

Sydney Gardens, Bath

Outline Activity Plan

16th August 2016



**Bath & North East
Somerset Council**

**ALISON
MILLWARD
ASSOCIATES**

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1. Executive Summary

In March 2016, Bath and North East Somerset Council (B&NES) commissioned Alison Millward to undertake visitor surveys, public consultations and interviews to inform the development of an outline activity plan for a Round One Parks for People application. B&NES estimates that between 2013 and August 2016 around 600 individuals of all ages have given their views on the gardens and the current restoration proposals, and Alison's study found that whilst the park is used by nearly 500,000 people per year, the majority appear to use it primarily as a safe pedestrian route to work, school or the city centre; only stay for a short time; and do not always entirely reflect the demographics of the area. Given the unique heritage of the gardens and its potential as a resource for developing active lifestyles, and for delivering education, training and therapeutic activities, Alison worked with council staff, and representatives from local charities and community groups, to understand barriers to, and identify the scope for, delivering activities which will re-engage people with the Park's unique heritage and help restore and manage its beautiful landscape.

The study found that there is a large, and diverse, appetite for the delivery of organised activities and training opportunities in the gardens. Some of these are aimed at improving the space for and re-engaging existing users but the following activity plan also proposes specific activities for the following target groups:

- The youngest and oldest members of the local community,
- Homeless people,
- victims of abuse,
- people with disabilities,
- People suffering from poor mental and physical health,
- People with dementia,
- Learners

This study identifies a range of activities aimed at engaging these target audiences and has grouped a broad range of potential activities into six key themes outlined as mini action plans on page 44:

- Play for all,
- Jane, Isambard, Victoria and more (famous people),
- Pleasure through the centuries,
- Buildings, bridges, canals and railways,
- On the wild side,
- Wellbeing.

These themes reflect the unique heritage and resources available to this project (such as a world class museum next door) and the skills which local stakeholders are keen to provide, and are perfectly aligned to complement and enhance *the renaissance of this beautiful and tranquil Pleasure Garden as a unique, fun and restorative environment for all ages.*

2 Introduction

Our project seeks to create a pleasure garden for the 21st Century, drawing its inspiration from its early origins as an 18th Century landscape designed as a venue for events and activities, and adding to these layers to accommodate an up-to-date and forward thinking vision:

The renaissance of this beautiful and tranquil Pleasure Garden as a unique, fun and restorative environment for all ages; its illustrious history of architecture, people and events told and experienced in witty and multifarious ways.

The project will not only restore a green space of national significance but also animate it in a truly innovative manner.

The Heritage of Sydney Gardens

Sydney Gardens, laid out between 1792 and 1794 and opened as Sydney Gardens Vauxhall in 1795, is the only example in Britain of an 18th Century urban pleasure garden whose basic form and layout survives intact. It is traversed by two masterpieces of late-eighteenth and mid-nineteenth-century engineering: John Rennie's Kennet and Avon Canal and Isambard Kingdom Brunel's Great Western Railway.

The urban pleasure garden was an invention of Georgian Britain. Its heyday followed Jonathan Tyers' acquisition of the lease of Vauxhall Gardens in London in 1728 and the subsequent opening of Ranelagh at Chelsea, with its famous domed wooden Rotunda 150' in diameter. By the end of the 18th Century there was a pleasure garden in every major city in Britain and this English invention was imitated in Europe: there were 'Vauxhalls' in Vienna and Paris.

In no city, however, did pleasure gardens play such an important role as in Bath with examples including Parade Gardens, Spring Gardens and Grosvenor Gardens, all of which closed as a consequence of the success of Sydney Gardens. Sydney Gardens were the most ambitious pleasure gardens to be created in Bath and were the most popular, designed to accommodate crowds of up to 4,000 people on gala evenings.

Initially designed by Thomas Baldwin, who was replaced after bankruptcy by Charles Harcourt Masters, Sydney Gardens were the centrepiece of "Bath New Town". The perimeter wall began construction in 1792 and the first tree was planted in 1793. They opened to the public in May 1795.

The Gardens were designed as a hexagon entered by visitors on foot at the Sydney Hotel (now the Holburne Museum). Admission charges were payable beginning with a basic 6d per person but added to if visitors wished to have tea, use the bowling green or read the London newspapers.

The perimeter of Sydney Gardens was a low stone wall, which still stands in parts, and within which was 'The Ride'. The Ride was fifteen metres in width, with a surface of small stones: 'A healthy and fashionable airing for gentlemen and ladies on horseback'. The inner boundary of The Ride was a low mound, carrying shrub trees and screens.

The axis of Sydney Gardens was a central avenue which continued the line of Great Pulteney Street. The walk rose and terminated in an open loggia (truncated and restored in 1938, listed Grade II) which enjoyed panoramic views across Bath.

The area between the central axis and the hexagon was divided into a series of garden compartments, each centred on a garden feature, such as The Labyrinth or The Swings, or a building including a Ruined Castle and Hermits Cottage. None of these attractions or features survives.

From 1801 Jane Austen and her family lived at No.4 Sydney Place; one of the reasons for their choice of house being its proximity to the Gardens. In 1800 she wrote to her sister Cassandra about the family's house-hunting: *"I join with you in wishing for the environs of Laura Place, but do not venture to expect it.....It would be very pleasant to be near Sydney Gardens! - we might go to the Labyrinth every day"*.

The public activities of Sydney Gardens were concentrated upon the area at the rear of the hotel which is occupied by the Holburne's garden today. Known as 'The Promenade', it was designed for crowds of 3,000 – 4,000 people, the number who would gather at each of four annual galas which included fireworks, music and performances. Visitors circulated in an area of trees, lawns and shrubbery defined by the two curving rows of supper-boxes, the hotel and the orchestra.

Kennet & Avon Canal

In 1793 John Rennie had surveyed the route of the canal and established that the area occupied by Sydney Gardens between the River Avon and the high ground of Bathwick Hill was the only route by which the canal could enter Bath from the east.

The Kennet and Avon Canal Company paid the operators of Sydney Gardens £2,100 in return for the disruption. In addition, it was agreed that the canal and its 'cutting' should be landscaped according to the Picturesque taste of the time.

The cutting was dug in the winter of 1799 – 1800 and is crossed by two oriental style iron bridges cast at Coalbrookdale in 1800 (both listed Grade II).

Great Western Railway

In 1837 Isambard Kingdom Brunel faced a similar challenge to Rennie and reached the same conclusion that the route of his line needed to pass through Sydney Gardens.

The railway passed through the Gardens in a deep cutting, the construction of which required the demolition of several pavilions, the Labyrinth and the Castle. In addition, The Ride was truncated.

Brunel designed the cutting as a set-piece with trains presented as a spectacle to the public. The retaining wall and bridges were designed as monumental architectural features in the classical style with viewing benches for spectators placed behind a stone balustrade.

Although Brunel had insisted his railway would improve the amenity of the Gardens the cutting marked the end of the pleasure gardens. Subsequent developments included the introduction of the Gardener's Lodge (1854) and Bath Proprietary College becoming tenants of Sydney Hotel in 1853 - leading to the separation of what had been the 'Promenade' from the rest of the gardens. In 1891 the 99 year lease of Sydney Gardens expired and in 1908 Bath City Council purchased them, selling the hotel and its gardens to the Holburne Trustees and opening the remaining gardens as a public park in 1913. At the time this also included the introduction of the Temple of Minerva (listed Grade II) which had been shown at the Empire Exhibition in the grounds of Crystal Palace in 1911.

In converting Sydney Hotel into the Holburne Museum, the architect Sir Reginald Blomfield conceived a formal rear garden that was never executed. Instead a wall was built separating the museum garden from the park completely. It is only in recent years with the introduction

of two gates (2001 and 2005) that the beginnings of a connection has been re-established which the current proposal hopes to realise more fully.

Today the park is located on the central hub of the green infrastructure network that extends out through the urban areas into the wider landscape, intersecting with the canal, river and rail corridors and their associated footpaths, water bodies and cycle routes.

The re-opening of the Holburne Museum with its extension by Eric Parry has dramatically changed the Museum and its relationship with Sydney Gardens. Opening onto the Gardens Parry's extension re-establishes the original connection between the building and its landscape that was severed when the building was converted into a Museum in the early twentieth century. The re-opened Holburne and the introduction of free entry has transformed every aspect of its activity and seen visitor numbers increase by more than 500%. With 130,000 visitors in 2012 it is now the most popular visitor attraction within B&NES after the Roman Baths and Abbey. Parry's extension was always conceived and designed as the first step towards a fuller reintegration of the Museum Garden and the public park which this project seeks to realise. The Holburne's vibrant education service (partially based in the Gardener's Lodge within the park) already explores and makes use of the unique and rich history of Sydney Gardens within its programmes. The current project would be able to build upon this experience and further develop the park as a teaching resource and source of inspiration alike.

3 Process

Proposals for the restoration of Sydney Gardens have been in development for more than 25 years. These latest proposals follow the de-coupling of the park restoration from that of the Holburne Museum and the withdrawal of a stand alone proposal predicated on the transfer of the park asset to community ownership which the local community rejected. The reduction in B&NES's parks budget (which stimulated the concept of an asset transfer) is still a factor today, but the Council remains determined to find a solution to the challenges which the restoration of Sydney Gardens presents: a solution which will create a beautiful and tranquil modern day pleasure garden for all ages with an illustrious history told and experienced in witty and multifarious ways.

Not surprisingly, after such a protracted and difficult gestation, it has been necessary for the Council to re-build trust with, and involvement from, the local communities of neighbours and interest groups connected with the Gardens over the past three years. The Friends of Sydney Gardens were formed in 2013 and have, since 2014, collaborated extensively with the Council: running weekly litter picks, leading two community planting days in 2015 and 2016 (attended by 52 and 30 people respectively) and helping to undertake visitor number surveys as part of the development of the 2016 Heritage Lottery Fund (HLF) Round 1 bid.



Green shoots Day May 2016

In November 2013 a survey of local residents living within 2km of the Gardens was commissioned to better understand what it was that local people valued about the Gardens, the barriers that prevented them from visiting it and their suggestions for improvements.

A Sydney Gardens Steering Group of local residents' associations, ward councillors and the Holburne Museum was set up in 2014 to begin to plan a revised bid.

In March 2016 a new design team was commissioned to re-engage with local people and involve them in the development of a revised bid for submission to HLF under the Parks for People Programme. Over a five month period the Design Team has participated in:

- 3 Steering Group Meetings
- 4 Project Team Meetings
- A visitor observation survey with the Friends
- 2 Stakeholder Forums, and
- 2 Public Consultation events.

We estimate that between 2013 and August 2016 around 600 individuals of all ages have given their views on the Gardens and the restoration proposals.

The representatives of the local residents associations, heritage interests, school governors, local councillors and Friends have been fully involved in the collection and interpretation of the information that underpins the proposals and have made their own written comments on the draft proposals as they have evolved.

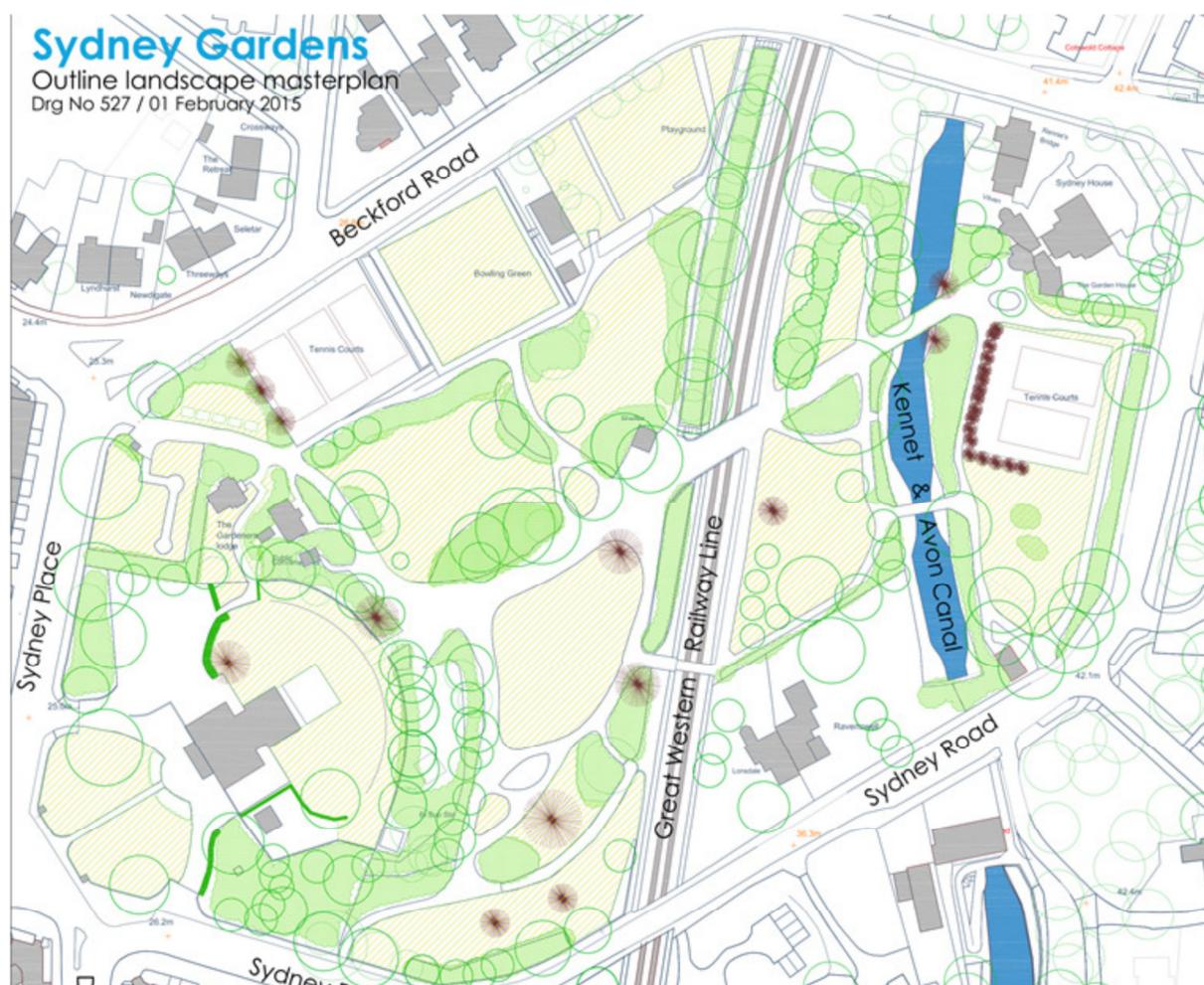


Stakeholder workshop March 2014

4 Where we are now?

4.1 Locality and setting

Sydney Gardens sits in a valley bottom, with steeply rising hills to the west and east, and this valley is cut through by the River Avon, Kennet and Avon Canal and the Great Western railway line. The Gardens are surrounded by busy roads. There are houses and flats on all sides (but with little or no gardens), two primary schools, one secondary school, a large hotel and the University of Bath - all within easy walking distance. The steep terrain, water bodies, railway, roads and heavily restricted (and costly) parking immediately adjacent to the park, make it necessary for most visitors to come on foot and to be prepared to walk up to 2km to get to the park.



