and taken away for recycling. Leaf clearance within the park is taken to an area close to the woodland walk to reduce costings of green waste skips for the park. The Staff yard and park also contain recycling bins and staff aim to recycle as much of the waste generated in the park as possible by sorting litter when collected and using the containers provided to store plastic, glass, paper, cans, and cardboard.

In addition, all wastepaper, plastic, glass, cans, cardboard and print toners generated by offices within the park are recycled. Office staff are also encouraged to print and copy all documents double sided and to re-use wastepaper to reduce paper consumption.

All the recycled material is removed by Brent's waste contractor. We aim to continue increasing the amount of material that is recycled throughout the life of this Plan and more importantly aim to reduce the amount of waste created in the first instance in all our operations where possible.

Use of equipment

To ensure the correct use and care of grounds maintenance tools and equipment, all staff undertake an induction from an experienced member of staff before commencing a new task or operation. In addition, 'tool-box talks' are undertaken monthly to remind staff of good practice in the use of machinery. Staff are provided with the required training for use of equipment and must read and follow risk assessments and safe systems of work before use.

Servicing and major running repairs of grounds maintenance equipment are carried out annually in accordance with the City of London Corporation Corporate Fleet Management Guidance, and minor repairs are carried out where possible on site by Park staff. In addition, staff undertake basic daily checks of all equipment before use, with any defects reported to the Senior Ranger in order that repairs can take place as quickly as possible. A member of staff carries out scheduled checks to all our machinery and this is recorded on an inspection sheet. All grounds maintenance tools, materials and equipment are stored in areas that the public do not access.

All required personal protective equipment (PPE) identified through risk assessments and accepted good practice is issued to the staff on an individual basis. Staff carry out an annual audit of tools, equipment, and PPE.

Buildings and infrastructure maintenance

All buildings and infrastructure maintenance are carried out on our behalf by the City Surveyor's Department, which provides access to a buildings Surveyor, approved plumbing, electrical and building contractors as required and organises all statutory tests and inspections.

Playground repairs

Park staff carry out daily and weekly inspections and annual redecoration. A specialist maintenance contractor carries out repair work to the playground equipment as required. An annual ROSPA inspection is carried out by a certified ROSPA inspector.

Tree safety inspections and maintenance

The arboricultural team surveys London Plane trees for Massaria three times a year and all mature trees annually in autumn. All other trees in the park are inspected every four years on a cyclical basis. Any works required to the trees is either carried out by the arboricultural team or an external contractor if necessary.

In order to support the objective of providing a well maintained and clean Park, the following actions are proposed during the life of this Plan:

Action no.	Action	Timescale
2.1	Review litter collection across the park and gardens, research alternative bins and rubbish collection methods to increase recycling and reduce general waste	April-May 2024
2.2	Scope opportunities for sensory garden improvements and implement	March-April 2024
2.3	Audit and inspect current benches within the park	Nov-Dec 2024
2.4	Replace petrol handheld and rotary lawnmowers to electric to provide sustainable operations	Feb 2024
2.5	Identify further development of new and existing staff in specialist areas that will benefit the park and team career progression in line with CoL people strategy	2024 in line with PDA's

2.6	Improvements to the woodland walk <ul style="list-style-type: none"> - Review woodland consultation. - Further in-house maintenance - Potential Implementation of changes identified from consultation 	2024 2024 2024-2025
-----	---	-------------------------------

5.2.3. Objective 3: Park that addresses conservation and heritage

The Park has a rich and diverse cultural history spanning back over 100 years. In 2000, Historic England awarded the bandstand Grade II status on their Register of national heritage for England. The park is listed as a site of local importance for nature conservation. The Park Vision describes its varied landscape as having been shaped by human hands over centuries. It emphasises careful management to conserve its unique mix of natural spaces, heritage, gardens, sporting, play and visitor facilities. In short, to ensure its rich mosaic of surroundings continues to thrive and flourish, remaining resilient to changes over time.

