



SD1

ACTIVITIES PLAN

July 2023



NLHF Project Ref: NL-21-00021

Kingswood Park: Our park at the heart of our community

CONTENTS

EXECUTIVE SUMMARY	4
1. WHERE ARE WE NOW?	5
1.1 Our organisation and its commitment to engaging the public with the heritage	5
1.2 Local community needs	5
1.3. Changes since the development phase application	7
1.4 How we created our Activity Plan	9
1.4.1 Development phase consultation 2022 / 23	9
1.4.2 Community surveys	12
1.5 Audience	16
1.5.1 Who is involved with the park / heritage now and why?	16
1.5.2 How many are involved with the heritage now?	16
1.5.3 Audience development – our aims and objectives	17
1.5.4 Who are our audience? How can we group them?	18
1.5.5 Age of the audience	18
1.5.6 How often do people visit?	18
1.5.7 Where do people come from?	18
1.5.9 What do people do when they arrive?	19
1.5.11 What do the audience value about the heritage?	21
1.5.12 Barriers to participation	21
1.5.13 Who are the audience that are special to us, who do we need to target?	23
1.6 Existing participation activities currently offered to the public	23
1.7 Existing learning opportunities offered to the public	24
1.8 What do present audiences already know about the heritage?	24
1.9 Building on good practice in other organisations	25
2. STRATEGIC DECISIONS ABOUT INVOLVING PEOPLE	27
2.1 Strategic context for Kingswood Park activities	27
2.2 South Gloucestershire Council’s commitment to putting the Activity Plan into action	28
2.4 How have our activities been designed to achieve NLHF outcomes & engage with different sectors of our audience?	33
2.5 Activities and achieving NLHF Fund outcomes	33
2.5.1 A wider range of people will be involved in the heritage (mandatory)	33
2.5.2 The local economy will be boosted	38
2.5.3 People will have greater wellbeing area	38
2.5.5 People will have developed skills	41
2.5.6 The funded organisation will be more resilient	45
2.5.8 Heritage will be better identified and better explained	47
2.5.9 People will have learnt about the heritage, leading to change in ideas and actions	48
2.5.10 Increasing positive and reducing negative environmental impacts - environmental sustainability	49
2.6 How the activities help to meet local needs	49
2.7 How our activities fit with other aspects of the project	54
2.7.1 Conservation	54
2.7.2 Landscape changes	54
2.7.3 Refreshment concession and toilets	55
2.7.5 Marketing and promotion	56

2.8 Project delivery & management	57
2.8.1 Role profiles	59
2.8.2 Briefs for freelance workers / consultants / other providers	59
2.8.3 Activities & support services to be provided by South Gloucestershire specialist in-house services	60
2.8.4 Activities to be provided by other specialist providers	60
2.9 Activity costs	60
2.9.1 Budget management	61
2.9.2 Value for money / justification of project costs	61
2.10 Project risks	61
2.10.2 Risk assessment	62
2.11 Measuring success: project monitoring & evaluation	65
2.11.1 Kingswood Park steering group	65
2.11.2 Monitoring and evaluation reporting	65
2.11.3 Evaluation stages	66
2.12 Maintaining the Legacy and Long-term sustainability	67
2.12.1 Sharing the lessons of the project	67
2.12.2 Legacy: Ensuring long-term benefits	68
3. ACTIVITIES ACTION PLAN	72
1. Activities Action Plan spreadsheet	72
2. Activities Action Plan Costs spreadsheet	72
APPENDICES	
Appendix 1: Role profiles	
Appendix 2: Briefs for freelance workers / consultants / specialist providers	
Appendix 3: Quotations for larger items	
Appendix 4: Brief for monitoring and evaluation consultant	

EXECUTIVE SUMMARY

The main purpose of this document is to provide a coherent and strategic framework for activities that will be delivered by the Kingswood Park National Lottery Heritage Fund (NLHF) Grants for Heritage project.

In the first section of the plan we consider ‘where we are now’ in terms of our own organisation and community needs and also describe the wide ranging consultation and survey work that has been undertaken. A detailed audience profile for the park is presented and we also look at what is currently offered to the public and what they already know about the heritage.

In the second section of the plan we start to make ‘strategic decisions about involving people’ by considering the Council’s commitment to the project, learning and participation aims, audiences that will be targeted and how our activities have been designed to meet NLHF outcomes for heritage, people and communities. There is also discussion of how our activities fit with other aspects of the project including conservation, landscape changes, new build and interpretation. This section also includes information on project management and delivery, activity costs, risks, monitoring and evaluation and long-term sustainability

In the third section we focus on ‘action planning’ and present our Activities Action Plan which sets out, for each activity, the audience, NLHF outcomes and benefits for people, resources and costs, timetable, targets and measures of success and method of evaluation. However, for each activity to be successful there needs to be a clear vision of the interpretative theme that each activity is seeking to convey, along with concise interpretative / activity objectives and a clear definition of the interpretative media to be used. This information is provided in the separate document – Kingswood Park Interpretation & Signing Plan (SD15). Taken together, this Activities Plan and the Interpretation & Signing Plan form the detailed framework for delivery of Kingswood Park activities and interpretation work.

There are also close links with the Management and Maintenance Plan (SD13) for the park and Conservation Management Plan (SD16). Some of the activities have been designed to help with the long-term management and maintenance of the park through greater involvement of volunteers and all activities conform to the recommendations of the Conservation Management Plan. Finally, the Activities Action Plan provides clear targets and measures of success, setting out in detail how the outcomes of the various activities will be measured and evaluated.

