

# Westfield Park Ten-year Management Plan (Annually Reviewed)



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

## Acknowledgements

Local Members

Quadron Services Ltd.

Regular users of the park

The Friends of Cremorne Gardens and Westfield Park

Think before you print

Only print this document if necessary.

It may only be necessary to print out pages of specific interest, rather than the full document.

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## Foreword

The Royal Borough is one of the most densely populated Boroughs in the United Kingdom with possibly the least amount of public green open space. It is, therefore, **the Council's policy to maintain all its parks at an excellent standard, to renew the infrastructure and to ensure that our parks are something we can all be proud of.**

I am very keen that all residents and park users should have an opportunity to become more closely involved in managing the future development of these green lungs. We need to ensure that we are providing a full range of the facilities and services that local residents would like to see and clearly this will vary from place to place around the Borough.

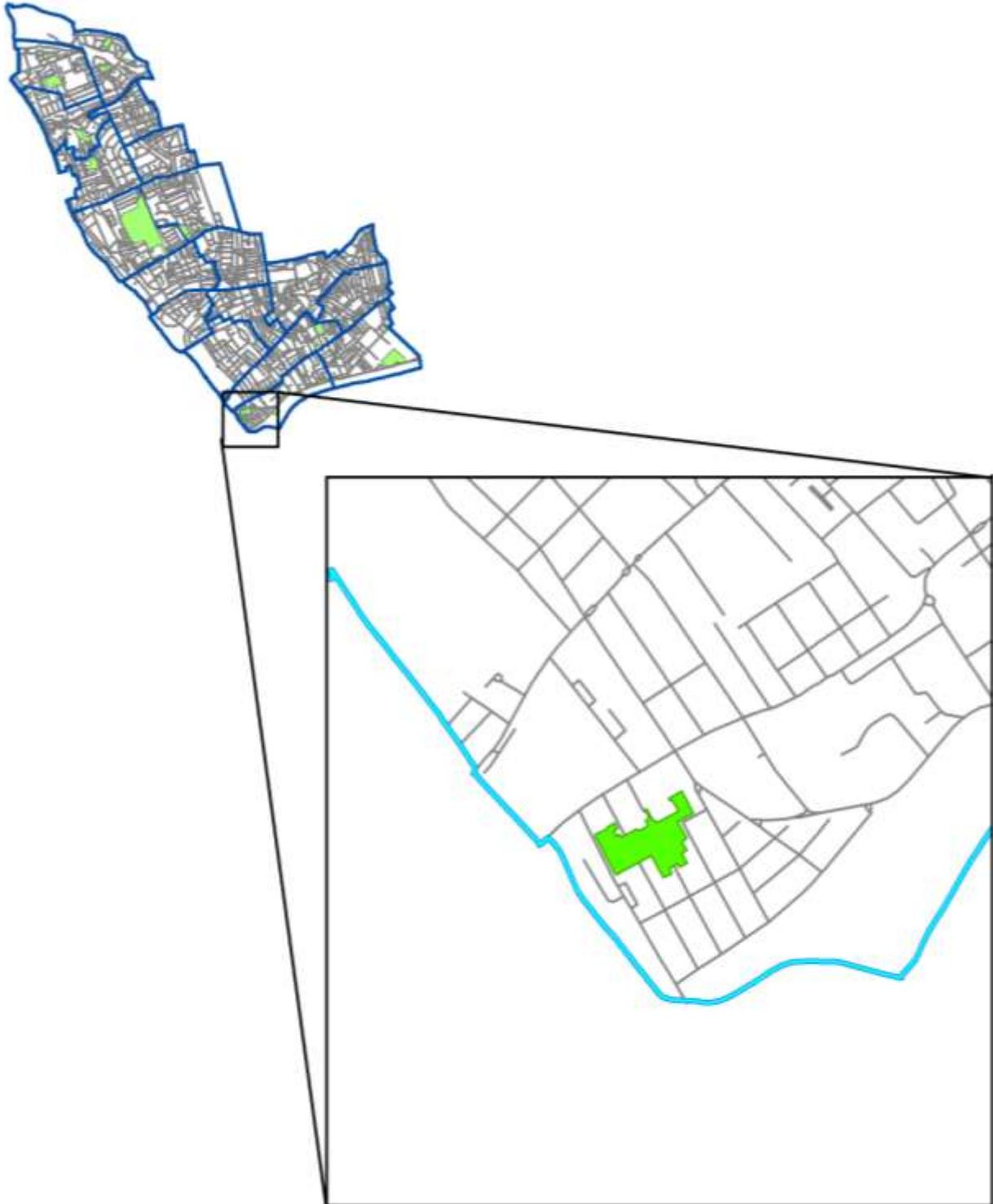
In pursuit of excellence, the Council wants each of the eight major parks to gain and **keep the prestigious Green Flag Awards. Whilst Holland Park, St Luke's Gardens and Kensington Memorial Park already hold Green Flag status, it is our intention that, from 2007, each one of the other parks will be brought up to Green Flag level and that this year Westfield Park will gain its Green Flag status.**

This management plan for Westfield Park sets out our proposed plans for the park over the next ten years. The plan is intended to enable us to achieve the highest horticultural and environmental quality, to ensure continuous top-quality maintenance and to provide facilities for people to play, walk, exercise or relax. All this needs to be managed to ensure that there is something for everyone in the **Borough's parks.**

If you have any comments you would like to make about the content of this plan, please send them to The Leisure Services Development Officer (Parks), The Stable Yard, Holland Park, Ilchester Place, London W8 6LU.

Councillor Nicholas Paget-Brown  
Cabinet Member for Regeneration, Environmental Management and Leisure

The location of Westfield Park  
within the borough



<p><b>Title: Westfield Location</b></p> <p><small>© Crown Copyright. All rights reserved. The Royal Borough of Kensington and Chelsea 1992 4661 0210</small></p>	<p>Ref: WP Location Date: 08/09/10 Author: Monica Castellino Status: Final</p>	<p><b>TELS: PARKS</b> The Royal Borough of Kensington and Chelsea Holland Park W8 4LL 020 7938 8192 monica.castellino@rbkc.gov.uk</p>  <p><b>THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA</b></p>
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Figure one: Map showing the location of Westfield Park within the borough.

## 1. Background

1.1 Westfield Park has never before had a Management Plan in place.

1.2 **With the publication in 2006 of the Borough's Ten-year Parks Strategy it is now time to implement some strategic framework as to how the Borough's parks are managed.**

1.3 The Westfield Park Management Plan will sit along side several other strategies and initiatives; these are elaborated on later in the plan.

1.4 In July 2007 a new playground was installed into Westfield Park, However, further improvements to the park are still needed.

1.9 The Royal Borough of Kensington and Chelsea was awarded Play Pathfinder Status in 2008. This status brings with it funding to install new playgrounds throughout the borough. West field Park is one of several parks sites that benefited **from a new playground in place of the current 'dogs only' area.**



## 2. Introduction

2.1 Name: Westfield Park

2.2 Map Reference:

2.3 Location: The park is located in the Cremorne Ward in the south of the borough

2.4 Size: Approximately 1ha

2.5 Age: Approximately 60 years

2.6 Ownership and Management: The site is owned by the Royal Borough of Kensington and Chelsea and managed by its parks service.

2.7 Maintenance: The site is maintained by an external contractor; currently Quadron Services Ltd.

2.8 Significant features and main uses of the park: The park consists of

2.9 Brief History:

Westfield Park came into existence after the area, once housing, suffered extensive bomb damage in WWII.

2.10 Known issues affecting the Park:

Social: The park has had some issues with anti-social behaviour and dog fouling which are being dealt with as is evident from this plan.

2.11 Funding:

Additional Funding: Play Pathfinder Initiative – **Family and Children’s Services**

This program is a key part of the national play strategy, Fair Play, launched in April 2008. As a play pathfinder authority the Royal Borough of Kensington and Chelsea will receive around £2 million capital funding plus significant revenue funding. Play pathfinders will work with children, young people and their communities to develop innovative play sites with challenging equipment and natural landscapes in order to give all children the opportunity to play actively outdoors. The play sites will also be accessible for disabled children. Westfield Park is one of several Play Pathfinder sites **in the borough and the transformation of the dogs only area to a older children’s play area was undertaken in spring 2010 by the directorate of Family and Children’s Services under the play pathfinder.**

## 2.12 The Management Plan:

Although the management plan has principally been written by one person several groups and partners have contributed to its completion.

Thorough public consultation with regard to the future use of the park has heavily influenced the plan, as have various strategies and documents detailed further on in the plan. Colleagues from other departments within the Council have also participated in its conclusion.

The plan has been specifically laid out in order to comply with the Green Flag Award **Scheme criteria and in accordance with guidelines set by CABE Space: "A Guide to Producing Park and Green Space Management Plans"**. **The result is a working** document accessible to all those involved in managing and maintaining Westfield Park. Although limited paper copies are available, the need to update the plan at least once a year means that it is best kept in an electronic format.

This Management Plan is a public document and can be accessed via the internet. It is reviewed annually ahead of the submission of an application for Green Flag status and this review process offers the opportunity for reflection on success as well changes in direction necessitated by changing circumstances.

### 3. Wider Policy Context

Outlined below are strategies, policies and reports that have aims and objectives that directly link, or have an impact on the Westfield Park Management Plan 2008-2017. Although direct references may not be made to each and every document, **all are relevant; brief overviews of each of the documents' aims and objectives are outlined below.**

National Context:

#### 3.1 Green Flag Award Scheme Criteria

The Green Flag Award Scheme was set up in 1996 to recognise and reward the best green spaces in England and Wales. The Westfield Park Management plan has been written to comply with the Green Flag criteria: A Welcoming Place, Healthy Safe and Secure, Clean and Well Maintained, Sustainability, Conservation and Heritage, Community Involvement, Marketing and Management. In accordance with advice set **out by the Green Flag Award Scheme CABE Space, 'A Guide to Producing Park and Green Space Management Plans', has also been referred to in order to produce a** Management Plan that is concise and effective.