The park also sits at the meeting point of three wards in Bath, each with their own distinctive population profiles:

- Abbey Ward – predominantly middle-aged and older people, home owners, with low numbers of young adults and children, 9% retired, 51% with high level qualifications and 19% with a limiting long term condition.
- Bathwick Ward – predominantly students (51%), young adults and parents of young children, over 14% from non-White backgrounds including 7% Chinese.
- Walcot Ward – predominantly young people (under 44s) with 16% under 16 and 13% in social rented housing.

None of these wards feature in the top 10% of most deprived areas in the B&NES district but the Snow Hill/London Road Lower Super Output Area in Walcot ward falls within the 40% most deprived areas in the country.

Being at the end of Great Pulteney Street and therefore within easy access to the historic city centre of Bath and in close proximity to the Holburne Museum, many hotels, guest houses and restaurants, the park attracts a significant number of tourists (to be seen walking through the park with maps and guidebooks in hand) every day of the year. During term time it is typical to see young, middle-aged and older couples enjoying the park. In the school holidays it is typical to come across family groups including a number from out of town and from overseas.



View towards the Holburne Museum on a March afternoon in 2016

4.2 Structure and Staffing

Sydney Gardens is owned and managed by B&NES Council. The Design Team has worked most closely with the Acting Head of Parks and the Parks Projects Manager to develop the restoration proposals. Other key staff from the Council that have been involved in developing the project include the:

- Accessibility and Cycling Officer
- Data Team
- Environment and Design Team
- Events Team
- Planning and Conservation
- Play and Community Development Officer

There is a dedicated gardener on site. The Events Team can no longer be proactive in organising events but can support external event organisers. The Bath Area Play Project team has also supported the consultation work in the park in 2016.

There are a number of other key stakeholder groups which currently contribute to strategic decision making and the practical management of the park including:

- The Friends of Sydney Gardens
- Sydney Gardens Steering Group.

The Sydney Gardens Steering Group comprises:

- B&NES Council Acting Head of Parks & the Parks Projects Manager
- Abbey Ward councillor
- Bathwick Ward councillor
- Walcot Ward councillor
- Friends of Sydney Gardens
- Pulteney Estate Residents Association
- Bathwick Hill Residents Association
- Bathwick Estates Residents Association
- Sydney Buildings Association
- Holburne Museum.

The Steering Group has met around every six weeks over the last two years to support the development of the proposals

Beyond the Steering Group there are other key stakeholders that have periodically engaged with the project over recent years which include:

- Avon Gardens Trust
- Bath Federation of Residents Associations
- Bath Preservation Trust
- Canal & River Trust
- Historic England
- Network Rail
- University of Bath.

4.3 Strategic Policy Context

As mentioned earlier, proposals to restore Sydney Gardens have been several years in development already and the strategic policy context summarised below demonstrates the ongoing need to achieve this restoration for the benefit of the heritage, people and communities.

B&NES is a unitary council that contains the administrative area stretching from the outskirts of Bristol, south into the Mendip Hills and east to the southern Cotswold Hills and Wiltshire border. It is located in an area of the country well known for its beautiful natural environment, high quality of life and outstanding built environment. The district encompasses a diverse range of places, each with their own distinctive history, identity and communities, including the City of Bath which is a designated World Heritage Site.

B&NES is made up of a diverse mix of city, market towns, villages and rural hinterlands. Over two thirds of the area is designated as an Area of Outstanding Natural Beauty and Green Belt. The area is home to a diverse range of wildlife of national and international importance, and the district is served by a network of footpaths and cycle-ways. The Council recognises that the different character and needs of each community presents a variety of challenges which must be carefully balanced in the interests of the entire area. However this mix of people and place, of urban and rural also represents enormous potential and opportunity for the future success, wellbeing and sustainability of the district.

The City of Bath is the largest urban settlement within the B&NES area and forms the main urban conurbation, acting as the commercial and recreational heart of the district. It is home

to approximately 89,000 or 50% of the population and is the main centre of economic and cultural activity. The city has two universities and is a major centre of sporting excellence. It is one of the few entire cities in the world to be named a UNESCO World Heritage Site. This recognises the cultural, historical and environmental importance of both the natural and built features that exist in Bath. These include its landscape setting, its Roman archaeology, its Georgian architecture and town planning, its three hot springs and the remarkable cultural and social life which evolved around them. Today, Bath remains an important local and regional centre as well as a national and international visitor destination, attracting over four million visitors a year. Bath contributes the most to the economy of the area. However, within Bath there are also real pockets of disadvantage – the Twerton / Whiteway area falls within the top 20% most deprived Lower Super Output Areas (LSOAs) in the country and Snow Hill/London Road area (in Walcot Ward) falls within the top 40% most deprived LSOAs (Source: 2010 Indices of Multiple Deprivation – Bath and North East Somerset Overview).

The area has no direct link to the motorway and there is significant commuter congestion into Bath which needs to be addressed. Congestion is also affecting air quality, particularly in some areas of Bath City Centre including the Bathwick area surrounding Sydney Gardens. Linked to this is the need to enhance the public realm (the streets and public spaces between buildings) and parks and green spaces within the city, in order to create better places and spaces for people, increase economic activity, reduce fear of crime and foster health and wellbeing.

In order to fully respond to the changes and issues identified in the area, the Council has agreed a long term vision for the area to 2026 in its Sustainable Community Strategy: to make Bath & North East Somerset a distinctive place with vibrant, sustainable communities where everyone fulfils their potential. As the local authority for the area we are therefore working towards ensuring that we create:

A distinctive place that:

- Maintains and enhances its outstanding built and natural environment
- Has a dynamic, low carbon economy
- Achieves connectivity
- Has world class arts and culture

Vibrant sustainable communities:

- That are lively and inclusive
- Places where people feel safe, take responsibility and make a contribution
- That are carbon neutral
- Where people who are disadvantaged are supported
- Where vulnerable people are protected
- Where people feel proud to live

Communities where everyone fulfils their potential by having an equal opportunity to:

- Learn and develop skills
- Enjoy a healthy, low carbon lifestyle
- Influence the future of their area
- Contribute to the economy and society.

This Vision will be delivered by the implementation of a number of plans and strategies created by all those organisations involved in the Partnership. These strategies include the Local Development Framework, including the Core Strategy, which sets out our policies for planning and land use across the area. The Local Area Agreement and the Infrastructure Delivery Planning Strategy also contribute to delivery. Sustainability is key to the

development of B&NES and our work must meet the needs of the current population without compromising the needs of future generations.

The wider policy context which supports the restoration of Sydney Gardens and for particular target audiences is set out below in Table 1.

Table 1: Policy Context for the restoration of Sydney Gardens

B&NES Core Strategy 2011-29
CP7 - The integrity, multi-functionality, quality and connectivity of the strategic Green Infrastructure network will be maintained, protected and enhanced.
B&NES Placemaking Plan 2015-2016
Vision - Bath's already strong identity as a therapeutic place will be enhanced by boosting its performance as an enjoyable city for leisure, recreation and shopping with a vivacious cultural scene and a highly valued green infrastructure network.
B&NES Green Infrastructure Strategy 2013
Strategy – to make sure that the natural environment works for the community by making the most of the benefits it can and should be providing for people, places and nature. Provide – safe open spaces and play areas that are stimulating and challenging for children; family friendly environments that enable opportunities for active play and planned physical activity.
B&NES Green Space Strategy 2015-29
Objectives to: <ul style="list-style-type: none"> • Deliver spaces which help support fit and healthy communities • Encourage communities to explore their green infrastructure through a connected green grid • Support communities to connect with their green spaces • Reveal and celebrate the unique local heritage.
B&NES Fit for Life 2104-2019
Vision – to get more people, more active, more often, in safe, sustainable environments leading to improved health and wellbeing for all. Priority groups – 14-18 year olds (particularly females), older people and those with long term health conditions and disabilities.
B&NES Joint Health and Wellbeing Strategy 2015-2019
Theme – Preventing ill health by creating healthy and sustainable places which support and enable people in our communities to lead healthy sustainable lives. Promote - mental wellbeing and support recovery Improve - skills and employment to reduce health inequality.
Bathscape Landscape Partnership Programme 2016
<ul style="list-style-type: none"> • To engage people in their local greenspaces • Work with families who infrequently or never visit the natural environment • Engage people with the landscape through skills and learning development • Inspire people and communities to care for the natural environment • Provide information, interpretation and signing • Support adults to increase levels of physical and mental wellbeing • Increase contact with the landscape to reduce social isolation • Encourage more walking and cycling.
World Heritage Site Management Plan 2-10-16
Objective 12: Ensure that landscape and natural elements of the Site and its setting, including heritage sites and their associated remains, are protected, acknowledged, understood and managed alongside the Site.

4.4 Current Participation and Learning in 2016

We have calculated from our visitor observation survey that there are currently approximately **465,800** visits to Sydney Gardens each year (see section 4 for more details) and we know that approximately 1 in 3 visitors go in combination with a visit to the Holburne Museum &/or Café (Community Survey 2013).

In recent years a range of events and activities have been run in the park (see Table 2 for details).

Table 2: Events and activities run in the park in recent years

Events & Activities	Organiser
Allotments	Sydney Garden Allotments
Art exhibitions	Holburne Museum
Bath Carnival	The Bath School of Samba
Bowling	Sydney Gardens Bowls Club
Christmas Light installation	Holburne Museum
Colourscape	Holburne Museum
Community Action Days	Friends of Sydney Gardens
Easter Eggstravaganza (Fete)	Holburne Museum
Ghosts in the Garden	Holburne Museum, University of West of England and media company Splash and Ripple
Guided walks	Friends of Sydney Gardens
Lantern Procession	Holburne Museum
Mark in the Park	Somerset Constabulary
Pathways to Wellbeing	Holburne Museum
MA in Heritage Management	Bath Spa University
Sharing Our History: the Holburne, Bathwick and Sydney Gardens	Holburne Museum
Tennis coaching	Private coaches
Toddlealong art classes	Holburne Museum
Train spotting	Individuals
Walk of Life finish line	Royal United Hospital

There is currently no interpretation in the Gardens. There are a couple of small lectern style A2 sized notice boards which can be used to advertise forthcoming events:



The history of the park is, however, well described on a number of websites:

www.bathnes.gov.uk/sydneygardens

www.friendsofsydneygardens.org

www.historicengland.org.uk/listing/the-list/list-entry/1001258

www.janeausten.co.uk/sydney-gardens-bath

The Gardens are not currently being used as part of the formal learning of the local primary and secondary schools. However, the park provides a potential field study location for students studying architecture, landscape heritage, engineering and heritage management.

The emerging Conservation Management Plan (currently a Conservation Statement) that will be created for this project will provide the foundation for the development of an interpretation offer at this park during the development phase. A number of themes on which the interpretation material will be based have also emerged and these are explored further in sections 5 and 6.

4.5 Current Skills and Training

On-site B&NES gardeners are trained up to NVQ Level 2 in horticultural skills and are required to gain qualifications in the use of power tools including brush cutters and chain saws. In addition B&NES Human Resources section provides training in events management: covering safeguarding, handling aggression, equality and diversity, and first aid.

The Friends have several professionals amongst their members with relevant skills and qualifications in horticulture, archiving, website design and management, and guiding. A number have also been trained up by B&NES Parks Department as accredited Community Volunteers on health and safety, protecting the public at events and safe tool use. Six Friends have also been trained up as visitor observation surveyors.