1. WHERE ARE WE NOW?

1.1 OUR ORGANISATION AND ITS COMMITMENT TO ENGAGING THE PUBLIC WITH THE HERITAGE

This Activities Plan should be read in conjunction with the supporting document SD11 Kingswood Park Plan 2023, hereafter referred to as KPP. (This document contains supporting evidence for this plan, and there are many references to it).

The values, policies and priorities of our organisation are described in our Community Strategy, Council Plan and a range of other strategic documents and detailed in section 4, KPP.

The main needs identified in these plans are to invest in children and young people, to improve health, to promote safer and stronger communities and improve community cohesion, to value the environment (including conserving and enhancing biodiversity), and to address the challenges of climate change. The activities contained in this Activities Plan and wider project to restore and enhance the heritage of Kingswood Park will help to address these needs through well designed activities and events combined with improvements to accessibility and the fabric of the park.

1.2 LOCAL COMMUNITY NEEDS

As part of the consultation and research to develop our development phase application a number of local community needs were identified to ensure that activities and events are responsive to local needs so that the local community can derive maximum benefit from the Kingswood Park project.

Several sources of information have been used to develop a profile of the local community and their needs, and help develop an audience profile for the park; these are:

- Kingswood Priority Neighbourhood Proxy Indicator Profile: 2013
- South Gloucestershire Priority Neighbourhood Analysis 2019
- Kingswood Park Catchment Area Profile 2022
- The Health Profile for South Gloucestershire (Published by The Department for Health 2019)
- South Gloucestershire Priority Neighbourhood Health Indicator Profile 2017
- Kingswood 'Love Our High Streets' Initiative

Please see section 3 of KPP for a detailed analysis of local community needs. Since we submitted our development phase bid new demographic data has been released from the 2021 Census and this reinforces the local needs that have already been identified.

There are a number of local community needs that our project will address, many forming barriers that prevent people from visiting the park or visiting more often; these are summarised below and they are taken from an analysis of the needs highlighted in section 3 of KPP, along with the strategic plans and policies discussed in section 4 and the consultation work described in section 5. The needs are as follows:

Local community needs:

- To provide activities and events that promote an increase in physical activity and improve general health and mental wellbeing in an area where there are poor health outcomes.
- To provide activities and events that help address high levels of obesity in the local population, particularly amongst children.
- To make the park and its heritage accessible to more / the widest range of people, particularly new communities who have settled in the area (Eastern Europeans and Hong King Chinese)
- To provide activities and events which bring people together to reduce social isolation, promote social cohesion and improve community spirit. This is a long term need that has been exacerbated by the Covid-19 Pandemic and it is essential to engage people of all ages, including the elderly and people from minority communities.
- To contribute to the regeneration of the Kingswood area and ‘Love Our High Streets’ Initiative which will boost the local economy in one of the most deprived areas of South Gloucestershire
- To improve the quality and facilities of the most important local green space in an area that has lowest percentage of informal recreational space in South Gloucestershire
- To provide opportunities for volunteering, training and skills development to improve confidence, mental wellbeing and employability of participants in an area that has a higher unemployment rate than the South Gloucestershire average and where there is a significantly high number of people on welfare benefits such as Universal Credit and Income Support
- To help build a stronger voluntary sector / volunteering opportunities
- To reduce anti-social behaviour through engagement in activities and intelligent park infrastructure design
- To enable children and young people to have fun growing up and a good start in life whilst increasing the number of children and young people participating and engaging effectively in their community through green space engagement opportunities
- To invest in the fabric and structures of the park to reduce long-term maintenance costs
- To enhance biodiversity so that the park supports a wider range of habitats and wildlife
- To contribute to targets to reduce greenhouse gas emissions and promote climate change resilience and adaption
- To increase the confidence of people that it is a safe place for people of all ages to visit in an area that is within the most deprived 4% nationally in the ‘crime domain’

These needs have informed our proposals to restore and enhance the park and the activities and events that will engage the local community with the heritage. We will demonstrate in this Activities Plan and other parts of our delivery phase application that each one of these local community needs is being addressed by our project.

1.3. CHANGES SINCE THE DEVELOPMENT PHASE APPLICATION

The main changes that we have made since our development phase application are as follows:

Provision of a refreshment concession / changing place toilet / central performance area

In our development phase application a proposal to upgrade the public toilets including a ‘Changing Places’ facility, and services for new mobile refreshment concession was included.

Refreshment Facility

During the development phase proposals for a permanent refreshment kiosk and covered area were explored in response to overwhelming public support.

Business planning work demonstrated that options for a kiosk or mobile concession were both viable. Outline designs for a permanent kiosk were developed by an architect, structural engineer and quantity surveyor, however, the considerable cost meant that we could not proceed with this option.



As a result, we returned to developing our original proposal for a mobile concession and proposals for this are included in our bid. As part of our consultation and development work it was agreed that the best location for this was within the central hub area linking to the improved amphitheatre, new toilets and expanded play area.

Toilets (including ‘Changing Places’ facility)

Our development phase application included proposals for the upgrade of the existing toilets located on the High Street boundary including a ‘Changing Places’ toilet facility and accessibility enhancements.

Following consultation, it became very clear that the overwhelming desire was to relocate the toilets to a more accessible location in the park, close to the central hub of play area, refreshment facility and performance space / amphitheatre. Most people felt the existing toilet block was not fit for purpose and should be closed, and if possible, re-purposed. It was found that construction a new toilet block was not more costly than renovating the existing building, so this option was agreed.

