



Poole Park Life Delivery Phase Activity Plan

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1. Introduction

1.1 Overview

The aim of this Activity Plan is to set out all of the work that will be undertaken during the four-year Delivery Phase and beyond. This will involve engaging local residents, the local community and park visitors with the Poole Park Life heritage project. The project will include:

- ❖ 1,140 volunteer days of which 1,096 will be classified as 'unskilled' and 44 days will be classified as 'skilled' (bringing in £61,400 of match funding)
- ❖ New Volunteer Co-ordinators recruited, supported and trained for the Information Kiosk and Gardening Volunteering.
- ❖ 189 activities delivered throughout the 4-year project ranging from smaller workshops or play activities to larger scale on-going projects such as the revitalisation of the Information Kiosk.

It is vital that the local community continue to be part of this significant project - particularly as local residents and visitors view the park as being important to them.

Although heritage information was imparted during the development phase (through talks with schools, local residents' groups and youth clubs as well as through activities within the park), the Delivery Phase will have to do much more. We need to ensure that this information is readily available to all visitors and those living locally.

It is also vital to ensure that members of the public are aware of operations and timescales leading up to completion.

The Activity Plan has therefore not purely been based on achieving expected outcomes, it has also been based on the Project Delivery Plan. This will help to compensate and involve the public when works are taking place - such as the replacing of play areas, re-landscaping and lake improvements. It has also been founded on what worked well and new ideas that arose during the Development Phase, and strengthening those activities so they become sustainable for the long term.

Comments below have been taken from the Poole Park User Group age, when asking people 'What does Poole Park mean to you?'



1.2 Heritage Focus

Poole Park is a Grade II listed late-Victorian Public Park and is owned and managed by the Borough of Poole (BoP). It is one of only two Victorian Parks in the BoP which were designed in the late 1800's to provide public recreation for the increasing population. Today, Poole Park is still a popular and a much-loved attraction for both Poole's residents and visitors.

Poole Park is already a magical place, combining a unique waterside setting, historic buildings, trees and wildlife with a range of opportunities for informal and formal recreation.

The Conservation Plan separates the heritage within Poole Park into themes, detailing how the different elements need to be considered in the longer-term management and maintenance of the park. These include:

- ❖ Historic Landscape:
 - The historical design of the park including its curved paths, The Drive, the fresh water lakes and boating lake (lagoon)
 - Its intended 'natural' character and open views
 - Buildings and structures such as the lodges and entrance gates
- ❖ Landscape and built fabric
 - Trees, Grassland and Horticultural Displays
 - Park furniture including benches, with different styles to suit different elements of the park (e.g. formal Victoriana for The Drive and main pathways, less formal for smaller garden spaces)
 - Signage, Lighting and Drainage
 - New surface materials of the main pathways
- ❖ Public Access and Enjoyment
 - Community, Recreation and Play; including informal (walking, running) and more formal recreation (e.g. tennis, bowling, watersports, cricket, model boating)
 - Vehicle Access and Parking, including access via public transport
 - Education and Interpretation, including self-learning, guided walks and social media
- ❖ Environment
 - Habitats, surveys and water quality
 - Sustainability

It is these themes that build a foundation for heritage interpretation and education within the project, developing activities that enable Poole Park's visitors and local residents to identify and gain an understanding of the importance of the full range of heritage within Poole Park.

Listed below are the features of Poole Park that are considered of high significance according to the Conservation Plan, those are listed below.

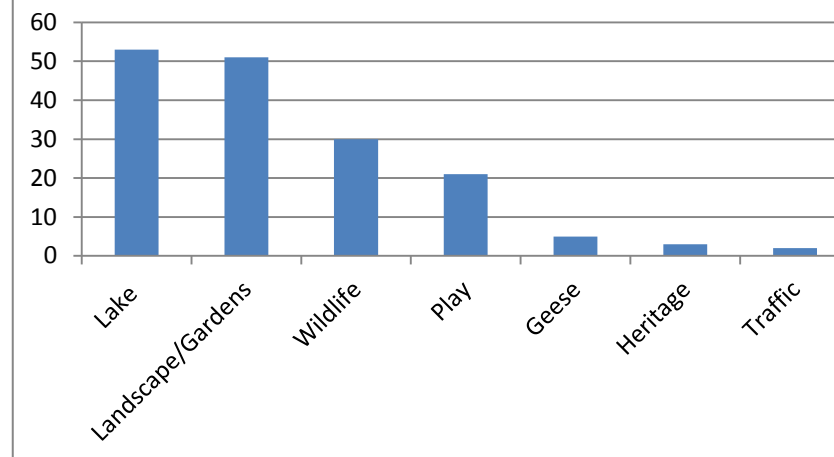
- | | |
|---------------------------------|---|
| ▪ Seldown Lodge Entrance | ▪ Landing stages (remains of) |
| ▪ East Gate Lodge Entrance | ▪ Lagoon |
| ▪ Norton's Gate Entrance | ▪ Freshwater Lakes |
| ▪ Middle Gate Entrance | ▪ Avenue, Boundary Tree belts & Trees on remaining promontories |
| ▪ Whitecliff Road Entrance | ▪ Municipal War Memorial and setting |
| ▪ Cricket Pavilion | ▪ Keyhole Bridge |
| ▪ Sluice | ▪ Nursery (Use) |
| ▪ Park Drive | ▪ Bowling Pavilion & Green and Tennis (Use) |
| ▪ Cycle Track and Cricket Pitch | |

During the consultation phase participants were asked 'To what extent do you agree or disagree with the proposals listed (above) that relate to our heritage and landscape plans for Poole Park: 1 is strongly disagree and 10 is strongly agree'. Of the 130 participants that completed the questionnaire:

- 76 participants (60%) gave a score of 7 or above
- 30 participants (24%) gave a score of 5 or selected 'Don't know'

So although generally people were supportive of the Conservation Plan, the results also indicate that a significant number of people have a lack of understanding of how heritage relates to Poole Park.

What are the features of Poole Park that make it special to you?



In addition, the questionnaire used in the Development Phase asked 'What are the features of Poole Park that make it special to you?' The chart above details the results. Although 'Heritage' appears to be low in terms of popularity, actual heritage features such as 'lakes' and 'landscape' are considered to be most important. Again this represents a lack of understanding that these features are an integral part of Poole Park's heritage. This needs to be addressed during the Delivery Phase through education, exciting activities (which attract a wider audience) and interpretation.



1.3 Poole Park as a Resource

Poole Park is an urban park surrounded by both affluent and deprived areas and is fortunate to have a range of resources within and outside of its boundaries. It is part of a popular tourist destination of the South Dorset Coast resulting in large visitor numbers particularly over the summer months, but also has a significant number of regular visitors many of whom view the park as an extension of their own home or workplace. Around one third of the people who completed our questionnaire visited the park every day and one half visited the park once per week or more. These visitors are in themselves a resource within the project through their learning, volunteer time and general involvement.

Another great resource in the park is of course its Victorian heritage. Our surveys have indicated that heritage lacks visibility within the park and that there are many opportunities to bring the park's heritage to the forefront of the visitor experience. This will be delivered through a variety of interpretation and educational activities utilising the range of heritage features within the park as well as its stories and visitor interaction over the past 126 years. Please see the Interpretation Strategy and the Action Plan, Section 3.3 of this document for more details.

Education and interpretation will allow people to learn from the full range of features within the park including vistas, designs and architecture and industrial heritage (Ironworks demonstrated through drain covers and the sluice gate, pottery exhibited via the entrance gates) and social history through the park's use during and since the Victorian era.





In reference to the environment, Poole Park borders Poole Harbour which is designated as a Special Protection Area. Although Poole Park's lagoon is not included as part of this designation, the lagoon is drained into the harbour via its sluice gate, therefore there is a direct relationship between the two water bodies. This and the partnerships that have been fostered through the development phase with members of The Poole Harbour Catchment Initiative will not only help to progress long term improvements for the lagoon but will also allow new opportunities for park visitors and local residents to be involved in those improvements. This could be through research, installation of new habitats or simply gaining new experiences in learning about bird and wildlife species and the environments in which they thrive.

Other wildlife opportunities that provide opportunities for community engagement in the park include:

- ❖ Bat surveys including taking part in a national survey of Nathusius' Pipistrelle bats which are often found at large water bodies



- ❖ Webcams and feeding stations allowing visitors to watch wildlife that may not have previously been on view
- ❖ 'Walks and talks' enabling visitors to look out for and learn about birdlife, small mammals, insects and amphibians that all exist within the park

- ❖ Learning new ways to interact with wildlife moving away from the more traditional experience of feeding bread to wildfowl, for example crabbing in the lagoon

The landscape of the park is not only an important aspect of the parks heritage but also an opportunity to involve local volunteers in its improvements and long-term maintenance. The Action Plan on pages 12 to 25 of this Activity Plan indicates how the landscape will allow us to offer horticultural training, therapy, physical exercise and social interaction all through volunteering. The new garden designs will provide new opportunities for park visitors in terms of finding quiet space that will benefit their well-being as well as learn about traditional plants and Victorian plant hunters.

Finally, Poole Park offers a whole range of opportunities for formal and informal exercise. A large number of people use the park for regular walks whilst up to 700 people take part in the Poole Park Run and a further 200 children in the Junior Park Run every weekend throughout the year. The outdoor gym equipment, although in need of replacement, is used regularly by people of all ages ranging from extensive fitness sessions to more casual use. Gardening volunteering also offers exercise for its participants who often state that they feel as though they have had a 'good workout' at the end of each session!

The above is in addition to the extensive formal physical sports activities that the park has to offer, many of which have endured since Victorian times, including cricket, tennis, sailing and bowling. All of these opportunities have the potential to be opened up to a wider audience, particularly focussing on those who would benefit most, encouraging local residents and those supported through local partners to participate in physical exercise in the park.



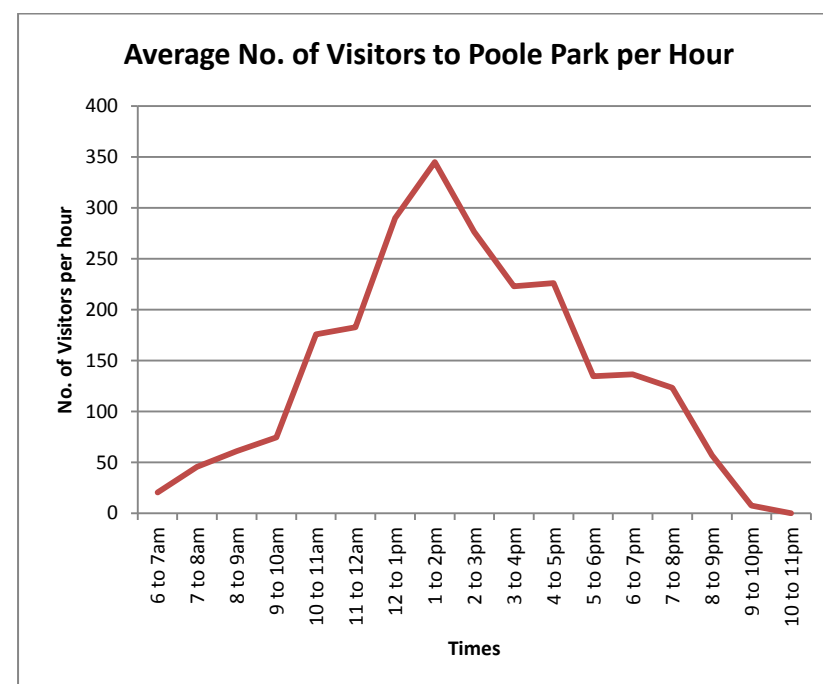
1.4 Current Audience

Throughout the Development Phase we have used various methods to analyse visitors to Poole Park. This includes:

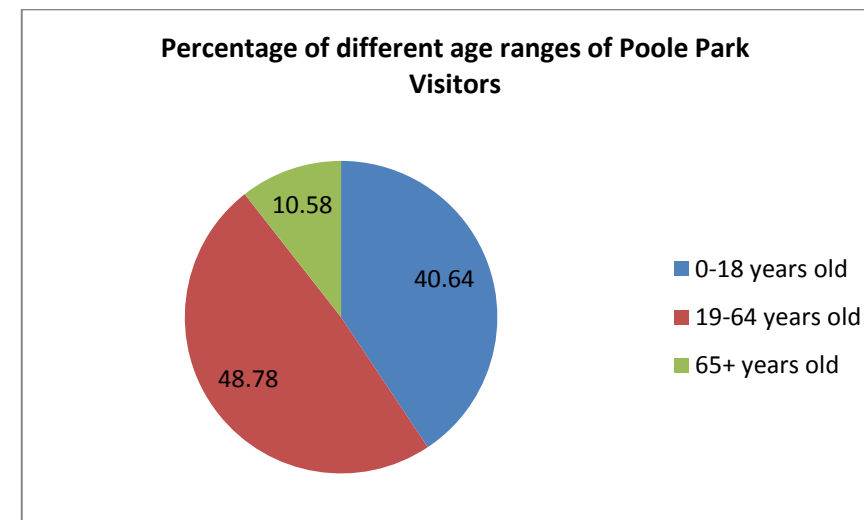
- Counts days which took place on 3 or 4 varied dates throughout the year, tracking the age, ethnicity and gender of visitors within the park every hour as well as tracking their location and actions (e.g. cycling, walking, jogging)
- Surveys and questionnaires where we asked individuals their personal details as well as questions on their use of the park and what features they like best or feel require improvement
- Monitoring those who took part in activities and events throughout the development phase.

Poole Park Counts!

During the four Counts surveys that took place during the development phase, 9,177 people were counted using the park. From this we can estimate that approximately 837,395 people visit the park each year (based on an average of 2,294 people using the park per day times by 365 days per year). The peak visiting time is lunchtime as seen below:



The Counts survey also estimates that approx. 97% were white, 53% were female and the approximate age breakdown was as follows:



The percentage of young people (0-18 years old) in the park at 41% is much higher than Poole's population at 22% (percentage of residents aged 0-19 year 2011 Census). This demonstrates that Poole Park is very much a destination for families and planned capital improvements and community engagement reflect this.

Around 11% of visitors were 65 years or over, which is actually lower than Poole's population at 20.5% (Census 2011). This will be addressed in various ways. For example, in building new opportunities for games that are generally played by older people, such as boules, into the Collectors Garden. We will also develop better communications with groups that reach this target audience (such as the University of the Third Age), allowing older people to be more aware of activities that may be of interest to them

For more details regarding the Counts survey please see Appendix 5.2.01.

Questionnaires and Surveys

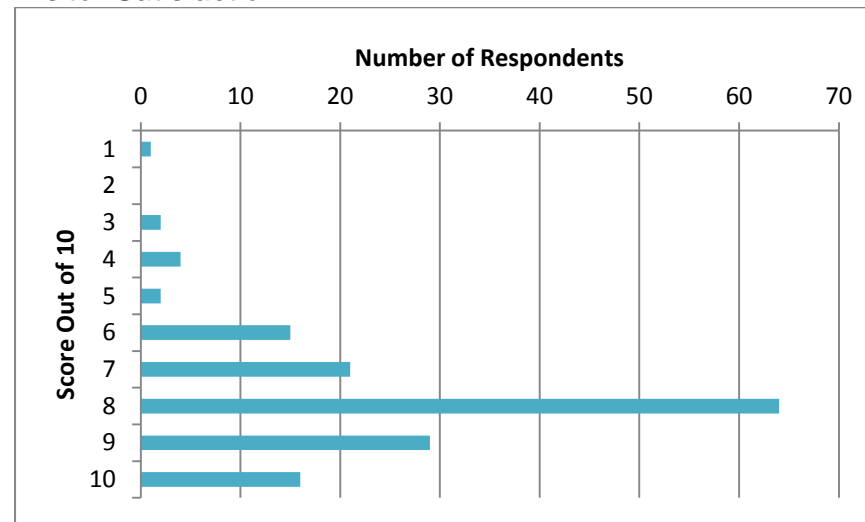
Questionnaires and Surveys were completed by park visitors (and non-park users) at events, consultation activities and via outreach throughout the development phase. From this we know that approximately 51% of visitors use the park for one hour or less, 33% use the park every day and a further 28% use the park at least once per week. This fits with anecdotal evidence of people living or working within walking distance to the park viewing the park as being an extension of where they live, emphasising its importance. The close connection that users have with the park is something that can be built on in terms of creating new ways in which they can use the park differently, learn more about the heritage value of the park and gain new benefits from their visits.