In order to support the objective of providing **a Park that addresses conservation and heritage**, the following projects are proposed during the life of this Plan:

Action no.	Action	Timescale
3.1	Improve and implement signage across the sites particularly in heritage assets to celebrate and improve understanding of their historical importance	April-May 2024
3.2	Continue to work closely with site head Gardener to ensure planting regimes take into consideration the adapting climate and to ensure that the historic character of the park is not lost.	2024 Monthly meetings
3.3	Continue with the veteran tree program	As part of the annual work program (Tree team)
3.4	Work with the conservation team to improve the grounds conditions and habitat whilst the woodland walk improvement project is decided upon	2024
3.5	Continue a consistent approach to site furniture that provides appropriate styles/materials to component parts of the park. Historic precedent should be followed, and all furniture should be DDA compliant.	Annually

3.6	Continue to manage areas of wildflower meadow and explore opportunities to increase.	Part of the annual work program
-----	--	---------------------------------

5.3. Park Vision theme: The Park is inclusive with provision of facilities to all.

The Park Vision describes an inclusive and safe space that brings people together, where a diversity of people, activities and perspectives are welcomed and respected.

To help achieve the outcomes expected from this theme, the following objectives have been set:

Objective 4: Sustainable Park

Objective 5: Welcoming Park

Objective 6: Safe and secure Park

5.3.1 Objective 4: Sustainable Park

To support the objective of providing a sustainable Park, the following projects are proposed during the life of this Plan:

Action no.	Action	Timescale
4.1	Explore possibility of setting up volunteer group (Birds, Bats, Insects, and mammals) to maintain a healthy and diverse habitat and to record biodiversity	Aug-Sept 2024
4.2	Continue to work towards achieving the City of London Corporation climate action strategy	As part of annual work program
4.3	Explore further areas of relaxed mowing regime within the park	As part of annual work program
4.4	Review conservation management plan and management plan in line with new CoL Corporate plan implemented April 2024	April-May 2024
4.5	Maintain and expand standing and other deadwood habitats	As part of annual work program
4.6	Continue to work with the butterfly Conservation to increase biodiversity across the site	As part of annual work program

5.3.2. Objective 5: Welcoming Park

Diversity of the Park users should ideally echo demographics of the community within the borough. This is likely to flow from people feeling welcomed, informed, and confident about visiting and participating in activities in the park. Combined with a sense that the Park is welcoming, this will lead to people feeling safe in the park and foster a sense of belonging. Communication, education, and outreach, working with a range of partners, schools, and local organisations, will mean more people have the knowledge and confidence to visit the Park.

The Park can be accessed via seven entrances. All seven entrances have sign boards welcoming you to Queen's Park. There are also three notice boards in the park (outside the farm entrance, pitch and putt hut, and outside the cafe) to inform visitors about various events taking place throughout the year.

A key part of our vision for the park is to provide a variety of facilities for all. Our overall aims for the key elements of the site during the life of this Plan are as follows:

The Quiet Garden: we will continue to maintain this area as a tranquil high-quality horticultural space dedicated to peace, quiet and relaxation by encouraging visitors to respect the gardens and only use the area for quiet, passive recreation.

Parkland: there are open areas of the Parkland which are not shared with formal sports, and we will encourage visitors to use these areas for picnics, informal games, and relaxation. We will also aim to improve seasonal interest by continuing with our bulb planting program and seasonal bedding.

Footpaths: we will carry out regular inspections and work with the surveyor's department to ensure timely repair of all footpaths with the aim of maintaining their current layout, width, surface treatment and level of accessibility.

Park furniture: we will maintain the current layout of benches, bins, fences, and signs in the park, and ensure that they are regularly inspected and refurbished. If replacements or temporary additions are required, they will be in the same style, and will be purchased from sustainable sources.

Playground and paddling pool: we appreciate the importance of play and the significant role it has in developing children and will continue to provide a playground and water play that is challenging, fun and maintained to a high standard. As it is one of the most well used areas in the park, we will explore potential funding opportunities to continue maintenance and improve the facility. The sandpit is currently in the process of a £130,000 refurbishment and will be completed before the spring season.

Sports and recreation: we will continue to encourage and support a variety of activities in the park through providing good quality, accessible sports facilities. We will work closely with local, regional, and national partners, sports clubs, and the London Borough of Brent to promote the use of our sports areas and to find pathways for sports development and participation.

Toilet facilities: the current main toilet block and cafe toilets will continue to be maintained through regular inspection and thorough daily cleansing. The main toilet block recently underwent an exterior rendering refurbishment to soften its appearance, works were also completed to the drainage system and rear door

fabrication. We will continue to work closely with the surveyor's department to ensure interior renovation is completed.

Farm: The responsibility of the farm is shared between the Zoo and Farm Manager based at Golders Hill Park and the Queen's Park Senior Ranger. The park supports the development of people and currently has three animal apprentices which work between both sites.

Catering facilities: The cafe is leased out to an external tenant and is open all year round, the Assistant Director and Surveyors team are progressing towards a tendering program for the cafe.