Relocating the toilets to the central hub of the park also fits with potential future initiatives to provide a covered area and more permanent refreshments facility, should funding become available. The Council and Friends of Kingswood Park (FOKP) will seek funding to achieve this through future S106 agreements and external funding.

The location of the new build toilet block is a change since the development phase application for the reasons given above.

Activities

In our development phase application we developed an Outline Activities Plan with a 'long-list' of activities to the value of £373,980.

NLHF development phase funding provided the following resources to develop our activities proposals:

- Activities Development Officer for 12 months working 3 days per week
- Activities Plan taster sessions to help with the development of the Activities Action Plan
- Steering Group support costs to support beneficiary groups / representatives to attend working group sessions in the development phase

During the development phase the Activities Development Officer completed a program of consultation to further develop, and finalise plans and budgets for each activity. This included delivering a number of activities taster sessions in the park. A summary of the consultation work and taster events can be found in section 5.5.8, KPP.

As part of the consultation we set up an Activities & Interpretation Working Group which reviewed each activity and phasedecided not to continue with six activities which were originally included in our Outline Activities Plan. The activities and reasons for omitting them were as follows:

- Self-Guided Themed Trails: Geocache / orienteering trail and Smartphone Media Trail – The Heritage Trail and Tree Trail were considered to be a greater priority. Apps and smartphone media did not score strongly in the 2022 Development Phase Survey (see section 5.7.9, KPP) and the costs were deemed prohibitive. It was agreed to focus on heritage and tree trail options
- Other Interpretative Media: It was agreed there are sufficient media opportunities (panels, interpretive media) included in the Activities Action Plan not to require this additional capacity
- Health & Wellbeing Circuit: Plans for exercise equipment have been omitted, however we are taking forward proposals for a wellbeing circuit. A new surfaced path will be constructed along the southern boundary of the park and used for Walking Well, Couch to 5k and other activities in the Wellbeing programme
- A Welcoming Park for All - High Street frontage improvements are included in the capital/landscape improvements programme and park users will have the opportunity to contribute to this through the landscape design group
- Digitech Studio School Placements – the Digitech Studio School has had a change of staff including head teacher and no longer has the resources to support a role in the project
- Other Training Opportunities – formal / informal training and skills development opportunities have been included across our activities action plan programme, and it was not necessary to pick this out as a separate activity heading

1.4 HOW WE CREATED OUR ACTIVITY PLAN

This Activities Plan has been prepared by the Activities Development Officer with support from the Project Development Manager and officers from the Council's Place Improvements Team, with input from the Activities and Interpretation Working Group sessions.

A wide range of consultations and surveys have been undertaken to develop our plans for activities. This includes the consultation work to develop our development phase bid and Outline Activities Plan (submitted in 2021) and the additional consultation work and surveys carried out during the development phase.

The consultation work has been wide ranging and thorough, and it is described in detail in section 5, KPP. In summary, the work involved the following:

- A comprehensive programme of consultation during 2019/20 to develop our initial development phase bid (withdrawn when Heritage Grant funding was cancelled during the Covid Pandemic)
- Further surveys carried out in 2020 as the Covid Pandemic progressed
- Consultation to refresh and resubmit the development phase bid in 2021 (taking account of needs identified during the Covid Pandemic)
- Consultation work led by the Activities Development Officer during the development phase throughout 2022

1.4.1 DEVELOPMENT PHASE CONSULTATION 2022 / 23

A full description of the consultation work undertaken in our development phase is given in section 5.5, KPP with a summary provided below.

Activities Development Officer

The development phase was supported by a part-time Activities Development Officer working 3 days per week for 12 months.

Steering Group

A Steering Group was formed and this met regularly throughout the development phase to guide the project.

Progress Review Group

Quarterly Progress Review Group meetings were held with the NLHF Senior Investment Manager and NLHF appointed Project Support Mentor, the Project Development Manager and Activities Development Officer, Landscape Architect and Place Improvements Manager. The development of the activities programme was discussed at these meetings.

Activities and Interpretation Working Group

This group met to review and prioritise activities and events for inclusion in the Activities Plan. See section 5.5.4, KPP for a list of group members and further detail.

The group met in April 2022 to review and prioritise the activities and events that were included in the Outline Activities Plan and activities were discussed and prioritised using a red, amber and green rating. Green and amber rated activities were taken forward for further consultation and planning. Comments made were as follows:

- Overall, a good variety of activities
- Concern over electronic media - the take up of apps is sometimes not that good.
- Could be linked together on a really good website
- Remember tech moves on and two years is long time is what is scoped now actually being available when the project starts
- Think about environmental impacts, printing and banners should be recyclable
- Think about covid pressures on activities that are very school dependant
- Trails are great especially if we could use a small elephant at each stop on the trail to make it more interesting and link it all back to the park
- In July 2022 the group met to discuss the interpretation inventory and draft themes for the Signing & Interpretation Plan. The group were happy with the story of the park and themes proposed but thought important to limit the number of themes.

Following the development phase consultation work the Activities and Interpretation Working Group combined with the Landscape Group to meet again in March 2023 to consider and agree the final Activities Action Plan.

Web and facebook consultation



Updates and information on how to take part in consultations, surveys and taster events were hosted on the Council’s webpages and facebook pages, as well as FOKP facebook page.