In terms of age range 23% of those who completed our questionnaires were aged 65 years and over. This is reflective of Poole's residents at 20.5% which is higher than the national average at 16% (Census 2011). Young adults, aged 20 to 34 made up only 10% of our completed questionnaires however this age group makes up approximately 16% of Poole's total population. However, this does not take into account the 504 young people who took part in a survey specifically focussed on the play area designs, through linking with Borough of Poole's Youth Team.

From the questionnaires we also know that 18% of Poole Park's visitors are limited in their day to day activities by a disability or long-term illness which matches Poole's resident population (2011 Census). Approximately 5.6% were from BME backgrounds which is slightly lower than the BME population for Poole as a whole at 8.1% (2011 Census).

In terms of visitor satisfaction, between 92% and 94% of those who completed the surveys gave a score of 6 or above when asked 'On a scale of 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, please rate your overall satisfaction with Poole Park'? Please see results in graph form below:

Visitor Satisfaction



This is positive, however it may be a result of visitors not recognising that elements of Poole Park are on a 'tipping point'. For example the road surfacing from the Seldown Lodge entrance is thin requiring constant re-patching. The playgrounds, particularly the one on Westfield, are outdated and in need of replacement. The road layout and surfacing makes it difficult for pedestrians and especially wheelchair users to cross roads safely. And finally the water in the lagoon and fresh water lakes is poor quality and in much need of improvement for the benefit of wildlife and recreational use.

For more details regarding the baseline data from questionnaires and survey, please see Appendix 5.2.02.

Event and Activities during the Development Phase

Approximately 6,300 people took part in almost 100 events and activities throughout the 2-year development phase. Of those around 50 people or more were regular volunteers who were involved in a number of activities, projects and workshops.

Although many of our regular volunteers tend to be of retirement age there were also many younger adults taking part in the monthly gardening volunteer sessions and consultation workshops. In addition, volunteers both from Bournemouth & Poole College and Bournemouth University were involved in litter picking and shrub clearance as well as research into wildlife and the water quality of Poole Park's lakes.

Over 3,000 children took part in various activities during our consultation events, whilst seven local primary schools participated in talks and workshops about Poole Park heritage as well as litter picks, Victorian games, Victorian crafts and tree planting in the park.

Around seven disability groups and 108 individuals supported the Access Audit of Poole Park (Appendix 2.4.01) for more details) as well as attending consultation workshops. It is difficult to assess how many people with disabilities attended events, however every effort was made to ensure that all events and activities were accessible. For example, the Cricket Pavilion and Civic Centre were used for consultation activities as both venues are accessible for people with disabilities.

1.5 Past and Current Community Engagement Offer

Our Development Phase included the delivery of almost 100 events and activities which encouraged people to gain new experiences from their local park as well as have their say on its future. Activities were arranged to attract different age groups and varied interests. Below are just a few examples, please see Appendix 4.3.01 for a full activity log of the Development Phase:

- Family Fundays
- Environmental activities
- Gardening volunteering
- Litter picking in the drained lagoon
- Victorian crafts
- Victorian games
- Tea parties
- Outdoor living room and even sumo wrestling!



In addition to the HLF project itself, BoP events team also hire West Field (next to the large playground) for the delivery of a range of events as well as organised healthy walks for all and fitness sessions for referrals from Dorset's Cancer Care Unit.

Importantly throughout the development phase we have developed new on-going activities that offer long-term benefits not only to participants but also to park visitors. These include the monthly gardening volunteer sessions, regular litter picks in the drained lagoon (involving school 'eco-warriors' and adults), Family Fundays and the creation of quiet and sensory gardens. We plan to further develop these activities throughout the delivery phase ensuring their sustainability through creating greater awareness, recruiting volunteer co-ordinators and ensuring volunteers have the training and resources they require in order to take projects forward. The new gardens are also part of the Management

and Maintenance Plan (MMP) actions, ensuring volunteers and park staff are working together.



In terms of partnerships we have developed new links with local groups such as residents groups, local schools, children's centres, environment groups, local artists, local care homes, youth groups, BME groups and disability groups. We have also enhanced partnerships with the Friends of Poole Park and Poole Park Heritage Group. All of these links and the building of new partnerships will bring creativity, expertise and resilience to future projects.

Please see Appendix 4.3.02 for a photographic archive of all our events during the development phase.

1.6 Gaps in our Offer and Needs to be Addressed

Overall we appear to be engaging with an audience that matches Poole's population. However, there is still scope to reach target groups who would benefit most from using Poole Park, to enhance what is offered through our activities and events and to create sustainability to ensure a legacy is formed from the Activity Plan.

Through analysing Poole Park's current audience and what was delivered during the development phase, the following gaps in our services have to be addressed:

❖ Lack of heritage awareness:

Although many of Poole Park's volunteers have a detailed knowledge of its heritage, many regular and short-term visitors to the park have very little knowledge of Poole Park's heritage. This will be helped through new interpretation in the park, but the activities in the Delivery Plan will be key to build a foundation of knowledge with local residents and visitors that can be passed on to future generations.

❖ A Tailored Offer to Volunteer Groups:

Plans in the Development Phase were to train Friends of Poole Park (FoPP) members. We were unable to deliver due to low levels of interest. Therefore, a new focus will be placed on providing formal and informal training to new and existing volunteers in the Delivery Phase that will build their resilience, as well as develop their roles as coordinators, or in offering advice and information from the Information Kiosk.

❖ Improved partnerships with Friends of Poole Park (FoPP) and Poole Park Heritage Group (PPHG):

Communication has improved in the Development Phase, this now needs to lead to greater joint working.

❖ Gaps in working with black and ethnic minority communities:

We will continue to work alongside the Dorset Indian Community who will be running their second Indian Mela in Poole Park in August 2017, including a demonstration of Indian and British crafts and games that would have been popular during Victorian times. In addition, 11% of Poole's black and ethnic minority populations is Polish. Therefore we will make links with the local Polish and other communities and explore opportunities for their involvement.

❖ Enhancing work with disability and mental health groups:

Although links have been established with a number of disability and mental health groups, Poole Park's offer will be enhanced to support those with mental health issues for example through activities such as horticultural therapy. There are also opportunities to offer fitness sessions based on the renovated outdoor gym equipment as a way of improving the health and well-being of local residents.

❖ Engaging local communities from deprived areas:

Links with Poole Housing Partnership will be further developed in order to offer opportunities for volunteering and training for those who would benefit most. Family Fundays delivered during the development phase will continue during the delivery phase as a way of attracting people on low incomes with entertainment being offered for free or at a very low cost.

❖ **Creating a nature based volunteer group:**

This needs to be established alongside improvements to the fresh water lakes and lagoon. We plan to build on interested individuals who use social media to exchange information regarding Poole Park's wildlife and also develop partnerships with Dorset Wildlife Trust, Birds of Poole Harbour and the RSPB.

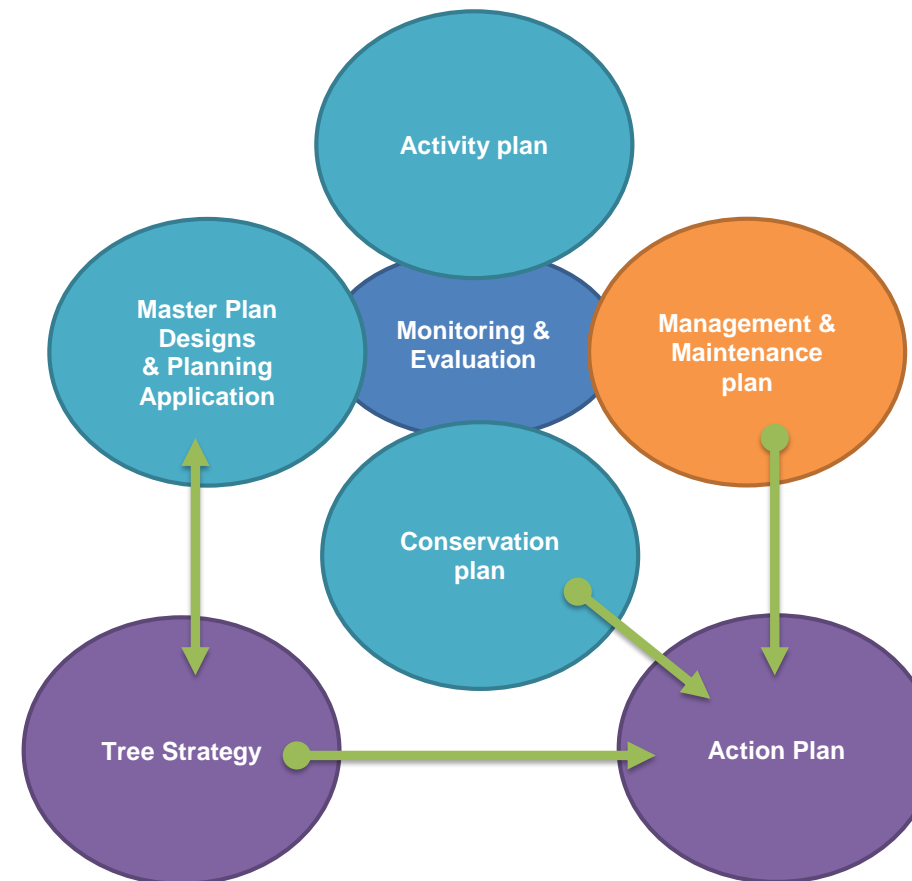
Overall we hope to continue and expand on partnerships in the future as well as identify new partners which may help us to reach new target groups who would benefit from taking part in activities within Poole Park.

1.7 Activity Plan Scope

The Activity Plan forms a major part of the HLF Delivery Phase and will be linked into other longer term plans for the park as seen in the following diagram. In practice this would mean the following:

- Actions listed within the Action Plan have been developed in direct response to needs identified within the Management & Maintenance Plan, Conservation Plan and Interpretation Strategy
- Elements of the above plans and strategies have been determined through consideration of activities delivered within the Activity Plan

For example: What cost benefits would the gardening volunteers bring to the overall maintenance costs? Will the use of volunteers allow more planting areas such as in the creation of quiet gardens? What training can be provided within the HLF Delivery Phase that will improve the longer term maintenance of the park? What activities can people deliver to support the park's conservation?



The Activity Plan will work alongside the Interpretation Strategy. Activities will aim to celebrate, create awareness of and learn from Poole Park's heritage and features within the park such as the original Victorian lodges to the WWII 'dragon teeth' placed along the railway line.

In depth research into the history of the park, including the original plans, landscaping and how the park was used have helped to form the Conservation Plan. We therefore plan to ensure that the Activity Plan will allow the results of that research to be shared with local residents and the park's visitors either through heritage interpretation projects with local schools, heritage based events in the park or through the creation of a Poole Park heritage archive via the poolepark.org website.

We will encourage local groups and schools to use the heritage of the park as a resource to learn from the past, ranging from the collectors garden to the mechanics of the sluice gate on the lagoon.

In terms of the scope of the actual site, the Activity Plan covers the full boundary of Poole Park, all of which falls under the HLF Poole Park Life Project. It does not include the neighbouring parks of Whitecliff Recreation Ground and Baiter Park. However signage and interpretation plans for Poole Park will need to ensure that information is also provided for and linked to these areas which are both very accessible from Poole Park.

2. Aims and Objectives

2.1 Activity Plan Aims

Based on what has worked well during the development stage, gaps identified and creating benefits that leave a lasting legacy for Poole Park and its users, our aims for the Delivery Phase Activity Plan are as follows:

1. To educate, inspire and create ownership for people who visit the park, including tourists as well as those who use the park regularly. Deliver events, activities and projects that will utilise the heritage of the park and the research that has taken place.
2. To provide long-term benefits and a lasting legacy for participants and park visitors.
3. To explain and compensate for operational works taking place during the Delivery Phase in order to mitigate complaints.
4. To trial new activities that could attract new audiences to the park.
5. To develop and offer a range of training opportunities for Poole Park's volunteers and members of staff.
6. To ensure that key target groups including those with disabilities, young people, people from BME communities, the elderly, people on low incomes and people with mental health issues are fully engaged within the Activity Plan. This is not only through ensuring that all activities are widely accessible but also delivering events and activities specifically aimed at these target groups.
7. To work alongside key volunteer groups such as the Friends of Poole Park and the Poole Park Heritage Group to recruit, train and provide resources for volunteers and volunteer co-ordinators to allow sustainability of activities once the Delivery Phase comes to an end.

2.2 Project Outcomes

Based on the above we aim to achieve the following outcomes over the 4-year period of this Activity Plan.

Difference for heritage:

The park or cemetery and its heritage will be better managed

- ✓ £61,400 of match funding will be brought in through volunteer time (please see Appendix 2.4.04 for a full breakdown).
- ✓ Successful tenders enabling us to work with local artists, a horticultural therapist and fitness instructor.
- ✓ Over 60 local partners to be involved in the delivery of our actions listed in the Action Plan (Section 3.3), whether it involves benefitting from our activities, referrals to our activities or leading on the activities themselves.
- ✓ Feedback will be gained from all our activities via questionnaires, commentaries, feedback forms, social media and quotations.
- ✓ There will be a completed review of each activity detailing lessons learned and how that activity may be taken forward for the long-term where relevant.
- ✓ Poole Park will gain Green Heritage Site status alongside the Green Flag award.

Heritage will be better interpreted & explained – improving peoples experience of heritage and enhancing their understanding

- ✓ The <http://www.poolepark.org/> website will be fully established growing to at least 12,000 unique visitors per year during the Delivery Phase, continuing to grow long-term as references are made to the website via signage and interpretation in the park.
- ✓ The <http://pooleprojects.net/pooleparklife/> website will provide operational and activity information that is kept up to date throughout the project and will have more than 50,000 unique visitors at peak times during works taking place.

- ✓ Several community art pieces will be created, the process of which will feed into a larger and permanent heritage interpretation project.
- ✓ Completed heritage display and greatly increased visitor and volunteer use of the Information Kiosk.

Heritage will be identified/recorded – will be accessible to the public

- ✓ There will be new technologies to enhance our activities including a central website for archive and accessing information on Poole Park (poolepark.org), wildlife webcams and greater use of social media and e-newsletters.
- ✓ At least 800 heritage maps, 500 copies of the activity packs and 200 volunteer handbooks distributed over the 4-year project.

Difference for people:

People will have developed skills – informal learning and formal training

- ✓ At least 197 people will gain new skills as a result of the Activity Plan and a further 62 people will receive formal training. We hope to increase this figure through developing a new link with the Skills & Learning Partnership giving a wider training offer to our volunteers and stakeholders.
- ✓ New Volunteer Co-ordinators recruited, supported and trained for the Information Kiosk and Gardening Volunteering.