3.2 Green Spaces, Better Places: The Urban Green Spaces Taskforce. 2002  
This report sets out 52 recommendations for both local and national Government to **consider in order to 're-vitalise parks and green spaces'.** There is a strong emphasis on working in partnership with the local community in order to achieve this. The Urban Green Spaces Taskforce was established in 2001, following the Urban White Paper of 2000, to advise the Government on improving the quality of our urban parks, play areas and green spaces.

The report recognises the importance of the Green Flag Award Scheme and suggests **that the Government establishes 'nationally acceptable quality standards for managing and maintaining parks and green spaces' based on the schemes values** (CABE Space was subsequently established in 2003 following this report). The Westfield Park Management Plan is influenced by this report and upholds its core values.

#### 3.3 Living Places: Cleaner Safer Greener ODPM 2002

**This report sets out the Government's vision for public spaces "everybody's local environment should be cleaner, safer and greener". Section three of this specifically looks at Urban Parks and Green Spaces and responds to the Urban Green Spaces Taskforce: Green Spaces, Better Places. The report describes good parks as "vital" with among others the Green Flag Award Scheme being highlighted as a strategic partner.**

**The Royal Borough shares the opinion that 'everyone has a right to good parks and green spaces close to his or her home or place of work'. In this report emphasis is placed on the importance of local leadership with regard to improvement of parks and green spaces; the Royal Borough holds local leadership in high regard and it is believed that through the implementation of the Borough's Ten-year Parks Strategy 2006-2015 and subsequent park management plans that this leadership will be evident and improvements in our parks will be noticeable.**

3.4 Planning Policy Guide 17: Planning for open space, sport and recreation  
The Westfield Park Management Plan has been compiled with this policy in mind ensuring that all improvements to the park are to benefit the community as a whole. New space is not being considered; however, in accordance with PPG 17 the **management plan is in place to "improve the value of existing facilities"**. Those with disabilities are also being considered when installing new play equipment in accordance with.

### 3.5 Disability Discrimination Act 2005

In accordance with this Act the Westfield Park Management Plan highlights areas in which the Park is improving various sections of the Park in order to make the Park more accessible to disabled people.

Regional Context:

### 3.6 **The Mayor of London's: Guide to preparing Open Space Strategies, Best practice guidance of the London Plan 2004**

**This strategy informed the Royal Borough's Ten-Year Parks Strategy 2006-2015 and therefore feeds into the Westfield Park Management Plan. The main aim is to have strategies in place that "identify ways of protecting, creating and enhancing them [parks and open spaces] and improving the quality through better management". The Westfield Park Management Plan will provide better management for the Park.**

### 3.7 London Biodiversity Strategy and Partnership

As required by the Greater London Authority Act, the Mayor of London produced a biodiversity strategy for the capital in 2002 that requires the London Boroughs to assist with implementation and encourages them to formulate their own action plans (Mayor of London, 2002). The document details the Mayor's vision for protecting and conserving London's natural open spaces. It seeks to ensure that there is no overall loss of wildlife habitats in London and that more open space is created and made accessible, so that all Londoners are within 1km walking distance of a quality natural space (Mayor of London, 2002).

The London Biodiversity Partnership (LBP) is a partnership of public, private and voluntary sector organisations as well as individuals. It was established in 1996 in **response to the UK BAP and has produced London's BAP. The Partnership aims to protect and enhance the capital's habitats and species for future generations to benefit from and enjoy. London's BAP consists of the 28 action plans: 14 habitats and 11 species.** As well as its action plan species, London contains a number of **nationally rare UK BAP priority species are identified; however, the London's BAP states that:**

- o All of our habitat action plans are designed to support these species.
- o This list is constantly being reviewed and updated.

Planning decisions must consider these species.

The London BAP contains the following targets to improve the condition and increase the extent of a selected number of habitats found in the capital by 2015. These targets were adopted in 2007, have been incorporated into the Further Alterations to the London Plan (FALP), and constitute London's contribution towards the England Biodiversity Targets.

Local Context:

### 3.8 The R.B.K.C. Ten-year Parks Strategy 2006-2015

The strategy sets out plans over the next ten years to improve the major parks in the Borough, with the exception of Holland Park, which has been the focus of substantial investment and improvement already. Obtaining and keeping Green Flag status for each of the eight major parks in the Borough is laid out under objective **one in the strategy: to 'Ensure high standards of maintenance, management and safety in the parks'. Holland Park, St Luke's Gardens and Kensington Memorial Park** already hold Green Flags and each year from we aim to bring of the other parks up to the Green Flag level.

### 3.9 The R.B.K.C. Cabinet Business Plan 2008/09;

**The Cabinet Business Plan sets out the Council's plans for the next three years and the budget for the coming year. The Council's main aims have been updated so as to define the Council's contribution to a 'Better City Life', 'Really good services', 'Responding to Residents', '21 Projects for the 21<sup>st</sup> Century' and 'Renewing the Legacy'. Within it the parks and open spaces are held in high regard. With 84 per cent of the Borough's residents having no access to a garden of their own it is crucial that the parks and open spaces in the borough are maintained to a high standard. The Business Plan refers to the Parks Strategy.**

### 3.10 The R.B.K.C. Community Strategy 2005-2015 (The Future of Our Community)

The Kensington and Chelsea Partnership (KCP) Steering Group prepared this Strategy for the Royal Borough. The Partnership is an umbrella group that brings together a mix of large and small organisations and partnerships within the borough including the Council, the police, the Primary Care Trust, the business community and the voluntary and community sector. The strategy is organised around eight themes dealing with aspects of life in the Royal Borough: Environment and Transport, Culture Arts and Leisure, Safer Communities, Health and Social Care, Homes and Housing, Community Equality and Inclusively, Learning, Work and Business. Although parks and open space sits mainly in Culture, Arts and Leisure there are of course overlaps with several of the other themes. The Goal for Culture, **Arts and Leisure is: "A borough where everyone has the opportunity to enjoy its public parks and open spaces and wide variety of high quality cultural, artistic and leisure activities."** This management plan will be a step further to ensuring that the goal is achieved.

### 3.11 The R.B.K.C. Community Safety Strategy 2005-2008

This strategy has been prepared by the Community Safety Programme Board (CSPB). The CSPB is part of the KCP, which is responsible for developing and delivering the Community Strategy for the Borough, see above. The vision of the Community Safety Strategy is to make Kensington and Chelsea safer. The vision is laid out in six key points, summarised: (1) encouraging residents to take responsibility for reducing their chances of becoming a victim, (2) maximising opportunities via public and private agencies to design out crime, (3) increasing the likelihood of offenders being caught, (4) confronting antisocial behaviour, the illegal use of drugs and the misuse of alcohol, (5) encouraging parents to take responsibility for their children, and (6) educating children and young people and offering support when offending behaviour becomes apparent. Safety is very important in the **Borough's parks, designing out crime is something that the strategy highlights and is a high priority when considering improvements to the park.**

### 3.12 The R.B.K.C. Environment Strategy 2006-2011

This strategy supersedes the Environmental policy statements that have gone before it since 1990. It is much more ambitious and challenging as it sets out how the Council will demonstrate leadership in developing sustainable solutions to local, regional and global environmental problems. The Council is aware that it is willing to lead by example with its new Environment Strategy. Being the biggest employer in the borough the Council is intending to stretch its own performance in order to encourage others to follow its example. The strategy is split into seven main themes: Sustainable Energy, Waste and Recycling, Transport, Pollution and Environmental Quality, Development and Construction, Procurement and Resource Use, and Ecology and Biodiversity. The Environment Strategy links heavily with Parks and Open Spaces and highlights the need for our parks to gain Green Flag status.

### 3.13 The R.B.K.C. Arts Strategy 2004-2008

The Arts Strategy is intended to be a framework for use by all those who have an interest in the arts, including organisations and artists, participants and audience members. It examines the views of the arts community and suggests a strategic direction for the future. Links with parks and open spaces focus on holding more arts **events in parks as part of an 'Arts in Parks' program to be held annually across London.** A new Strategy is under preparation.

### 3.14 The R.B.K.C. Play Strategy 2006-2009

**The Royal Borough's Play Strategy highlights the importance of play in children's** lives. The parks and open spaces are central to this and the strategy aims to maximise the use of parks and open spaces ensuring that playgrounds in parks are of a high standard and accessible to children with disabilities wherever possible. The redesign of the park will be looking to include, in its design, facilities suitable for disabled children.

### 3.15 The R.B.K.C. Local Biodiversity Action Plan 2004-2006 (under revision as LBAP 20010/11-2014/15)

The Local Biodiversity Action Plan (LBAP) ensures that the Council continues to make a significant contribution to the protection and improvement of the natural environment working closely with landowners, local organisations and residents of **the Borough. The Borough's parks and open spaces need to preserve and enhance** natural areas to encourage flora and fauna to flourish. The revised LBAP is in preparation at present.

### 3.16 The R.B.K.C. Corporate Identity Guidelines 2006

New guidelines have been recently implemented for when producing Royal Borough of Kensington and Chelsea material. Guidelines are in place for when using the new borough logo, use of fonts and colours. These will be taken into consideration when designing signage and promotional materials for the parks.