Kingswood Regeneration Newsletter

An online Kingswood Regeneration newsletter has provided regular updates during the development phase to raise awareness of activities development work including consultation events and taster sessions.

Development phase questionnaire

A survey of local people was carried out in July / August 2022. The purpose was to collect baseline information, views of development proposals, support for a refreshment facility, and information to help develop the Interpretation and Signing Plan. The questionnaire was promoted via a poster erected in the park and local community venues and 2000 questionnaires were distributed to the community.

Meetings, emails and telephone interviews

Between February and September 2022, the Activities Development Officer conducted 35 meetings with community representatives, voluntary sector organisations, and potential partners to help plan and work up the ideas for activities and events. The feedback from this consultation, together with previous consultation findings undertaken for the development phase application were used to formulate plans for each activity and event.

Taster sessions and engagement events

A programme of activities taster days and consultation events were delivered between April and September 2022. These provided an opportunity for the community and target audiences to sample some of the activity ideas, gauge their popularity, raise awareness and test our activities proposals. They included a Family Nature Session, Brick Project Mandala event, Creative Youth Network Engagement sessions with young people, Made for Ever Youth centre drop-in sessions, South Gloucestershire Playscheme drop in, Festival of Nature volunteer sessions, Park School workshops, and Heritage Day consultation gazebo.



A Walking Well group was also established, weekly buggy fit sessions delivered, and a health and wellbeing taster session held. A consultation display was also erected at two community events held in Kingswood Shopping Centre and people’s views were sought on park proposals and ideas for activities and events.

A detailed description of the taster events and consultations can be found in section 5.5.8, KPP.

Consultation feedback from the development phase

Analysis of the feedback from the many consultation meetings and events confirmed the needs identified in section 1.2 and provided information and ideas to work up the ideas for capital works, and the activities and events developed during the development phase bid. The additional consultation and taster sessions reinforced the strong support amongst the local community and professionals for the restoration and enhancement of the park, and for events and activities that will encourage a wider range of people to enjoy and learn about its heritage. It demonstrated that there is a high degree of enthusiasm amongst the community and beneficiary groups for future involvement in activities and events and to take part in volunteering opportunities. A common theme was that activities should be free. It also demonstrated a high level of support for a refreshment facility within the park, improved accessibility, and improved amenities, specifically the toilets and the play area.

The consultation work also provided further information to refine our audience profile for the park and its heritage, what their needs are, what learning and participation activities would help address those needs and who were the potential target beneficiaries? This information, along with the results of a number of surveys (see section 1.4.2 below) has helped us to develop our audience profile for the park, which is set out in section 1.5.

For physical wellbeing activities, we learnt that a programme of reoccurring activities is important in demonstrating certainty to potential participants. Walking group weekly tasters showed that as an activity becomes established people will join the group through word of mouth. Family sessions are popular especially in school holidays. Activities being free at the point of use is crucial in an area / community facing real challenges with the cost-of-living crisis. And reliability of supplier and coaches is very important especially for sessions such as Buggy Fit and Fitness sessions.

1.4.2 COMMUNITY SURVEYS

A wide range of surveys have been undertaken between 2015 and 2022 to help develop our proposals, refine our understanding of the audience and their needs, and develop ideas for events and activities.

The surveys that have been carried out and their purpose are summarised in table 1 below:

Table 1: Kingswood Park / Community Surveys	
Date	Purpose of Survey
2015 Summer	Kingswood Park Masterplan Survey - survey to help decide what potential improvements to the park would have the support of the local community and should be included in a masterplan for the park. 123 respondents.
2019 Summer	Kingswood Park Questionnaire Survey - survey to find out more information about the audience for the park and their ideas for activities and events. 448 respondents.
2019 Summer	Young Person's Questionnaire Survey - separate children's visitor survey and to obtain views on priorities for re-generating the park. 34 respondents.
2020 Summer	Viewpoint Greenspaces in Lockdown Survey - In June 2020 members of the panel were asked for feedback on their use of green spaces in South Gloucestershire, including how it had changed during the lockdown. 871 respondents.
2020 Autumn	South Gloucestershire Green Spaces Pre-Engagement survey - to seek views and gather opinions from groups, organisations and the community on the preparation of South Gloucestershire Council's new Greener Spaces Strategy. 513 respondents.
2020 Autumn	Kingswood Park Covid 19 Survey - survey to gather more specific data on how people used and valued Kingswood Park during the Covid 19 lockdown. 155 respondents.
Winter 2020	Connecting Kingswood Survey - large-scale community engagement exercise to hear the voices of local people and enable them to express their views on issues affecting their lives in Kingswood. 460 respondents.
2022 Summer	Development Phase Survey – included visitor satisfaction questions (for evaluation baseline), survey of audience's knowledge of the heritage, and people's views on a refreshment facility in the park. 614 respondents.
2022 Summer	Health Centre Survey - survey of Kingswood Health Centre users to test support for a walking well group. 186 respondents.
2022 Summer	Observational Surveys – to help establish who is and is not using the park. Useful for measuring the impact on visitor numbers and profile before and after the installation of any site improvements.