People will have learnt about heritage – this will make a difference to them

- ✓ At least 150 children and young people will gain new knowledge from direct interaction with schools and youth-clubs (reference HL4 in the Action Plan, Section 3.3).
- ✓ 189 activities delivered throughout the 4-year project ranging from smaller workshops or play activities to larger scale on-going projects such as the revitalisation of the Information Kiosk.
- ✓ 12 workshops will be delivered with a range of groups outside of the park to help engage them with Poole Park's heritage (reference HL10 in Action Plane, Section 3.3)
- ✓ At least 750 children will benefit from targeted play activities in the park (reference P1 in the Action Plan, Section 3.3). Many more will gain new knowledge and experiences through attending a range of other activities within the park.

People will have volunteered time – enhanced well-being, new skills, increased confidence, a sense of purpose, a feeling of making a contribution to heritage and society.

- ✓ 1,140 volunteer days of which 1,096 will be classified as 'unskilled' and 44 days will be classified as 'skilled'.
- ✓ There will be additional funds and sponsorship for the park, using HLF monies as match funding where possible and working with partners. We will use the changes in the park to create interest from local business and potential funders.

Difference to communities:

Your local area/community will be a better place to live, work and visit

- ✓ Activities will lead to increased awareness of Poole Park's Heritage, increased satisfaction with the park and their quality of life will be improved.
- ✓ There will a clear volunteer offer for Poole Park through the development of a volunteer handbook.

More people and a wider range of people will have engaged with heritage

- ✓ More than 9,400 participants will engage with our activities over the 4-year project period
- ✓ There will be 5 Family Fundays and at least 3 smaller celebration events to highlight the improvements in the park, explain why they took place and promote new experiences for park visitors.
- ✓ We will work with a range of partners and develop activities that help us to reach our target groups.

2.3 What difference will the Activity Plan make?

The completion of this Activity Plan will leave behind a legacy whereby visitors and local residents of all ages will have a greater awareness of Poole Park's heritage. This information will become part of local knowledge being passed onto others for generations to come.

Not only will people have learnt about the park's heritage but by project completion, a large number of people would have had a direct involvement in the design process, in its installation and in the general on-going improvement of the park. Thus Poole Park will remain as 'The People's Park' as visitors and local residents are encouraged to make a greater contribution to local heritage and society, taking greater ownership of the park's future.

The Activity Plan will also create resilience for on-going improvements which will continue well beyond the Delivery Phase. This will be through following:

- People will have learned new skills through training which will have on-going benefits for those individuals as well as the park itself
- New volunteer co-ordinators will have been recruited, fully trained and provided with the resources that they need in order to take activities forward for the long-term such as gardening volunteers and the information kiosk
- Four quiet gardens will have been created or renovated and maintained with the support of gardening volunteers, allowing benefits to those involved as well as users of the gardens in the long-term

- A more resilient FoPP group which is more open and has a better offer for the local community

The community engagement aspect of this project will increase the percentage of people surveyed who agree that the park has a positive impact on the local community. New group led activities will create better community spirit whilst improving greater well-being through social interaction.

'Quality of life' will be improved through the following ways:

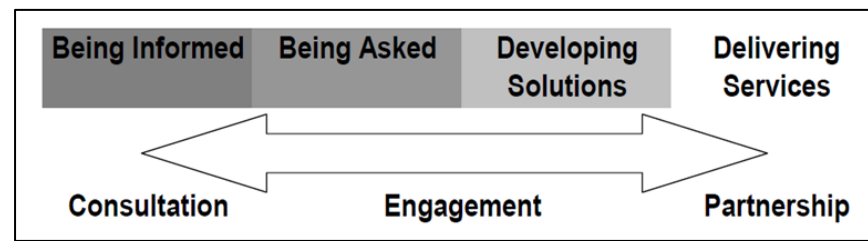
- Creation of new experiences in Poole Park
- Greatly improved vistas and aesthetic value of the park resulting in a feeling of 'spiritual refreshment'
- Greater activities which are open to all or target led allowing for greater social interaction within the park
- A range of opportunities for local residents to improve their health and well-being
- Greater partnership working amongst local volunteers and organisations

Finally people will feel more safe not only through capital changes such as improved lighting, but also through greater presence by community group and volunteers and improved community spirit.

3. Action Plan

3.1 Partner Descriptions

A number of partnerships have been formed throughout the development phase based on informing people about our plans and consulting with groups and individuals to gain feedback in order to improve those plans to better meet local needs. Building on partnerships in the delivery phase will be more focused on how we utilise the skills and resources of local partners and local people to develop solutions and deliver services. Please see the diagram below, which illustrates the expected evolution of community engagement as part of this project.



For example:

- The revitalisation of the kiosk will depend on volunteers ideas and business skills as well as their time commitments
- The success of the quiet gardens will very much depend on the hard work, care and inspiration of our gardening volunteers, volunteer researchers and local experts.
- The expertise and hard work of partners and volunteers will be key to the creation of new birdlife habitats.
- Finally, as the delivery phase and the role of the Community Engagement Officer comes to an end, our partners will be relied upon to deliver services and activities in the park with far less central support

It is therefore vital that within the action plan we work with those partners to build up commitment, resilience, skills and resources to enable them to take activities forward.

The descriptions below describe what partners currently deliver and our plans for partnership working during the delivery phase. References in brackets (e.g. HL1) link to specific actions in Section 3.3.

Poole Park's Key Volunteer Groups:

Friends of Poole Park (FoPP)

FoPP have been through a difficult process over the last two years. There have been divisions within the group in which a new group was created (Poole Park Heritage Group) and FoPP is still in need of determining its core aims and objectives going forward. Engagement with the Poole Park Life project has increased in recent months and the group has contributed financially to the project through donations from its pop-up shop. However FoPP fully recognise that there is still work to be done to increase their actual presence in the park.

Within the actions of this Activity Plan, and following discussions with FoPP members, FoPP has been included as a central delivery partner in HL5: Revitalisation of the Information Kiosk and C1: New Volunteer Offer for Poole Park. It is also hoped that with training, support and guidance they will also play a future lead role in co-ordinating community events such as Family Fundays, the gardening volunteers and provision of heritage information. Overall the FoPP members have much experience in retail, business and marketing which will all be of great benefit to Poole Park Life.



Poole Park Heritage Group (PPHG)

PPHG wish to be included in the Activity Plan under 'volunteer groups' rather than be linked to any particular action at this stage. During the development stage, the PPHG developed the idea for Poole Park Photo Mosaic which was then delivered in partnership with BoP. This was an extensive project requiring a large amount of time, effort and energy from volunteers and was considered a great success in leaving a future legacy for the park. It also raised

funds that have been used as match funding for this application.



In addition PPHG led several fundraising and awareness events such as heritage talks, community choir concert and quiz evenings. Finally PPHG assisted at two of the consultation events providing refreshments for those viewing draft designs and completing questionnaires. PPHG members have been linked to Poole for all or much of their lives. They volunteer with a number of other local groups as well as PPHG and it is this that can help strengthen activities through increased partnership working as well as provide advice on local partners and individuals, adding value to our activities.

Gardening Volunteers

Initiated as a new volunteer group in Poole Park in May 2016, the gardening volunteers meet once or twice per month to undertake gardening and other tasks in different parts of the park. So far the gardening volunteers have contributed 325 hours of volunteering to the project and have completed the following tasks:

- ✓ Weed and scrub clearance in various locations
- ✓ Removal of loose gravel and taking apart the old go - kart track

- ✓ Scrub clearance, pruning and tree planting at the old swimming pool site
- ✓ Clearance of bedding areas and litter picking
- ✓ Planting and laying down mulch

There is also an important social and well-being aspect to the volunteering. The group includes people of all ages, families, individuals, retired people, unemployed young adults, people attending after work, people with learning difficulties and people suffering from trauma. All of our volunteers give positive feedback on the impact that joining the group has made on them and several members of the group want to take their involvement further either through co-ordinating more sessions or through leading on new event activities.

"In support of the work we do at Poole Park, I would just like to say that the voluntary work came at just the right time for me. I was in a very dark place, but having pushed myself to go out and do some physical work has helped me to talk and see that good in people that I had lost. Without this I would never have regained the strength to get back into the work place. With their kind words and help in directing me, even if they didn't know they were doing it. I hope to continue helping out in the future. Thanks again."

Sarah (Gardening Volunteer)

"I'd just like to say, as a resident of Poole, with no vested interests whatsoever, what a great job you and your colleagues have been doing; especially in our HLF bid and the volunteer program. Please keep it up!"

Stephen (Gardening Volunteer)



"There are very few days when Rose and I fail to get a walk around Poole Park. We are very proud to have this wonderful facility right on our doorstep. Shortly after our arrival we saw an opportunity where the council were looking for volunteers to do tasks in and around the park. We knew straight away that it was something we could do and an opportunity to give something back, for the pleasure we get from living here. Living here is one thing but being part, albeit a small part, of the maintenance team is a privilege we could not resist. Not all of our tasks are enjoyable of course. Some are very strenuous but they are all satisfying tasks because whatever we do make a difference that will ultimately add to the beauty of the park. There are many people endeavouring to maintain the high standards set by our predecessors so we can continue to enjoy this jewel that we are so fortunate to have inherited. We all offer our services willingly and have the same reasons at heart so Poole Park can be enjoyed now by us and for generations of people in the future."

Pete and Rose (Gardening Volunteers)

Poole Park Stakeholders

There are several organisations who are based in Poole Park or linked to the park in some way, who are invited to meet once every three months as part of the Stakeholders Forum (including representatives from the above voluntary groups). The forums enable stakeholders to share information on their activities in the park, hear detailed updates on the Poole Park Life project as well as give their feedback.

The stakeholders include the following:

Concessions:

South Coast Caterers run both the Ark Café and Kitchen Restaurant in Poole Park.

Rockleys Water Sports offer a number of organised club activities, taster sessions and formal training for BTEC students through the delivery of varied watersports (sailing, paddleboarding, kayaking and paddleboats) on the lagoon. *Poole Park Miniature Railway* has been in Poole Park for 70 years and at the time of writing is being re-tendered. BoP is very committed to maintain this facility for the park. *Poole Park Bowls Club, the Cricket Club, Tennis, Model Yacht Club, Poole Park Run and Crazy Golf* are all popular, well-established offers of sport and recreation facilities within the park.

Community Stakeholders:

Poole Housing Partnership (PHP) is the lead provider of social housing in key areas of deprivation surrounding Poole Park including Poole Town and Sterte Court. During the Development Stage PHP have been involved in Poole Park events and have invited Poole Park Life to give talks at resident group meetings and its sensory garden at Belmont House.

The Delivery Phase will see greater partnership working via PHP's 'New Roots' community gardening scheme and taking activities based on Poole Park's heritage and play strategy to the housing areas themselves, linking local residents to the Poole Park Life project.

Community groups based in East Gate Lodge include *Club 21* which runs social clubs for adults with learning difficulties, *Zoo Fish Arts* which provides art therapy workshops for people with mental health issues and *Bi-Polar UK* which runs

regular group work sessions for people with Bi-Polar disorder.

Other Partners

Other partners linked to this project and mentioned in the Action Plan below are as follows:

Local Libraries, Community Centres and Residents Groups: the Action Plan includes heritage displays and activities delivered within local libraries (particularly Poole Town and Parkstone Libraries), with residents groups (Parkstone Bay, Poole Quay and PHP residents groups) and community centres (Parkstone Church and The Spire Church).

Our volunteering and training opportunities can also be promoted via these groups as well as linking in with the Building Better Opportunities programme. For example the Information Kiosk may provide social enterprise opportunities to local groups and individuals, discussions have already been held with *Dorset Community Action* regarding this.



Borough of Poole Services: The Poole Park Life project cannot be delivered without the support of many key teams within BoP including Streetscene, Communications, Youth Services, Estates, Events, Transportation and Culture & Communities.

Skills and Learning Bournemouth, Poole and Dorset (BPD): will be key in the training of volunteers, volunteer groups, new Volunteer Co-ordinators and parks maintenance staff. The training that they will offer as part of this project will include the following:

- ✓ Community Volunteer training – Induction for volunteering covering roles and responsibilities of a volunteer, health and safety, communications skills, team working and safeguarding
- ✓ Customer Service and IAG (Information, Advice and Guidance - basic level)
- ✓ Living Well workshops – how to cope with pressure, build your personal confidence and resilience
- ✓ Awareness of Mental Health Issues
- ✓ Dementia Awareness
- ✓ First Aid

The training can be delivered flexibly in timeslots that are accessible for our volunteers. In many cases they can also be delivered on-line through distance learning. The Learning and Skills Partnership has also offered support for developing our Volunteer Handbook (see Action C1 below) in terms of training either through our project or outside of the project but relevant to the volunteer tasks. Finally they will be able to offer a bespoke course on community event management principles.

Poole Council for Voluntary Service (CVS) will support the project by advising on the recruitment for volunteers and developing a better overall volunteer offer. They can also advise on how to support FoPP to become more resilient and are in regular contact with the FoPP Chair.

Poole Museum: will support the project through involvement in our events particularly in offering co-ordinated Victorian games and through providing research materials and facilities for our volunteers. They will also support the project in the provision and sharing of heritage information for our archive website poolepark.org. Likewise we will support Poole Museum's Heritage Lottery funded project on creating a website featuring the impact of World War on the people of Poole.



Children and Young People: We will focus our work with organisations who support children and young people within the catchment area of Poole Park. During the Development Phase links were made with *seven schools, one Children's Centre, local Scouts Groups and four Youth Clubs*. We also worked in close partnership with *BoP Youth Services*. These partnerships will continue and expand throughout the Delivery Phase (see Action Plan below for more details). Volunteering will also provide opportunities to young people and we will link with *Ansbury* and Youth Services to ensure that young people are aware of the opportunities and the benefits it could bring. *Ansbury* gives young people careers advice and guidance across Poole.

Disability Groups: These are listed under the Access Audit (Appendix 2.4.01) but include *Dorset Blind Association, Parents and Carers of children with disabilities (PAX), Poole Forum* and individuals with disabilities who have kindly volunteered for our project.



Mental Health Groups: includes:

- *Chestnut Nursery* who are based within the boundaries of Poole Park and who provide open support for people with mental health issues
- The *Community Mental Health Unit* who refer people to our gardening volunteer programme
- *PHP Sustain* provides support for residents who have housing difficulties which can be a result of having mental health issues
- *Live Well Dorset* acts as a referral and support agency for people who are wishing to improve their health and well-being.

University of the Third Age (U3A): Connections have already been made through the Development Phase with Poole and Wimborne U3A, where talks were given to groups regarding Poole Park's heritage. We will also promote new activities from the Action Plan (Section 3.3) through the U3A and where relevant incorporate activities into their programmes.

Local Arts Groups: can play a key role in attracting people to take part in activities in and outside of the park. *Wave* is the Cultural Hub for Poole with links to a full range of local creative businesses and individuals as well as having links with local schools. Both *Zoo Fish Arts* and *Valise Noire* have already contributed to Poole Park Life through supporting the plaster cast project from the entrance gates and also storytelling as 'Mrs Jennings' at our events. Both organisations have exciting new ideas for taking activities forward which are highlighted in the Action Plan below as well as in the Interpretation Strategy.