### 3.17 The Cleaner Neighbourhoods and Environment act 2005

#### The R.B.K.C. Fouling of Land by Dogs order 2006

New by-laws came into effect on 29 January 2007. On specified land, including the parks and open spaces, it is an offence to fail to do the following: remove dog faeces, and put and keep a dog on a lead when directed. It is also an offence to take more than two dogs onto specified land. This order is similar to the 1996 order. This will replace the by-law regarding dogs at present and will be printed along with the other by-laws on the back of parks entrance signs as is detailed in the plan.

### 3.18 R.B.K.C. Local Development Plans (LDP)

The Local Development Frameworks deliver the spatial planning strategy for the borough. **Unitary Development Plans (UDP) preceded the new LDP's and stressed the need to "maintain and increase the provision and quality of open space of local and metropolitan value". The R.B.K.C. Local Development Framework is linked closely** with the Community Strategy as community and public engagement a fundamental requirement of the planning system. Through this Management Plan we will be maintaining and enhancing the quality of Westfield Park.

### 3.19 The R.B.K.C. Grounds Maintenance Contract Specification

The works specification outlines what is expected of the Grounds Maintenance Contractor with regard to maintenance in the Parks and Open Spaces in the Borough; the present Contractor is Quadron Services Ltd. They are contracted to provide this service until 2019.

### 3.20 The R.B.K.C. Events Strategy (in preparation)

### 3.21 Parkscape (Draft Document)

This is a policy document that is a direct development of the Royal Borough's Parks Strategy 2006-2011 and is complementary to *Streetscape* the best practice guide produced by the Royal Borough to shape the streets and public realm. Part One introduces the concept of Parkscape and explains the policies and standards adopted by the Council. It goes on to deal with individual elements of Parkscape design and their application in Royal Borough parks and open spaces. Part two contains detailed specifications and standard details this section is loose bound and will be updated as necessary.

#### 4. The Management Plan

This plan highlights existing key issues relating to the main management and maintenance elements of Westfield Park identifying objectives accordingly. Actions have been laid out in conjunction with the objectives in order to make sure that the objectives are achieved.

The content and structure of the plan has been laid out in order to comply with the **Green Flag criteria and 'A Guide to Producing Park and Green Space Management Plans'** by CABI Space. The Green Flag criteria are laid along the left hand side of the table with the CABI Space guidelines to 'A Guide to Producing Park and Green Space Management Plans' along the top.

Linking policies and documents are covered in more depth in section 3.



## 4.1 A WELCOMING PLACE

The Park is managed to be inviting to those who visit.

### **Residents' Panel:**

The Royal Borough of Kensington and Chelsea has established a Residents' Panel, as a cost effective means of handling the growing number of consultation surveys undertaken by the Council. The Panel is surveyed four times a year.

The Panel has an ongoing process of recruitment. This is intended to replace members who leave the Panel, for example members who no longer wish to participate or who move out of the Royal Borough. Panel members who do not return questionnaires on two or more consecutive occasions are also replaced, in order to maintain the cost effectiveness of running the Panel.

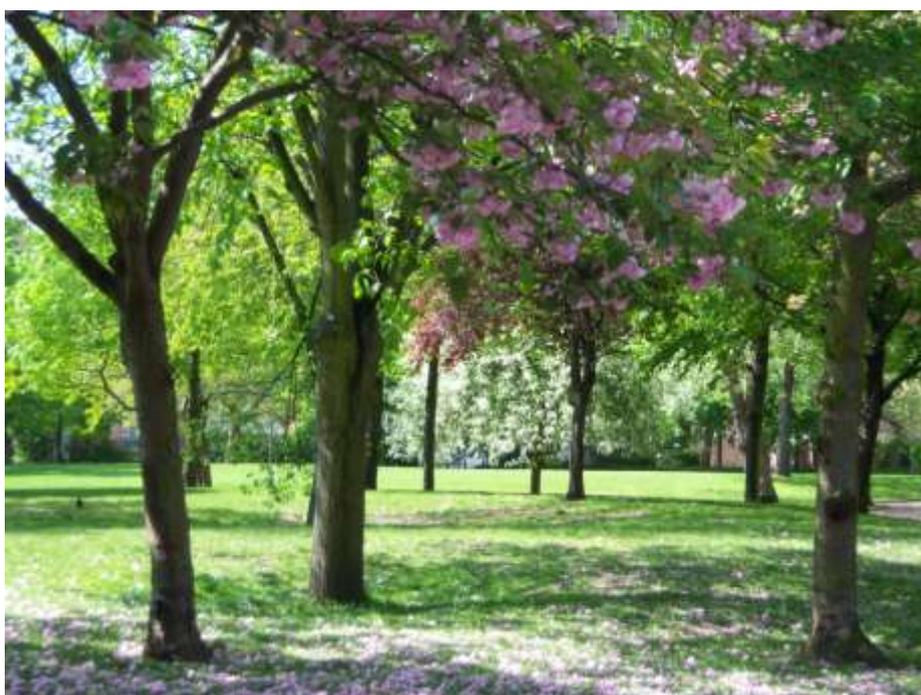
**Residents' Panel members stay on the Panel for a maximum of two years. This is** because Panel members become more knowledgeable about the way in which the Council works, and therefore cease to be representative of the population as a whole. Recruiting new members to the Panel also enables more members of the public to have the opportunity to take part. The number of Panel members currently stands at 1121.

The following information was taken from the results of the 2008 Residents Panel Survey: Parks. A new survey will be undertaken in 2011.

- The top three activities respondents use the parks for are for walking (74 per cent), to relax (62 per cent) and for general exercise (45 per cent).
- One percent of respondents use Westfield Park at least once a month.

Mystery Shopping:

**In 2010 a mystery shopping resident review was carried out on the borough's major parks, including Westfield Park. Out of five individual visits four of the mystery shoppers rated their overall visitor experience as satisfactory or very satisfactory.**



## GOOD AND SAFE ACCESS

Background/Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• There are five entrances to the park. All are suitable for disabled access. They could, however, be more visually appealing.</li> <li>• There is vehicle access for contractors vehicles from the Uverdale Road entrance. No other vehicular access is permitted.</li> </ul>	<ul style="list-style-type: none"> <li>• Disability Discrimination Act 2005.</li> <li>• The RBKC Community Strategy 2005-2015.</li> </ul>	<ul style="list-style-type: none"> <li>• To improve the visual appearance of the entrances to the park.</li> <li>• To have clear vehicular access to the park for Parks vehicles.</li> </ul>	<p>At present this has not been time-tabled.</p>

## EQUAL ACCESS TO ALL

Background/Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• The five entrances to the park are all suitable for disabled access.</li> <li>• The whole of the park is open to the public with certain areas designated for specific age groups. Play Pathfinder improvements in Spring 2010 resulted in the creation of an area for older children in place of the dog-run.</li> </ul>	<ul style="list-style-type: none"> <li>• Disability Discrimination Act 2005.</li> <li>• The RBKC Ten-year Parks Strategy 2006-2015.</li> <li>• The RBKC Community Strategy 2005-2015.</li> <li>• The RBKC Play Strategy 2006-2009.</li> <li>• The RBKC Community Safety Strategy 2005-2008.</li> </ul>	<ul style="list-style-type: none"> <li>• To improve the park <b>so that everyone's needs</b> are fully met.</li> </ul>	<ul style="list-style-type: none"> <li>• The park underwent improvement works in 2005. The works included a new playground.</li> </ul>

## SIGNAGE

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>•Current signage is blue and white in accordance with <b>the Borough's</b></li> </ul>	<ul style="list-style-type: none"> <li>•The RBKC Corporate Identity Guidelines 2006.</li> <li>• The RBKC Community Strategy 2005-2015.</li> </ul>	<ul style="list-style-type: none"> <li>•To update all entrance signage in the parks with good quality easy to read signs covered with anti-graffiti film, in order to create a welcoming entrance to the park. The parks By-laws will be printed on the reverse of the signs.</li> <li>•To consider developing best-practice guidance in relation to signage as an extension of the <b>Council's Streetscape manual 'Parkscape'</b>.</li> <li>• To install notice-boards on site to provide information about ongoing improvements in the park and events in the park.</li> </ul>	<ul style="list-style-type: none"> <li>•A Capital bid was placed in September 2006 to replace all entrance signs to all <b>of the Borough's</b> parks simultaneously. The signs were replaced in 2007. The new signs have by-laws printed clearly on the reverse side stating acceptable behaviour in the parks. This limits the need for excess signs in the park.</li> <li>•The Parks Team will consider working with the Highways Team responsible for the <b>'Streetscape' manual</b> to compile a similar code of practice for the parks and open spaces. The <b>'Parkscape' manual</b> will address among other issues signage, buildings and pathways.</li> <li>•<b>The Park's team will</b> assemble the relevant information and ensure that it is displayed in notice boards and updated as necessary.</li> <li>•The Grounds Maintenance Contracts Manager and Park supervisory staff will ensure that this is being done with monthly checks.</li> </ul>

## 4.2 Healthy, Safe and Secure

The park is managed to provide a healthy, safe and secure atmosphere and environment for all those who visit the park and for those who work in it.

### Parks Police

**The Royal Borough's Parks Police Service provides a reassuring uniformed presence** across the parks and open spaces in the Borough, together with two cemeteries at Hanwell and Gunnersbury. Their mission is to ensure that those parks and open spaces remain safe and welcoming places for everyone. This role is underpinned by a Parks Policing Pledge that outlines how the service will be delivered.

The team consists of one Inspector, two Sergeants and fifteen Constables. They **assist in delivering the Royal Borough's duty to "do all it can to reduce crime and anti-social behaviour", by adopting a problem-solving approach**, and working with local communities to reduce problems in our Parks. There is a nominated liaison Officer for each park.