4.6 Current Volunteer Involvement

Volunteer involvement in Sydney Gardens is organised and led by the Friends of Sydney Gardens. This includes:

- a number of Community Action Days each year to plant bulbs
- Guided walks for guests at the Bath Spa Hotel every Saturday
- Litter picks at the weekends
- Visitor observation surveys
- Contributions to the work of the Sydney Gardens Steering Group.

5 Audience Development

In this section we set out how we have come to understand who the current audiences for Sydney Gardens are and how they compare with the national and city-wide profile of park users.

5.1 National patterns of engagement with the natural environment

The Monitor of Engagement with the Natural Environment (MENE) produced by Natural England is now in its seventh year of survey. The results from March 2014 to February 2015 indicated that:

- 59% visit a green space weekly
- 26% visit parks in towns and cities
- 48% walk with a dog
- 10% visited with children
- Health and exercise continue to be one of the most frequently cited motivations
- The main barrier to visiting continues to be a lack of time
- Children from minority ethnic households were less likely to visit the natural environment than those from White households
- Where adults were frequent visitors so too were their children
- 22% of children visited natural environments without any adults present.

5.2 Bath Visitor Survey 2014

In a report produced by the South West Research Company Ltd for Bath Tourism Plus the following findings are relevant to Sydney Gardens:

- In 2013 there were approximately 967,000 staying visits to Bath from UK and overseas visitors combined with 4.8 million day visits
- Bath typically attracts adults in the middle-to-older age groups with a high proportion from the more affluent, AB socio-economic category
- The most popular activities were visiting attractions, eating out and shopping
- Walking in the countryside nearby Bath was amongst the popular activities for overnight stayers.

5.3 The use of green spaces by Bath residents

As part of the consultations to develop the latest B&NES Green Space Strategy, a general household survey was conducted in 2015 which was distributed to 3000 households and gathered 594 responses. A summary of the findings is set out below:

- 93% think green spaces are important and quite important to their everyday lives
- 80% value green spaces for their health benefits
- 69% value green spaces for quiet relaxation and for picnicking, walking the dog, play and recreational opportunities for children and young people
- 64% use their local park at least monthly, 25% weekly and 17% daily
- Walking is the normal mode of travel to green spaces
- The barriers people face include, being disabled, limited time, cost of parking, dog fouling, lack of toilets and inadequate welcome signage
- 59% wanted improvements to their parks and recreation grounds; 41% to play areas and 36% to facilities for teenagers.

An online survey of 269 members of Bath's Youth Parliament (12-21 year olds) found that:

- Local parks were the most commonly used green space (64%)
- There was a desire for more access to wild natural areas, cycle tracks and water park features.

5.4 Audiences for Sydney Gardens

To gain an understanding of who the specific audiences for the heritage at Sydney Gardens are, we have used the following data:

1. Community Survey (Sarah Mowl Ltd) November 2013
2. Visitor Observation Survey (Project Team and Friends of Sydney Gardens) April – June 2016
3. Census 2011 information for Abbey, Bathwick and Walcot Wards
4. Analysis of IMD data from B&NES
5. Teenager Survey (Project Team) June 2016
6. Public consultations (Project Team) in June, July and August 2016

5.5 Community Survey – November 2013

A total of 300 adults were interviewed at home within the 1-2km walking distance catchment of the park, bounded by Camden Road to the north, The River Avon to the west and Bathampton Down to the east. A quota sample method was used to give a sample stratified by residential location, age, gender and economic activity representative of the catchment. People from all walks of life were represented: from the retired home owner living in Bathwick to the social housing tenant with young children in Snow Hill. Some 41% of respondents were aged 18-44 and 30% of all respondents had children under the age of 18 in the household. The majority of respondents were White (89%) with a small percentage each from Chinese, Asian, Black, Mixed and other cultural backgrounds.

The key findings from the Community Survey were:

- 92% of local residents had been to Sydney Gardens, visiting on average once a week
- 51% visited at least once a month
- The main reasons to visit were to walk, visit the canal, use as a through route, to relax, use the children's play area or combined with a visit to the Holburne Museum
- 65% of people with junior or senior school children said their children used the park to meet up with friends, as a through route, to visit the canal or use the play area.

No significant barriers to use were identified, other than the absence of things to do there (7%) a lack of time or it being too far away. Over half had attended and enjoyed special events such as a lantern procession, art exhibitions and the Easter Eggstravaganza in recent years.

- 95% agreed that Sydney Gardens was a place for the whole community to enjoy
- 94% agreed that Sydney Gardens was an important amenity in the area
- More than 50% felt there was not enough to do and were dissatisfied with the play area.

Though not of concern to the majority, a significant minority raised safety issues about concealed spaces, poor lighting, sexual activity, drug abuse and drunkenness.

On the subject of need for the restoration project, there was widespread local support (78%), particularly among social housing tenants, for the principle of a restored and updated Sydney Gardens. People wanted:

- More events and activities – open air concerts, plays and performances; special activities for children and young people; art and craft activities
- A better play area
- A café
- More information about the history of the Gardens
- Nature trails and a natural labyrinth.

Some 25% of respondents expressed an interest in joining the Friends and 17% said they would be willing to help in the restoration and future care of Sydney Gardens.

5.6 Visitor Observation Survey April-June 2016

With the significant help of volunteers from the Friends of Sydney Gardens, a visitor observation survey of the users of Sydney Gardens was completed between April and June 2016 on fine weather days. A total of **1483 visitors** were counted and profiled **over 12 hours** of recording split between weekdays and weekend days and days in school term time and school holiday time. This indicates that there are around **124 visits per hour** to this park.

The user profile generated by the observation survey has been compared with that for the surrounding population drawn from the 2011 Census statistics (see Table 3 below).

Table 3: Catchment population and user profiles of Sydney Gardens

		Abbey Ward ¹	Bathwick Ward ¹	Walcot Ward ¹	Observation Survey ²
Gender	Male	51%	50%	51%	52%
	Female	49%	50%	49%	48%
Age	0-4	3%	2%	6%	6%
	5-15	4%	6%	10%	10%
	16-19	21%	62%	49%	7%
	20-44				49%
	45-64	20%	14%	24%	19%
	65+	17%	17%	11%	11%
Cultural	White	88%	85%	91%	92%
	Mixed	2%	2%	3%	<1%
	Asian	4%	4%	2%	6%
	Black	1%	1%	2%	<1%
	Chinese	4%	7%	2%	2%
	Other	2%	1%	1%	<1%
FT students >18yrs		16%	51%	10%	not applicable
Disabled/limited		19%	12%	11%	<1%
Alone					22%
In a group					78%

Sources

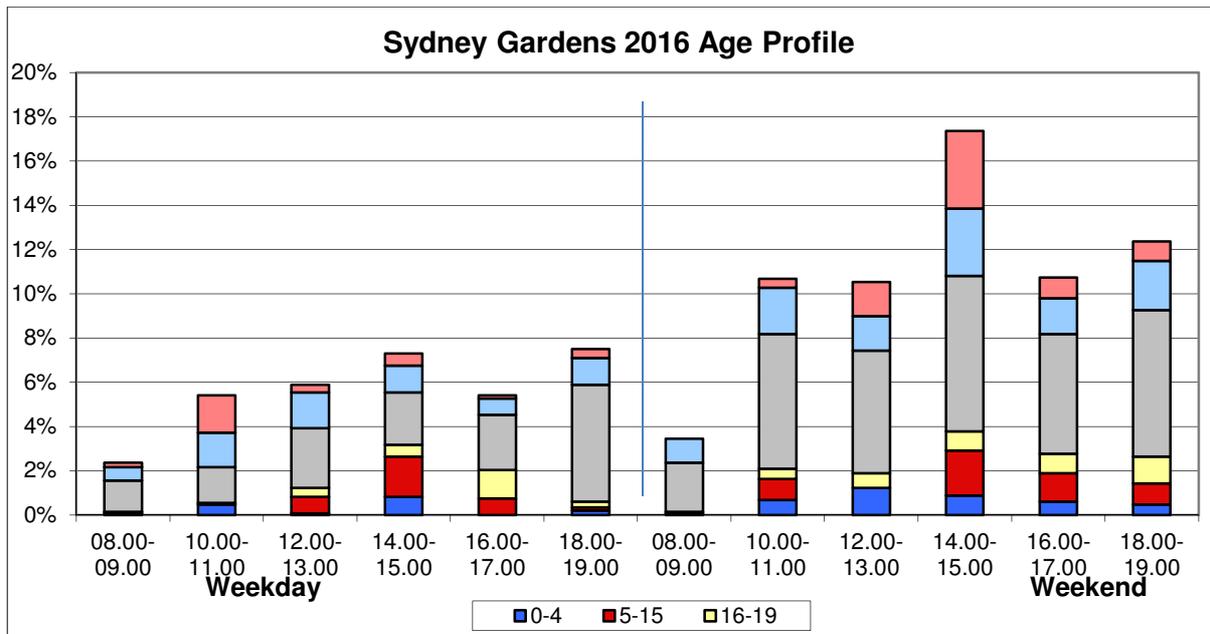
1 Census 2011 ward profiles

2 2016 Observation Survey of Users of Sydney Gardens

The observation survey results (Table 3 above) indicate that the profile of users in 2016 was predominantly young with 16% under 16 years and 56% between 16 and 44 years. This profile is most similar to the population of Walcot Ward, augmented with the presence of the student population in Bathwick ward linked to the University of Bath campus nearby. There may be some under-representation of people over 65 given that they form a significant percentage of the population in the Abbey and Bathwick wards and so too amongst the day visitors and tourists.



Table 4: Age profile of users of Sydney Gardens



The fairly even split between males and females indicates that females are not put off from visiting this park and the high percentage of those observed to be in a group indicates that this is an already very sociable park.

There were slightly fewer users from non-White cultural backgrounds than might have been expected given the local population profile and the attraction of the park to tourists from around the world. The most striking discrepancy is the virtual absence in the park of anyone with an observable disability despite the fact that there is a high percentage of such people in the surrounding wards. This group in society would seem to be experiencing barriers to visiting this park.

Using the visitor observation survey results, the calculation of the current annual number of visits (as shown in Figure 1 overleaf) indicates that this is already an exceptionally well visited park and especially so given its modest size. With an estimated **465,778** visits per year many people will be able to benefit from the improvements planned for Sydney Gardens. The average visits per hour indicate that there are roughly twice as many visitors on weekend days compared to weekdays (see Table 4 above for an illustration of the overall pattern of use across the week).

Figure 1: Estimate of Annual Visits to Sydney Gardens in 2016

	Total Visits	Number of Hours	Average Visit per Hour	12 Hours Per Day	Days per year	TOTAL
Weekday	501	6.0	83.5	12	261	261522
Weekend	982	6.0	163.7	12	104	204256
				Estimated Annual Visits		465778