Ex-Offenders: The volunteering and training opportunities within this project can provide local ex-offenders new skills, social interaction and improve their well-being. We are already planning to work with *Life Works* who can help with upgrading the Information Kiosk and as part of our new volunteering promotion we will ensure that groups such as *Footprints* and other groups working with ex-offenders are aware of what the park can offer.

Environmental Groups: will be a major part of the lake and lagoon improvements as well as engaging people with nature in the park. *The Litter Free Coast and Seas Team* which is part of The Dorset Coast Forum will play a key role in the delivery of our Only Rain Down the Drain programme as well as helping to educate the public on not feeding bread to birdlife. The *RSPB* will deliver wildlife talks and bio blitz activities. The *Dorset Bat Group* will continue its bat survey but this time involving local people and will deliver bat walks and talks in the summer.



Members of *The Poole Harbour Catchment Initiative*, including *Wessex Water* will be key to providing joint working, expertise and linked policy building for planned and future improvements to Poole Park lakes and lagoon.

Local BME groups will help us to widen engagement with the Poole Park Life project. *Dorset Indian Mela* are due to deliver their second Mela event in Poole Park in Aug 2017 which we will support. Whilst a local *Polish Mum's group* wish to be involved in play and heritage craft activities and are therefore included as part of the Action Plan below. Further connections will be made whilst working alongside the BoP's Equality and Localism Officer, for example with interfaith groups such *Faithlinks* and 'Unity in Vision'.



Finally local sponsors and businesses will support our project through the sponsorship of benches, trees and landscape features. This proved successful with the Poole Park Photo Mosaic and discussions have already taken place with *Chester Pearce Funeral Directors* who wish to sponsor a QR code system and landscape feature in the park's Rose Garden.

3.2 Themes (Overview)

The Activity Plan has been based on the original themes set out for the project. A map of the park summarising these themes can be viewed in Appendix 2.5, Master Plan drawing. The themes, and an overview of how community engagement will be based on them, are as follows:

Heritage and Interpretation:

The actions for this theme will educate, inspire and provide new skills for Poole Park's visitors and local residents. This will involve using a whole range of craft, art, digital, educational and creative resources to ensure that a wide target audience is reached. Activities will be delivered outside as well as inside the park to ensure that local residents who are difficult to reach are also part of the project and are better informed when they visit the park. Just two examples of this include:

- ❖ Intergenerational activities between Buckholme Towers Primary School and Poole Day Centre (who provide services for older people) supported by Parkstones United Reform Church (URC). This will involve seed planting helping us to grow plants which are the same as those being used in the Collectors Garden, which in turn could be cared for in the polytunnels of Parkstone URC grounds. Therefore giving an opportunity for people of all ages to learn about the plants before visiting Poole Park.
- ❖ Working in partnership with PHP and utilising their data on issues such as single parenting to help develop specific projects that benefit those who need it most. For example delivering art activities based on Poole Park's heritage within PHP's housing areas.

Landscape: We will create or renovate four quiet and sensory gardens in the park. Much of our landscaping activities will involve the use of volunteers include gardening and other volunteers, partnership work with Chestnut Nursery and those involved in horticultural therapy. Local schools, youth clubs, care homes and other groups will also be invited to take part whether in the planting or the celebration openings of new spaces.

Lakes, Lagoon and Wildlife: Our activities under this theme are designed to educate and engage the local community in Poole Park wildlife as well as lake and lagoon improvements. This could be through simply attending wildlife talks or learning new actions of what to avoid putting down drains, to

be fully involved in creating new birdlife habitats or sleeping out in the park overnight!



Young people studying samples taken from Poole Park Lagoon, identifying Gobies

Access, Parking and Movement: The main aims under this theme are to involve Poole Park visitors in improving access to the park and to make people aware of any road closure or lack of access to facilities whilst the operational works are taking place.

Play: The plan for the Play theme is to create new excitement and new ideas for play in the park in the build up to and celebration of new playgrounds and natural play features in the park. A number of partners will be brought in to deliver a range of activities that will be promoted widely to attract as many participants as possible.

Children will not only benefit from taking part in the activity on the day, they and their parents will also learn new easily accessible ways to play that will develop their imaginations. The Play Torbay initiative provides excellent examples of how these activities can be developed and during the

delivery phase we will visit Play Torbay to learn from their success.



Other Community Engagement: This includes actions that have an overall impact on the Activity Plan, such as creating an overriding volunteer offer and information handbook; providing clear details of what is happening; and fundraising to add value to the HLF project.

The Action Plan (Section 3.3) details planned community engagement with a wide audience over the four-year Delivery Phase. They have been based upon the aims included in Section 2.1 and are listed by theme, including details of delivery partners and the outcomes that each action will each achieve.

For an overview of the costs and outcomes that result from the Action Plan, please see Appendix 2.4.04.

3.3 Action Plan

Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
HERITAGE AND INTERPRETATION										
HL1: Archive material on poolepark.org website	Visitors Historians Local residents Local Schools, youth groups Other park groups	How Poole Park appeared through the decades: Photos, postcards and film Victorian heritage and other information Interviews with local residents: What does Poole Park mean to them? Stories by Poole Park users: Relaying experiences Links to Poole Park Life domain which will include up-to-date details on the Poole Park Life project and its progress	Web domain Old Photos, films Heritage Information Social media Interview footage	Poole Museum Poole Quay Forum Andrew Hawkes (holds photo collection) Volunteers Facebook 'Poole Park User Group' Volunteers Bournemouth & Poole College Schools and Youth Groups	Renewal of website £30 per year x 4 years = £120 Website development, formatting etc = £700 TOTAL = £820	Aug 2017 to Aug 2021	Established website with full content At least 8,000 unique users to website per year. 15 volunteer days 3 or more volunteers	Quarterly report on website usage Level of detail in website Promotion of website Feedback on website		Local residents and Poole Park visitors will have the opportunity to share their stories and information on the heritage of Poole Park. People will have gained new knowledge and detailed insight into Poole Park's heritage. Will seek to work in partnership with local volunteer groups to ensure the sustainability of the website longer-term
HL2: Heritage and other activity packs available as downloads / hard copies	Poole Park Visitors Local Schools, youth groups Other park groups	New experience for current users of Poole Park enabling them to learn from and utilise the park's heritage and environmental resources Some of this information has already been developed by FoPP and during the Development Phase. This activity will bring information together, ensuring it is up to date and user friendly.	Poole park related websites Social media Design Volunteers	Communications Bournemouth University Placements FoPP Poole Housing Partnership Groups users of the park	Design costs = £300 Publishing Costs = £700 TOTAL= £1,000	Years 3 & 4	Completed Activity Packs 500 copies of the pack distributed via downloads, the kiosk, local libraries and community centres, at events or by post	Feedback gained on draft designs before being finalised Feedback from users of activity packs Promotion and availability of activity packs		Activity packs continue to be available online Continued review of activity packs will be undertaken by park volunteer groups People will have learned new ways of enjoying Poole Park
HL3: Heritage Interpretation through Art: Community Art Activities and Art Exhibitions	Visitors Local Schools, Youth Groups Care Homes	Community Art Activities Opportunities to learn new craft skills New heritage interpretation	Local Artists Range of Materials	Communications 'Wave' Poole Cultural Hub Zoo Fish Arts Valise Noire	Approx. cost £15,000 – would need to be tendered Budget also available under capital budget for permanent art piece	Jan 2019 – Mar 2020	Successful tender process 2-3 groups involved in design / installation 4-5 community art events	Value for Money on Tender Activity Log Attendee registers Feedback forms for activities		Those involved in activities will have gained new skills which can be passed onto others Increased sense of community through group activities and

3.3 Action Plan

Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
	Volunteer Groups and Local Residents	Activities will lead to larger scale art project (See Section 3.4 page 30 Reference 1)		Individual Volunteers			200 participants involved in activities 100 people gain new skills through participating in activities Finished art pieces Positive Feedback gained			sense of achievement Activities will lead to permanent art structure leaving a long-term legacy for the park
HL4: Working with local schools and families teaching heritage value of the park	Local Primary Schools Secondary Schools Children's Centres Family Information Centre	Children and Young People living locally learn the heritage value of Poole Park Students gain new skills and confidence from taking part in supporting the project Funding will be sought for a wider project, culminating in larger heritage event titled 'In Time' (See Section 3.4 page 30 Reference 2)	Local artists Heritage Information Range of materials	Valise Noire (Theatre in Education) Local schools Children's Centre Family Information Centre Youth Team – young volunteers	Salary costs included in project budget £200 x 15 days including preparation & half day visits to schools = £3,000	Sept 2018 to Aug 2019	200 children & young people learn about the park's heritage 6 or more schools take part 1 or more youth clubs takes part	Volunteer timesheets Activity Log Children and young people's feedback		Children will have gained new knowledge of Poole Park's heritage which can be passed onto others
HL5: Heritage display in Information Kiosk: Including photo book archive of historical photos of Poole Park and A1 updated boards (volunteering opportunities, events and operational activities and heritage information)	Friends of Poole Park Local Volunteer Groups Poole Park Visitors	Visitors learn more about Poole Park, its heritage and the HLF project delivery plan Volunteers use the kiosk as a resource to learn new skills in First Aid, customer service and retail Creation of photo book archive, allowing people to see what Poole Park has looked like over its 126 years, including stories and historical information	Display materials Artwork for displays Additional funding sought for improving access to building	FoPP Volunteer Groups e.g. Canford Cliff Women's group Chestnut Nursery (Mentors pairing with members) Footprints (volunteering and physical improvements) Ansbury (Face Forward project) Poole Museum	Salary costs included in project budget Approx. cost £3,000 for improved display Design and Publishing of archive photo book = £800 TOTAL = £3,800 Training costs included under 'volunteer training' in main budget lines	Aug 2017 to Aug 2021	30 regular volunteers over the 4-year period Appointment of Kiosk Volunteer Co-ordinator 200 Volunteer days (including time spent by FoPP) At least 40 volunteers receive training Completed heritage display	Continued monitoring of volunteer feedback Volunteer registrations Volunteer timesheets Volunteer skills assessments before and after training provision Annual evaluation of visitor numbers, volunteer involvement – making changes as necessary		FoPP will continue management of kiosk through their lease on the building

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
				Skills and Learning BDP Internal design team	Additional funds to be sought for improving access (See Section 3.4 page 30 Reference 3)		Positive feedback from visitors to Kiosk			
HL6: Heritage Information map for the park – Placed in Concessions, Information Kiosk and download available online	Visitors to Poole Park Wide range of groups who use Poole Park	Visitors learn more about Poole Park, its heritage and location of heritage and other features in the park New experience in terms of a heritage trail	Community Engagement Officer Local Artist Interpretation Strategy	FoPP Poole Park Concessions Voluntary Groups	Salary costs included in project budget Published set of maps = £800 Artists work = £800 Total = £1,600	May to Dec 2019	800 maps published and distributed throughout the 4-year period Increased awareness of Poole Park's heritage	Comments & ideas fed into map design Take up of map by visitors Visitor feedback		Map can continue to be printed and distributed for the long-term
HL7: Training park staff and gardening volunteers on Poole Park's heritage (including induction for new staff)	Park Staff Gardening volunteers	Park Staff and gardening volunteers receive new training Poole Park visitors benefit from having people in the park who can pass on information regarding the parks heritage	Conservation Plan Information Archive material	Gardening Volunteers Park maintenance team Landscape Architect Local Historians (e.g. those who delivered heritage talks during Development Phase)	Delivered internally	Annually in March	6 park staff members and 10 gardening volunteers receive training on the heritage of Poole Park 10 volunteer days	Feedback forms on training Activity attendance sheets		New park staff will also receive training going forward Knowledge on heritage will be passed onto Poole Park visitors Annual training
HL8: Focussed heritage research & 'opening events' of heritage areas after improvements have been made	Volunteer Groups Individual volunteers Poole Park Visitors	Additional training opportunities for volunteers Benefits for park users in gaining heritage knowledge The Carefree Choir and Bittersweet Harmony which have both helped to raise funds for the 'Collectors Garden' would like to perform at it's opening event	Materials Interpretation Strategy Conservation Strategy	FoPP Poole CVS Poole Museum Local libraries Carefree Choir (for registered Carers) and Bittersweet Harmony Landscape Architect (to lead research)	Volunteers costs and materials = £800	July Oct 2019	3 mini 'opening' events (Memorial gardens, Go-kart quiet garden and Collectors garden) 4 research volunteers 4 people gain new skills 15 volunteer days	Activity log Volunteer register Volunteer timesheet Value of research		Volunteers will have gained new knowledge and skills through involvement in research
HL9: Achieving Green Heritage Site status under the Green Flag Award	Poole Park Visitors	Increased status of Poole's premier park	BoP Environmental Services team	FoPP The Gardens Trust Volunteer groups	All staff costs are included under the main budget lines	Aug 2020 to Aug 2021	Poole Park achieves Green Heritage Site status under its Green Flag Award			Aim to maintain Green Heritage Site status for the long-term. Included as part of MMP

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
HL10: Heritage display and activities e.g. in Poole Museum, Community Hubs, local libraries, schools, PHP housing areas and the Civic centre	Local communities surrounding Poole Park (all ages) Disability and hard to reach groups	An opportunity to learn more about Poole Park's heritage through display of archive photos and historical information Learn new skills through activities such as making plaster castes from the entrance gate moulds, practising Victorian photography or storytelling	Archive materials Activity materials Publicity materials including Libraries 'What's On' magazine	Poole Museum The Spire Community Hub Poole Libraries Local Schools Poole Housing Partnership Parkstone Church (Community Hub) Communications Volunteer Groups	All staff costs covered under main budget lines Material costs = £300	Aug 2017 to Aug 2021, mainly during School holiday periods	3 activities or displays delivered per year, so 12 in total 30 people involved each year, so 120 in total Volunteer support given by 4 volunteers 10 volunteer days	Activity log Activity attendance sheets Volunteer timesheets		Seek to recruit volunteers who may wish to continue with activities going forward. Provide training as required
HL11: Signage & interpretation – Consultation	Local Residents Disability Groups	People will be given the opportunity to have their say regarding new signage & interpretation (see Interpretation Strategy for more details) Disability groups asked for advice on signage and interpretation which meets a range of needs	Draft designs Promotion	Volunteer groups Disability Groups (see Access Audit for more details) Landscape Architect Communications	Design work included under signage & interpretation budget Volunteer costs = £75	Jan 2019 – Mar 2020	2 workshops delivered 10 volunteers 5 volunteer days	Feedback Forms Comments & ideas fed into design Activity timesheets		Final design of signage and interpretation to best meet a range of needs Local people have greater ownership over elements of the parks design
LANDSCAPE										
HL12: Gardening volunteers; including additional sessions delivered by Volunteer Co-ordinators	Anyone who wishes to take part in gardening volunteering in the park, open to all	Improved health & well-being, increased social opportunities, improved skills and sense of achievement Local residents and groups learning how to complete basic gardening tasks such as pruning, tree identification, safe use of gardening tools, etc Our current volunteers would also like to offer 'open days' for local schools and organisations as well as	Community Engagement Officer, Parks Maintenance Team Gardening Tools Plants and materials	FoPP Parks maintenance team Volunteer Co-ordinator Referral Agencies	Salary costs and most materials included in main budget lines Refreshments = £25 per month x 48 = £1,200 Additional tools/materials = £100 p.a. = £400 TOTAL = £1,600	Continued delivery pre Aug 2017 Aug 2017 to Aug 2021	15 volunteers regularly taking part 20 additional volunteers over the 4-year project 35 volunteers receive informal training in horticulture 360 Volunteer days At least 60 volunteer sessions Established additional sessions	Volunteer timesheets Volunteer registration Match funding value of volunteer time Estimated savings due to volunteer time in terms of maintenance costs Annual review of progress (volunteers will be included as part of that review and asked to give their feedback)		The gardening volunteer programme has been a great success which we plan to continue long after the HLF project has come to an end Volunteer Co-ordinators will be trained and supported so that they have the skills and resources they need to take the programme forward Volunteers will continue to work closely with and be supported by BoP parks maintenance and