The enforcement of byelaws and environmental protection laws also form a core part **of the Service's duties, and Officers are sworn in as Constables and have powers of arrest** within the parks. The Service also forms part of the local authority response to major incidents, and works closely with the Metropolitan Police and other agencies to reduce anti-social behaviour.

Mobile, cycle and foot patrols regularly visit the outer parks and open spaces, both during operating hours and out of hours to deter trespassers. Some parks are also covered by CCTV which is monitored by Council staff.



## SAFE EQUIPMENT AND FACILITIES

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• Daily safety inspections are carried out by the contractor on all play equipment and facilities within the park. Any unsafe areas are marked off and any faults are logged on to the workbook by contract/Park staff and repairs are then carried out. This can be quite a drawn out process.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Grounds Maintenance Contract Specification.</li> <li>• Service Level Agreement with General Services.</li> </ul>	<ul style="list-style-type: none"> <li>• To maintain a high level of equipment and facility inspection, and ensure that repairs are handled quickly and efficiently.</li> </ul>	<ul style="list-style-type: none"> <li>• Contract /Park staff to continue to report any repairs to the Parks Administrator. The repair works are then requisitioned with the relevant contractor.</li> </ul>

## DOG FOULING, FIGHTING AND DAMAGE TO TREES

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• Dog fouling is an issue in the park and dogs in general have proven to be a nuisance. The dog-run was removed in spring 2010 and dog toilets were installed on site.</li> </ul>	<ul style="list-style-type: none"> <li>• The Clean Neighbourhoods and Environment Act 2005</li> <li>• The Dog Control Orders Regulations 2006</li> </ul>	<ul style="list-style-type: none"> <li>• To provide a cleaner and safer park free from dog fouling.</li> <li>• To encourage dog owners or carers to take more responsibility for their dogs, in turn creating a safer park.</li> </ul>	<ul style="list-style-type: none"> <li>• The dog run has been removed and dog toilets installed in the park. The area was then transformed into an <b>older children's play space</b>.</li> <li>• Dog Control Orders replaced dog Bye-laws in 2008. Dog handlers could be penalised if they: do not remove dog faeces, or do not place their dog on a lead when requested.</li> </ul>

## PERSONAL SECURITY

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• In a 2008 Residents Panel the majority of residents stated they felt very safe or quite safe in the park. However safety is still seen to be a problem and this needs to be addressed.</li> <li>• The park is monitored by the Parks Police who visit the park regularly. Council Enforcement officers are also available should they be required to attend an incident.</li> <li>• There is always a park keeper on site which adds to a feeling of safety in the park.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Community Strategy 2005-2015.</li> <li>• The RBKC Community Safety Strategy 2005-2008.</li> <li>• The RBKC Community Safety Strategy 2005-2008.</li> <li>• A full set of Risk Assessments are held in the Parks Office at Holland Park along with the Contractors Health and Safety Policy.</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that all who visit the park feel safe and secure at all times.</li> <li>• Parks Police to provide a visible presence and support in the park on a regular basis.</li> <li>• To maintain the park in a safe and secure condition.</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that when incidents occur in the park a quick response is made by Parks Police in order to deal with the problem.</li> <li>• Parks police to continue to visit the park on a regular basis.</li> <li>• Parks Police to continue to have regular meetings with the Enforcement department and the Metropolitan Police on the state of the parks.</li> <li>• When excess signs are removed from the <b>Park the Park's Police</b> telephone number will be placed in the notice board.</li> <li>• All those working in the park are to work in accordance with health and safety policies.</li> <li>• The current Grounds Maintenance Contractor, Quadron Services Ltd., has an active health and safety policy statement. All employees are provided with information, instruction, training and supervision so that they are able to carry out their duties and responsibilities in a safe manner.</li> </ul>

## APPROPRIATE PROVISION OF FACILITIES

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• Play equipment is monitored daily to check that it is safe to use. If any piece of equipment is declared unsafe, due to vandalism, it is sectioned off and the need for repair is noted.</li> <li>• Toilet Facilities at present are one of the things that people like least about the park. There is appropriate provision with facilities for Adults and children; however, they are in need of updating.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Play Strategy 2006-2009.</li> <li>• The RBKC Grounds Maintenance Contract Specification.</li> <li>• The RBKC Environmental Strategy 2006-2011</li> <li>• The RBKC Local Biodiversity action Plan 2004-2006</li> </ul>	<ul style="list-style-type: none"> <li>• To provide safe usable play equipment for children of all ages and abilities.</li> </ul> <p>To provide toilets that are safe for park users to use.</p>	<ul style="list-style-type: none"> <li>• As noted before any faults are to be logged on to the workbook for repair.</li> </ul>

## QUALITY OF FACILITIES

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• All facilities in the park are maintained to a safe standard with daily monitoring as stated previously.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Grounds Maintenance Contract Specification</li> </ul>	<ul style="list-style-type: none"> <li>• To continue to provide safe facilities for all park users to enjoy.</li> </ul>	<ul style="list-style-type: none"> <li>• Through regular monitoring by Parks/contractor staff the park should be kept safe and secure.</li> </ul>

## 4.3 Clean and Well Maintained

The park is managed to provide a clean and well-maintained litter free environment. Any graffiti or vandalism is always dealt with quickly and efficiently.

The grounds maintenance contract has specific guidelines regarding the cleaning and maintenance of sites and equipment.

### Monitoring

**The park is monitored jointly by the Council's Grounds Maintenance Contract Manager and the contractor's Area Supervisor on a weekly basis. The park is monitored from a visitor perspective ([Appendix two](#)) and the criteria are based on the Green Flag Award key criteria ([Appendix three](#)).**

### Inspections

Inspection of facilities is carried out at the following frequencies:

Play equipment (including safety surfaces): Is visually inspected daily by the park keeper and a weekly report on the play equipment is completed by the Area Supervisor. RSS, a play inspection company, carry out a detailed monthly inspection of the play equipment. The detailed monthly inspection is inclusive of minor repairs such as the tightening, oiling or replacement of loose or worn bolts and fixings. The results of the inspection are sent to the Councils Contract Manager for action.

Furniture: Is visually inspected daily by the park keeper. Minor repairs are carried **out by the contractor, all other damage and defects are reported to the Council's** Contract Manager for action.

Paths and hard surfaces, buildings, fences, railings, walls, boundaries and drains are **all inspected daily for damage or graffiti. Any damage is reported to the Council's** Contract Manager.

### Damage and defects

Maintenance issues identified by council or contractors staff are reported to the Parks Administrator. The issues are logged on a database and actions for repair or **replacement are assigned by the Council's Contract Manager. Repairs are carried out by either the grounds maintenance contractors, building contractors, the Council's** facilities management team or, in the case of playground repairs, the play equipment manufacturer.

### Graffiti

In accordance with the contract specification Graffiti shall be removed immediately on discovery using an approved graffiti remover. Graffiti absorbed into brickwork, on **stone or unpainted woodwork is referred to the Council's Contract Manager for** consideration by the responsible Graffiti Management team within the Council.

## LITTER AND WASTE MANAGEMENT

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>•In accordance with the specification all litterbins are emptied by 10am daily. In the summer months when the park is used heavily it is necessary to empty the bins more than once.</li> </ul>	<ul style="list-style-type: none"> <li>•The RBKC Grounds Maintenance Contract Specification.</li> </ul>	<ul style="list-style-type: none"> <li>•To keep the park clean and presentable all year round.</li> </ul>	<ul style="list-style-type: none"> <li>•The Park Keeper and Grounds maintenance Contracts Manager are to continue with their regular checks and continuous monitoring that the park is kept clean.</li> </ul>

The Grounds Maintenance Contract Specification sets out the following standards for the removal of litter from Westfield Park:

- Litter bins are emptied at least once per day and as necessary after that.
- The first emptying of litterbins shall be completed by 10am.
- Litter shall be cleared from all hedges, plant beds, herbaceous borders, pathways, hard surfaces, shrub beds and tree bases at least once per day.

**This is monitored by the Council's Grounds Maintenance Contract Manager. (See [Appendix two](#) for copy of monitoring sheet).**

Once litter is collected, it is removed from site by the cleansing team and brought back to Holland Park where SITA, the borough's waste management contractor, collect it.

## GROUNDS MAINTENANCE AND HORTICULTURE

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>•The park is maintained to a very high standard. A strict Grounds Maintenance Contract Specification must be adhered to.</li> <li>•Annual bedding schemes are continually being re- worked in partnership with client council officers and site based contractor management team with consideration to horticultural improvement and climate change.</li> </ul>	<ul style="list-style-type: none"> <li>•The RBKC Ten-year Parks Strategy 2006-2015</li> <li>•The RBKC Grounds Maintenance Contract Specification.</li> </ul>	<ul style="list-style-type: none"> <li>•The park should be landscaped in such a way that it is accessible to all but also displays horticultural excellence, with a wider use of herbaceous plants and perennials and reduced dependence on annuals.</li> </ul>	<ul style="list-style-type: none"> <li>• Client Council officers and contractor staff should continue to work together on improving the bedding schemes, drought tolerant plants should be considered for summer bedding.</li> </ul>

### Bedding Schedules

On two occasions per year the Contractors strip and prepare the beds, supply plants and replant to plans approved by the Grounds Maintenance Contract Manager. The summer bedding operation normally begins in week No.20 and is completed by the end of week No.25. The Spring bedding operation normally begins at start of week No.38 and is completed by the end of week No.43.

### General maintenance

Flower beds, shrub beds and hedges are cultivated at least once every two weeks; weeds and debris are removed and (in flower beds) plants dead headed to leave a neat, tidy and level finish.