Table 5: The primary activities of Sydney Garden Visitors

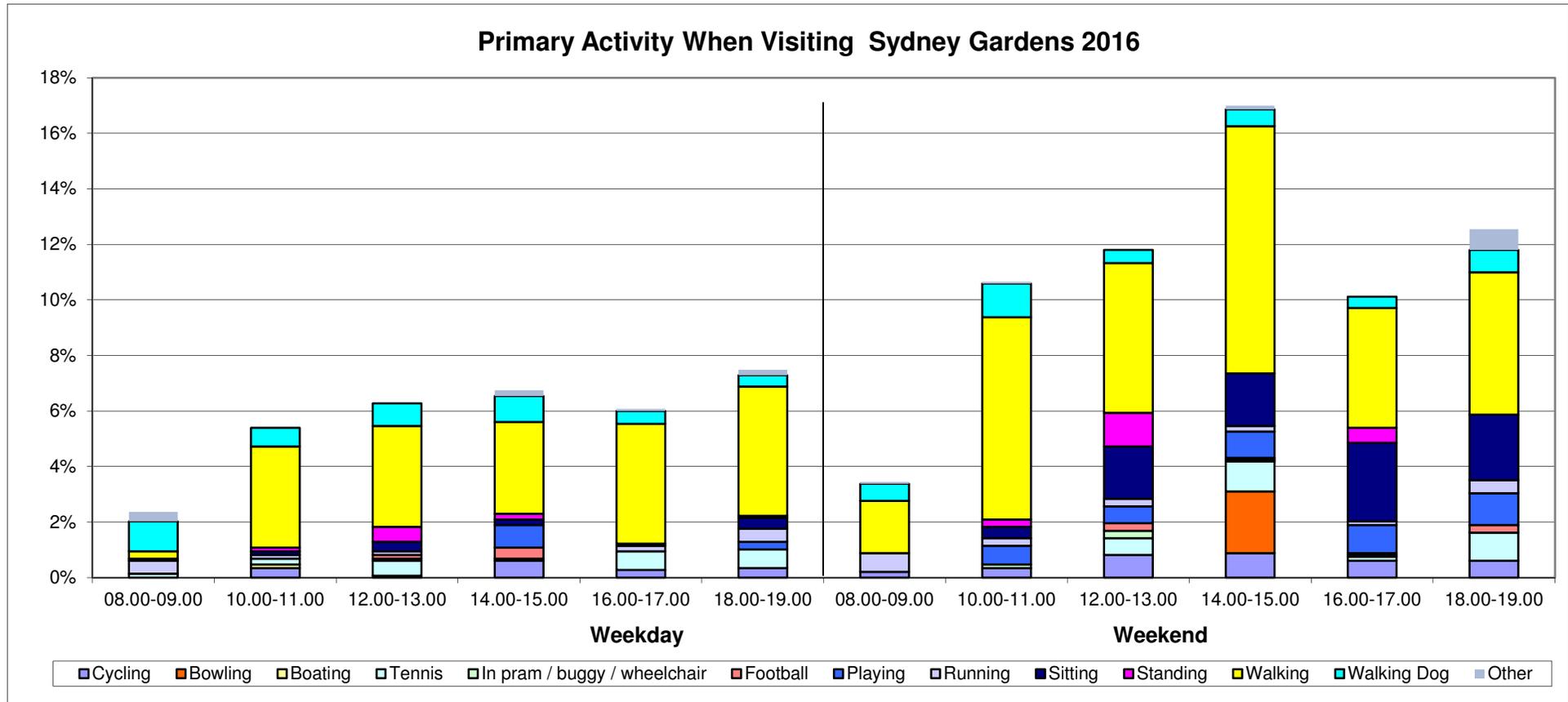
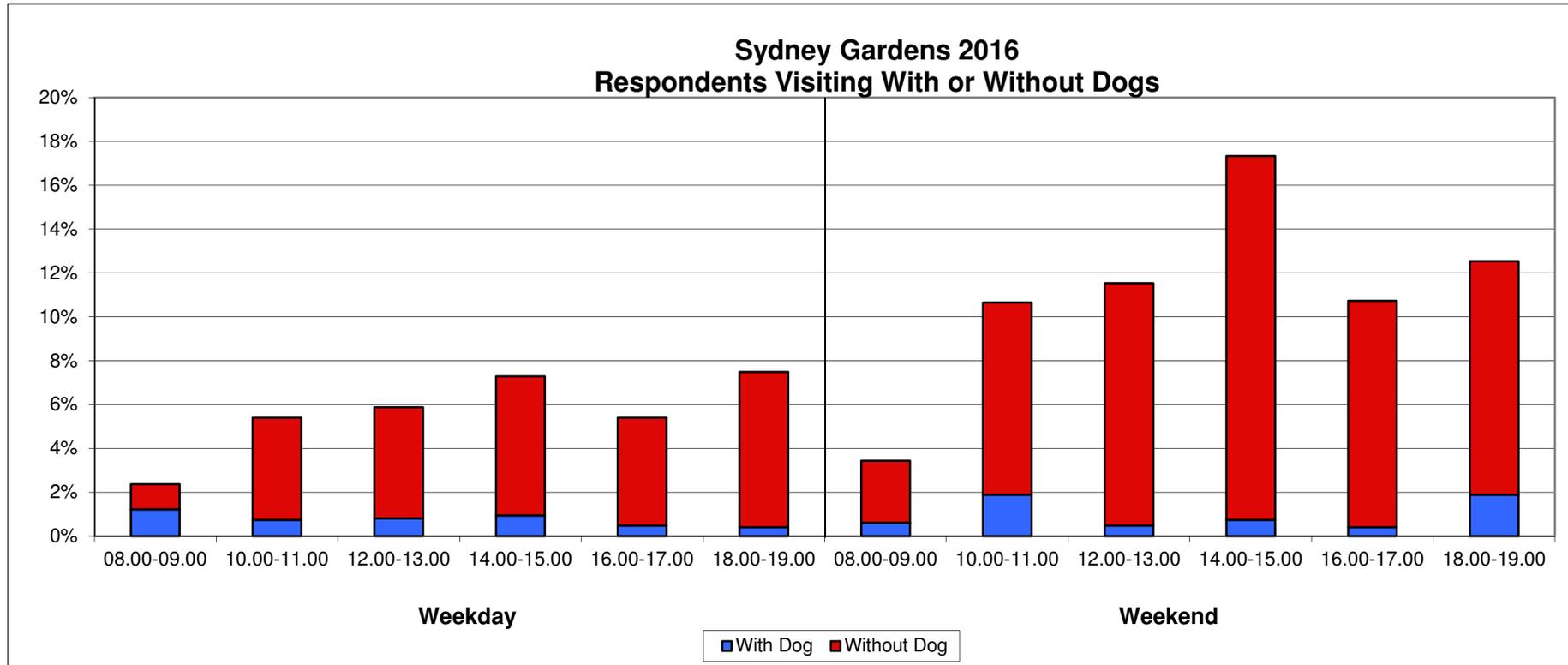


Table 5 indicates that the majority of visitors were walking (63% including school children, students, shoppers and workers through routing), sitting (11%), walking the dog (9%), playing (6% and mainly in the play area), cycling (5%), running (5%) or playing tennis (5%). The rest were seen standing taking in the view or taking photographs, playing ball games, bowling, boating and skateboarding. In the finer weather at weekends it was typical to see many groups of people spending several hours in the park, reading, sunbathing and socialising over a picnic. Please note that the vertical colour coding of the columns (from the bottom to the top) reflects the activity codes reading from left to right.

Table 6: Respondents visiting with or without dogs



Only 10% of users were in the presence of one or more dogs, and the majority of dog walkers visited from early to mid-morning during the week (see Table 6). Only 23% of dogs were kept on the lead and 77% were observed to be off lead. Dogs were excluded from the play area. It was reported that some dog owners allow their dogs to roam in the tennis courts, which it was felt should be prohibited.

The distribution of visitors throughout the park was concentrated along the central path along which are located the key buildings of interest and the major bridges over the railway and canal. Congestion at the gateway leading to and from the canal towpath and between pedestrians, parents with buggies and cyclists was notable. The paths leading to the play area and around the boundaries of the park were the least well used. It was also noted that leisurely visitors liked to meander around the path network and all the lawn areas were well used. Tree climbing, playing hide and seek and collecting the fallen blossom off the cherry trees were all popular activities. The paths around the lower central lawn were a popular location for children on bikes to circle round.

5.7 Steering Group meetings from 2015-2016

The Friends of Sydney Gardens, the local ward councillors, representatives from the Holburne Museum and the local residents associations have met every six weeks with B&NES staff since 2015 to develop the restoration proposals and review the outputs of the Project Team. The Project Team attended all the Steering Group meetings between April and July 2016. The members of the Steering Group:

- Value the heritage features of the park and the many layers of history about the landscape, people and events associated with it
- Value the sense of peace and tranquillity it imbues in visitors and would not want to see that special quality lost through the over commercialisation of the park post-restoration
- Are tolerant of the vulnerable people who make use of the park including rough sleepers and members of the LGBT community
- Are concerned about the danger to others caused by inconsiderate cyclists and skateboarders
- Wish to see the Council fulfil its role in caring for the park and its visitors
- Have already volunteered their time and other resources for special projects (such as bulb planting, litter picks, running guided walks for tourists and publishing a regular newsletter for 1000 local residents) and will continue to do so
- Work well with the local police and local schools to monitor and address anti-social behaviour in the park.

5.8 Stakeholder Forum May 2016

A workshop was held to which representatives from 80 local organisations (from the heritage, community, education, health and wellbeing, social care, disability, arts, sports and recreation sectors) were invited. The full list of invitees is set out in Appendix A. A total of 32 representatives attended the workshop and participated in group discussions focussed on the heritage, landscape, play and activities. This group of well informed stakeholders wished to see the:

- Production of a comprehensive heritage statement on the heritage features of the park
- Creative and imaginative interpretation to meet all needs
- Restoration of all the buildings in the park and new uses found for the Bothy and Bowling Pavilion
- Relocation of the Depot
- Improvements to street furniture, lighting and signage
- Retention of tennis facilities
- Upgrading of play facilities and the installation of new features
- The reduction of conflict between pedestrians and cyclists within the park
- A café with an offer aimed at families
- A lively, but not too noisy, programme of events and activities for all ages and abilities but young people in particular
- Opportunities for volunteering to enhance the landscape, support visits, create an archive and improve people's health and wellbeing.

In a number of follow up emails from this Stakeholder Forum a number of additional points were raised from parent governors and PTA representatives from the local schools concerning the potential for greater use to be made of the park for formal learning and after school activities.

Teenager Survey – June 2016

Given the views of parents in the 2013 Community Survey that there was not enough for older children to do in the park, the proximity of the park to a large secondary school (King Edward’s School) and the prevalence of young people in Walcot Ward in particular, it was considered important to gather the views of teenagers. In June 2016, 26 teenagers completed a short questionnaire survey in the park and another seven answered the survey online.

Though only a small sample, the findings confirmed the parents’ views (expressed in the 2013 Community Survey) that young people:

- Liked Sydney Gardens principally as a place to meet up with friends and relax
- Valued it for its natural beauty, the quality of its grounds and its safety
- Were put off from visiting by the lack of things to do, the dark quiet corners, and its distance from home
- Would like to see more adult-sized play and fitness equipment, special events, a performance space, plenty of benches and display space for artworks.

Table 7: Teenager Survey 2016 – Barriers

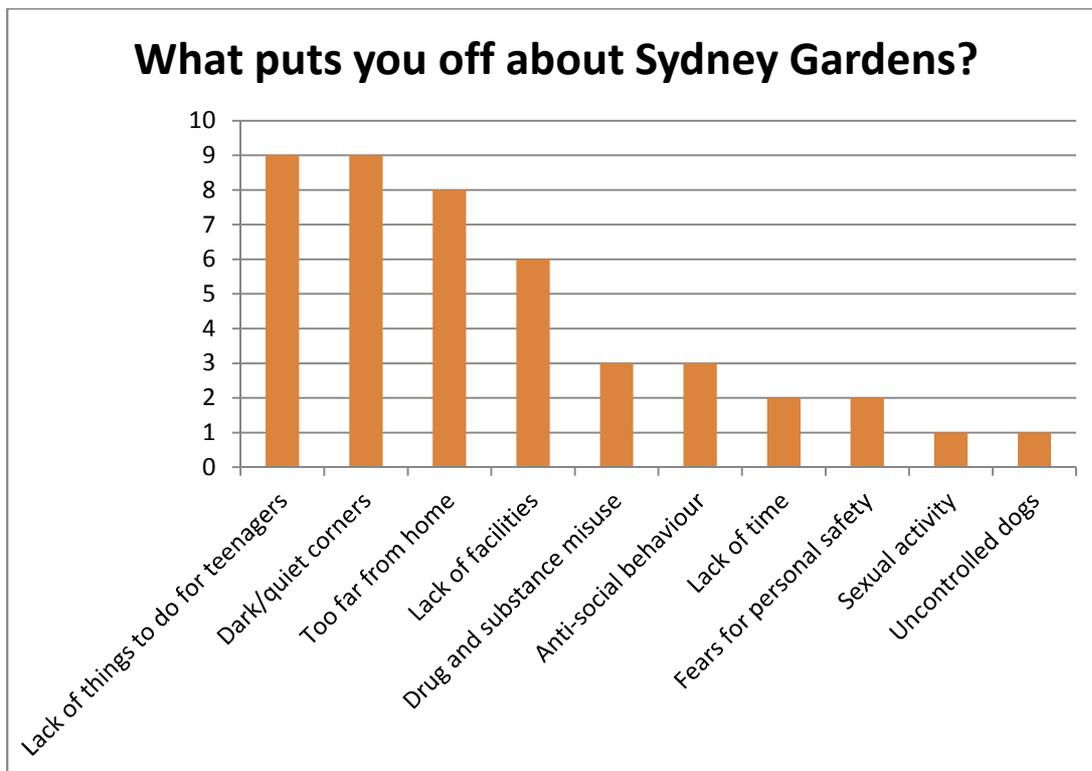
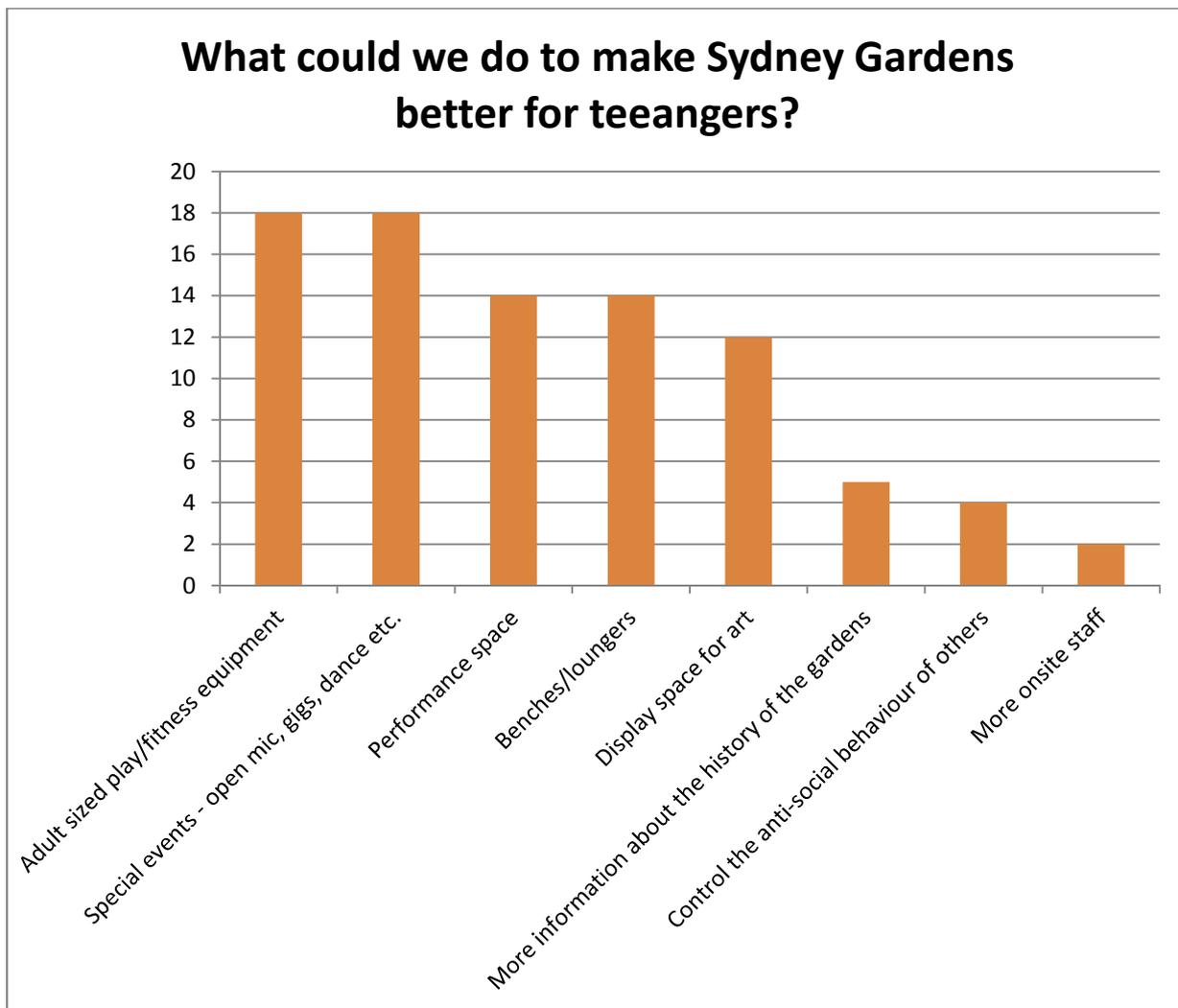