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
		charity days linked to Poole Hospital (See Section 3.4 page 30 Reference 4)					led by volunteers themselves Long term appointment of Volunteer Co-ordinator Positive feedback from volunteers	Job Description and support record with Volunteer Co-ordinator		the Environmental Services teams
HL13: Continued creation and on-going maintenance of new quiet gardens: Go-Kart Track and Old Swimming Pool Site	Gardening volunteers Other volunteers, including local schools and other groups	Involvement of creation of new gardens, sense of achievement & ownership, improved health & well-being, improved skills	Plants and materials Tools and equipment	Landscape Architect Parks Maintenance Volunteer groups Gardening Volunteers Chestnut Nursery Dorset Wildlife Trust Local Sponsors	Salary costs included in project budget Capital budget for Go-Kart garden funded by Tesco grant = £8,000 (already included under landscape capital & other budget lines)	Go-Kart Track Aug to Dec 2017 Old Swimming Pool Site Aug 2017 to Aug 2018	Volunteer hours included under gardening volunteers (above) Completion of, a celebration opening and established maintenance plan for Go-Kart Quiet Garden project Completion of Old Swimming Pool site garden and established maintenance plan Media articles	Volunteer Feedback Feedback from visitors to the gardens Review of on-going maintenance plan		The completion of the gardens will leave a long term legacy for the park by creating a new experience for visitors to Poole Park including benefitting from spending quiet time in a relaxing setting
HL14: Partnership project with Chestnut Nursery: Supply of plants and renovation of Old Swimming Pool site	People with mental health issues	Chestnut Nursery benefits as a local charity through the supply of plants for re-landscaping Poole Park Sense of achievement and learning new skills for those involved in renovation of Old Swimming Pool site Benefit to local residents (Baiter and Old Town) who use this part of the park and who will also take part in its renovation	Design Materials Community Engagement Officer (continue to engage local residents)	Landscape Architect Chestnut Nursery Local residents	Materials costs covered under main budget lines	Supply of plants: Aug 2017 to Aug 2021 Renovation of Old Swimming Poole Site: Aug to Dec 2017	10 volunteers 270 volunteer days	Volunteer registration Volunteer timesheets Feedback forms		As above Chestnut Nursery volunteers are taken outside of their 'comfort zone' by working on a new site within the park. This will create new skills whilst learning new tasks and build their confidence and sense of achievement In addition through being a main supplier of plants for the park, the relationship with Chestnut Nursery will strengthen, benefitting its members and the park for the long-term

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
HL15: Renovation of Rose Garden towards a Traditional Garden of 'Memories and Reflection'	Poole Park Visitors Volunteer Groups Local Sponsors	Opportunities to get involved in planting and installing the garden, improving well-being and creating a sense of ownership Opportunities to sponsor benches or the central piece of the design (such as carved bird bath or sundial) Possibility of using QR technology through local sponsor linked to website where people can upload special memories (See Section 3.4 page 30 Reference 5)	Plants and materials Design	Landscape Architect Parks Maintenance Gardening & other Volunteers Local Sponsors	Volunteer and material costs included in other budget lines	Aug 2019 to Aug 2021	Gardening volunteer group hours included in Action HL12. Sponsorship funding secured for benches and central piece such as bird bath or sundial Successful completion	Volunteer registration Volunteer timesheets Feedback forms Media reports		The current Rose Garden is underused, not well known and received some negative comments in its current state (see garden project consultation Appendix 2.4.02) The legacy will therefore leave a garden that is far more used and appreciated by visitors, whilst new signage will make visitors more aware of its existence
HL16: Collector's garden. Use of volunteers to help research and choose plants from around the world, research Victorian Hunters and help grow new plants from seed	Poole Park Visitors Local Groups Local Schools	Visitors gain understanding of how Victorians collected plants from around the world Groups are involved in creation and promotion of the garden Those involved learn more about Victorian planting design 'Plant of the month' article on Poole Park life website and promoted via social media will teach others about plants from around the world	Research materials online and in books Pots, seeds and other materials	Landscape Architect Poole Museum Dorset History Centre Parks Maintenance Chestnut Nursery The Gardens Trust Parkstone Church Poole Housing Partnership (link to community gardening groups 'New Roots') Gardening & other Volunteers Local Community Choir	Volunteer costs = £400 Opening event = £400 TOTAL = £800 Material costs included in project budget	Aug 2019 to 2021	Gardening volunteer group hours included in Action HL12 20 additional volunteer days spent on this project Successful completion Successful opening event and use of garden to teach visitors about plants from around the world and plant hunters	Volunteer registration Volunteer timesheets Visitor Feedback Research findings Media coverage Attendees at opening event (Activity Log)		The collectors garden will be different from other landscaping in the park in that it can be used as a teaching tool as well as a place for relaxation and general interest The area is currently very underused and mostly closed off to the public, opening this area up will create a whole new experience for park visitors as well as compliment improvements to the fountain and Norton's gate entrance adjacent to the garden Those involved in research and planting will have learned new skills and new knowledge regarding plants from around the world and Victorian plant hunters

3.3 Action Plan

Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
HL17: Horticultural therapy: Trial of Natural Choices programme	People with mental health issues, suffering from long-term illness or from trauma	<p>Participants benefit from taking part in a therapeutic activity within an outdoor setting alongside an experienced therapist.</p> <p>Local referral agencies will benefit through having an additional activity for which to refer the people that they support.</p> <p>If successful additional funding will be sought to continue the programme (See Section 3.4 page 30 Reference 6)</p>	<p>Qualified and experienced Horticultural Therapist</p> <p>Tools, PPE and gardening materials</p>	<p>Chestnut Nursery</p> <p>Community Mental Health Team</p> <p>Live Well Dorset</p> <p>Poole CVS Social Prescription Service</p> <p>PHP Sustain service</p> <p>Local GP's and health centres</p> <p>Dorset Carers Support, local homeless support organisations, libraries and community cafes</p>	<p>Approx. 3 hours x 12 sessions per year over 2 years. This equates to £150 x 28 sessions = £4,200</p> <p>Tools & materials £500 p.a. x 2 years = £1,000</p> <p>TOTAL = £5,200</p>	May 2019 to April 2021	<p>Successful hiring of Horticultural Therapist (possibly delivered through partnership)</p> <p>Established links with referral agencies, including self referral and promotional leaflet</p> <p>30 referrals to programme over 2 years</p> <p>70 volunteer days</p>	<p>Horticultural Therapist recruitment process</p> <p>Volunteer registration</p> <p>Volunteer timesheets</p> <p>Feedback gained from participants</p> <p>Future funding model established</p>		<p>Volunteers who have taken part will increase their confidence, skills and well-being by being involved in the programme</p> <p>Awareness of the opportunity for horticultural therapy in the park will have been fully established</p> <p>A long-term funding model will be sought (possibly through personal payments) to continue the programme</p>
LAKES, LAGOON AND WILDLIFE										
L1: Voluntary group supporting wildlife habitat creation by improving/creating islands on the lagoon	Volunteers with a specific interest in wildlife	<p>Volunteers get to take part in habitat creation, learning new skills and meeting like minded people</p> <p>Possible additional project of utilising / training volunteers across Poole's nature reserves to harvest hazel and willow ready to use on Poole Park lagoon island building & renovation (See Section 3.4 page 30 Reference 7)</p>	<p>Materials</p> <p>Links to wildlife expertise</p>	<p>Lead delivery partner TBC</p> <p>Poole Harbour Catchment Initiative</p> <p>Birds of Poole Harbour</p> <p>Dorset Wildlife Trust</p> <p>Sea Cadets</p> <p>Scouts</p> <p>Poole Heathlands Team</p>	<p>Salary costs included in project budget</p> <p>Construction costs included under capital budget</p> <p>Materials and tools = £400</p> <p>Partnership costs (to help lead activities) = £1,200</p> <p>TOTAL = £1,600</p>	Oct-March annually as required	<p>New volunteer group is established</p> <p>Detailed plan of action for forming new islands & refurbishing existing ones</p> <p>8 volunteers</p> <p>25 volunteer days</p>	<p>Volunteer registration</p> <p>Volunteer timesheets</p> <p>Feedback from volunteers</p>		<p>Local volunteers will have gained new skills and have a sense of ownership over improvements to lakes and lagoon</p> <p>Volunteers may continue to be involved in on-going island and habitat maintenance</p>
L2: Only Rain Down the Drain programme focussed on different areas within the catchment area each year, working with BU	People living and working in the Poole Park Lagoon catchment area	<p>People learn the impact of pouring chemicals/liquids into outside drains</p> <p>People learn actions they can take to improve their local environment</p>	<p>Promotional & event materials</p> <p>Educational materials</p> <p>Staff time – Litter Free Coast and Sea team (Dorset Coast Forum)</p>	<p>Litter Free Coast & Seas (Dorset Coast Forum)</p> <p>Wessex Water</p> <p>Bournemouth University Placements</p>	<p>Salary costs included in project budget</p> <p>Included under promotional materials budget</p> <p>£150 per day x 30 days = £4,500</p>	<p>Pre-project Trial May - July 2017</p> <p>May – July 2018</p> <p>May – July 2019</p>	<p>20 volunteers</p> <p>90 volunteer days</p> <p>Approx. 80 people each year engaged with events & activities, equates to 320 participants</p>	<p>Registration forms</p> <p>Volunteer timesheets</p> <p>Media reports</p>		Local communities will continue to use their knowledge of lagoon drainage, taking actions which will benefit water quality for the long term

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
placements		<p>Actions directly lead for improved water quality within the lagoon</p> <p>Local communities learn about the structure of Poole Park's water bodies and their drainage network</p> <p>Possible widening of programme through additional staff time of Litter Free Coast & Seas team funded by Wessex Water (See Section 3.4 page 30 Reference 8)</p>		<p>Scouts</p> <p>Youth Groups, Local Schools</p>	<p>Volunteer expenses = £500</p> <p>Educational and promotional materials = £1,000</p> <p>TOTAL = £6,000</p> <p>(Including £4,500 on previous page)</p>	<p>May – July 2020</p> <p>May – July 2021</p>	Involvement of local groups and schools			
L3: 'Don't feed bread to the Birds Campaign'	Poole Park Visitors	<p>Visitors gain the opportunity to learn about alternatives to feeding bread that is better for the birds and the environment</p> <p>The campaign will be delivered in conjunction with Only Rain Down the Drain programme, Interpretation Strategy and improvements to the lakes and lagoon</p>	<p>Materials</p> <p>Signage and Interpretation (please see Interpretation Strategy)</p>	<p>Litter Free Coast and Sea team</p> <p>Youth Groups</p> <p>BU placements</p>	<p>Materials = £200</p> <p>Other costs included with Only Rain Down the Drain costs listed above</p>	<p>Pre-project Trial May - July 2017</p> <p>May – July 2018</p> <p>May – July 2019</p> <p>May – July 2020</p> <p>May – July 2021</p>	<p>Included with Only Rain Down the Drain outcomes listed in Action L2</p>	<p>Feedback forms 'What have you learned'</p> <p>Media reports</p> <p>Volunteer registration</p> <p>Volunteer timesheets</p>		<p>People involved will have improved knowledge of bird feed that is better for birds and their local environment; this information can be passed onto others</p> <p>New signage created to inform visitors (see interpretation strategy for more details)</p> <p>Improved water quality in the long term</p>
L4: Wildlife surveys and 'Walks and Talks'	<p>Volunteer groups</p> <p>Poole Park Visitors</p> <p>Local schools, youth groups</p>	<p>New opportunity to learn more about wildlife in local park</p> <p>Receive training in how to spot and identify Poole Park's birdlife</p> <p>New opportunities to take part in wildlife surveys such as the bat survey and 'Bioblitz' run by the RSPB</p>	<p>Identification and information sheets</p> <p>Survey materials</p>	<p>Dorset Bat Group</p> <p>Birds of Poole Harbour</p> <p>RSPB</p> <p>Communications</p>	<p>£75 per half days x 8 sessions = £600</p>	<p>May – Sept annually</p> <p>At least 2 events delivered per year during school holidays</p>	<p>8 events delivered overall</p> <p>40 attendees in total (minimum)</p> <p>4 volunteer days for survey activities</p>	<p>Activity Log</p> <p>Attendee registration</p> <p>Volunteer timesheets</p> <p>Feedback on social media</p>		<p>People will have learnt about Poole Park's wildlife which can be passed onto others, further developing interest for the future</p> <p>Partners such as Dorset Bat Group may continue surveys and talks after project completion depending on interest developed throughout the Delivery Phase</p>

3.3 Action Plan

Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
L5: Feeding station & Webcams	Poole Park Visitors Local groups	A new opportunity to view the wildlife in Poole Park via 'live' webcams, whether it being in bat boxes, feeding stations for woodland birds or to catch a glimpse of the park's resident kingfisher up close!	Webcam technology and equipment Established venues for TV screens e.g. concessions or Information Kiosk	FoPP Concessionaires Wildlife Windows (local company with widely recognised expertise in wildlife camera systems)	Equipment and installation = £3,000	Feb 2019 to Aug 2021	At least 2 webcams installed and running successfully Positive feedback from visitors Good promotion via website and social media	Feedback forms Comments made via social media Continued monitoring of cameras to ensure that they are working properly and give a good view of wildlife in the park		The cost of continued maintenance of webcams is reasonable and will be taken on by FoPP New knowledge will have been gained by park visitors regarding the wildlife in Poole Park
ACCESS, PARKING AND MOVEMENT										
APM1: New access audit after road surfacing has been completed	Users of the park who have a disability Pushchairs users Poole Park Run Park's Maintenance Team	Users of Poole Park have the opportunity to give their feedback, for example through the Access Audit or Poole Park Run Twitter Poll New training will be offered to parks maintenance teams in how they can help improve access in the park		Park maintenance team Poole Forum Dorset Blind Association Volunteers Poole Park Run Other partners listed under Access Audit Appendix 2.4.01	Volunteer expenses = £70	Jun – Sept 2020	New completed Access Audit and review 5 local groups involved in new access audit 6 volunteer days 6 members of park maintenance team receive training regarding helping to improve access in the park List of actions to take forward and include under MMP	Activity Log Volunteer timesheets Feedback from those involved Review of Access Audit (Appendix 2.4.01) and its actions		The new Access Audit will set standards for the parks maintenance and environmental services teams for the future management and maintenance of the park The parks maintenance team will have learned new skills in how they can help improve access in the park Access to Poole Park will be greatly improved as a result of physical and other improvements in Poole Park
APM2: Clear information, advising what roads are closed and when	Poole Park Visitors Local residents Local groups	People who visit, or who live/work near to Poole Park are made aware of road closures, diversions and when they will take place	Communication Strategy Poole Park Life website will have full details of what is happening and when. Other websites such as FoPP, BoP and poolepark.org will be linked to this	Communications Concessionaires Transportation	Costs are included under main budget lines	Jun 2019 – Mar 2020	Less confusion and reduced problems related to traffic when roadworks take place	Feedback comments from park visitors and via social media		

