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Meeting with CBC and The Landscape Agency (LA) 30 November 2006

Attending: Rosemary Mansbridge (CBC), Adam Reynolds (CBC Parks Development Manager), Patrick James (Director LA), Ray Taylor (LA), Tony Mason, Chairman Friends of Pittville (FoP), Ron Pattinson (Secretary FoP), Diane Hibbert (FoP & Ward Councillor), Desmond Fitzgerald (Parkwatch FoP), Fiona Clarke (FoP), Roger Turner (FoP).

Apologies: John Crowther (Assistant Director Green Environment, CBC, Project Manager)

1. The meeting was convened to update FoP on progress and to define some of the requirements for the bid for the Project Planning Grant (PPG) and future stages, and to highlight areas where FoP can become more actively involved in the bid for Heritage Lottery Funding (HLF).

1.1 The overall project will not be complete until late 2014.

- 2 To qualify for HLF grant under their Parks for the People program, the HLF vision is that: "Every community should have access to a well-designed and maintained public park with opportunities for enjoyment and recreation for all."
<http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/HeritageGrants/>
Pittville Park is already a Grade II listed Heritage site.

2.1 **The general criteria are that:**

- the project is concerned with a public park, as defined by HLF;
- we are a not-for-profit organisation;
- we need a grant of **not less than £250,000 and not more than £5 million** (including development grant);
- we can **raise at least 25% of our project costs from other sources**, either as cash or as non-cash contributions (this is your partnership funding); and
- at least **5%** of partnership funding is cash from our own resources.

2.2 **Priorities:** For HLF to consider Pittville Park for funding we must show them that:

- **the community values the park as part of their heritage** (*they want to fund more parks of local or community heritage value*)
- **the park meets local social, economic and environmental needs** (*they want to fund parks that contribute in a wide range of ways, to the needs of urban and rural regeneration*)
- **the park actively involves local people** (*they want to fund parks which can show a strong working partnership between the local authority and the community*).

2.3 **Project Outcomes:** Work and activities proposed for the park (our project) must meet all five of the following outcomes.

- **Increasing the range of audiences** (*project to increase the number and range of different people enjoying the park, by providing activities and facilities tailored to their needs.*)

- **Conserving and improving the heritage value** (*Project conserves and improves heritage value through a range of capital works, interpretation and activities*)
- **Increasing the range of volunteers involved** (*create opportunities for more people from a broad cross-section of society to volunteer, and for volunteers to carry out a wide range of activities*)
- **Improving skills and knowledge through training** (*project to support a wide range of work-based skills development directly related to the park or the park project*)
- **Improving management and maintenance** (*Through a costed park Management Plan, achieve Green Flag standards of management and maintenance, and maintain these standards over the whole period of grant contract - 10 years*).

2.4 **Project Management: HLF** will also consider how effectively we can:

- plan, manage and deliver the project, including,
- identifying and managing risks,
- measuring success; and the financial viability and value for money of our project.

2.5 **Capital work HLF will fund:**

- repairing and restoring landscape of all types;
- removing unsightly structures or planting which have a negative effect on the heritage value;
- conserving built features or associated groups of features;
- improving biodiversity (wildlife and habitats);
- improving access for all;
- providing extra features to increase enjoyment for disabled people;
- buying land to reunite the historic landscape or improve facilities;
- buying original decorative features that were previously lost;
- creating replica or replacement features based on accurate research information;
- repairing things like boundaries, drainage and services;
- community facilities which respond to needs, such as cafés, toilets, education spaces and meeting rooms;
- park furniture, lighting and signs;
- new landscape design if it improves and adds to the heritage;
- recreation and play facilities;
- exhibition space, interpretation displays or publications;
- security work;
- repairing and improving essential services, particularly where they reduce emissions or increase energy efficiency;
- management and maintenance facilities, including recycling, composting and grazing;
- increased links to public transport; and
- professional fees associated with designing and delivering capital work.
- we must give priority to repairing and reusing existing buildings in or next to the park, rather than providing new buildings or facilities.
- All facilities must directly benefit the park and the people who use it.

2.6 **Revenue activities HLF will fund:** Within this programme HLF also expect to support projects which offer a wide range of activities that increase learning and enjoyment, and provide volunteering and training opportunities. We expect these activities to be based on community consultation and to meet the community's needs and interests. They may support the costs of new staff for up to five years to develop and deliver these activities. We may also help with extra costs for materials or equipment, or facilities to deliver activities. Examples of activities in parks include:

- horticultural demonstrations and workshops;
- creating a community history of the park and the local area using archive materials such as maps, text or illustrations, or a spoken history record;
- activities designed with young people;
- activities for schools or colleges;
- day courses and workshops for adults;
- community drama and music related to the park;
- re-enactments of local events and historic celebrations;
- measuring and recording biodiversity (wildlife and habitats);
- trails, walks and talks for adults, children or families;
- recreational activities;
- structured play activities or after-school activities.