Table 8: Teenager Survey 2016 – Suggested improvements



The following quotes from the teenagers were typical:

“Could do with more activities and seating. Very nice apart from when a train passes. The tennis courts need to be renovated. Big bean bags might be a cool addition.”

“I would come to gigs with my friends and open mics.”

“Special events – not too noisy”.

“Add space for get-togethers, festivals e.g. a permanent tent or sheltered area – not a stage.”

5.9 Public Consultation on Draft Proposals June 2016

A public consultation event was held outside the Gardener’s Lodge in Sydney Gardens in June 2016 (during the half term holiday) from 1-6pm on a warm, dry and sunny day.

The proposals were presented on nine photographic panels highlighting the restoration challenges and their potential solutions. Five members of the Design Team and six

volunteers from the Friends were on hand to explain the details. The participants were asked to place green dots beside the proposals they liked and red dots against those they disliked. They were also encouraged to add comments and further suggestions on post-it notes.

Supervised play activities were provided for young children to enable their parents to fully participate in the consultation. A total of 125 adults gave their responses to the draft proposals. Ideas were also collected by the Play Rangers in conversation with a handful of young children and 26 teenagers completed a questionnaire (the results of which are reported on in the previous section).

The profile of participants at this public consultation was fairly evenly spread across the age groups and participants from non-White backgrounds totalled 6% (see Table 9).



Responses to our draft play and pleasure proposals 2 June 2016

Table 9: Profile of respondents to the Public Consultation 2nd June 2016

Age group	Total*	%
Under 16	26	17.2
16-19	17	11.2
20-44	43	28.5
45-64	31	20.5
Over 65	34	22.5
Total	151	99.9%

It is the results of this public consultation in June 2016 that more than any others have informed the revision of the draft proposals and shaped the final proposals on heritage, landscape, play and activities submitted in the 2016 Round 1 bid. They are therefore published in full in Table 10.

Table 10: Points raised in the public consultation 2nd June 2016Points that run counter to others are presented in *italics*.

	Buildings	Yes	No
1	Restore and repaint the canal bridges	49	1
2	Clean the stonework of the Gardener's Lodge	17	8
3	Restore the structure of the cast iron toilet – Gentleman's	32	2
	<ul style="list-style-type: none"> You also need to restore the Ladies toilet. Display the history of the park in the toilets. Restoration requires a use for the derelict buildings including the toilets otherwise they will fall into disrepair again. 		
4	Restore the stonework and interior of Minerva's Temple – add seating and interpretation	40	0
	<ul style="list-style-type: none"> How would you interpret this 1909 building? New seating yes – <i>interpretation not sure</i>. 		
5	Restore the stonework and interior of the Loggia – add new seating and interpretation	37	1
	<ul style="list-style-type: none"> New seating yes – <i>interpretation not sure</i>. Put tables inside. 		
6	Find a new use for the Bothy	35	3
	<ul style="list-style-type: none"> An office/green room for proposed performance area. Accessible space for parents to feed children in a sheltered environment. Café. Ice cream. A small store with water, tissues, nappies, sand toys, balls etc? Sports equipment hire. Information kiosk. Artist's studio/gallery. 		
7	General comments on buildings		
	<ul style="list-style-type: none"> Ensure the interpretation of the buildings is linked and reflects their connection with the landscape - not just be about the individual buildings. Use digital media to provide richer interpretation information without signage everywhere. Explore forms of interpretation other than text panels e.g.' solar/wind up audio forms. Introduce little history plaques denoting former visitors like Jane Austen etc. What does 'interpretation' mean exactly? Informal undercover seating areas are required for those who just want to sit quietly with shelter from the weather but without the requirement to buy anything. Somewhere permanent to eat and drink – inside and outside – brunches, snacks, kids meals, drinks. <i>No café.</i> 		
	Landscape	Yes	No
8	Create a welcoming garden with new planting and seating around the Gardener's Lodge	33	0
	<ul style="list-style-type: none"> <i>Is this necessary? We enjoyed a peripatetic outdoor production here one summer evening.</i> <i>Don't agree that current planting is lacking in interest or is unpleasing.</i> New planting needs to be watered and looked after. There's nothing wrong with 'derelict' areas of unattended weeds and wildflowers in odd unexpected corners. We should not try to control the whole park with a purpose – let's have purposeless areas as well – for the blackbirds. 		
9	Create an amphitheatre as a quiet space on the sloping ground on the site of the depot.	37	4
	<ul style="list-style-type: none"> Could have outdoor theatre/puppet shows etc. That would be great. 		

	<ul style="list-style-type: none"> • <i>Quiet? Surely not by definition. Think of the roaming beasts and roaring crowds or productions.</i> • Is there a possibility of bringing back to life the ruins of the pavilion in the depot? • Terraced setting with peaceful view of a fountain. • Future funds need to be secured to avoid the new features becoming neglected. 		
10	Create a community orchard on the site of the existing play area – the latter to be relocated elsewhere.	20	22
	<ul style="list-style-type: none"> • Need controlled bee hives to pollinate fruit. • Yes to blossom and encouragement of bees, fruit and birds! • Lovely to have a wild natural play area. • Needs upkeep/input from Transition Bath. • Tree dressing. • <i>Grow grapes not an orchard.</i> • <i>The play area is actually very private for the young children (x2) and much used after school.</i> • <i>Vastly increased cost of maintenance.</i> • <i>When I looked it was well used.</i> • <i>The play area is a great resource for small people – locate elsewhere if you must but keep it!</i> • <i>Yes – I think it's great as it is and where it is.</i> • <i>Keep the play area where it is and put the orchard on the tennis courts.</i> 		
11	Restore the framework and replace the gates of the main entrance	32	3
12	Re-open the Beckford Road gate	25	3
13	Improve the entrance to the canal towpath	8	26
	<ul style="list-style-type: none"> • This is a magnificent gate – please do not botch it! • Don't lose this!! • You cannot possibly lose this feature – the gate is beautiful and unique. • Clarify what 'improve' means. • Don't lose /change this gate but additional access could help. • Preserve this entrance but create a new one with ramp. • This would be a good location for a statue/profile plinth of Jane Austen. 		
14	Widen entrance at the top of Sydney Road	16	5
15	New entrance on Sydney Place	4	1
	<ul style="list-style-type: none"> • Need pedestrian crossing by the existing side access on Sydney Place. • Need safer pedestrian and wheelchair crossing by existing entrance. • Not clear whether the old and new one would be used. 		
16	Create new public access into the current allotment area for pedestrians and cyclists	5	0
	<ul style="list-style-type: none"> • What evidence have you produced to support three new entrances, a huge play area and removal of the tennis courts. Do a demographic survey first. • Need foot pumps and other cycling facilities. • <i>No – this small park should NOT be used as a short cut by cyclists – get off bike and push.</i> • <i>Towpath has become a race track for cyclists – more will come so do not make entry into the park too easy for cyclists.</i> • <i>Cyclists in the park are a danger!!</i> 		
17	General comments on landscape and access		
	<ul style="list-style-type: none"> • Refurbish park benches (x2). • Provide more wooden benches around the park, with low ones for small children. • Benches to sit on overlooking lawns please. • Need a drinking fountain (x2). • Please continue to keep the laurels very short. • The low level metal barriers on either side of the path from the main entrance provide character and must not be replaced with a modern brutal 'safe' solution. 		

	<ul style="list-style-type: none"> • What kind of wayfinding will you provide? Finger posts or something more imaginative? • Signage for Cleveland Pools at both Beckford Gardens gate and on the canal entrance gate would be appreciated in readiness for their re-opening in spring 2018. • Can you provide a lit route (x2) to encourage use (in winter evenings) and discourage unsuitable use? 		
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	Fun and Pleasure	Yes	No
18	Relocate the play closer to the main entrance with tree and shrub planting and plenty of grassy space too	21	8
	<ul style="list-style-type: none"> • Yes if it is maintained properly. • More natural and organic looking playground. • Trees and shrubs for playing in and climbing. • More benches in the play area please. • For ideas visit the excellent Barton Country Park in Bradford on Avon. • Sort out the rats in play area. • Need a covered area for reading when raining. • Must have access to drinking water. • Play area currently is safely contained – important (x2). • Improve existing play area and do not expand it (x2). • <i>Why change what is good. There is Parade Gardens for visitors to sit and listen to music, drink tea etc.</i> • <i>Sydney Gardens is an elegant place that should be maintained as such. Children have play areas in plenty of other parks. Please not a focal point here.</i> 		
19	Timber play equipment	24	4
	<ul style="list-style-type: none"> • Photograph is very reminiscent of Belgium's Province-domein Kessel-Lo Park (Blosso near Antwerp). My children have the most wonderful memories of living there with access to these spaces. 		
20	Sand and water for creative play	18	13
	<ul style="list-style-type: none"> • Sensory play is inclusive of children of all ages and abilities. • <i>Worried that litter/rubbish would ruin the sand area.</i> • Make the sand the type which will make sand sculptures and put in raised bed at wheelchair height. • Dogs need to be restricted. • Hard surface water play e.g. Granary Square at Kings Cross - lower maintenance? • Is Splash & Ripple's adventures still available? • <i>A place of peace and quiet?</i> 		
21	A ball play area with a single hoop and seating for older girls and boys	19	16
	<ul style="list-style-type: none"> • Definitely. • <i>Older kids especially boys should not be in close proximity to younger ones. They will be intimidating.</i> • Could you use one of the tennis courts near park? • Location. 		
22	Overall design concept for play zone with maze/labyrinth, play mound, ball play, young and older play areas, water and sand between the bowling pavilion and the main entrance	20	19
	<ul style="list-style-type: none"> • Would love a maze! • A maze. • Maze a great idea. Honours the past structure of the gardens while being a great place for children (and adults) today. Is it a maze or a labyrinth? Labyrinth has much deeper history. • Use false grass on the play mound – easy to keep and doesn't get dirty so child friendly. • See children's play area at Chew Valley Lake for all ages. 		

	<ul style="list-style-type: none"> • Play area will need far more equipment for children. • A castle – Bristol. • Some people enjoy segregation. It is an unpopular view but some of us don't enjoy the noise and disruption of children. • <i>Not segregating areas for children/young people from the rest of the gardens is very important. This is a cross-generational place.</i> • <i>Older kids will not want to share this play zone – very uncool.</i> • <i>Keep the small children's area separate as they can be overwhelmed by older ones.</i> • <i>What demographic evidence is there to justify the play area?</i> • <i>Is there an established need for a play area?</i> • Yes. • Climbing frame. • Large scale chess game. 		
23	Areas for activities such as yoga	16	4
	<ul style="list-style-type: none"> • Activity trail using natural features. • Sydney Gardens is a lovely local open space to exercise dogs. Dog walkers are probably currently the biggest users of the park. • <i>Don't fill it all. We have to have access to areas without formal stimulation – as do children to encourage imaginative, free play.</i> • <i>Don't overdo it – it is a haven of peace.</i> 		
24	Artful play features such as the oak leaf swing	25	12
	<ul style="list-style-type: none"> • Place around the park with a trail for children/adults to follow and climb on/over. • Yes a parkour type of trail as in Switzerland – using muscles for any age group. • <i>It will get mucky and break in no time.</i> • <i>Only new features should be introduced where future maintenance funding is secured.</i> • <i>Too much space for play.</i> • <i>Don't turn historic gardens into any kind of theme park. Kids play area should be kept in one place.</i> 		
25	Play features that reference the site's history such as a sham castle folly	11	11
	<ul style="list-style-type: none"> • Great to present the many layers of the history in such an attractive accessible form, from the Georgians through Brunel to today. 		
26	Sculptures partly hidden in the shrubs such as a frog, to discover	19	8
	<ul style="list-style-type: none"> • These could be used for educational activities as well as playful activities. Great for schools, parents etc. 		
27	General comments on play and pleasure		
	<ul style="list-style-type: none"> • Fitness trail. • Hall hire for parties, group events etc. • Outdoor permanent public piano. • Concentrating on elements for very young children will naturally attract a wider demographic. 		