## BUILDING AND INFRASTRUCTURE MAINTENANCE

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>•As with equipment and facilities within the park buildings and infrastructure are also checked daily for any repairs that may be needed. Any repairs needed are logged on to the workbook by contract/Park staff and repairs are then carried out.</li> <li>•The toilet block at present is not in a good state and is a site where anti-social behaviour is known to happen. It is cleaned regularly by the grounds maintenance contractor, however, the building is old and in need of updating.</li> <li>•Contractor works buildings are also located in the park for the grounds maintenance staff. If graffiti is found on any of the buildings within the Park it is removed as quickly as possible.</li> </ul>	<ul style="list-style-type: none"> <li>•The RBKC Grounds Maintenance Contract Specification.</li> </ul>	<ul style="list-style-type: none"> <li>•To ensure that all buildings and infrastructure within the park are clean and well maintained, and that there is a quick response time to repairs needed.</li> <li>•To continue to provide quick and efficient removal of graffiti.</li> </ul>	<ul style="list-style-type: none"> <li>•Contract /Park staff to continue to report any repairs to the workbook.</li> <li>•The main toilet block is being considered for replacement in phase two of the improvement process, yet to be timetabled.</li> <li>•Parks contractor staff are equipped to deal with most graffiti and should continue to wash it off if they are able. For graffiti that is either engrained on wood or a tarmac surface a sub-contractor "<b>Graffiti solutions</b>" should be contacted.</li> </ul>

## EQUIPMENT MAINTENANCE

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>In accordance with <b>the contractor's</b> Health and Safety policy all staff are appropriately trained with the equipment they use. The equipment is regularly serviced and when not being used is stored away in the <b>contractor's yard</b>. Play equipment is monitored daily to ensure that it is suitable for use. If maintenance works need to be carried out this is noted in the workbook as noted previously.</li> </ul>	<ul style="list-style-type: none"> <li>The RBKC Grounds Maintenance Contract Specification.</li> </ul>	<ul style="list-style-type: none"> <li>To ensure that all equipment in the park is maintained to a high standard.</li> </ul>	<ul style="list-style-type: none"> <li>Contractor/Parks staff are to continue to monitor equipment to make sure that it is safe to use and must be fully aware of the health and safety conditions in which to use the equipment.</li> </ul>

## 4.4 Sustainability

The park is managed to maintain sustainable development through the recycling of green waste and careful consideration of bedding plants.

### Green Waste

Included in the Grounds Maintenance Contract as part of the on-going programme of sustainability, all green waste is brought back to Holland Park to be recycled in the **composting area and used around the borough's parks and open spaces.**

### Commercial Waste

Waste generated by visitors is usually placed in the bins. However, this waste is mixed and may contain sharps, needles and dog faeces and would present a risk to parks staff if they were asked to separate it for recycling. As a result, this waste and other litter is brought back to Holland Park by the cleansing team and collected by **the borough's waste management contractor, SITA.**

### Sustainable Procurement

This is achieved in the following ways:

- Parks benches are purchased from J and J Learmonths and are made from sustainably sourced wood in accordance with their environmental policy.
- Compost is peat free where possible. Where peat is used it is from sustainable sources (see [Appendix one](#) for William Sinclair Environmental Policy).
- Paper use: This management plan is distributed electronically and only available in printed format upon request, where using an electronic copy is not an option. Publications relating to the park are only printed if necessary but are all available online.

## ENVIRONMENTAL SUSTAINABILITY

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>The Royal Borough is committed to managing all of its parks, including Westfield Park, in an environmentally sustainable manner. However, improvements can and are always being made.</li> </ul>	<ul style="list-style-type: none"> <li>The RBKC Environment Strategy 2006-2011.</li> <li>The RBKC Ten-year Parks Strategy 2006-2015</li> <li>The RBKC Local Biodiversity Action Plan 2004-2006</li> </ul>	<ul style="list-style-type: none"> <li>To ensure that the Park is managed to protect and enhance biodiversity and to improve sustainable practices.</li> </ul>	<ul style="list-style-type: none"> <li>By closely following the Environment Strategy 2006-2011 and following guidelines set out below.</li> <li>Quadron Services, our Grounds Maintenance Contractor, will be aiming to gain ISO 14001</li> </ul>

## PESTICIDES

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>The use of pesticides and chemicals in the park is kept to a minimum in the park.</li> </ul>	<ul style="list-style-type: none"> <li>The RBKC Ten-year Parks Strategy 2006-2015</li> <li>The Environment Strategy 2006-2011.</li> </ul>	<ul style="list-style-type: none"> <li>To use little or no pesticides and use organic alternatives if appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>For the Grounds Maintenance Contract Manager to continue to research organic alternatives to chemicals and pesticides.</li> <li>Continue to use organic alternatives such as Garlic Barrier to ward off pests, and Savona, made from fatty acids, used to treat white-fly.</li> </ul>

## PEAT USE

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>•Peat is not used in the park where possible. Recycled mushroom compost is used in the spring to aid water retention. It is not used in the winter, as it is too rich for the bulbs.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Ten-year Parks Strategy 2006-2015</li> <li>•The RBKC Environment Strategy 2006-2011.</li> </ul>	<ul style="list-style-type: none"> <li>• To keep Kensington Memorial Park, along <b>with all the Borough's</b> Parks, as peat free as possible.</li> </ul>	<ul style="list-style-type: none"> <li>• To maintain our policy of not using peat where possible in this park and other parks within the Royal Borough and to continue with the use of Mushroom compost in the spring.</li> </ul>

## WASTE MINIMISATION

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>•All green waste in the park is collected and taken to Holland Park to be composted. Once mulched down it is then redistributed around the park.</li> </ul>	<ul style="list-style-type: none"> <li>•The RBKC Ten-year Parks Strategy 2006-2015</li> <li>•The RBKC Environment Strategy 2006-2011</li> </ul>	<ul style="list-style-type: none"> <li>•To continue to recycle 100 per cent of green waste in the park.</li> </ul>	<ul style="list-style-type: none"> <li>•To continue to recycle leaves and green waste and re-use for mulch.</li> <li>•To consider ways of reducing our Carbon Footprint.</li> </ul>

## ARBORICULTURE AND WOODLAND MANAGEMENT

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• There is no woodland in the park, however, the trees are monitored and pruned in accordance with the Grounds maintenance specification. Any major works are carried out as and when is considered necessary by the Grounds Maintenance Contracts manager. For health and safety reasons, however, this should be formalised.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Grounds Maintenance Contract Specification.</li> </ul>	<ul style="list-style-type: none"> <li>• To inspect all the trees throughout the park every three years.</li> </ul>	<ul style="list-style-type: none"> <li>• The Grounds Maintenance Contract Manager to implement action on this, and consider drawing up a scheduled time-table.</li> <li>• To consider providing boundary shrub and tree planting and to also consider a new outer avenue of tree planting to replace diseased chestnut trees in phase three of the redesign of the Park which is yet to be timetabled.</li> </ul>

The parks service purchased ezytreev software in spring 2010. This allows for more effective and accurate monitoring of parks trees with capability for on-site tree data collection, tree data management and ordering of tree works with an integrated digital mapping system.

## 4.5 Conservation and Heritage

### Westfield Park Management Plan

#### Sites Description

*Grid Reference:* TQ 262 772

*Area:* 1.1 ha

*Major habitats:* Amenity grassland, scattered trees, planted shrubbery, bare artificial habitat, wildflower meadow, Figure 1.

*Description:* **A public park comprising a children’s play area, large central area of amenity grassland, planted shrubberies, scattered trees and a wildflower meadow.**

The following protected species have been recorded within 100m of the site:

	COMMON NAME	PROTECTED STATUS
Bird	Common Starling	BAP Priority London
	Hedge Accentor	BAP Priority London
	Herring Gull	BAP Priority London
	House Sparrow	BAP Priority London; BAP Priority National
Terrestrial mammal	Pipistrellus Bat	BAP Priority London; Cons Regs 1994 Sch2; W&CA Act Sch5 Sec 9.4a; W&CA Act Sch5 Sec 9.4b; W&CA Act Sch5 Sec 9.5a; W&CA Act Sch5 Sec 9.5b; W&CA Sch 5 Sec 9.1

**Westfield Park  
2002 Habitat Survey**

- Legend**
-  Site boundary
  -  Wildflower Meadow
- Habitats**
-  amenity grassland
  -  bare artificial habitat
  -  planted shrubbery

30  Meters



<p>Ecology Centre The Royal Borough of Kensington and Chelsea The Cobble Yard, Holland Park 0207 9338100 12th Fl, 3rd St, Kensington, London W8 7LJ www.rbk.gov.uk</p>	<p>Project lead: Sarah H. Lacey Author: S. Lacey Ref: 10002010 Date: 2002</p>	<p>North arrow pointing up.</p>
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Figure 1 Westfield Park, 2002 habitat survey

## Ecological Enhancements

Biodiversity is a term which simply means 'the variety of life'. In order to ensure increase the biodiversity potential of Westfield Park, we need to provide a whole range of habitats and microhabitats. This is done by encouraging high plant diversity, providing a variety of microhabitats and retaining 'waste' products such as dead wood on site.

### Bird Boxes **Delivered**

The following bird boxes should be erected in mature trees and / or on building within the park, as directed by the Authorised Officer.

Nest box type	Species	Number of boxes
Std. 28mm Nestboxes	Blue Tit / Great Tit other small birds	3
Std. 32mm Nestboxes	Blue Tit / Great Tit other small birds	4
Std. 25mm Nestboxes	Blue Tit / Great Tit other small birds	3
Double small hole-entrance	House Sparrow	2
Medium hole-entrance	European Starling, Great Spotted Woodpecker	3
Small open-fronted	European Robin, Winter Wren and Pied Wagtail	4

Boxes for tits, sparrows or starlings should be fixed two to four metres up a tree or a wall. Unless there are trees or buildings which shade the box during the day, face the box between north and east, thus avoiding strong sunlight and the wettest winds. Make sure that the birds have a clear flight path to the nest without any clutter directly in front of the entrance. Tilt the box forward slightly so that any driving rain will hit the roof and bounce clear.