Key information from the surveys to inform the development of our NLHF bid is:

- Green spaces have played a central role in people's lives during the pandemic in South Gloucestershire
- Kingswood Park is vital to the wellbeing and life quality of the local community in an area that has the lowest percentage of informal recreational space in South Gloucestershire. This is reflected in 2020 Kingswood Park Survey where 90% rated Kingswood Park as important to their wellbeing and quality of life
- The toilets have a much lower level of use by females compared to males which may reflect their poor condition and safety concerns
- People are generally satisfied with the park but wish to see improvements
- Disabled people are more likely to be negative about the park's condition than non-disabled people
- There are concerns about safety in the park, and less agreement about whether there is community spirit in the area around the park
- Knowledge of the park's history is generally low, however people are interested to learn more
- The proposal for a refreshment facility has wide community support

A full description of the surveys and their findings can be found in section 5.7, KPP.

The development phase survey carried out in summer 2022 provided important information on visitor satisfaction (for evaluation baseline), the audience's knowledge of the heritage, and people's views on a refreshment facility in the park. Key information from the survey is as follows:

General themes

- Families with children are a key group of visitors, but families with younger children are less satisfied with the park than others
- The play equipment is a key element to improve, including updating the equipment, providing equipment for older children, and increasing the size of the area
- There are relatively few differences in response from those with a minority ethnic community background and based on gender; there are more differences in response by age and life stage (i.e. employed vs retired)

Satisfaction with the park

- Respondents were generally satisfied with the park overall and with the current condition of the park, but there is scope for improvement
- People with dependents in the household were less satisfied than those with no dependents
- Respondents at both ends of the age range, the youngest and oldest, were the most satisfied both with the park overall and the current condition specifically
- Disabled respondents were more negative about the current condition than non-disabled respondents (66% vs 51%)
- Respondents from a minority ethnic community background were more likely to be positive about the current condition than white British visitors (20% vs 9%)
- The best feature is considered to be signage, and the worst the toilet facilities

Attitudes towards the park and its links with the community

- Over three-quarters of respondents feel that the park has a positive impact on the local community
- There are concerns about safety in the park, and less agreement about whether there is community spirit in the area around the park

Usage of the park

- Families make particularly good use of the park, and those with dependents under 11 in the household were more likely to visit than others
- A lack of things to see or do, and concerns about safety, were the most frequent reasons cited for not visiting the park
- The vast majority of people (84%) travel to the park on foot followed by driving a car (25%), suggesting that parking is a key element to get right. This is especially true for visitors with young dependents who are particularly likely to arrive by car
- Key reasons for visiting include getting some fresh air, visiting the children's play area, and meeting with friends/children/family

History and stories of Kingswood Park

- Knowledge of the history of the park was generally low, with specific facts about the area not well known by respondents
- Future information sharing could focus on the second world war years and 'curious' facts such as the legend of the elephant
- The preference was to learn about the park through information given on-site (76%), followed by the park website (51%)

Refreshments

- Introducing a refreshment facility was deemed likely to increase park usage by 68% of respondents
- The idea of a refreshment facility had strong support, with the weekends (81% of respondents) and weekdays (66% of respondents) both popular
- Opening hours should extend from around 9am until 4:30pm; likely usage was lower outside of these hours. Spring and summer would likely see the highest use
- Must-haves are hot and cold drinks (99% likely to purchase), ice cream/lollies (91% likely to purchase), and snacks (77% likely to purchase); of much less importance were full meals (22% likely to purchase)
- Vegan options were requested by several respondents

A more detailed analysis of the survey findings can be found in section 5.7.9, KPP.

The KPP also provides the details of two further surveys that were undertaken during the development phase (sections 5.7.10 Kingswood Health Centre Walking survey and 5.7.11 2022 Observational surveys). These have provided further information to help us develop our audience profile and plans for activities.

1.5 AUDIENCE

We now have a good understanding of the audience for Kingswood Park. This has been informed by the following:

- Priority Neighborhood and health profiles
- Strategic plans and policy documents
- Questionnaire surveys between 2015 and 2022
- Consultation with Friends of Kingswood Park (FOKP), local community and voluntary organisations, and Council officers from various service areas
- Visitor counter data recorded since autumn 2019
- On site observational surveys
- The professional knowledge of Council grounds maintenance staff

This information has been used to develop a detailed audience profile, which is set out below:

1.5.1 WHO IS INVOLVED WITH THE PARK / HERITAGE NOW AND WHY?

- FOKP – the group is strong and active and works to restore and enhance the heritage and park facilities and promote it to the wider community
- South Gloucestershire Council – Place Improvements Team, Grounds Maintenance Team – responsible for managing and maintaining the park, Property Services – responsible for building maintenance
- Council Members – two councillors are members of FOKP and have taken an active role in helping to develop proposals for the park
- The Freedom Church – volunteers hold regular coffee and biscuit sessions to engage the community and bring people together post-Covid
- Park users

Who currently takes part?

- FOKP volunteers – helping to maintain the park and organise events
- Staff of South Gloucestershire Council
- Park users
- People who attend events
- Park School staff and pupils who use the outdoor learning area
- People attending Wednesday volunteering sessions

1.5.2 HOW MANY ARE INVOLVED WITH THE HERITAGE NOW?

Automated entrance counters were installed in 2019. Visitor numbers are collected by FOKP volunteers. The most recent total number of annual visits for 2022/23 (April to March) is 284,961, and this forms the baseline for our project.

Table 2 below gives an illustration of how visitor numbers varied through the year by season for the calendar year 2022.