2.7 **What HLF will not fund:** HLF do not give funding under this programme if our park is:

- not a 'public park' under the definition given for this programme;
- mainly used for organised sport;
- used for burials;
- owned or managed commercially for profit;
- charging people to use it, other than for parking, special facilities, events or activities; or
- regularly closed for more than five days each year.

HLF will also not provide funding for:

- existing routine maintenance;
- core organisational or park running costs;
- existing staff costs;
- legislative responsibilities;
- interactive displays, if these do not form part of a wider information or interpretation strategy and lead to clear improvements to public access;
- highways maintenance, signs or traffic control;
- sports, arts or other facilities, where other lottery funding or other funding is available;
- financial gain, other than that used directly to support the park; and
- car-parking facilities, unless they directly benefit the use of the park.

3 The two representatives from the LA have previous experience working for the HLF.

- 3.1 The submission to the HLF for the Project Planning Grant is to be completed before Xmas 2006. The outcome of this bid is expected by end of March 2007. The maximum possible grant is £50,000, which is awarded to cover the costs of preparing the final submission.
- 3.2 This first stage is the most competitive with many organisations bidding for HLF monies.
- 3.3 For this submission the Landscape Agency needs to identify how to satisfy the HLF criteria in general terms and to separate them into areas of responsibility for Borough Council, landscape Agency and the community at large, in this case represented by FoP.
- 3.3.1 The LPA will be responsible for the Conservation Management Plan, which includes researching the historical background of Pittville Estate, assessing the current position and look at future planning and management.
- 3.3.2 The CBC will be using their current expertise to enhance specialist contributions. They have 7 or 8 representatives from various CBC departments, including Policy,

Museums, Education, Cultural and Cheltenham Borough Homes, who will contribute to the detailed submission, due later next year.

3.3.3 Ways must be found to involve the community actively in the overall project.

3.4 A further six months in 2007 is allocated to draw up a detailed plan to satisfy the HLF criteria. This is not a competitive bid but one which will be decided on the merit of the submission.

3.5 CBC has made the decision that the exterior of the Pump Room and its setting within the gardens is to be the extent of their responsibility in the context of the HLF bid to limit the financial drain on any Grant awarded by the HLF.

4 Involvement of Friends of Pittville

4.3 As Friends of Pittville Group grows, it can be a powerful tool generally as a representative body to give the local community a voice in matters concerning the Pittville Estate area, to give the CBC a means to communicate with local residents on local issues, and to assist CBC in its HLF bid.

4.3.3 The Chairman of FoP will write a letter to Mr John Crowther, Assistant Director Green Environment, expressing support for the CBC bid to HLF, wherever possible, to achieve the criteria required.

4.3.4 FoP already helps by communicating with the local community via the website, the distribution of a quarterly newsletter, a regular contribution to the Community News section of the Saturday edition of the Gloucestershire echo, and efforts to seek sponsorship and support from local businesses. All of these are ongoing initiatives.

4.3.5 There are plans to expand the website to involve the interested public in interactive pursuits, e.g. devising a "Nature Trail" for children to make them more aware of the flora and fauna in the Park.

4.3.6 Research into the usage of the Park and views on the future use amenities and management of the Park will be assisted using a questionnaire on the website and in interviews with park users.

4.3.7 There is already a move to involve the University in the area by making it part of degree course work.

4.3.8 There is also a member of the Excom who is the liaison between FoP and the local schools and ways of involving them will be devised. Pupils may become a work force to poll users of the Park for audience research.

4.3.9 FoP will be undertaking historical research both to complete missing elements of the Website and to support the LA, thus saving on costs.

4.4 All voluntary efforts by members of FoP may be given a notional costing as part of the partnership funding (q.v. 2.1).

5 A strong submission was made by the Chairman of FoP to CBC that, to ensure best use of the FoP resources and involvement by the local community, it was *absolutely essential* that there

is a full, consultative relationship between the CBC Cabinet and FoP and that FoP is kept current on all matters relevant to its area of interest.

- 5.1 Two specific issues were mentioned for consultation: the future use of the pump Room and the subterranean contamination at the west end of Pittville Park

Hon Secretary
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