Open-fronted boxes for robins and wrens need to be low down, below 2m, well hidden in vegetation.

Woodpecker boxes need to be 3-5m high on a tree trunk with a clear flight path and away from disturbance.

### Wildflower Meadow **Delivered**

The wildflower meadow was established using pregrown meadow turf. The turf

GRASSES: Common bent, Sweet vernal, Quaking, Crested dogstail, Sheeps fescue, Red fescue, Meadow Barley, Small Timothy

FLOWERS: Yarrow, Common Knapweed, Carrot Daucus, Ladies Bedstraw, Oxeye Daisey, Birdsfoot Trefoil, Ribwort, Selfheal, Meadow Buttercup, Yellow Rattle, Perforate St Johns Wort.

#### *Management once established*

The wildflower meadow should be cut in early spring and after flowering in late summer using scythes. The arisings should be removed after allowing them to stand on the ground for 2 days. This allows seed to fall to the ground before arisings are taken away.

Control any perennial weeds such as docks or thistles, by removing.

Shade tolerant woodland wildflower has been sown along the Lots Road boundary.

## Gapping up of hedges Delivered

Hedges are important features for many reasons, providing food and cover for a range of species and acting as corridors which wildlife will use them to travel along to reach other habitats. They have landscape and historical value and are distinctive features of the English, countryside.

The following native hedge species should be planted, where appropriate, along the boundaries<sup>1</sup>:

Common name	Scientific Name	Comments
<u>Privet</u>	<i>Ligustrum vulgare</i>	Dense hedge plant which retains foliage all year round, except in harsh winters, making it an excellent refuge for wildlife. White flowers produced in July are attractive to insects. Black berries make it an extremely valuable food source for foraging birds. Do not use the domestic variety <i>L. ovalifolium</i>
<u>Blackthorn</u>	<i>Prunus spinosa</i>	Important for Butterflies; good nesting thicket. flowers very early in the year, and good source of nectar and insects for birds in spring
Dog wood	<i>Cornus sanguinea</i>	The berries are enjoyed by and attract wildlife.
Hazel	<i>Corylus avellana</i>	Slow growing, but valuable in wildlife hedge. It supports large variety of insects, produces nuts in August-September
Hawthorn	<i>Crataegus laevigata</i>	Forms the basis for many hedges : tough, fast growing, good source of food for birds and insects. Mammals; birds for berries; many insects; wood mouse eats fruit; good protection for nesting birds. Hawthorn flowers and fruits on old growth, so trimming should to be carried out very carefully, preferably only on alternate years.
Spindle	<i>Euonymus europaeus</i>	Good host for bean aphid; Fruit poisonous to mammals
Dogrose	<i>Rosa canina</i>	Important for Birds on fruit; insects on flowers
Viburnum	<i>Viburnum opulus</i> Guelder Rose	Produces large, white flowers and red fleshy fruit which attract a variety of animals Important for Birds; wood mouse attracted by fruit; insects on flowers flower early, and nectar and pollen attract insects
Crab apple	<i>Malus sylvestris</i>	Exceptionally important ecologically. It supports over ninety different species and produces a crop of fruit in late summer, important for numerous species of birds and small mammals Best grown as a small hedgerow tree and not trimmed: excellent food source for insects.
Elder	<i>Sambucus nigra</i>	Birds on fruit; insects on flowers; poor hedgerow tree for stock checking; capable of growing almost anywhere; very valuable in the informal wildlife hedge
<b>Butcher's Broom</b>	<i>Ruscus aculeatus</i>	The red berries are attractive to birds like blackbirds and song thrushes. Invertebrates find the very tough leaves unpalatable
Alder buckthorn	<i>Frangula alnus</i>	They have largish berries that change colour from green to red to dark purple as they ripen. This is a good plant for bees and is also one of the two main foodplants for the caterpillars of the brimstone butterfly, the other being buckthorn <i>Rhamnus cathartica</i>
Field Rose	<i>Rosa arvensis</i>	Low growing, clump forming shrub, which provides excellent food for birds.

<sup>1</sup> Bold font: planting these species, once established, may reduce dog damage

### Loggery

Deadwood should remain on site, preferably as logs which are left to decay or hidden within existing flower beds. However preference should be given to establishing a formal stag beetle loggery.

### Lighting

Park lighting should be reduced or turned off when the park is closed to reduce light pollution and encourage foraging bats.

## 4.6 Community Involvement

### Links with Community

The Park is managed to provide for all aspects of the community. Through Public consultation the park is managed in accordance not only with the wishes of all those who visit the park, but also with non-users to encourage higher usage.

On an ad hoc basis arranged by the local school and the park keeper, students from Chelsea Academy volunteer and assist the park keeper with planting up bedding and general maintenance in the parks.

### Friends Group

The Friends of Cremorne Gardens and Westfield Park is an active friends group and meet with the Council three times a year, although regular communication is maintained in between.

## COMMUNITY INVOLVEMENT IN MANAGEMENT AND DEVELOPMENT INCLUDING OUTREACH WORK

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>The Borough competes regionally and nationally in London in Bloom and Britain in Bloom, competitions run by the Royal Horticultural Society.</li> <li>The Friends of Cremorne and Westfield has been a very active force behind the redevelopment of the Park and they are keen to see improvements made.</li> </ul>		<ul style="list-style-type: none"> <li>To provide a park with high quality facilities for all park users.</li> <li>To establish relationships with under-represented groups and to identify possible ways of working together with them to enhance the park.</li> <li>To involve the community in the management of the park.</li> </ul>	<ul style="list-style-type: none"> <li>By taking into consideration all that was stated through the consultation.</li> <li>A minimum of three programmed meetings are to take place annually with Friends of Cremorne and Westfield to inform them of the management issues relating to the park and consult on areas of joint interest.</li> <li>To consider working with local schools on planting projects within the park in connection with the 'In Bloom' campaigns from 2011 onwards.</li> </ul>

## APPROPRIATE PROVISION FOR THE COMMUNITY

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<p>In spring 2010 the dog exercise area was removed and <b>an older children's</b> area was installed in its place. Dog toilets were instead installed around the park opening the site up for all park users.</p>	<ul style="list-style-type: none"> <li></li> </ul>	<p>To open the park up to all users, removing the need for dogs only areas.</p>	<p>Parks Police will enforce the dog control orders and encourage responsible dog ownership as well as community cohesion.</p>

## 4.7 Marketing

The park is marketed through a variety of leaflets and on the internet to publicise the park and the facilities it offers.

### Website

**The borough's website is utilised as much as possible with the park having its own [web page](#).** This page contains general information about the site as well as information on the history of the site, a map showing its location, directional information, photographs and news and updates on any works or developments that are due to take place.

### Social media

Social networking sites such as Twitter and Facebook allow the parks service to reach a new audience. Tweets/ updates include information about events, interesting facts, improvement works, closures and awards.

### Branding

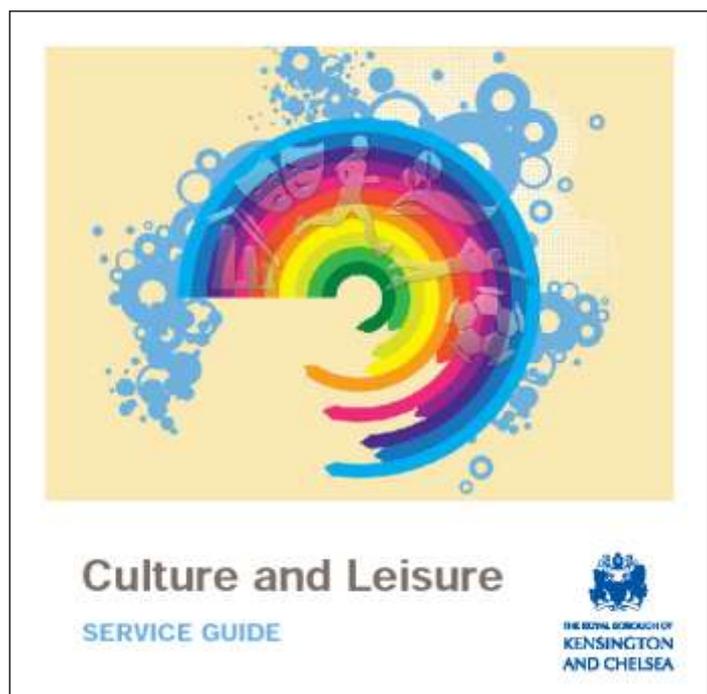
The Royal Borough has a distinctive brand and this is evident on all park signage, posters and park keeper uniforms. Having this branding in place ensures that visitors to the park know what standard to expect and who to report any comments to.

### Leaflets and guides

**Very few leaflets are produced for Westfield Park. The borough's Leisure and Culture guide contains information about the gardens and is available to all residents.**

### Press

**The 'Royal Borough' a free paper produced by the Royal Borough is distributed to every resident and is used by the Parks Team to promote its parks and open spaces. As well as this there are several local newspapers which often publish articles about the borough's parks and open spaces.**



## APPROPRIATE PUBLICITY

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
The park is actively promoted through a leisure service leaflet and through the parks and gardens website.		To promote the park as a community resource.	Leisure Services Development Officer (Parks) will update the webpage to contain accurate information about the park.