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
PLAY										
P1: Temporary play structures – play ranger activities PLUS Natural play e.g. making dens, temporary sandpits, mud wall faces, wood hammer and nails	Young People Families	Social interaction and no-cost activities as compensation for lack of playground facilities Opportunities for children to use their imaginations and learn new skills Parents supported in learning about different play resources rather than rely on typical play structures Parents learn to offer children alternatives to play in the park at no cost, using the natural environment Children are given the confidence to explore, develop their imaginations and learn new skills Engagement Officer and Youth Team will learn from good practice delivered elsewhere such as 'Play Torbay'	Play Ranger Materials (such as second hand furniture, natural materials, arts and crafts and more) Other Play materials to be provided by partners	Youth Services Other delivery partners TBC Promote widely for local Delivery Partners including volunteer groups Poole Housing Partnership Family Information Centre Transition Town Group	Partnership costs = £3,000 Materials costs = £600 TOTAL = £3,600	Mar 2018 to Aug 2021	Approx. 15 sessions delivered in total, particularly during school holidays At least 50 people attending each session, therefore minimum of 750 people involved overall Use of young volunteers (e.g. Poole Youth Forum members) = 5 volunteer days	Activity Log, attendee lists Volunteer timesheets Feedback gained from those involved		New play skills learned by children and their parents that can be taken forward Children gain new confidence, develop their imaginations and gain social interaction opportunities through play
P2: Family Fundays including Victorian games (croquet, tennis, hopscotch, boardgames, ball and cup, etc), Victorian food, Storytelling, Circus skills and other free or low cost activities	People of all ages Families including those on low incomes Local Schools / Youth Groups	A fun and accessible event encouraging a wide range of people to get engaged with their local park An opportunity to learn about Poole Park's heritage but also about different types of play Opportunities for volunteers to gain new training, social interaction and a sense	Games Promotional and event materials	FoPP Poole Museum (hiring of Victorian games and support staff) Volunteer Groups Poole Housing Partnership Dorset Wildlife Trust Circus Skills TBC	5 events in total: Project launch = £1,000 3 x Family Fundays @ £1,500 each = £4,500 End of project celebration = £2,500 TOTAL = £8,000	Aug 2017 Aug 2018 Aug 2019 Aug 2020 Aug 2021	5 successful events delivered At least 6,000 participants over the 5 events At least 25 volunteer days	Activity log, approx. estimate on number of attendees Media Coverage Volunteer registration Volunteer timesheets		Event Volunteers gain new skills which will have long-term benefits Partners such as FoPP will be encouraged and supported to organise and manage similar events going forward

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
		of achievement through helping with the events		e.g. Activate Performing Arts, Pavilion Dance Communications Others TBC						
P3: Fitness sessions, teaching use of outdoor gym for two months after equipment has been installed.	Group and individual users of Poole Park, including older children and adults	Chance to learn new skills in using outdoor gym equipment Improved well-being and social interaction that provides long-term benefits in fitness and in health Instruction and workout sheets also available on site, online and promoted via social media	Outdoor gym equipment suppliers Fitness Instructor Promotional material	Events Team – to hire and manage fitness instructor Communications Poole Park Run Youth Groups	£30 per hour x 12 sessions = £360 Weekly sessions for 12 weeks	Mar – Jun 2018	Hiring of Fitness Instructor At least 20 people take part Positive user feedback Increased satisfaction with the park	User registrations and timesheets Feedback forms Questionnaires		The fitness instructor could become a listed provider with a license enabling him/her to charge for future sessions Youth groups may continue to use outdoor gym equipment during visits to Poole Park
P4: Group consultation on new play designs: gaining feedback on types of equipment, layout and accessibility	Children Young People People with disabilities Fitness groups	Main users of play and fitness equipment have a chance to have their final say on play and outdoor gym in terms of layout and equipment Disability groups have their say on how accessibility of equipment and layout can be improved	Play and outdoor gym designs	Disability Groups (see Appendix 2.4.01 for list of groups) Local Schools Youth Teams	Volunteer expenses and refreshments = £75	Mar - Jun 2018	20 people give their feedback 10 volunteer days	Activity registration and timesheets Feedback Forms		Play area and outdoor gym equipment are better designed and more accessible Those involved in giving feedback gain more ownership of 'play' in Poole Park
OTHER COMMUNITY ENGAGEMENT										
C1: New volunteer 'offer' and management structure including recruitment through advertising, volunteer handbook and provision of training	Range of opportunities open to all	Park visitors gain new experiences in the park and opportunities to learn new skills, socialise and improve their wellbeing Volunteers gain opportunity to learn new skills in First Aid, Horticulture, customer service and retail Those living locally and park visitors are more	Training organisations Volunteer handbook Local and online volunteer agencies Referral agencies Promotion	Poole CVS FoPP Skills and Learning BDP Do-it Trust Volunteer Groups Culture and Communities Team Ansbury (including	Training and volunteer costs under 'Volunteer training' and 'Travel and Expenses for Volunteers' within main budget lines Advertising costs = £700 Handbook production costs = £800 TOTAL = £1,500		Production and distribution of at least 200 volunteer handbooks over the 4 years Number of volunteers trained (see Actions listed above, particularly HL5 and HL7)	Activity registration forms Feedback forms after each training session Referrals of volunteers due to handbook distribution		The legacy for much of the activities within this plan depend on the recruitment of volunteers who are provided with the right training and resources to continue activities going forward Volunteers involved gain new skills, confidence and abilities that bring further long term benefits for them

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
		<p>aware of the different types of volunteering available and what is involved</p> <p>FoPP will receive training that will lead to greater resilience</p> <p>Link with delivery agencies of Building Better Communities to identify ways in which opportunities in training, volunteer experience and developing social enterprise can improve peoples chances of accessing the labour market</p> <p>Possible creation of 'Young Friends of Poole Park' (See Section 3.4 page 30 Reference 9)</p>		<p>Fast Forward project)</p> <p>Bournemouth University</p> <p>Bournemouth & Poole College</p> <p>Youth Team</p>						as individuals and for the community as a whole
C2: Clear information giving on timescales of Project Delivery	<p>Poole Park Visitors</p> <p>Concessions</p> <p>Stakeholders</p> <p>Group visitors</p>	<p>Visitors and those who work or use Poole Park as a resource are fully aware of the changes that are happening, why they are taking place and when. This will be key to avoid confusion and potential conflicts in the park as well as allowing businesses and stakeholders to plan their activities around the changes</p> <p>Poole Park visitors will be able to plan their visit, according to operations in the park which are likely to impact on access and use of facilities</p>	<p>Communication Strategy</p> <p>Promotional materials</p> <p>Website and social media</p> <p>Local media sources</p> <p>Poole Park Life website will have full details of what is happening and when. Other websites such as FoPP, BoP and poolepark.org will be linked to this</p>	<p>Poole Park Life Contracts Manager</p> <p>Communications</p> <p>FoPP</p> <p>Concessions</p> <p>Stakeholders</p> <p>Volunteer Groups (particularly those involved with Information Kiosk)</p> <p>Local Community Centres and Libraries</p> <p>Local businesses</p> <p>Civic Offices (Customer Service and reception desk)</p>	<p>Leaflet production = £500</p> <p>Other materials are included under main budget lines</p>	Aug 2017 to Aug 2021	<p>Clear information given on website and social media</p> <p>Clear details on who to contact for more information</p> <p>Production of timetabled leaflet distributed widely</p> <p>Reduced confusion and less likelihood of potential conflicts</p>	<p>Internal and external review of digital and written information before being disseminated</p> <p>Feedback gained from concessions and stakeholders on how information giving could be improved</p> <p>Feedback gained from social media</p>		Local community, businesses and stakeholders are more engaged with developments in the park, building better links for the future

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
C3: Fundraising:	Volunteer Groups Stakeholders	Create additional physical and social benefits for the park, its visitors and groups supporting or working within the park Volunteer groups and Poole Park Stakeholders will be offered support in raising new funds to enhance their activities or physical improvements in the park See Section 3.4 page 30 for examples of where additional funds will be sought	The Community Engagement Officer for Poole Park Life has skills and experience in fundraising BoP External Funding Officer	FoPP Volunteer Groups Poole Park Stakeholders BoP Bench Memorial Scheme Environmental groups who may form partnership bids for fundraising for the lagoon (See Section 3.4 page 30 Reference 10) Other partners who may be linked to making improvements for Poole Park and its visitors (to be confirmed)	Staff costs already under main budget lines	Aug 2017 – Aug 2021	Four or more new funding applications for small to medium grants Additional outcomes for Poole Park, its partners and its users New income raised (not included as match funding as not yet secured) Partners such as FoPP become more resilient through gaining new funds and new skills in fundraising	New income for BoP or it's partners is tracked via the BoP grant bid register If appropriate new income will be used as match funding for HLF project Successful delivery of new funded projects		New funding creates new long-term benefits for the park and its users Partners are made to be more resilient
C4: Working with BME groups	Local BME communities	The park has wider and improved offer for visitors and local groups The park is better integrated with the local community as a whole Local BME groups are made aware of all Poole Park Life events and activities in the Activity Plan The Poole Park Life project is better linked to BME group led activities in the park for example delivery of Indian and British Victorian crafts at part of the Indian Mela event or play activities delivered by local Polish Parents Group	Event materials Developing existing partnerships and building new ones	Dorset Indian Mela Women Volunteers Group Polish Parents Group (meet at Central Library) Multi-Faith Groups BoP Equality Officers	Event materials = £500	Aug 2017 Other dates TBC	Established links with BME groups within Poole Better awareness from local BME communities regarding Poole Park Life and how they could link to different activities and events	Activity Log Feedback gained		Improved links and awareness that will improve diversity amongst Poole Park visitors and volunteer groups for the long-term

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Activity	Audience	Benefits for People	Resources	Partners	Costs	Timetable & Target(s)	Measure of Success	Method(s) of Evaluation	Project Aims	Legacy
C5: East Gate Lodge (EGL), defining future use of building including possibility of becoming a Community Hub	Users of EGL Other Community Groups	EGL provides an ideal setting for supporting vulnerable adults, making more use of the building will allow other community groups to gain benefits from basing their activities within Poole Park Poole Park stakeholders benefit through increased community activities within Poole Park Additional funding may be sought for improving landscaping surrounding EGL working with groups who use the building (See Section 3.4 page 30, Reference 11)		EGL user groups including Zoo Fish Arts, Club 21 and Bi-Polar UK BoP Estates Team Communications New community groups	All staff costs included under main budget lines Additional funding may be sought for landscaping improvements	Aug 2017 to Aug 2021	Detailed review of how EGL is currently used and how it could benefit other groups in the future If EGL is to be used as a community hub a detailed five year management plan will be developed in partnership with the groups that are based there EGL is potentially fully utilised as a community building (the second option would be that the building is given over to commercial use)	Feedback gained from community groups currently using EGL		A detailed long-term plan for EGL is established for the benefit of the community groups that are based there and for the park itself

3.4 Potential Additional Activities

There are additional aspirational activities that will be delivered depending on funding/sponsorship being secured, partnerships being developed or are included under capital improvements:

1. *Larger Scale Art Project:* Capital funds are available within the main capital budget to deliver a permanent art feature within Poole Park. Please see Interpretation Strategy for more details. Linkages will be made between community art projects and a final art structure.
2. *Heritage Arts Event for families:* Valise Noire wishes to apply for additional Arts Council funding to deliver a much larger project which will include the re-enactment of the opening ceremony of Poole Park (and its problems) and also celebrating different cultures and attitudes 'In time'. More details to be established.
3. *Information Kiosk capital improvements:* Additional funds will be sought working in partnership with FoPP to improve access to the building i.e. installing a double entrance door at the front to make it more inviting for visitors to look inside. This will depend on being granted planning permission and securing funding additional to the HLF grant.
4. *Gardening Volunteers Open Days:* Possibility of volunteers leading on 'open days' for schools and local groups to be involved in gardening sessions. The volunteers would also like to deliver 'charity events' in support of Poole Hospital demonstrating the link between gardening, volunteering and improving health and well-being.
5. *Sponsored Landscape and QR Feature in the Rose Garden:* Partnership work is being undertaken with Chester Pearce Funeral Directors who wish to allow the use of their QR Memories technology to create a garden of memories, but without being over-burdened with brass plaques. Instead a QR (Quick Response) code will be part of the garden's interpretation, providing a place where people can upload memories on a website for a modest charge, accessed by clicking the QR code. Chester Pearce are also wishing to sponsor a central art feature for the garden, perhaps a bird bath or sun dial, in memory of the Managing Director's grandfather who was one of the early park keepers.
6. *Expansion of Horticultural Therapy:* If the trial project proves to be successful in terms of numbers using the service and positive feedback is gained, we would seek future funding to continue the project going forward. This would fit with a wider policy in Poole to utilise it's parks and open spaces to support a 'Natural Health Service' based on a model delivered in other parts of Dorset. Please see link for more details:
http://www.dorsetlnp.org.uk/Natural_Choices_in_Dorset.html
7. *Utilising volunteers on nature reserves within Poole:* Linked to lake improvements, the aim is to encourage volunteers at other sites to harvest Willow and Hazel coppicing so that it can be used to help build the islands within Poole Park lagoon. The capacity of this project would involve working with other BoP teams and is yet to be confirmed.
8. *Possible expansion of Only Rain Down the Drain programme:* With additional support from Wessex Water who may fund additional staff time spent on the project by the Litter Free Coast and Sea team, we can expand our reach on this programme. This will target additional audiences within the catchment area as well as train more people in actions they can take to ensure only rain goes down the drain.
9. The BoP Youth team would like to seek ways in which they can develop a 'Young Friends of Poole Park'. This would work alongside the current FoPP but delivering activities and giving feedback specifically on developments in the park which impact on young people.
10. *Additional funds for Lagoon Improvements:* Funding will be sought throughout the project for undertaking additional and greater long-term improvements for Poole Park lagoon. This may involve working with partners such as Wessex Water, Dorset Wildlife Trust, the RSPB and other members of the Poole Harbour Catchment Initiative
11. *Improved landscaping surrounding East Gate Lodge:* Additional funds will be sought working in partnership with groups using East Gate Lodge to greatly improve the landscape and courtyard of this building. For example this could include the addition of sensory planting and/or art pieces set within the garden.

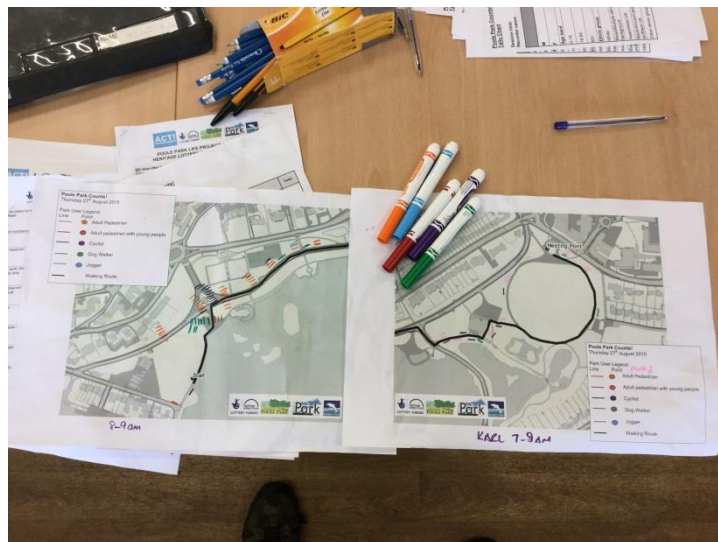
4. Aspects of Activity Plan

4.1 Monitoring and Evaluation

Research undertaken at Project Development Phase

This is the information we currently hold from a variety of sources, which we have selected to inform our baseline data:

- Heritage Archive
- Number of volunteers
- Volunteer Time
- Activity Log
- Number of Participants
- Knowledge of stakeholders and local partners
- Counts data
- Questionnaires/Surveys
- Cost analysis



We have worked with our partners to gain new data such as with Bournemouth University, Dorset Wildlife Trust and the RSPB to develop our baseline data on wildlife and habitat issues. Colleagues in other Council units provided us with data for traffic, visitors, play, heritage and volunteer engagement.