Season / Month	Number of Visitors During Month	Highest daily Visit During Month	Lowest daily Visit During Month	Average No. Daily Visitors for Month
Spring / April 2022	25943	1113	580	865
Summer / July 2022	28119	1321	505	907
Autumn / October 2022	24089	1171	492	777
Winter / January 2022	18941	902	271	611

As expected, the average number of visits to the park is highest during the summer months (28,119 visits in July, averaging 907 daily) and reduces through the winter, and then picks up again in the spring (25,943 visits in April, averaging 865 daily visits). The number of visits per day varies in each month depending on the weather and day of the week / school holidays. The highest number of daily visits (non-event day) tended to be on weekdays – on 21st July 2022 when 1321 visits were recorded and the lowest Saturday 8th January when 271 visits were recorded. Interestingly visitor numbers seem to be lower on weekends with Saturdays recording the lowest daily visitor numbers.

It is clear therefore, that the park is used by a significant number of people consistently throughout the year. If the weather is fine there will be more visits per day no matter what the season, and during school drop off/pick up times and holidays the number of visits rises significantly. The busiest time in the park is generally between 11.00am and 4.00pm, particularly at home-time from the adjacent Park School.

The main park High Street entrance provides a link to Kingswood Town Centre / shopping area and is the most used of all the entrances. It acts as a 'gateway' to the park and 112,266 visits were recorded during the baseline period, this being double the number of users recorded for all other entrances.

Please see section 5.7.12, KPP for a more detailed analysis of counter data.

1.5.3 AUDIENCE DEVELOPMENT – OUR AIMS AND OBJECTIVES

Kingswood Park is a well-used green space that is highly valued by the local community and with improved amenities (toilets, access, play area and refreshments) it has the capacity to absorb greater numbers of visitors without impacting negatively on its heritage. We have identified that the audience has a number of specific needs (section 1.2 above) that engagement with the park and its heritage can help to address. From our 2022 Development Phase Survey (see section 5.7.9, KPP) we discovered that only 17% of respondents assessed their understanding of the heritage as good, whilst 58% assessed their understanding as poor.

The focus for audience development is therefore to engage with existing and new audiences through activities that will help to meet these needs and improve their understanding of the heritage.

Aim: To engage with existing and new audiences whilst encouraging more, and a wider range of people to learn about the park and its heritage

Objectives

- To engage more of the existing users and visitors with the heritage so that they develop a better appreciation and understanding of its value
- To encourage more, and a wider range of people to the park by reducing barriers to their participation, particularly those for whom English is not their first language
- To engage new audiences to the park, particularly the new communities who have moved to the area (Polish & Eastern Europeans, and Hong Kong Chinese)
- To engage existing and new audiences with activities that help people to address local needs (improved physical and mental wellbeing, physical activities to combat obesity, training and skills development, improved social cohesion, engaging over 55s, green space activities for children and young people)

1.5.4 WHO ARE OUR AUDIENCE? HOW CAN WE GROUP THEM?

The numerous surveys undertaken between 2015 and 2022 have provided valuable information regarding the existing audience and this has been supplemented by information from our development phase consultation work and observational surveys.

1.5.5 AGE OF THE AUDIENCE

Visitors to the park are distributed throughout the age classes and include family members visiting with their children, children and young people visiting independently and adults of all ages including the elderly who make up a high proportion of the local population. The 2022 Development Phase Survey surveyed 614 people and results were as follows from 607 respondents: 18 and under (0.7%), 18-24 (1.5%), 25-34 (18.5%), 35-44 (32%), 45-54 (15.8%), 55-64 (14.7%), 65-75 (9.6%) and over 75 (5.6%) with prefer not to say (1.8%).

Clearly these results do not present an accurate picture of the park demographic as younger age groups tend not to complete questionnaires, particularly under 18s. 0.7% of under 18s (2022 survey) does not reflect the number of young children who visit the park. To cross check the dataset a series of observational surveys were conducted in 2022 and the results from which show a large number of visitors between the 0-4; 16–20; and 20-44 age ranges. Overall, visitors are distributed across all age groups, and this varies depending on the time of day.

1.5.6 HOW OFTEN DO PEOPLE VISIT?

In the 2019 Questionnaire Survey (see section 5.7.2, KPP) 62% of respondents visited the park once or a few times a month, 15% once a week or more often. 13% of respondents visited few times a year and 11% said they never use the park. Rounded figured for visits in the 2022 Development Phase Survey were daily (7%), a few times a week (21%), once a week (11%), 2 -3 times a month (23%), once a month or less (37%).