## PROVISION OF APPROPRIATE INFORMATION

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
Information has been provided about the park via the consultation process.		To ensure that park users are kept updated with regards to improvements in the park.	Contractor/Parks staff will make sure that the notice board is updated by contractor/parks staff with regard to improvements in the park.

## EDUCATIONAL MATERIALS

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
There is no educational information displayed in the park, provision for learning is provided in the Ecology Centre in Holland Park.		To display information about the park, in the park for park users to see.	To consider providing a space for educational information about the Park.

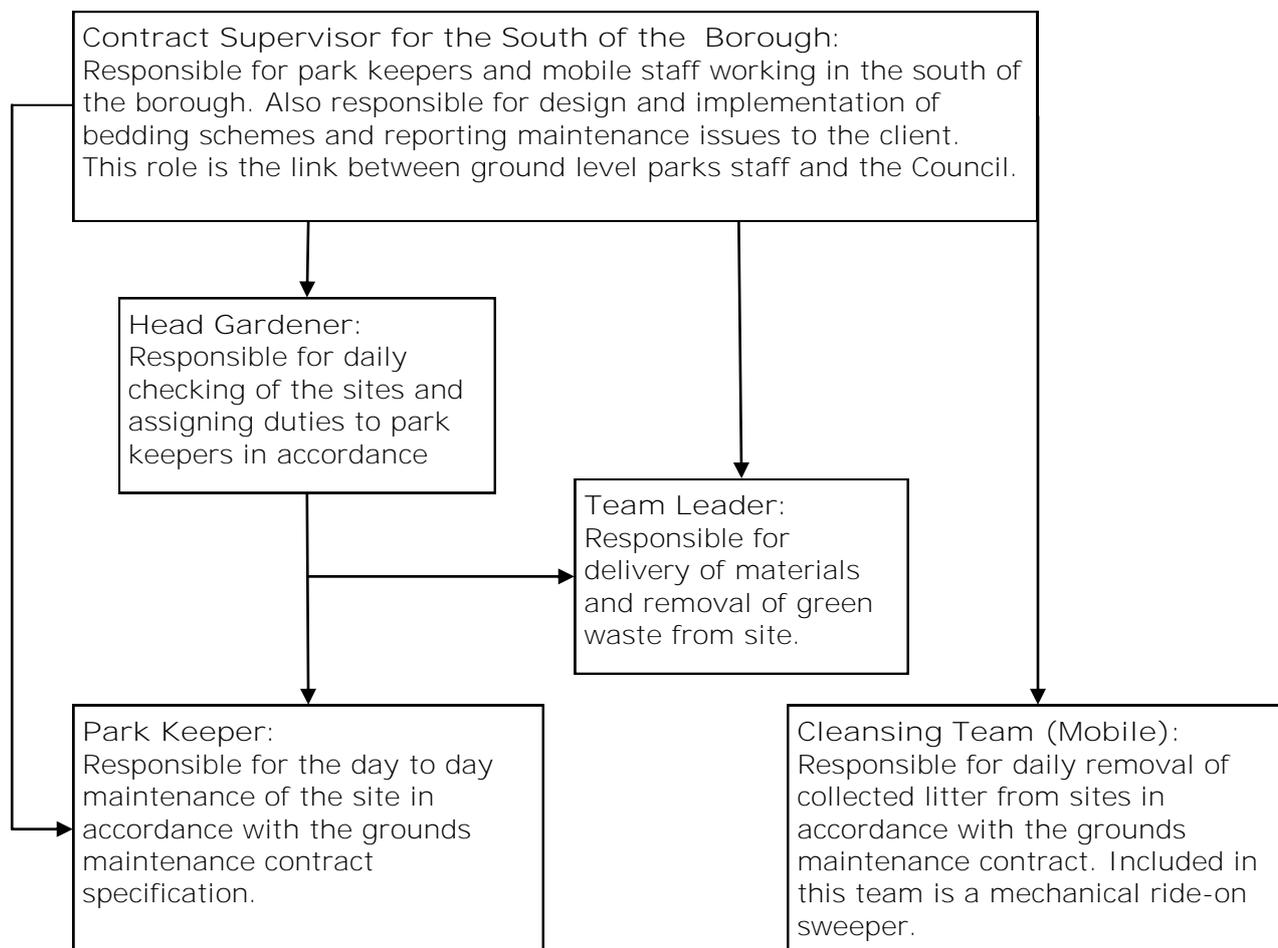
## 4.8 Management

The park is managed in accordance with the guidelines set out above. As stated previously this is the first management plan of its kind for Westfield Park and the belief is that the park will benefit from having it in place.

Management Structure:

The Council's Grounds Maintenance Contract Manager, based in Holland Park, is responsible for the running of the Council's parks through the grounds maintenance contract and reports directly to the Leisure Services Manager (Parks). The Council's Contract Manager is supported by the Contract Manager supplied by the Grounds Maintenance Contractors. Together they are responsible for the day to day running of the parks and open spaces as well as the maintenance of the sites.

Contractors staffing for Westfield Park:



## IMPLEMENTATION OF THE MANAGEMENT PLAN

Background/ Issues: Where we are now?	Policy Context/ linking documents:	Objectives: Where we want to get to?	Actions: How will we get there?
<ul style="list-style-type: none"> <li>• This is the first management plan that has been written for this Park. Over the next ten years all of the <b>Borough's eight</b> major parks will have management plans implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• The RBKC Ten-year Parks Strategy 2006-2015</li> <li>• The RBKC Environment Strategy 2006-2011</li> <li>• The RBKC Cabinet Business Plan 2006/07-2008/09</li> <li>• Green Spaces, Better Places: The Urban Green Spaces Taskforce 2002.</li> <li>• Living Places: Cleaner, Safer, Greener ODPM 2002</li> <li>• Green Flag Award Scheme Criteria</li> </ul>	<ul style="list-style-type: none"> <li>• To have a well managed park capable of gaining and maintaining Green Flag status.</li> </ul>	<ul style="list-style-type: none"> <li>• By implementing and maintaining this management plan.</li> <li>• The management plan will be reviewed annually.</li> </ul>

## 5. How will we know when we have arrived?

In order to provide park users with the best possible park it is essential that the above actions are adhered to in order to ensure that the objectives are achieved. Feedback from the Green Flag Award Scheme will also be used as a guide when reviewing the plan. The plan will be reflected upon annually, however, it will not be fully updated for ten years. A review, however, will be carried out on 2010 to ensure that major works to the park are on track.

The Indicative Works Plan below details the proposed time frame.

Action	Related GFA assessment criteria	Proposed Time-Table	Lead	Status
Consider further improvements to the amenity building	<ul style="list-style-type: none"> <li>•A Welcoming Place</li> <li>•Clean and Well Maintained</li> </ul>	Ongoing	Parks Manager	
Purchase picnic tables for grass areas with tree cover.	<ul style="list-style-type: none"> <li>•A Welcoming Place</li> </ul>	Summer 2012	Parks Officer	Complete
Create a stag beetle loggery.	<ul style="list-style-type: none"> <li>•Conservation and Heritage</li> </ul>	Summer 2013	Ecology Service Manager	
Resurface footpaths	<ul style="list-style-type: none"> <li>•Clean and Well Maintained</li> </ul>	Spring 2014	Parks Manager Project Manager	

## Summary Annual Schedule for Westfield Park

Action	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Tree survey (once every three years)									+			
Paint wooden furniture					+	+	+					
Clean drains, gullies and covers	+				+				+			
Lubricate gates, hinges and padlocks	+			+			+			+		
Clean signs	+	*	*	+	*	*	+	*	*	+	*	*
Low frequency hedge cut	+	+										
Medium frequency hedge cut			+				+		+			
High frequency hedge cut		+			+	*	*	*	*			
Fork hedge lines, shrub beds and herbaceous borders and apply fertiliser		+										
Prune roses and apply fertiliser to rose beds		+	+							+	+	
Apply mulch to shrub beds			+									
Inspect immature trees			+						+			
Install and maintain hanging baskets						+	+	+	+			
Lift and divide herbaceous material											+	
Enter site for GFA		+										
GFA judging period			*	*	*							
Enter London in Bloom		+										
London in Bloom Judging							+					
Playground inspection	+	+	+	+	+	+	+	+	+	+	+	+
Wildflower Meadow Cut (scythes)			+						+			

+ Required action

\* Action triggered by monitoring

Council Officer  
 Quadron Services Ltd  
 Contractor (Other)

## Environmental Policy

William Sinclair Horticulture Ltd. recognises that its products and operations have an effect on the environment in a number of differing ways. The majority are advantageous, such as the greening of urban landscapes and the overall improvement of homes and gardens, but some are not. Sinclair is committed to continually strive to reduce these negative environmental impacts.

Therefore in conducting its business Sinclair will:

Meet or exceed all relevant environmental legal requirements.

Reduce the CO<sup>2</sup> emission from our operations per unit of output by:

- Reducing the average distance our raw materials travel by 10% between now and 2020.
- Reducing the transport carbon emissions per unit of product by 10% between now and 2020.

Reducing the carbon emissions per unit of production from our operations by 10% by 2020.

Actively promote peat alternatives. In 2010 we used 370,000m<sup>3</sup> of peat alternatives and we intend to increase this to 600,000m<sup>3</sup> by 2020 with 450,000m<sup>3</sup> coming from recycled materials.

Regenerate worked-out peat fields in accordance with requirements identified in our planning consents. In many areas this will involve regeneration as wetland. Our current performance is to achieve 75% re-establishment of mire bio-diversity within 10 years of cessation of peat extraction, and we aim to improve on this.

Reduce, reuse or recycle wastes where economically possible, and dispose of any generated waste in accordance with best practice.

Paul Smith,

Technical Manager, with specific responsibility for overseeing environmental issues for William Sinclair Horticulture Ltd.