Information and assistance: we will continue to ensure that there are staff on site during open hours and that the Park's staff duty phone line is answered when park is open. A 24-hour emergency line to the Guildhall is displayed on park entrance gates. Information is also available via notice boards in the park, social media (X, Facebook, and Instagram) and via the city of London Corporation website.

To support the objective of providing **a welcoming Park**, the following projects are proposed during the life of this Plan:

Action no.	Action	Timescale
5.1	Review of customer relationship management systems, customer pathways and booking systems	Part of the annual work program (Office Team)
5.2	Ensure staff continue to understand the importance of good customer service and the positive image this has on the park, team, and the City of London Corporation	2024 Monthly
5.3	Improve the appearance of staff yard barn through appropriate screening and planting.	Sept-Oct 2024
5.4	Consider methods of inclusive signage and waymarking	Nov-Dec 2024
5.5	Review park furniture and planting outside cafe to create a welcoming entrance	April-May 2024
5.6	Implement the interior refurbishment project to the main toilets	Nov 2024
5.7	Review pitch and putt operations to streamline service for users	Oct-Nov 2024

5.3.2. Objective 6: Safe and secure Park

The Park Vision sets out our objective for the park to be an inclusive and a safe space with freedom for all to play, socialise, relax, and keep active with minimal restrictions.

To support the objective of providing a healthy, safe, and secure Park, the following projects are proposed during the life of this Plan.

Action no.	Action	Timescale
6.1	Review bylaw and park etiquette signage to ensure it presents clear and precise information	Nov-Dec 2024
6.2	Review Risk assessments, SSOW, Policies and Guidance notes for the park	Feb-March 2024
6.3	Actively contribute to the local safer neighborhood meetings	Minimum 6 monthly attendance
6.4	Continue to work closely with the Constabulary team engaging with visitors in relation to behaviors	Part of the annual work program

5.3.3.Objective 7: Well-marketed and promoted Park

We share information about Queen's Park to raise our profile and encourage Park visits. We communicate our work within the City of London and more widely with our local community, stakeholders, regional partners, and national bodies.

We continue to work towards best practice, reviewing our performance in all areas. We are pleased to celebrate the awards we have received in the past.



Green Flag Award

Since 1996, Queen's Park has retained its Green Flag status. It is one of only four parks to have flown the green flag every year since it was introduced. The scheme is the benchmark national standard for parks and green spaces.



Green Heritage

Queen's Park first received Green Heritage Site accreditation in 2015 meeting the required standard in the management and interpretation of the Park's historic importance. This award has been retained ever since.



London in Bloom

Queen's Park has been achieved London in bloom awards since 2015 and in 2023 was awarded Gold in the large parks category.

To support the objective of providing **a well marketed and promoted Park**, the following projects are proposed during the life of this Plan:

Action no.	Action	Timescale
7.1	Increase promotion and content upload of social media tools, working closely with communications team	Ongoing
7.2	Continue to work closely with Queen's Park Area Residents Association and provide park updates for their local newsletter	Monthly
7.3	Continue with weekly checks of notice boards and signs around parks and ensure park staff are aware of changes in communication	Weekly
7.4	Review the online presence and social media usage to enhance visitor experience and improve communication	2024 Development team
7.5	Ensure events programs are communicated efficiently and effectively	ongoing Comms team

5.4. Park Vision theme: Through caring for the park with community involvement we will enhance their education, wellbeing, and health.

The Park Vision describes an inclusive and safe space that brings people together, where a diversity of people, activities and perspectives are welcomed and respected.

To help achieve the outcomes expected from this theme, the following objectives have been set:

Objective 8: Park where community involvement is encouraged

Objective 9: healthy and active Park

5.4.4. Objective 8: Park where community involvement is encouraged

The Park receives over one million visits per year, of which over 200,000 also visit the playground. The busiest months are March to October and the busiest gate is the gate by the staff yard on Kingswood Avenue. The most common reasons for visiting are to bring children to play, exercise, relax, or walk the dog. The Park is favored by many visitors due to the dedicated staff presence, with most visitors saying they feel safe in the park. A consultation was had recently taken place and is in the process of finalising a report, the main objective of the consultation was to gain park users opinions to the woodland walk important proposals, but they were also engaged with on the rest of the park.