1.5.7 WHERE DO PEOPLE COME FROM?

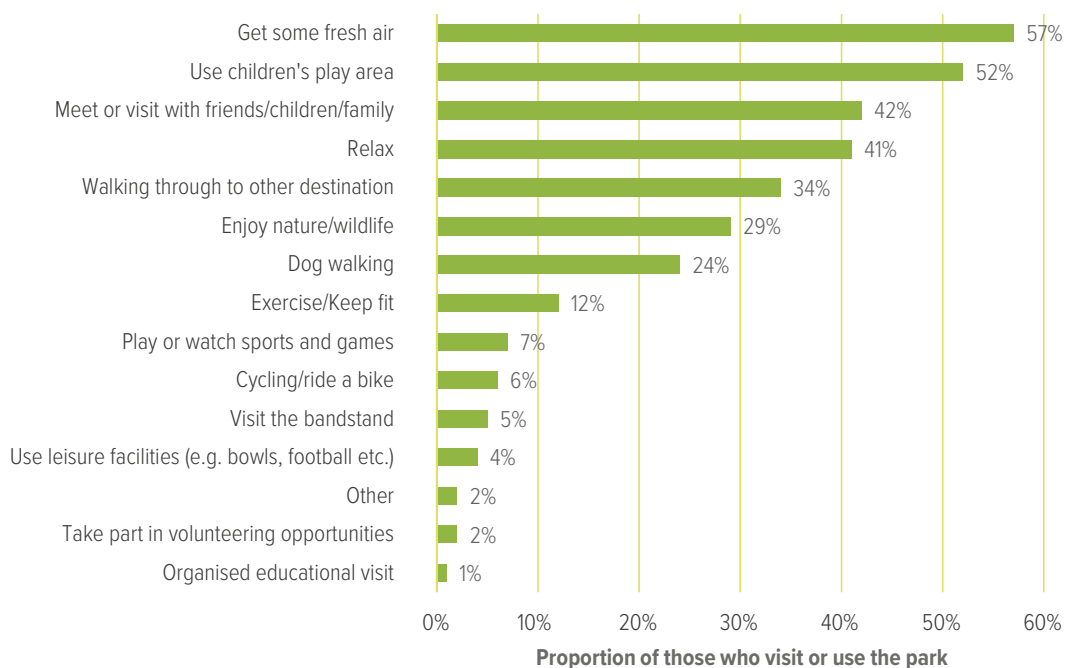
The main users of Kingswood Park are local people who live in the catchment of Kingswood, Woodstock, New Cheltenham, St George, and Hanham. The 2022 Development Phase Survey revealed that 71% of respondents travel less than 1km and 83% of visitors walk to the park. 76% of visitors were from the adjacent Kingswood, New Cheltenham, Hanham and St. George wards.

1.5.9 WHAT DO PEOPLE DO WHEN THEY ARRIVE?

The 2019 Questionnaire Survey results indicate that the most popular use of the park is to relax and enjoy the fresh air (78%). Over half of respondents (58%) indicated they use the children’s play area. 46% of respondents use the park to walk or walk the dog and 41% said they visit with friends and family, with the same percentage saying they attend community events in the park. 38% eat lunch or picnic in the park, 34% enjoy wildlife and 25% use the public toilets. For physical activities 11% use the sport facilities, 9% ride a bike and 8% run in the park. 6% said they had visited the park on an organised educational / school visit.

The 2022 Development Phase Survey also recorded that the most popular use of the park is to relax and enjoy the fresh air (57%). Over half of respondents (52%) used the children’s play area and 42% visited with friends or family. The percentage of people who walked their dog was 24%. Chart 1 below shows the detailed breakdown of what people do in the park using the 2022 responses.

Chart 1: 2022 Development Phase Survey
 – what do you do while in the park



In summary, most people use the park for informal activities. They go there to relax and enjoy a green space and get some fresh air and exercise. They go with, or meet friends, family and children and around a third enjoy the nature and wildlife. The park is also used as a walk through to other destinations and as a place to walk dogs.

1.5.10 HOW CAN WE CATEGORISE THE AUDIENCE FOR THE HERITAGE?

The audience for Kingswood Park is varied, spread across all age ranges and mainly consists of local people from Kingswood, New Cheltenham, Hanham and St. George, including people living in Kingswood Priority Neighbourhood Area.

Particular audience sectors where activities and events should be focussed are:

- Local residents from Kingswood, Woodstock, New Cheltenham, Hanham, St. George and adjacent communities
- People living in Kingswood Priority Neighbourhood Area
- Local schools – pre-school, primary and secondary
- Young people – pre-school, children,
- Young people - older children and teenagers
- Parents / carers with toddlers and young children
- Grandparents with toddlers and young children
- Young parents / carers
- People over 55, including residents of sheltered housing
- People from minority ethnic communities
- New communities who have moved to the area (Polish & Eastern Europeans, and Hong Kong Chinese)
- People with additional needs – physical, sensory and learning disabilities
- People of all ages with physical and mental wellbeing needs

Development work has honed our audience for activities and events which can be further segmented into the following beneficiary groups:

- Overweight children and adults
- Parents / children from low-income families
- Local youth groups
- Pre-school, play groups and schools with limited access to green space
- Kingswood Children's Centre service users
- Park Centre service users
- Unemployed people and Job Centre Plus service users
- Carers of all ages, including those bringing adult dependents / service users
- Refugees and asylum seekers hosted within the community (Ukrainians and Syrians)
- Sports club participants (bowls)

- Local history societies / heritage groups
- People of all ages wishing to learn new skills, including adult learning
- Adults with learning needs – Choices for You
- Boys Brigade, Rainbows, Brownies, Cubs, Scouts and Explorers
- Children and young people with additional needs, including students at New Horizons Learning Centre and Warmley Park School and College
- People with dementia
- Drug and alcohol abuse service users
- Local music groups
- Faith groups inclusive of all backgrounds / communities
- Kingsmeadow@Made for Ever service users
- Walking Well participants
- Residents for whom English is a second language
- Young people Not in Education, Employment or Training (NEET)
- Care Leavers / Works for Youth Service users / We work for Everyone Users

The key to engaging with such a diverse audience is to deliver a programme of targeted activities that promotes greater understanding of the heritage whilst meeting local needs.

1.5.11 WHAT DO THE AUDIENCE VALUE ABOUT THE HERITAGE?

People value the park and the heritage for a variety of reasons but the most important is to walk, relax and get some fresh air, use the children's play area, and enjoy the green space. They place a high value on the quality of the parks green environment and go there to enjoy the open space, trees and flowers and the nature and wildlife.