We have also identified during Phase 2 what gaps there were in our knowledge which would prevent us from evaluating the effects of our improvements.

What we will implement at Project Delivery Phase

The project will be monitored from the start of the delivery phase and a practical performance system approved with all partners and with the HLF will be in place at the start of project delivery.

Data collected

We will implement an over-arching information provision and evidence capturing mechanism, pulling together information about people, communities, activities and expected outcomes.

This will include the following monitoring and evaluation mechanisms:

- Volunteer registration
- Volunteer timesheets
- Activity log
- Feedback Forms (visitor and event sheets and online feedback opportunities)
- Focussed feedback related to specific activities
- Review of support and training provided for volunteers and volunteer co-ordinators including volunteer skills assessment
- Activity specific reviews and summary reports
- Future management plans to take activities forward beyond Delivery Phase in terms of funds, staff or volunteer time and resources
- Review of information materials before distribution where relevant
- Review of social media: number of engagements, number of downloads, etc
- Media Coverage (please see Communications Strategy)
- Additional income secured, via fundraising applications and/or sponsorship
- Value of volunteer income

It will also include the following actions:

- Regular reviews with key volunteer groups: FoPP, PPHG and the Gardening Volunteers
- Stakeholders Forum (as described on page 12)
- Poole Park Project Board (as described in Delivery Phase Plan)
- Six monthly reviews on progress of Activity Plan with annual summaries including review and update of how Activity Plan will be taken forward. (These will be undertaken with colleagues and the relevant partners.)

The evaluation work for community engagement will be overseen by the Engagement Officer, who will be responsible for resourcing the Activity Plan, including data analysis, research and project management. Please see Appendix 5.1.01 for examples of some of the data collection mechanisms described above. We will also develop ways which will enable us to collect data from social media and Digital technologies.

The added value we expect this to bring to our intervention and ongoing work in managing Poole Park beyond the funding period. Analyses of new and existing data collected during the project lifetime will enable us to develop:

- ❖ A view of the nature and the extent of the project impacts on Heritage, People and Community
- ❖ A respondent profile engaging in community activities and volunteering opportunities with us, in order to tailor our communication strategy so we can increase community engagement
- ❖ Our understanding of local community need within the Poole Park Life project
- ❖ Evidence of how well our community and stakeholder performs in terms of:
 - The ability to mobilise, identify and engage people in the project
 - Co-ordination of activities and services, across providers and with third sector groups and governance groups
 - Improved outcomes for people, heritage and community

Assuming successful outcomes, our monitoring system will provide evidence that will support funding for extending community engagement within the Park beyond the delivery phase.

Agreeing a methodology for data collection with all the project partners

The monitoring and evaluation methods listed above will be discussed with our partners to develop an agreed methodology to collect indicators and performance measures.

Dissemination of information

We will share our annual analysis with the public as a transparent assessment of park usage.

We will identify project outcomes where we have exceeded performance targets to promote good practice at a national level (research and analysis can be done in partnership with students – feeding into the skills outcomes).

We will share best practice on volunteering with other BoP teams, other Councils (including Bournemouth and Dorset) and other organisations.

We will contact 'Love Parks' and the National Federation of Parks and Green Spaces to share best practise and to promote our successes. We will also support other HLF 'Parks for People' projects in sharing what worked well and what didn't. For example Upton Country Park in Poole, but also others further afield.

A project closure phase will take place to disseminate results and share best practices nationally and locally. The project partners and decision making groups will contribute towards the project closure phase and dissemination of results, led by the Project team.

Please see Appendix 5.1.01 for more details on Monitoring and Evaluation for the project.

4.2 Digital Technology: Overview

We are aiming to communicate with, to attract and to engage with:

- The site users and the visitors of Poole Park
- The residents located within a 20-minute walk perimeter of the Park
- The wider community and the population of Poole
- Poole Park volunteers and Friends group
- Young people and local schools, Bournemouth and Poole college and Bournemouth University
- Visitors and tourists new to the area

What we want to happen:

- We want people to make a noise about Poole Park Life Project
- We want people to buy into our Project,
- We want to promote the work of supporting partners, including our volunteers and the HLF
- We want people to visit Poole Park more frequently
- We want people to refer Poole Park Life to their friends
- We want people to engage with Poole Park project, the Council and our partner organisations
- We want people to access, share and learn about Poole Park Heritage and online resources
- We want people to love Poole Park

The use of digital technologies will help us implement and deliver:

Instant Communication:

- ✓ Promotion and information updates: To generate a powerful ripple effect which delivers instant word of mouth.

Continuous Assessment of The Needs and The Demand:

- ✓ Public consultations: To obtain real feedback that can be invaluable for project development. Joining conversations about Poole Park will provide an opportunity to talk about and share our project. It will help to get the word out by interacting and hinting at what's to come.
- ✓ To gain information on public opinion, whether the topic is target led or is raised by the audience themselves. For example the recent re-tender of the miniature railway in Poole Park led to public outcry via social media which in turn attracted the attention of local and national media.

Online Resources:

- ✓ The creation of digital contents and online resources: to share photos and videos of events and wildlife. Please see Digital Outputs Appendix 4.4.03 and 4.4.04.
- ✓ The creation of learning materials for the wider public.
- ✓ Training materials for volunteers, for schools, college and university students.

Performance Measurement:

- ✓ Evaluation and monitoring of Community Engagement within the project delivery phase. We will measure how our social media channels impact on Poole Park Life project awareness.

Stronger Community Links:

- ✓ Community cohesion: Enabling people with the same interests to be connected is an essential part in building our community and bridging gaps amongst deprived and more affluent neighbourhoods. It will help us foster a relationship with them, so that in the future they will be willing to share our content with their followers. To help build communities, who share, recommend, comment and provide feedback.

Dissemination of Good Practices:

- ✓ Dissemination activities beyond the project end date: to pass on what we have learnt to others, and to mainstream best practices.

Sustainable Relationships:

- ✓ To foster key long lasting partnerships: Engaging with relevant content to get recognised by key players in Environment and Greenspaces activities, and other funding organisations, to build our reputation and start a conversation that leads to lasting relationships. We will seek at establishing locally a "Poole Park Life" brand's social presence.

4.3 Digital Technology: Use of during the Poole Park Life Project

The following key social media and technologies help deliver our goals and reach our target groups:

Facebook

During the development phase Facebook was regularly used to promote events, consultation activities, provide information and updates and in some cases gain feedback from the public.

The Borough of Poole has a central Facebook page:

<https://www.facebook.com/YourBoroughofPoole/> as well as a dedicated Facebook page for all Poole's parks and open spaces: <https://www.facebook.com/PooleProjects/> which has over 1,100 followers. Please see Appendix 4.4.04 for an overview of this Facebook page and how it is used.

There is a dedicated Facebook page for Poole Park titled 'Poole Park Users Group' which is administrated by local volunteers, includes regular posts by local residents and has 825 followers.

<https://www.facebook.com/groups/1379248272319770/>.

The Friends of Poole Park also have a Facebook page: <https://www.facebook.com/FriendsOfPoolePark/> with just over 220 followers.

There is a dedicated Facebook page that was established by Bournemouth University relating to their research studies on the lagoon and fresh water lakes. This is a group of 100 members and provides updates on physical conditions within the lake and lagoon such as waterflow from inlet pipes, records of birdlife, drainage issues, water levels or issues of pollution. This has been a very useful tool for immediate knowledge exchange and will be utilised further in engaging like-minded individuals with the lake and lagoon improvements.

<https://www.facebook.com/groups/pooleparklakes/>

Finally there is a Facebook page regarding 'Memories of Old Poole and Bournemouth' which has 26,493 members. This has greatly helped with archive research and celebrating the heritage of Poole Park and it's wider area through a shared resource used and owned by local residents.

<https://www.facebook.com/groups/oldpoole/>

Twitter

The #PooleParkLife twitter page: <https://twitter.com/PooleParkLife> which was created in the development phase has proved to be a great success with around 530 followers and regular tweets from local organisations, residents and volunteers. It has been very useful as a central source for Poole Park events, for 'birders' who tweet photos, videos and information on birdlife activity in the park and for photos taken by regular visitors.

Please see Appendix 4.4.03 for an overview of the Twitter account and how it is used.

Social Media Opinion Polls

In terms of leading opinion polls via social media, users have already been asked their views on 'What Poole Park means to them' and those quotes have been included as part of this action plan. The Poole Park Run Group which has over 3,000 Facebook followers and almost 2,000 Twitter followers has also offered to undertake a social media poll and provide information about Poole Park via their social media. For example, opinions could be gauged on how Poole Park Runners felt about the new hard landscaping in the park and how it has increased their satisfaction of Poole Park.

Gaining Feedback via Social Media

Comments given on social media will be included as part of the projects monitoring and evaluation process. We will measure how well we perform with the community looking at whether the engagement indicators are positive, neutral or negative in sentiment. In other words, did our campaign influence positive vibes toward the project or are there elements which need to be improved? We will also evaluate how many users of our target groups are engaging with the project through social media.

Weblinks

<http://www.poolepark.org/> which was originally set up for the photo mosaic project will become a central archive resource for heritage information as well as peoples stories and interviews as detailed in Action HL1. The Poole Park Photo Mosaic site went live in summer 2015 and since then 8,724 unique users have made 11,518 visits to the site.

<http://pooleprojects.net/pooleparklife/> which was set up during the consultation phase will continue to provide up to date information on operational works and Poole Park Life activities. In the last 12 months it has had 3,436 unique users who have made 4,194 visits. We expect this figure to raise greatly during the Delivery Phase as people use the website to find more information on the physical and other works taking place in Poole Park. More work

will be undertaken shortly to ensure that the website appears higher on Google search listings when entering 'Poole Park'.

Both the above websites will be more linked, for example the gardening volunteering page on Poole Park life will link to heritage information on landscape on Poolepark.org.

In addition, there are a number of weblinks on the BoP website which include details regarding Poole Park. These will continue to be maintained and reviewed to ensure that they include the most up to date information. We will also aim to simplify information, instead referring people to the two main websites above using links.

On-line consultation questionnaire

This was a major tool for both consultation phases during the development phase allowing people to take their time to review the designs and finer details of suggested plans for Poole Park. The questionnaires were placed on the BoP website with links given on social media and other websites. On-line questionnaires may be used again during the delivery phase relating to new play and signage designs.

Emails

Group emails have been used to maintain contact with and provide information to schools, to the gardening volunteers and to those involved in the Access Audit. When an individual or group expresses their interest in a particular activity their details are added to the group emails. This useful communication method will continue during the delivery phase.

Newsletters

There has been a monthly newsletter since the start of the project, using Mailchimp (Appendix 4.4.05). This includes updates on the Poole Park Life project, details of events and summaries of any research that has been undertaken. During events and in questionnaires people are asked if they wish for their details to be added to the newsletter mailing list. To date over 700 names are included in the mailing list. The monthly newsletter will continue during the delivery phase and will be key to providing updated information on operational works and engagement activities.

BoP also has an Open Spaces e-gov newsletter which is disseminated every 4 weeks to approx. 5,000 recipients, where we include a regular update on Poole Park. There are a number of other BOP newsletters which we link into to make full use of reaching a wider Poole audience. These are detailed in the Communication Strategy, Appendix 4.4.02.

Finally the FoPP have expressed an interest in developing their newsletter from April onwards. As part of this project we will deliver training to FoPP on using Mailchimp and use of social media. FoPP have also been advised to attend formal training provided by Dorset Community Action on use of Social media at a low cost to themselves.

YouTube

YouTube has been used a number of times to highlight our engagement activities during the development phase. For example celebrating the success of our 125 event and more recently giving a visual overview of some of the activities over the past two years. This is certainly a tool which can be utilised further during the Delivery Phase, such as asking volunteers to create videos from our events or collecting interviews and stories about Poole Park.

Survey monkey

This was used by the Parents and Carers of children with disabilities (PAX) to review accessibility within Poole Park. It will be used in the Delivery Phase where relevant.

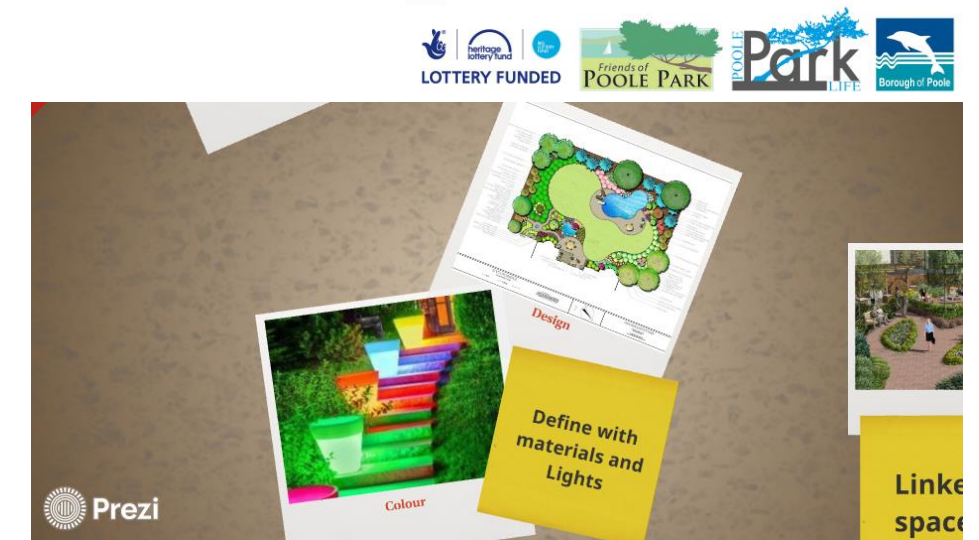
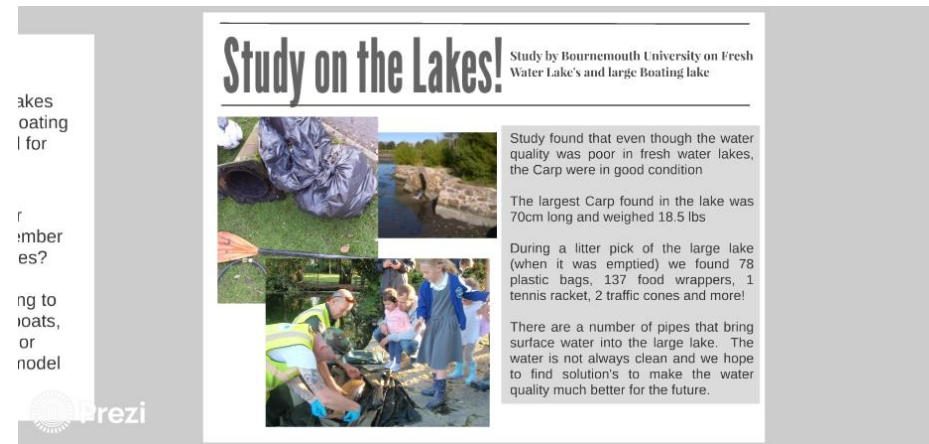
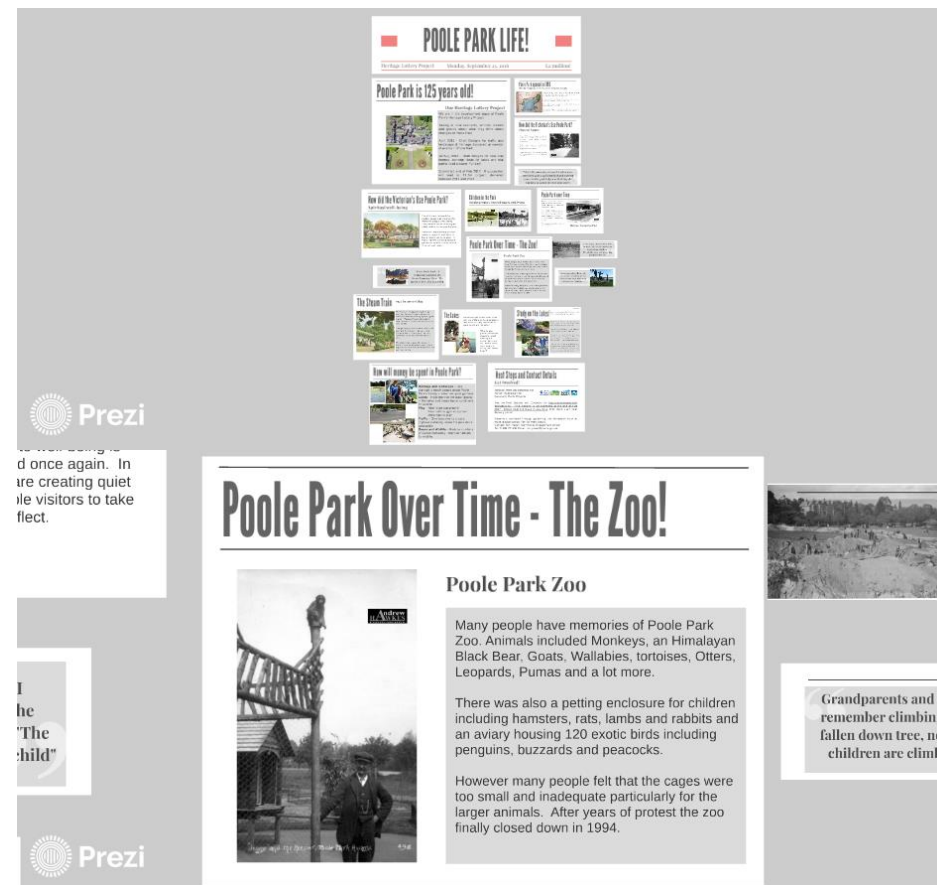
Prezi