	Activities	Yes	No
28	Illuminations <ul style="list-style-type: none"> • Bournemouth has a wonderful seasonal candles in bottles display which children and adults light with a taper. • See 'Vivid Sydney' your namesake's city wide illumination event in Australia. 	17	6
29	Outdoor art exhibitions	14	6
30	Tai chi	12	3
31	Yoga	12	12
32	Concerts, gigs and jamming sessions <ul style="list-style-type: none"> • OK providing amplifiers are banned (x2). • Need to offer activities for younger people and all. 	13	12

	<ul style="list-style-type: none"> • Skateboarding is a really good way of bringing older young people into the park without risk to them. • <i>Kids use the main path for skateboarding at great speed which creates conflict with other users.</i> • <i>A terrible idea (x2). Gardens are for nature, peace and quiet.</i> • <i>There are bands in Parade Gardens – keep Sydney Gardens quiet.</i> 		
33	Performances <ul style="list-style-type: none"> • Book Bath Spa band – Bath’s only brass band. 	13	4
34	Sunday afternoon proms	15	0
35	Picnics in the Park	12	0
36	Activities for older people <ul style="list-style-type: none"> • Retain bowling green (x4) • Boules (x2). • Indoors as well as outdoors activities. • <i>Such as (x2)? Another daft idea.</i> 	11	1
37	Other activity ideas		
	<ul style="list-style-type: none"> • Retain all/more tennis courts (x4). • Outdoor gym equipment as seen on Clapham Common (x2). • Where will the bowls green be (x3)? Penalising over 65s outdoors and also indoors in Bath!! How do we keep active?? • Fund raising events. • Small crazy golf in children’s play area. • Cycle training for adults and children. • Private photographer for family portraits in beautiful setting – income generator for B&NES. 		

Other Comments

<ul style="list-style-type: none"> • Fantastic opportunity to do something really life enhancing for all the community of all ages. • Concentrate on restoring the real stone treasure - Temple, Loggia and others - first.
<ul style="list-style-type: none"> • I wish to preserve the peaceful quiet ambience with restored park benches and a small café like the old garden cafe. Do not allow Holburne to influence development!
<ul style="list-style-type: none"> • Restoration of the historic features and low maintenance planting should take precedence over introducing new features which may incur unfunded maintenance costs in the future.
<ul style="list-style-type: none"> • As a local resident I am very keen that the improvements do not attract extra traffic to the area as people can park in our residents’ bays at the weekend which means we won’t be able to. If the improvements make the park a destination, extra car parking in the park must be made available.
<ul style="list-style-type: none"> • Dogs on leads only.
<ul style="list-style-type: none"> • Provide a picnic area with combined table and bench sets (and litter bins) to encourage lunch eaters and family picnics.
<ul style="list-style-type: none"> • Keep bowling green until no longer needed then convert to two grass tennis courts. Wimbledon attracts interest in playing on grass so a destination for the public to try it would be a real attraction.
<ul style="list-style-type: none"> • Would be lovely to have the railings around the perimeter restored. • Cyclists must dismount and walk. Some are too fast!
<ul style="list-style-type: none"> • Should be restricted use by cyclists and skateboards (x2) – very dangerous for pedestrians enjoying the park and anti-social.
<ul style="list-style-type: none"> • Would like a cheap popular café, like the old garden café (x2).
<ul style="list-style-type: none"> • Will the existing kiosk catering concession have an opportunity to be considered to run a new café facility?
<ul style="list-style-type: none"> • A coffee bar or pizzeria in the bowls pavilion would be good (email contact supplied).
<ul style="list-style-type: none"> • Can you provide more publicity for the Peace Tree please?
<ul style="list-style-type: none"> • An excellent exhibition – congratulations.

Comments from young children (gathered by the Bath Area Play Project staff)
<p>Likes:</p> <ul style="list-style-type: none"> • For local people, so quieter than other parks. • Wooded areas. • Walking distance from home. • Safe as enclosed if you have more than one child to watch.
<p>Dislikes:</p> <ul style="list-style-type: none"> • Lack of directions, bins, dog poo bins. • Water fountain/tap for drinking water.
<p>To make it better:</p> <ul style="list-style-type: none"> • Have fun activities to do when walking through so it's not boring if parents want to take you for a walk/short cut. • Sand play. • Water play on a small scale. • Do not make it commercial like Victoria Park is.

5.10 Summary of what we learnt about our current audiences

Bath residents:

- 93% of Bath residents think green spaces are important and quite important to their everyday lives
- Walking is the normal mode of travel to green spaces
- Local parks were the most commonly used green space by teenagers
- The barriers people face include, being disabled, limited time, cost of parking, dog fouling, lack of toilets and inadequate welcome signage
- 59% wanted improvements to their parks and recreation grounds; 41% to play areas and 36% to facilities for teenagers.

Day visitors and tourists:

- In 2013 there were approximately 967,000 staying visits from UK and overseas visitors combined with 4.8 million day visits
- Bath typically attracts adults in the middle-to-older age groups with a high proportion from the more affluent, AB socio-economic category
- The most popular activities were visiting attractions, eating out and shopping
- Walking in the countryside nearby Bath was amongst the popular activities for overnight stayers.

Visitors to Sydney Gardens:

- The profile of users in 2016 was predominantly young with 16% under 16 years and 56% between 16 and 44 years
- This profile was most similar to the population of Walcot Ward, augmented with the presence of the student population in Bathwick ward linked to the University of Bath campus nearby
- There was some under-representation of people over 65 given that they formed a significant percentage of the population in the Abbey and Bathwick wards and so too amongst the day visitors and tourists
- The fairly even split between males and females indicated that females were not put off from visiting this park
- The high percentage of those observed to be in a group indicated that this was an already very sociable park
- There were slightly fewer users from non-White cultural backgrounds than might have been expected given the local population profile and the attraction of the park to tourists from around the world.

- The most striking discrepancy was the virtual absence in the park of anyone with an observable disability
- The current annual number of visits indicated that this was already an exceptionally well visited park and especially so given its modest size with 465,778 visits per year
- On average there were 124 visits per hour and roughly twice as many visitors on weekend days compared to weekdays.
- 92% of local residents visit the Gardens and on average once a week
- The main reasons to visit were to walk, visit the canal, use as a through route, to relax, use the children's play area or combine with a visit to the Holburne Museum
- 65% of people with junior or senior school children said their children used the park to meet up with friends, as a through route, to visit the canal or use the play area.
- No significant barriers to use were identified, other than the absence of things to do there (7%) a lack of time or it being too far away
- Over half had attended and enjoyed special events such as a lantern procession, art exhibitions and the Easter Eggstravaganza in recent years
- 95% agreed that Sydney Gardens was a place for the whole community to enjoy
- 94% agreed that Sydney Gardens was an important amenity on the area
- More than 50% felt there was not enough to do and were dissatisfied with the play area
- Though not of concern to the majority, a significant minority raised safety issues about concealed spaces, poor lighting, sexual activity, drug abuse and drunkenness.

These findings have guided the development of our strategy for involving people in the restoration of the park and its future use and this is set out in the next section. They have also be used to guide the work of the Design Team in developing a set of capital works and activity proposals to bring benefits to the majority and minority users. These are summarised in Table 11 below together with their approval rating as gathered in the public and stakeholder consensus check events in July and August 2016.

5.11 Consensus Check with the Public and Stakeholders on the Draft Master Plan Proposals July – August 2016

In late July and early August 2016 the Project Team presented the revised master plan proposals for the capital works and the activity plan to the general public and stakeholders to test the level of public support for the project. Comments were invited:

- Online (from 23 July 2016 – 9 August 2016)
- From shoppers at Morrisons supermarket, London Road (23 July)
- Visitors to the park, the Sydney Garden Steering Group and stakeholders at a drop in event (all on 9 August).

In all 98 responses were received on the consensus check and there was strong support (more than 70%) for most of the master plan proposals (see Table 11).

At the Morrisons event around two thirds of the 33 respondents were from post codes north of London Road (and mainly from around Pera Road and Larkhall) in Walcot Ward, the rest coming mainly from Bathwick. In the August event there was a higher percentage of respondents from south of the river and principally from Bathwick (68% of the total respondents). Also in August there had been a campaign amongst local tennis players to ensure a large response to the consultation.

There were many appreciative comments such as '*Brilliant*', '*Excellent*', '*All really worthwhile*' and:

“It’s important to look after the historic features. I enjoy being able to walk down the canal from Grosvenor Bridge to get into the park.”

“I might be interested in volunteering – supporting visitors, doing walks, IT, leaflet and website design.”

“Overall a good plan to upgrade and modify the layout. Not sure if the lower tennis courts should be replaced. A detailed survey of use needs to be done.”

One person did not want to see the depot moved to the new location which he felt would be too near a dangerous road bend, some thought the statue/plinth ideas were too expensive and the money should be spent on other priorities.

Grandparents were concerned that raising the parapets by the train viewing area would make them too high for lifting up their pre-school grandchildren to see over.

The idea of a family café was well received and a secure buggy park, secure bicycle storage and an area for dogs were requested in the vicinity thereof.

Regarding the lower tennis courts, 33% were firmly against their replacement with a play area for older children and adults, with another 8% unsure. This proved to be the most contentious proposal and will need to be resolved at the next stage in the context of B&NES’s emerging strategies on tennis provision across the authority. Some asked for an equivalent number of courts (free to use) to be provided elsewhere in the city or to make the use of the upper courts free for the under 25s. Several requested that a formal booking system be introduced to ensure fair access to the courts at busy times. Others were content that the play area for older children and adults would compensate for the loss because it would encourage comparable active play.

Some mentioned the value of having the kick about area in the current play area so that young and older children in the same group could be accommodated and supervised in the same space. This has been accommodated in the latest revision of the master plan.

An earlier idea to convert the upper tennis courts to include markings for multiuse courts was not approved of and has been dropped in the latest master plan. So too has the idea of demolishing the derelict Victorian ladies toilet.

A number of people expressed enthusiasm for the biodiversity proposals.

TABLE 11: CONSENSUS CHECK WITH THE PUBLIC AND STAKEHOLDERS ON THE REVISED MASTER PLAN PROPOSALS JULY-AUGUST 2016					
PLAN REF NO.	FEATURES, *AP = ACTIVITY PROPOSALS	FACILITIES	AND	ACTIVITIES	% IN FAVOUR
1	Gates: main entrance gate restored; new gates to be opened on Beckford Road.				81%
4, 11	Play: a new play area located nearer to main entrance with a labyrinth, sand and water play features. New all-ability play, sport and fitness equipment, replacing the lower tennis courts and bowling green. More playful features e.g. swings and a sham castle throughout the park for all to enjoy.				60%
7	Amphitheatre: for small scale concerts and performances.				81%
9	Train viewing area: with seating.				74%
12, F, *AP4	New café and terrace facility: convert Bowling Pavilion to a community hub, providing a café with hot drinks and snacks, and a room for classes, clubs & meetings.				78%
16	Woodland garden: with viewing and seating areas.				76%
17	Canal access: minor accessibility improvements to the gateway that leads onto the tow path and new signage.				92%
19	Upper tennis courts: refurbished				91%
20	Statue locations: potential locations for statues of Jane Austen and Isambard Kingdom Brunel.				67%
E	Victorian toilets: refurbish gents and find alternative use; remove ladies.				72%
G & K	Minerva's Temple and Loggia: restored.				89%
H & I	Footbridges: restored.				71%
L	New depot and mess room: for gardeners, relocated to open up more of the Gardens to public access.				96%
AP1	A programme of events and activities for all ages: including festivals, picnics, art in the park, walks, talks, play sessions, get fit sessions and clubs.				85%
AP5	Volunteering and Training for all: provide opportunities supervised by the Community Ranger to enable people to volunteer their time to enhance the quality of the Gardens and visitors' experience of it (on e.g. nature conservation, gardening, archive, guided walk, event organisation and interpretation activities).				80%
AP6	Community Ranger: 3 year full time post to work with the local community, schools, universities, volunteers and others to deliver a wide range of learning and entertainment events linked to unearthing and celebrating the heritage of the Gardens.				72%
ANY OTHER COMMENTS:					
YOUR POSTCODE:					

6 Strategic decisions about involving people

6.1 Strategic approach

Having considered the findings of our surveys and consultations, the local policy context, HLF's desired outcomes and the aspirations of local people we have decided on the following strategic approach to engaging people in the heritage of Sydney Gardens:

- **Local residents** living within 2km of the park will be our primary target audience
- We will significantly increase the recreational and learning offer for the **youngest and oldest** members of the local community
- We will develop bespoke packages of therapeutic activities to appeal to our under-represented and vulnerable audiences including **the homeless, victims of abuse, people with disabilities and those suffering poor mental and physical health**
- We will develop bespoke packages for **formal and informal learners** and for young people in particular
- We will enhance the learning and pleasure of visits for **day visitors and tourists**
- We will encourage **those passing through** to stay longer and learn more about the unique heritage of the space.