October 2010

Appendix Two Parks Monitoring Form

Site:	3	2	1	
ITEMS TO BE CHECKED	G	O	R	SCORE
1 Were entrance signs visible announcing the site and did they provide contact details for complaints and praise?				0
2 Were entrances safe and accessible to people of differing abilities?				0
3 Were entrances and car parks clean, litter free and well maintained?				0
4 Were signs throughout the site of good quality, well maintained, and current?				0
5 Where provided, were notice boards displaying up to date, relevant information?				0
6 Were paths in good condition, clean, unobstructed and accessible to different abilities?				0
7 Were any staff on site easily identifiable to the public, knowledgeable and approachable?				0
8 Had any hazards been identified and made safe?				0
9 Were facilities such as toilets, cafés etc. clean, well maintained and open as advertised?				0
10 Were buildings, structures and features on the site in good condition?				0
11 Were walls, fences, steps and other infrastructure in good condition, and without graffiti?				0
12 Was all children's play equipment well maintained and clean?				0
13 Were benches, bins etc. well located, clean and in good condition?				0
14 Was safety equipment present and fit for purpose (if provided)?				0
15 Was lighting, CCTV and other security measures in good condition (where provided)?				0
16 Was there evidence of unacceptable littering?				0
17 Did litter bins appear to be emptied regularly?				0
18 Was dog and other animal fouling adequately controlled?				0
19 Were horticultural standards being maintained?				0
20 Do trees appear to be safe and in good condition?				0
21 Have features requiring or undergoing maintenance been made safe with appropriate signage?				0
22 Did you feel safe during your visit?				0
23 Was the site flying its Green Flag, and was the flag in good condition and recognisable?				0
24 Was the site displaying its Green Flag Award certificate?				0
25 Would you like to make any additional observations? Feedback from public? Feedback from park staff?	Final % score			#DIV/0!

	ISSUES and FEEDBACK	DATE RESOLVED
a		
b		
c		
d		
e		
f		

GREEN = looking good / fully provided / done ORANGE = needs attention at some point / partially provided / partially done RED = needs urgent attention / not being provided / not done

## Appendix Three: Green Flag Award Criteria

### Green Flag Award® Assessment Criteria

Green Flag Award® applications are judged against eight key criteria. Where certain criteria are not met, applicants can provide justifications that may be taken into **account. What's more, if management practice changes are in progress but not yet fully implemented, transitional phases will be acknowledged and viewed positively.**

The judging criteria also considers the fact that each park/green space will offer different kinds of facilities, and will be managed and developed to varying opportunities and constraints. Innovation and the way facilities offered are tailored to the needs of the community will also be taken into account.

#### Eight key criteria

##### 1. A welcoming place

When approaching or entering the park/green space, the overall impression for any member of the community - regardless of the purpose of their visit - should be positive and inviting. There should be:

- **Good and safe access**
- **Good signage to and in the park/green space**
- **Equal access for all members of the community**

##### 2. Healthy, safe and secure

The park/green space must be a healthy, safe and secure place for all members of the community to use. Any issues that have come to light must be addressed in the management plan and implemented on the ground. New issues that arise must be addressed promptly and appropriately.

- **Equipment and facilities must be safe to use**
- **It must be a secure place for all members of the community to use or traverse**
- **Dog fouling must be adequately addressed**
- **Health and safety policies should be in place, in practice and regularly reviewed**
- **Toilets, drinking water, first aid, public telephones and emergency equipment** where relevant (e.g. life belts by water) should be available in or near the park/green space, and be clearly signposted.

##### 3. Clean and well maintained

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

- **Litter and other waste management**
- **The maintenance of grounds, buildings, equipment and other features**
- **A policy on litter, vandalism and maintenance should be in place, in practice and regularly reviewed.**

#### 4. Sustainability

Methods used in maintaining the park/green space and its facilities should be environmentally sound, relying on best practices available according to current knowledge. Management should be aware of the range of techniques available to them, and demonstrate that informed choices have been made and are regularly reviewed. Parks/green spaces should:

- **Have an environmental policy or charter and management strategy in place, which is in practice and regularly reviewed**
- **Minimise and justify pesticide use**
- **Eliminate horticultural peat use**
- **Recycle waste plant material**
- **Demonstrate high horticultural and arboricultural standards**
- **Have energy conservation, pollution reduction, waste recycling, and resource conservation measures**

#### 5. Conservation and heritage

Particular attention should be paid to the conservation and appropriate management of:

- **Natural features, wildlife and fauna**
- **Landscapes**
- **Buildings and structural features**
- **These should serve their function well without placing undue pressure on the surrounding environment**

#### 6. Community involvement

The park/green space management should actively pursue the involvement of members of the community who represent as many park/green space user groups as possible. The following should be demonstrated:

- **Knowledge of user community and levels and patterns of use**
- **Evidence of community involvement in management and/or developments and results achieved**
- **Appropriate levels of provision of recreational facilities for all sectors of the community**

#### 7. Marketing

- **A marketing strategy should be in place, which is in practice and regularly reviewed**
- **There should be good provision of information to users, e.g. about management strategies, activities, features, ways to get involved**
- **The park/green space should be promoted as a community resource**

#### 8. Management

- **A management plan or strategy should be in place which reflects the aspirations of Local Agenda 21**
- **This should clearly and adequately address all of the above criteria and any other relevant aspects of the park/green space's management**
- **The plan must be actively implemented and regularly reviewed**
- **A financially sound management of the park/green space must also be demonstrated**

## Appendix Four: Animal Guidance Notes

### Nesting Birds

Nesting birds are protected under the Wildlife and Countryside Act 1981 and it is an offence to intentionally or recklessly:

- kill, injure or take any wild bird

- take, damage or destroy its nest whilst in use or being built (it is important to be aware that nest building starts from the moment the first twig is laid)

- take or destroy its eggs.

To ensure nesting birds are not disturbed

- Hedge maintenance or the cutting of scrubby vegetation should normally be undertaken from December to February inclusive.

- It should not be undertaken between March 1st and July 31st inclusive, unless there are immediate safety issues.

- August should also be avoided whenever possible.

- If it is necessary to undertake maintenance during the nesting season, the hedge or scrub should be checked thoroughly for nests.

- If nests are present, or you are in doubt, work must not proceed unless there is a safety issue.

- In all cases in the summer months, the most limited cut to achieve the objective should be undertaken.

### Young Birds

*It's common in spring and summer to find young birds sitting on the ground or hopping about without any sign of their parents.*

This is perfectly normal, so there's no need to be worried. The parents are probably just away collecting food - or are hidden from view nearby, keeping a watchful eye.

The young of most familiar garden birds fledge once they are fully feathered, but before they're able to fly, they spend a day or two on the ground while their feathers finish developing.

Tawny owl chicks are mobile at a very early age, and can be seen climbing in and around their nest tree before they are even half grown.

If you find a fledgling or young owl, the best thing to do is to leave it where it is.

#### What if the bird is in danger?

Fledglings should be left where they are, in the care of their parents. Removal of a fledgling from the wild will cut its chances of long-term survival to a small fraction, and should only be done as a very last resort.

If the bird is on a busy path or road or other potentially dangerous, exposed location, it makes sense to pick it up and move it a short distance to a safer place. Make sure you put it down within hearing reach of where it was found so its parents can find it.

Handling a young bird does not cause its parents to abandon it. Birds have a poor sense of smell and do not respond to human smell in the same way as mammals.

#### Can I put it back in its nest?

If the young bird is unfeathered or covered in fluffy down (a nestling) and has obviously fallen out of a nest by accident, it may be possible to put it back.

If this can't be done, the chick is dependent on humans for survival, and it should be passed on to an expert rehabilitator, such as a local vet.

The RSPB does not run bird hospitals or a rescue service. The [RSPCA](#) (England and Wales), [SSPCA](#) (Scotland) and [USPCA](#) (Northern Ireland) are the national charities that help and advise on sick and injured birds and animals. [Tiggywinkles](#) and The [Swan Sanctuary](#) also take in wild birds in need of care

### Bat Found on the Ground

Always wear gloves to handle bats. If you need help, call the Bat Helpline - 0845 1300 228

A bat found on the ground during daylight hours is likely to be in trouble already.

Bats are protected, so it is normally illegal to keep healthy, flying bats, and a license is needed to handle them. However, anyone who finds a bat that is ill or injured may take care of it in whatever way is most humane and practical with the objective of its rehabilitation to the wild. There are a number of experienced bat rehabilitators in the UK, so in these circumstances please contact the Bat Helpline on 0845 1300 228 for assistance - they will be able to put you in touch with your nearest bat rehabilitator.



### Hedgehogs

Hedgehogs are a priority species. In the events that ground staff see a hedgehog in one of the parks, please report the sighting to Saskie Laing (RBKC Ecology Service) .

Hedgehogs are often injured by strimming and mowing. In the late-Spring and Summer, hedgehogs like to sleep in long grass. Please check with your foot, for slumbering hogs, before commencing your work.

Hedgehogs are almost totally Nocturnal - they are active only at night, from dusk, onwards, and spend the daylight hours asleep. So, if you find one out in the day, something may be wrong! Very sick hogs/ hoglets found by members of the public, are found wondering (and often wobbling) about in daylight. Sick or injured hedgehogs can be found at any time of the year.



If you find a sick or injured hedgehog, please, wearing a pair of gardening gloves, pick the poor hog up and carefully put him/her in a small cardboard box. Sick hedgehogs, and those in shock, need warmth. Within the bottom of the box, place a hot water-bottle, well wrapped in a towel. obviously, the hedgehog placed on top of the heat-source, not underneath it.

If an injured hedge is found please contact the Ecology Service or contact the British