Prezi is a useful tool for developing engaging presentations which allow viewers to zoom in to the headlines, to gain more information.

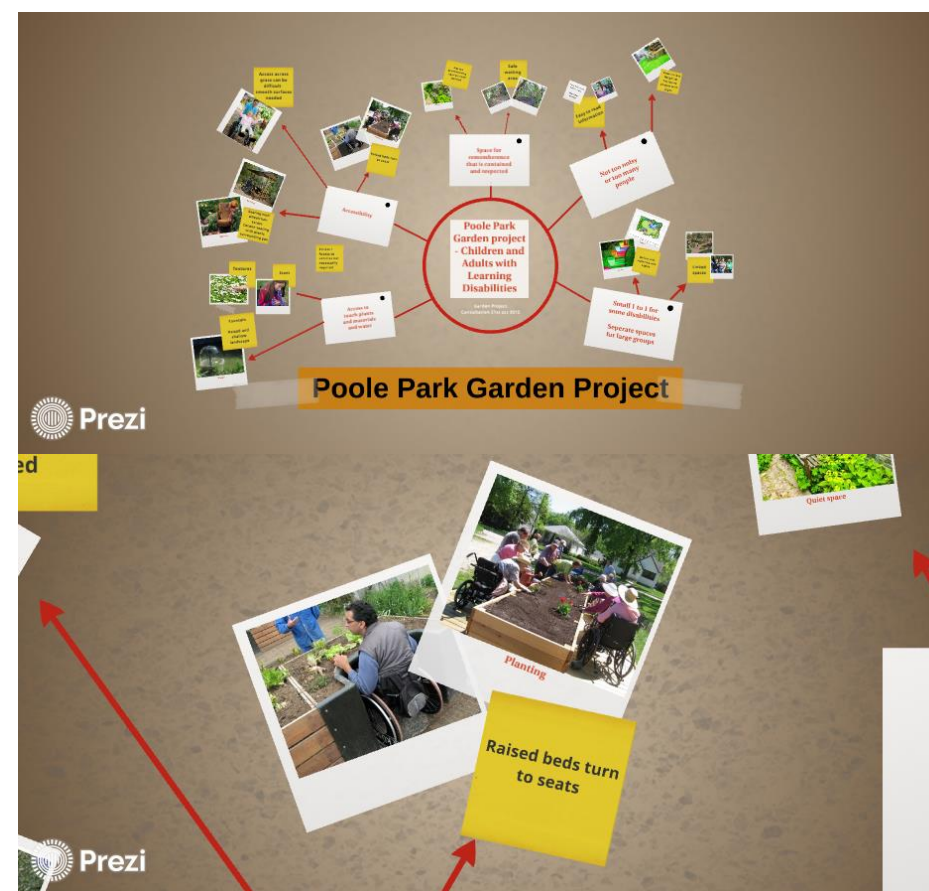
The Poole Park Life presentation

(<https://prezi.com/q7xssyzicqkm/poole-park-life/>) was used during school and residents groups workshops, as well as being posted on social media asking for people's feedback. Prezi presentations can be as large or as small as you like, therefore much more detailed information could be added to the presentation below creating an additional resource that can be used by others who may wish to present information regarding Poole park.

Please see examples of images taken from the Poole Park Life 'Prezi' below:



The second Prezi was used to help collate some of the ideas and comments given during the quiet garden project consultation. <https://prezi.com/nhlawvpyxuw/copy-of-poole-park-garden-project/>. Again some example images are given below and the Prezi was used to place on social media to make more people aware of what we are hoping to achieve through the quiet garden project.



4.3 Sustainability

Our plan for project succession will ensure the benefits will be preserved and continue to accrue beyond the life of funding from the HLF.

Volunteering activities and an increase in volunteer capacity at the project Development Phase will help us sustain and deliver savings on management and maintenance costs, as well as building social capital across communities.

We will develop new volunteer groups: gardening volunteers and kiosk volunteers, and create Volunteer Co-ordinator posts linked to Poole Park volunteer groups, working closely with Park staff.

We will continue to maintain and improve continuous community involvement after the four-year delivery phase as detailed in the Action Plan in Section 3.3. We will ensure a continued engagement with Poole Town Network in order to support and enthuse community groups and engage volunteers to deliver the scheme. The gardening volunteers are already leading by example and have established a wider group of volunteer contacts, with willing Volunteer Co-ordinators who, given the right training and resources during the delivery phase, will be ready to take the project forward.

The Delivery Phase will develop the skills of local residents, volunteer and volunteer groups that will create sustainability for them as individuals as well as allowing them to continue their support for Poole Park. We will work with Skills and Learning BDP and others to build up a skills and knowledge base, particularly for our Volunteer Co-ordinators and key volunteer groups who will be relied upon to take projects forward.

What's more, even though support from BoP will be reduced for volunteer groups at the end of the Delivery Phase (once key roles have come to an end), support will still very much be available. A new Park Development Officer as detailed in the Management and Maintenance Plan will continue to support activities within the park as well as having an overview position of reviewing what is needed for the park to maintain standards that have been raised through the HLF project.

As with other Friends of Groups for parks and open spaces across Poole, support will always be available from BoP environmental services via the Project Officers and Engagement Officers. The aim of the Delivery Phase is to avoid full dependence on these roles and ensure that FoPP and other volunteer groups have the resources, skills and aims they need to ensure their resilience for the future.

Finally, the new skills, experiences and networks gained by volunteers through the Delivery Phase will lead to personal sustained outcomes for the individuals involved and any other activities they support for the long-term.

We will continue to manage Poole Park over and above the Green Flag standard, including gaining the Green Heritage Status through the Delivery Phase.

The stakeholder forum, managed by the new Park Development Officer, will set up a Memorandum of Understanding. This demonstrates commitment to always work in collaboration and join resources, when appropriate, beyond the project lifetime to sustain its outcomes for heritage, people and communities.

Mainstreaming and Communications: we want to transfer particular aspects of the project, the knowledge, lessons and best practice arising from the Delivery Phase to influence the way our parks are managed in Poole and within the future wider Council with Bournemouth which will be formed in April 2018. We also wish to share our experiences, what worked well and what didn't, with others who are delivering similar programmes including those in Dorset as well as further afield.

The wider project will boost commercial businesses by attracting and accommodating more events and activities, in addition to improved heritage features and visitor facilities. Increased value of residential and commercial properties, and rental income – public realm improvements with an emphasis on pedestrian movement have been shown to generate a 12% growth in the sale price of flats (*Living Streets: Making the Case for Investment in the Walking Environment*).

At project closure we will wind down the project's activities as efficiently and effectively as possible in order not to impact adversely on the project's staff and our beneficiaries, and to capture the benefits and any lessons learned.

4.4 Risks

Partner involvement and commitment

Much work has been undertaken over the past 2 years or more to identify and gain detailed knowledge of local partners, volunteer groups and individual volunteers (including why and how they wish to volunteer). We are now more aware of our partners' capabilities, their skills, resources and how they link to particular groups or other partners. During the delivery of the Activity Plan

for the Development Phase, some actions failed partly due to partners not wishing to take an action forward anymore or not having the capacity to do so. Through open discussion with partners this has been a learning process of what works well, and what doesn't work so well, enabling us to make the Activity plan for the Delivery Phase much more realistic and resilient.

If plans for our partnerships fail impacting on some of the above, we will seek and develop new partnerships. This will involve support from Poole CVS and others in order to achieve this. Much of the activities are smaller bespoke activities therefore the risk is reduced to the overall project.

In the time of writing, a new partnership has come forward for supporting the revitalisation of the Information Kiosk. A company keen on offering bike hire and delivering bikeability courses in Poole Park has come forward to be asked if this can be based at the side of the information kiosk using the actual kiosk as a base for visitors wanting to hire bikes. The company is aware of our wishes to make the kiosk an information and volunteer hub and is keen to work alongside and in support of this. This opportunity could potentially bring more revenue (supporting the upgrade of the actual building), enhance what the information kiosk offers to Poole Park visitors and increase support for volunteering through additional opening hours and staffing.

Not meeting Deadlines or Expected Outcomes

Four years may seem like a long time, but there are lot of actions to be delivered and we know that time will move very quickly! We will therefore review how actions are progressing every 6 months, looking at what has been achieved and assessing whether we are on time and on target. If we are behind schedule we will work with colleagues and our partners to develop solutions, working together to get things done. We will prioritise outcomes and activities where possible, ensuring that we will still meet the overall aims and outcomes detailed in this Activity Plan.

There have been examples during the Development Phase where we have called on others to support and add value to the work that we are undertaking. We are fortunate to have volunteers, partners, colleagues and other BoP teams who have already given so much to this project. The Activity Plan for the delivery phase could not have been completed without their support. Joint agreements have been made with each delivery partner to ensure all parties are fully aware of what is expected of them before the Activity Plan begins. The letters of support in Appendix 4.5.01 reflect this.

Lack of Volunteers

There is of course, a danger in not attracting the volunteers that we need in order to make the Actions listed in Section 3.3 a success. We therefore plan to avoid this risk where possible by developing and promoting an overriding and exciting volunteer offer for the park, something which has not been done before. This will be delivered very much in partnership with others including FoPP and volunteer groups but also with Poole CVS and Skills & Learning BDP. The volunteer handbook will present a wide range of opportunities and information on what is available and the support that volunteers will be given, through training, resources and line management. We will learn from successful examples elsewhere such as at Hengistbury Head, where Bournemouth Council run a new Visitor Kiosk, shop, events and outdoor volunteer programme, all dependent on a large number of well managed/supported volunteers.

Although volunteers will initially be led by the Engagement Officer, we will work with volunteer groups and our partners to ensure that resources are in place to manage groups of volunteers over the long-time. There will be a structure for volunteering including Volunteer Co-ordinators who will be given necessary training to manage and support others.

Budget limitations

The budgets for each activity within the Action Plan have been carefully calculated to reflect what is expected in terms of required resources, partner involvement and expected outcomes. There is an overall budget for the Activity Plan of £60,000 and where some actions underspend we will use those funds to support other activities which need it more. Where there are budget shortfalls for what we wish to deliver we will seek additional funds and sponsorship from elsewhere, however the outcomes expected within this activity plan have been based on the budget available at this point.

Please note: Other risks associated with the project as a whole have been detailed in the Delivery Plan and Management and Maintenance Plan of this application.

4.5 Consultation

The Activity Plan has been written by the Poole Park Life Community Engagement Officer for Poole Park Life, Toni Powell, responsible for the Activity Plan during Stage 2 and who will continue as Engagement Officer during the Delivery Phase. In order to ensure that the Activity Plan meets its aims and objectives and also has the support of a number of partners, feedback was gained from colleagues, partners and local groups, including those listed below.

Internal Colleagues:

- Poole Park Life Project Officer
- Poole Park Maintenance Team (Streetscene)
- Environmental Development Team (Parks & Open Spaces)
- Landscape Designer (who designed much of the landscaping for Poole Park during the Development Phase)
- Biodiversity Officer
- Colleagues who form Poole Park Project Board including key Councillors, Head of Environmental Services and representatives from transport, planning, communications and estates departments.
- Youth Team Service
- Communications
- Children's Services

Local Stakeholders

- Friends of Poole Park (FoPP)
- Poole Park Heritage Group (PPHG)
- Poole Park Concessionaires
- Local residents groups
- Poole Housing Partnership (PHP)
- Zoo Fish Arts
- Chestnut Nursery
- Club 21

Other Partners

- Skills and Learning BDP
- RSPB
- Dorset Wildlife Trust
- Bournemouth & Poole College
- Bournemouth University
- Local Schools

The ideas and thoughts of the above partners have been fed into the Action Plan in Section 3.3. Please also see letters of support in Appendix 4.5.01.

5. Conclusion



This Activity Plan provides a comprehensive summary of how we plan to engage Poole Park's visitors and local communities over the four year delivery phase and beyond.

In summary our community engagement will:

- Involve over 9,400 participants
- Work with around 60 partners
- Provide a clear offer and support structure for volunteers which will include informal learning and formal training
- Involve a whole range of small to grander scale, temporary and more permanent, heritage interpretation projects which will educate, inspire and build a whole new knowledge base for the local community

It has been based on the needs and wants of those we already support and on the themed improvements we are planning to make.

We have identified gaps in what we offer in terms of community engagement and addressed these in the activities described in the Action Plan Section 3.3.

The Activity Plan will leave a long-lasting impact, not only on the community but also on the individuals as they gain new skills, experiences and make new friends and contacts. We want to build excitement and interest amongst visitors and local residents and enable them to be fully involved in the project.

What should remain at the end of the project is not only fantastically improved facilities but also an ingrained knowledge of Poole Park's heritage, a true sense of belonging to the park, a resilient volunteer base and a far improved sense of community that will ultimately improve the quality of life for everyone involved.