6.2 Audiences

We have concluded that our main target audiences for the project should be:

- Local children and their families
- Teenagers and young adults
- Over 65s
- Vulnerable people
- People in poor health
- Day visitors and tourists
- Learners
- Through routers.

Sections of the older people in the catchment area and vulnerable people who do not presently use the park represent our fully new audiences. The local groups supporting these audiences include:

- Age UK
- Alzheimer's Society
- Bath Mind
- Bath Stroke Support Group
- Carrswood Day Centre
- Central Bath Music Therapy Group
- Deaf Plus
- Dementia Action Alliance
- Headway
- Healthy Families
- Julian House
- U3A
- Women's Refuge.

We have discussed the possibility of getting the park designated as the first dementia friendly park in Bath, with the Dementia Action Alliance. The circular path system (with no dead ends) the small 'rooms' within the landscape, the sound of birdsong, the potential for musical gatherings indoors and outdoors and the adult-sized play equipment, will all support the needs of this particular audience.

There are not too many schools and educational institutions within easy walking distance of the park but those there are include:

- Bathwick St Mary Primary School
- King Edwards School
- Little Willows Nursery
- St Johns Catholic Primary School
- Toddlealong Art Group at the Gardeners Lodge
- Toddler Group at St Mary's Church Hall
- University of Bath
- Widcombe Schools
- Youth Group at Bathwick Parishes.

The full list of stakeholders we hope to engage with further in the next phase is provided in Appendix A.

6.3 Vision

In working closely and directly with individuals from all these audiences over recent months we have created a draft vision for the project which we believe captures the spirit of the place and people's aspirations for it in the future. The draft vision is:

The renaissance of this beautiful and tranquil Pleasure Garden as a unique, fun and restorative environment for all ages; its illustrious history of architecture, people and events told and experienced in witty and multifarious ways.

6.4 Themes

A number of themes have emerged in discussions with the public and our stakeholders around which we would like to develop our detailed proposals for activities and interpretation during the development phase. These include:

- Play for all
- Jane, Isambard, Victoria and more (famous people)
- Pleasure through the centuries
- Buildings, bridges, canals and railways
- On the wild side
- Wellbeing.

6.5 Partners

We have also begun to develop some outline bespoke activity packages with potential delivery partners from amongst our stakeholders, and these are set out in the next section of the report. We would like to refine, pilot and confirm the details of these bespoke packages during the development phase (and create more), ready for full scale delivery, following the completion of the capital works programme.

6.6 Outcomes

We understand that any project funded through HLF's Parks for People programme must make a difference for the heritage, people and communities. Of the 10 outcomes HLF specify we will aim to make a difference specifically through the delivery of our Activity Plan to seven of them, as follows:

HLF Outcomes for Parks for People Projects
The heritage will be:
<ul style="list-style-type: none"> • Better interpreted and explained • Identified and recorded
People will have:
<ul style="list-style-type: none"> • Developed skills • Learnt about the heritage • Volunteered time
Communities
<ul style="list-style-type: none"> • The local community will be a better place to live, work or visit • More people and a wider range of people will have engaged with the heritage

In setting out our draft Outline Action Plan we have identified which of these outcomes and the audience a particular activity will address.

6.7 Resources

To develop our relationships with, and the involvement of, our stakeholders and delivery partners in the development of the detailed Activity Plan we would like to employ a part time Community Ranger during the development phase. Ideally the same person would also be employed in the delivery phase to ensure the smooth implementation of the Action Plan and to be the main contact for the stakeholders.

6.8 Interpretation

There is a desire to minimise the need for more signage in the park and to utilise smart technology to aid interpretation, access and learning. The themes for the interpretation strategy will include some of those that have emerged for the project as a whole including:

- Jane, Isambard, Victoria and more (famous people)
- Pleasure through the centuries
- Buildings, bridges, canals and railways
- On the wild side.

We have been exploring the possibility of installing two IT beacons in the park which will form part of an iBeacon trail throughout the city. The company developing this trail, BLISPA, will train up our volunteers to help visitors access the interpretation and to develop new trails and information that visitors will again be able to access using the iBeacon. The concept of the BLISPA app trail is that small beacons hidden in and around the park trigger the app which can present tour information, games or news. The platform allows content to be created without specialist skills, making it easy to create a catalogue of tours and games, and an inbuilt facility for monitoring and quantifying use. This could be utilised by any groups with an interest in the park, thus supporting wider community involvement in presenting the park. Examples might include a:

- Labyrinth game for teens
- Nature game for children
- Jane Austen experience
- Vauxhall heritage
- Fitness trail.

B&NES Parks staff have good access to the park's web page on the B&NES website and anticipate being able to develop this web page to provide content and further links to the many layers of history associated with the park. There will be a Wi-Fi connection in the new café giving good coverage across the park.

A local archive and oral history project, led by the Holburne Museum and involving volunteers and the Friends in particular, will generate further content.

We anticipate using every event and activity to include references to the heritage of the park and its value to society.

The Holburne Museum has expressed an interest in providing a contemporary artist to chart the story of the restoration of the park over a six month residency. This will leave a legacy of artefacts that can be accessed in the park and online to add to the interpretation assets.

The interpretation strategy and the design of materials will be developed further around the themes described above with input from the Community Ranger, the Holburne Museum, BLISPA, the Friends and design consultants.

6.9 Learning

There will be several strands to the development of a learning strategy for the park. We are aiming to provide:

- Downloadable resources for self-led visits by schools, colleges and university groups based on their formal learning requirements, the national curriculum and schemes such as the John Muir Award and Forest Schools
- Joint learning activities developed with the Holburne Museum around art in the park and pathways to wellbeing themes
- Space for informal learning in the pavilion for clubs and societies to meet
- Field work sites for students on the MA in Heritage Management at Bath Spa University and the MSc in the Conservation of Historic Buildings at the University of Bath.

The John Muir Award which we hope will be attractive to local secondary school and youth groups encourages participants to meet four challenges:

- Discover a wild place (which can be a park or a mountain top)
- Explore it in an active way
- Conserve it by taking personal responsibility
- Share the experience with others.

It can link directly with curriculum and cross-curriculum studies in subject areas such as geography, science, social studies, art, music, English, maths and IT.

6.10 Volunteering

The physical restoration and activity programme will generate numerous opportunities for people to volunteer their time. The Friends already contribute many days each year to caring and enhancing the park for the heritage and visitors. B&NES has and will continue to provide formal community volunteering training and the Holburne Museum has offered to provide training in archiving, curating, archive website development and events management.

There will be additional opportunities for volunteers to help with wildlife surveys and to lead wildlife related walks and talks in the park connecting through to the adjacent green and blue spaces close by.

It will be the Community Ranger's role to develop an attractive and well supported offer for volunteering.

6.11 Training

At the centre of our emerging training strategy (see Table 12 below), B&NES wish to use the restoration project to formally train one horticultural apprentice and provide work experience for a Heritage Landscape Management intern.

In addition there will also be informal training provided by a variety of local organisations and sessional workers on:

- Basic horticultural skills for volunteers
- Research and archiving
- Leading volunteer tasks
- Leading guided walks
- Ecological surveys
- Visitor surveys
- Leading health and fitness activities
- Event management.

Table 12: Outline Training Plan

Aspect of Project	Trainees	Training Needs	Method of training
Competence in training volunteers to undertake practical work	Project Manager Community Ranger	Train the trainer: tool safety/ risk assessments	TCV, Bristol City Council
Working with vulnerable adults	Project Manager Community Ranger, all volunteers	Safeguarding training/ equality and diversity training	B&NES HR and safeguarding officers
Training key volunteers to be able to lead practical work parties	Friends of Sydney Gardens (FoSG)	Team building Basic one-day first aid for designated competent person Basic health and safety training for designated competent person (writing Risk Assessments etc) Customer Care/ working with the public/Safe guarding	Bath First Aid/St Johns Ambulance etc LANTRA/B&NES/Trained project manager B&NES HR
General horticultural skills	Gardener Hort apprentice Heritage Management intern	Horticultural skills - Level 2 NVQ/ power tools - brushcutter/chainsaw etc Horticultural apprentice Level 2 / power tools - brushcutter/chainsaw etc Horticultural skills - Level 2 NVQ	Bath College Bath College Bath College

	Project Manager FoSG and other volunteers	Hort skills training is probably unnecessary Bespoke general horticultural skills	TCV or another provider
Other vocational skills for staff	Gardener Hort apprentice Heritage Management intern Project Manager Community Ranger	Events management Safe Guarding Handling Aggression Equality and diversity Manual Handling First Aid at Work Fundraising skills Forest schools/working with school groups/John Muir Award	B&NES HR LANTRA/TCV/St Johns Ambulance John Muir Award
Basic Horticultural skills for volunteers	FoSG General public	Bedding management and maintenance Pruning trees and shrubs Plant identification skills Managing for wildlife	TCV/ Bath Growers
Tennis/basketball coaching	General public	Sport skills	Lawn Tennis Association
Historic Conservation skills	Volunteers	Apprenticeships - metal work/stonework Historic survey techniques Dry-stone walling sessions Public taster sessions - stone carving, bricklaying/pointing etc Stone carving course at Bath College	Bath College Local archaeology group B&NES staff/TCV/Lantra Bath College
Research and archiving	Local historians Educational learners Volunteers	Collection and gathering of material and information Scanning Document care Cataloguing information	Bath Preservation Trust B&NES archiving team - Guildhall Holburne Museum
Leading guided walks	FoSG B&NES staff	Half day course on skills/techniques and stories for leading successful guided walks	Bath Mayor's Guides
Interpretation	FoSG	Interpretation boards	BLISPA

Materials	Educational learners	Leaflets Audio and audio visual Tactile learning QR Codes iBeacons 3D graphic virtual modelling	Holburne Museum
Outdoor art photography	General public	Painting, sketching, sculpture, photography	Holburne Museum
Ecological survey techniques	General public, staff, FoSG	Bat surveys Phase 1 habitat surveys	Clarkson Woods Associates/other professional ecologists
Visitor Survey	FoSG	Visitor observation and questionnaire survey methods	Community Ranger
Health Walks	General public/Passport to Health Volunteers	Would also extend beyond Sydney Gardens to link up with Cleveland Pools and beyond	B&NES Wellbeing/Dementia Action Alliance
Customer service Food hygiene Barista etc	Café staff Project Manager	Catering and hospitality certification	Industry trainers

7 Outline Action Plan

We have packaged up our outline activity plans under the emerging themes for the project to indicate how we aim to deliver our strategy for involving people in the project. These will be tested and refined during the development phase and will be integrated into the Action Plan of the Round 2 Activity Plan.

Mini Action Plan 1: Play for All

	Development Phase	Delivery Phase
Audience	Schools Out of school clubs Local access forum	Children Teenagers Adults
Activity	Develop a programme of play for all activities	Nature Tots After school play club Holiday play sessions Play trail Equipment and trail play for grown ups Tree climbing Hide and seek Wide games
Resources	Community Ranger Play consultant Bath Area Play Project Avon Wildlife Trust Age UK	Bath Area Play Project Sessional play workers
Budget	Community Ranger salary plus £2,000 professional fees	Community Ranger salary £12,000 sessional worker fees
Benefits	People of all ages will be encouraged to play in the park using the play features, indoor and outdoor settings and footpath networks within and beyond the park. People will take pleasure in their experience of the park and its heritage features as intended by the original concept behind its creation.	
Targets & measures of success	Play programme for all ages	5 weekly play sessions in term time 2 weekly play sessions in school holidays 50 participants per week
Method of evaluation		Record of participation on formal play sessions Visitor observation survey
HLF Outcomes	Communities: a better place to live and visit; a better and healthier quality of life for a greater number and diversity of visitors of all ages	

Mini Action Plan 2: Jane, Isambard, Victoria and more

	Development Phase	Delivery Phase
Audience	Stakeholders Delivery partners	Public Learners Special interest groups
Activity	Development of interpretation materials for web site and printing iBeacon installation design Training for volunteer archivists Training of guides and event organisers Marketing plan for promoting the park to day visitors and tourists	Animated walks with characters in costume Guided walks Jane Austen Festival Theatre of Steam Theatre of Canal Stories of people Web and onsite interpretation materials
Resources	Community Ranger Interpretation consultant Holburne Museum Friends of Sydney Gardens Jane Austen Society Trainspotters Boaters Trial BLISPA heritage trails and games	BLISPA heritage trails and games Holburne Museum
Budget	Professional fees for interpretation strategy development £5000 BLISPA £1000 for development of package Holburne for training vols £1000 B&NES - web site development - free	BLISPA £5,000 installation and training and £1,800 pa maintenance for 3 years B&NES - website management (free) Sessional workers to animate park £3,000 pa Professional fees for preparation of materials £5,000
Benefits	Visitors will be able to access information about the park and its history through a diversity of formats suitable for all age groups in witty and multifarious ways	
Targets & measures of success	Interpretation strategy	Installation of interpretation materials in the park and online by early Year 2 of delivery phase. 10 volunteers.
Method of evaluation		Web page and iBeacon hits Social media feedback