Queen's Park Area Residents Association

The Park has always encouraged community involvement and in particular works closely with QPARA who were formed in 1973 and have been actively

engaged with park management since. QPARA, the park manager and senior ranger meet at least once per month to discuss park management. QPARA have delivered with support from CoL Queen's Park Day for many years, this is a very popular event within Queen's Park which allows local businesses and groups to showcase their talents and products to the community, this average attendance per year for this event is between 10,000 - 15,000 people.

Schools

The Park is surrounded by ten schools within reasonable walking distance that engage with the park through independent visits using the Park as an outdoor classroom, use of sports facilities, over 10 sports days took place in 2023, bulb planting sessions with Head Gardener, participating in volunteering sessions and as part of work experience placement programs within the farm.

Transition Town and Kensal Rise Fruit Pickers

Transition town have been operating a free to use but on a waiting list basis allotment plot at the rear of the cafe for several years, the plot has been extended in recent years due to the popularity of plots as many residents in the area do not have access to their own garden.

Kensal Rise pickers annually pick the fruit from the apple and pear trees located in the on-site staff accommodation, this ensures that no fruit is unnecessary wasted, and they operate with many volunteers to turn in fruit juice which is available at Queen's Park Day.

To support the objective of providing a healthy, safe, and secure Park, the following projects are proposed during the life of this Plan.

Action no.	Action	Timescale
8.1	Continue to encourage and support events and initiatives run by QPARA	Attendance at park liaison meetings and support at events
8.2	Deliver actions and outcomes in accordance with the learning program	Ongoing as an outcome for COL Learning team
8.3	Continue to grow and expand volunteering opportunities in the park. <ul style="list-style-type: none"> - Minimum of Six bulb planting sessions - Continue to work with Zoo and Farm Manager to increase opportunities with the farm 	Nov 2024 Monthly
8.4	Continue and build on working relationships with local schools to deliver outcomes of the learning program and develop healthy and active lifestyle without sports partners and coaches.	Learning and Local Team

8.5	Continue to encourage under-represented groups to the park through the third parties we work with and by encouraging inclusive events and activities.	Ongoing
-----	---	---------

5.4.2.Objective 9: Healthy and active Park

The Park contributes immensely to people's mental and physical health and well-being, providing free access to the outdoors, to pause and observe, play, explore, discover, and learn about the natural world. It is also a destination for outdoor sports and recreation, supporting active, healthy lifestyles.

Whilst the Park currently offers a variety of sport, physical activity and active recreation facilities, the benefits of maintaining a variety of opportunities for physical activity need to be balanced with impacts on the ecology, heritage, and tranquility of the park.

To deliver the objective of a healthy and active Park the following actions for facilities improvements are proposed during the life of this plan:

Action no.	Action	Timescale
9.1	Review current exercise equipment with the park	Oct-Nov 2024
9.2	Continue work with Park Run offering free running sessions on Sundays, discuss if sessions can be increased and promoted further.	Feb-March 2024
9.3	Develop and deliver further walks and talks to encourage participation and wellbeing	Part of the annual work program
9.4	Further development of local team to improve sports facilities with park	Ongoing PDA'S
9.5	Review sports provision in line with the proposed new sports strategy when made available	Waiting release date
9.6	Review padding pool operations and structure to ensure that facility offers safe and engaging play but also aligns with park budgets and resources	Jan-March 2024

6. What do our users think?

Queen's Park in 2023 engaged with the local community and other park visitors in a consultation regarding improvements and resign of the woodland walk. The consultation went further and asked for feedback on other facilities and services within the park.

The consultation is currently being finalised and a report will be made available early 2024.

7. Measuring Success

To deliver and achieve the Vision of the management plan all the actions above are measured under the Green Flag award criteria:

Vision statement 2: The Park is inclusive with provision of facilities to all

Green Flag Award criteria:
Section 1: A welcoming place
Section 2: Healthy, safe, and secure
Section 3: Well maintained and clean

Vision statement 1: The Park has high horticulture, heritage conservation and environmental standards

Green Flag Award criteria:
Section 4: Environmental management
Section 5: Biodiversity, landscape, and heritage

Vision statement 3: Together with community involvement we care for the park.

Green Flag Award criteria:
Section 6: Community Involvement
Section 7: Marketing and communication

8. Related plans and strategies

CoL Corporate Plan 2024-2029
CoL Natural Environment Prospectus
North London Open Spaces Annual Work Plan
CoL Corporate Volunteer Strategy
Queen's Park Conservation Management Plan
CoL Climate Action Strategy
CoL People Strategy (April 2024)
Brent borough plan 2023-27

List of appendices:

Appendix 1: Map of Queen's Park

Appendix 1: Map of Queen's Park