HLF Outcomes	Heritage: will be identified and recorded; will be better understood People: will have learnt new skills in researching, archiving and promoting the heritage and volunteered their time to interpret the heritage to visitors Communities: the heritage will be engaged with by more and a wider range of visitors
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Mini Action Plan 3: Pleasure through the centuries

	Development Phase	Delivery Phase
Audience	Volunteers Sessional workers	Public Target audiences including tourists
Activity	Planning a programme of pleasurable events Creating guidelines for event organisers Developing a sensory pleasures trail of sights, sounds, smells and textures	The story of the Pleasure Gardens Picnics in the Park Art in the Park Proms in the Park Illuminations Lantern procession Labyrinth Eggstravaganza Concerts, drama, poetry and story telling Food and drink festival Book fairs Outdoor piano jams Open mic sessions Outdoor games sessions Poetry Walkshop
Resources	Community Ranger Holburne Museum Friends of Sydney Gardens Events stakeholders	Volunteers Community Ranger Sessional workers Holburne Museum
Budget	Community Ranger salary Professional fees for landscape architects and interpretation consultants £5000	Sessional worker fees to design and run events £6,000 pa Equipment and materials £6,000 pa
Benefits	Visitors from beyond the immediate locality will be attracted to visit the park for special events and so to experience the heritage of the park. The selection of events will be tailored to show case aspects of the park's heritage and history as a pleasure garden.	
Targets & measures of success	Events programme	6 events pa 10 volunteers
Method of evaluation		Event attendance records Participant surveys
HLF Outcomes	Heritage: will be better understood People: will have developed new skills and volunteered their time in organising events to promote the heritage of the park and enhance the visitor experience Communities: the heritage will be engaged by more and a wider range of visitors	

Mini Action Plan 4: Buildings, bridges, canals and railways

	Development Phase	Delivery Phase
Audience	Learners Visitors	Learners of all ages Visitors
Activity	Planning the recording of the restoration Researching material for self-led learning activities Planning public engagement in the restoration of the built features	Charting the story of the restoration with three month residencies for two artists Creating downloadable material to inform and support self-led learning visits BLISPA
Resources	Community Ranger Bath Preservation Trust Canal & River Trust Holburne Museum University of Bath Heritage Landscape Management intern Bath Spa University	Community Ranger Heritage Landscape Management intern Friends of Sydney Gardens Holburne Museum University of Bath Bath Spa University
Budget	Community Ranger salary	Equipment and materials £5,000 Professional fees for preparation of interpretation and learning materials £2,000
Benefits	A particular element of the park's heritage will be better researched, recorded and made accessible to a wide audience including those more interested in engineering, engineers and transport, rather than landscape.	
Targets & measures of success	Content for the interpretation strategy, volunteering strategy and work programme of the Heritage Landscape Management intern	Learning package of material for download 6 guided tours pa 10 volunteers
Method of evaluation		Feedback from visiting groups Number of downloads of interpretation material
HLF Outcomes	Heritage: will be identified and recorded; will be better understood People: will have learnt new skills in researching, archiving and promoting the heritage and volunteered their time to interpret the heritage to visitors Communities: the heritage will be engaged with by more and a wider range of visitors	

Mini Action Plan 5: On the wild side

	Development Phase	Delivery Phase
Audience		Public John Muir Award students
Activity	<p>Planning bioblitz events, walks, talks and surveys</p> <p>Training surveyors and gardeners</p> <p>Horticulture skills training for volunteers</p> <p>Developing programme for horticultural apprentices</p> <p>Developing planting programme for volunteers</p>	<p>Annual bioblitz</p> <p>Bat walks</p> <p>Dawn Chorus</p> <p>Wildlife surveys</p> <p>Green Gym</p> <p>Sydney Elders gardening club</p>
Resources	<p>Community Ranger</p> <p>Bath Natural History Society</p> <p>Friends of Sydney Gardens</p> <p>Bath College</p> <p>TCV</p> <p>Local ecologists</p>	<p>Community Ranger</p> <p>Bath Natural History Society</p> <p>Friends of Sydney Gardens</p> <p>Bath College</p> <p>TCV</p> <p>Local ecologists</p>
Budget	<p>Community Ranger salary</p> <p>Training for volunteers</p> <p>£1,000</p>	<p>Training for volunteers £1,000</p>
Benefits	<p>There will be more people with greater skills to identify/record and protect the natural heritage of the park. The public will be encouraged to engage more with the natural heritage through the events and activities. The natural heritage will be in better condition.</p>	
Targets & measures of success	<p>Management plan for natural heritage</p>	<p>30 volunteers pa</p> <p>4 events per year</p> <p>200 participants pa</p>
Method of evaluation		<p>Attendance records</p> <p>Participant feedback</p>
HLF Outcomes	<p>Heritage: the natural heritage will be identified and recorded; will be better understood</p> <p>People: will have learnt new skills in recording and managing the natural heritage and volunteered their time to this</p> <p>Communities: the natural heritage will be engaged with by more and a wider range of visitors</p>	

Mini Action Plan 6: Wellbeing

	Development Phase	Delivery Phase
Audience	Stakeholders Delivery Partners Health and wellbeing groups	Target audience groups Public
Activity	Development of the wellbeing activity programme and target audiences with delivery partners Training for staff and volunteers in dealing with vulnerable people	Sydney Elders lunch club Hobby clubs Green Gym Health walks Earth walks Pathways to Wellbeing 2 Therapeutic art Yoga, tai chi, tennis, basketball, table tennis Measured mile walks, scoots & runs Teenager boot camps Adult boot camps Boules Cycle training Tennis training
Resources	Community Ranger Holburne Museum Private coaches Cycle training groups	Community Ranger Holburne Museum Private coaches Cycle training groups
Budget	Community Ranger salary Professional fees for trainers £1000	Community Ranger salary Sessional fees for trainers £7,000 pa
Benefits	More people will be able to experience the heritage through their involvement in health and wellbeing activities. This will promote and deliver the therapeutic qualities of the park to more people, and those in a vulnerable condition.	
Targets & measures of success	Wellbeing programme	3 activities per week 50 participants per week
Method of evaluation		Attendance records User feedback
HLF Outcomes	Communities: a better place to live and visit; a better and healthier quality of life for a greater number and diversity of visitors of all ages	

8 Budget

Delivery Phase	Cost £
Additional Staff Costs	213,000
Training for Staff	5,000
Paid Training Placements	60,000
Training for Volunteers	10,000
Travel for Staff	0
Travel & Expenses for Volunteers	2,000
Equipment and Materials	28,500
Other	30,000
Professional fees relating to activities	70,000
Total Delivery Phase Activity Costs	369,500

9 Evaluation

We will continue to collect data on the numbers and profile of our visitors during and after the restoration. We will keep records of attendance at organised events and activities and will gather feedback from participants as to their satisfaction with the park and their experience of it.

Full photographic records will be kept of the restoration works, events and activities.

We will engage an external evaluation consultant to assess our outputs and outcomes against our stated targets and objectives for the restoration and the visitor experience in particular. The evaluation report will be disseminated to stakeholders, the public in Bath and be made available to an even wider audience online.

An evaluation plan will be developed by the Community Ranger during the development phase.

Appendix A: Stakeholders and Consultees 2016

Steering Group
Holburne Museum
Pultney Estates Residents Association
Bathwick Estate Residents' Association (BERA)
Bathwick Hill Residents' Association
CLlr Martin Veal (Cabinet Member for Neighbourhoods)
CLlr Fiona Darey (Walcot Ward)
CLlr Peter Turner (Abbey Ward)
CLlr Matt Cochrane (Bathwick Ward)
Friends of Sydney Gardens
Non-steering Group key stakeholders
Federation of Bath Residents Associations
Director of Historic Gardens Trust
Avon Gardens Trust
Canal & River Trust
Kennet and Avon Canal Trust
Network Rail
Sydney Building Residents Association
Bath Preservation Trust
Historic England
National Trust
Harrison Brookes Architects
Bath and North East Somerset Staff
Parks Manager
Play & Community Development Officer
Team Manager Planning and Conservation
Environment and Design Team
Highways and cycling
B&NES Health and wellbeing
Events
Data
Current User Groups
Art Group at The Gardener's Lodge: The Holburne Museum
Bathwick St Mary Primary School
King Edwards Schools
Sydney Gardens Bowls Club
Sydney Gardens Grounds Maintenance Crew
Sydney Gardens allotments
I beacons
Wider Stakeholder Groups
Jane Austen Society
50 Strong - Julian House

Age UK Bath & North East Somerset		
Alzheimer's Society		
Avon Counselling and Psychotherapy Service		
Barley Mow 32 Bathwick St, BA2 6NZ		
Bath Area Play Project		
Bath Central United Reform Church, Grove Street BA2 6PJ		
Bath Cycling Club		
Bath Festivals		
Bath Film Festival		
Bath Fringe Festival		
Bath Gateway Out and About		
Bath Heritage Watchdog		
Bath Mind		
Bath Mums		
Bath Narrowboats, Sydney Wharf, Bathwick Hill BA2 4EZ		
Bath Natural History Society		
Bathwick Parishes Toddler Group		
Bathwick Parishes Youth Club		
Bath Royal Literary and Scientific Institution		
Bath School of Art & Design		
Bath Sea Cadets, St John's Road		
Bath Silver Screen Club		
Bath Spa Hotel, Sydney Road, BA2 6NS		
Bath Spa University		
Bath Stroke Support Group Meeting Place		
Bath Tourism Plus		
Beechen Cliff Methodist Church		
Bike Workshop- Julian House		
Bipolar UK: Bath Group		
Carers Centre Bath		
Central Bath Music Therapy Group - Soundwell		
Cleveland Pools		
Crown Inn, 32 Bathwick Street BA2 6NY		
Cru Houseboats, Bath Canal Boat Company, 8 Marlborough Buildings BA1 2LX		
Cycle Bath		
David Goode, Bath Naturalists		
Deaf Plus		
Dementia Action Alliance		
Erika Wisenmueller-Potter (Talking therapist)		
Fringe Arts Bath		

Genesis Trust
Girlguiding Bath
Golden Oldies
Headway
Healthy Families – DHI
Joint Local Access Forum
Julian House
Kennet & Avon Boaters Action Group
King Edwards School
Laura Tyrell (CBT Therapist)
Little Willows Day Nursery
Make Your Mark
Mayor of Bath's Corps of Honorary Guides
MHA (Methodist House Association)
Museum of Bath Architecture
Museum of East Asian Art
Open Space Dramatherapy
Parkside Childrens Centre Lewis House, Manvers St, BA1 1JG
Percy Community Centre
Photography and Rambling - Creativity Works
Scouts, Bath HQ, 7 Grove Street
Snap and Stroll - Creativity Works
St John the Baptist
St Mary the Virgin Church, Darlington Street
Sulis Scorpions Youth Cycling Alliance
Sustrans Area Manager
Tai Chi Bath, Grove Street
The Herschel Museum of Astronomy
The Pulteney Practice, 35 Great Pulteney Street
Toddlealong
Train spotters
U3A – Bath
University of Bath
University of Bath Student Union
Velo Club Walcot
Victoria Art Gallery BANES
Virtual Museum of Bath
Walcot Luncheon Club (at Nexus Methodist Church), London Street
Walks with Age UK (B&NES)
Wheels for All
Widcombe Infants School
Woodcraft Folk Venturers

Woodcraft Folk District Fellows
YMCA - City of Bath, Broad Street
Youth Parliament, BANES
Sue Carroll Bath Botanic Gardens
Interested individuals
David Searby
Clare Edwards
Father Peter Edwards
Lorna McRobie

Also: Women's Refuge via B&NES Preventative Services

Appendix B: Job Description

Community Ranger

Salary: 0.6 FTE @ £21,596.52 (inclusive of on costs)

Main purpose of job

- To engage the public in the restoration of the Sydney Gardens
- To provide a broad spectrum of recreational and learning opportunities
- To increase the number and diversity of visitors to Sydney Gardens
- To advocate the needs and aspirations of the public to the project team

Main duties

Development Phase 2017-2018

1. To complete the Round 2 Activity Plan in compliance with the Heritage Lottery Fund's guidance with proposals for events, activities, interpretation concepts, volunteering and training
2. Work with key stakeholders, other groups representing our target audiences and organisations that may be able to develop and ultimately deliver bespoke packages of events and activities for these audiences
3. Plan, deliver and report on community consultations
4. Contribute to the wider development of the Round 2 restoration proposals and lead and manage the community participation, education, events and volunteering work
5. Identify and organise training opportunities for the stakeholders and public to enable them to contribute to the development and testing of the Round 2 proposals during the development phase.

Delivery Phase 2019-2021

1. Deliver the Activity Plan Action Plan with stakeholders and delivery partners for the benefit of the public and local communities
2. Promote, coordinate and support the involvement of volunteers
3. Measure achievements against targets for the people and community outcomes and compile and submit the required evaluation information for HLF
4. Build the capacity of stakeholders and delivery partners to sustain a lively events and activities programme post 2021.