It is also valued for health and physical activity reasons, as a space where people can walk and take gentle exercise, keep fit and walk the dog.

1.5.12 BARRIERS TO PARTICIPATION

Organisational

The only organisational barriers are the need for sufficient staff and resources to engage the community in the activities and care and maintenance of the park. The Council works closely with the local community and FOKP to engage people in decisions about the park in an open and inclusive way and the Kingswood Park NLHF application is being used as a vehicle to secure these resources.

Physical

A large number of respondents in the 2019 Questionnaire Survey (49%) said that they were prevented from visiting more often by the lack of facilities. A quarter of respondents (25%) had safety concerns or concerns surrounding anti-social behaviour. Other barriers included lack of parking (24%), quality / maintenance of the facilities (23%), lack of activities (22%) and poor disabled access (3%).

In the 2022 Development Phase Survey those with dependents aged under 11 were significantly more likely to be detractors about accessibility and condition of paths (53%) than those with older dependents or no dependents at all (38%). Disabled respondents were significantly more likely to be detractors or neutrals about accessibility and condition of paths than non-disabled respondents (65% disabled detractors vs 44% non-disabled).

There are significant physical barriers for people wishing to access the park and these have been identified in collaboration with South Gloucestershire Disability Action Group and Warmley Park School and College. Improvements will be made to entrances, path surfaces, resting points, interpretation and the 'access chain' (see Kingswood Park Access Plan 2021, [🌐 Kingswood_Park_Access_Plan_2021.pdf](#) (southglos.gov.uk) as part of our capital works and other improvements.

Sensory

There is no dedicated sensory garden at Kingswood Park. FOKP (supported by the Council's Grounds Maintenance Team) has developed and maintain sensory planting around the rose arch and within the small community garden area to the side of the tennis courts. Interpretation and activities outputs will include the use of NaviLens codes for visually impaired users. Sensory planting will be improved in the park as part of landscape improvement proposals.

Cultural

Survey and consultation work has identified that the biggest single barrier preventing some people from using the park is the concern over anti-social behaviour. Whilst this may, in part, be due to historical perception, it is clear that anti-social behaviour is a clear concern. The 2022 Development Phase Survey revealed that only 54% of respondents stated that the park feels safe, whilst 11% recorded anti-social behaviour as a reason for not visiting. These are behavioural issues where a 'culture' change is required amongst some park users and activities are required to address this.

Financial

Kingswood Park is in Kingswood Priority Neighbourhood Area where there is a higher proportion of people who are unemployed and a significantly high number of people on welfare benefits such as Universal Credit and Income Support compared to the South Gloucestershire average. As most users of the park are from the local community transport costs are not an issue and financial constraints were not cited as a barrier to people visiting the park in the 2019 Questionnaire Survey. However, the park is situated in a low-income area so it is important that activities should be free.

Intellectual

In the 2022 Development Phase Survey only 17% of respondents assessed their knowledge of the heritage as good whilst 58% assessed their knowledge as poor. This is due to the fact that there is currently little information or support for people to understand the heritage and its relevance. The majority of respondents were interested in learning more about the park and its heritage and we have prepared a Kingswood Park Interpretation and Signing Plan (SD15) which sets out themes, activities and interpretative media to achieve this. This includes activities and interpretative media that will cater for people with limited background knowledge, children or people with learning disabilities.

1.5.13 WHO ARE THE AUDIENCE THAT ARE SPECIAL TO US, WHO DO WE NEED TO TARGET?

The aim of our audience development strategy is to engage with existing and new audiences whilst encouraging more, and a wider range of people to learn about the park and its heritage. The audience sectors that are special to us and that we need to target are:

- Local residents from Kingswood, Woodstock, New Cheltenham, Hanham, St. George and adjacent communities
- People living in Kingswood Priority Neighbourhood Area
- Local schools – pre-school, primary and secondary
- Young people – pre-school, children,
- Young people - older children and teenagers
- Parents / carers with toddlers and young children
- Grandparents with toddlers and young children
- Young parents / carers
- People over 55, including residents of sheltered housing
- People from minority ethnic communities
- New communities who have moved to the area (Polish & Eastern Europeans, and Hong Kong Chinese)
- People with additional needs – physical, sensory and learning disabilities
- People of all ages with physical and mental wellbeing needs



1.6 EXISTING PARTICIPATION ACTIVITIES CURRENTLY OFFERED TO THE PUBLIC

FOKP provide a number of opportunities for people to volunteer including fundraising, organising events and activities and helping to maintain planting in the park with particular attention paid to the rose arch area. Since their inception in 2005 FOKP has raised over £72,000 for improvements and they have organised numerous events including Fun in the Park, Park My Memories and Armed Forces days celebration events.

Other than the activities organised by FOKP there are limited opportunities for the public to participate in activities in the park. The Freedom Church help organise free coffee and biscuits drop-in sessions with the aim of bringing people together, particularly post Covid. From time-to-time ad-hoc ‘themed’ trail events (e.g. Easter bunny and egg trails, and Halloween trails) have been organised by school groups. There is a bowls club in the park and a weekly Walking Well group run by FOKP ran throughout 2022.

The Council’s Volunteer Groups Support Officer supports a year-round weekly horticultural skills session on Wednesday afternoons which is open to all.

1.7 EXISTING LEARNING OPPORTUNITIES OFFERED TO THE PUBLIC

There is currently limited provision of interpretation, information and learning activities to engage the audience. Please see Kingswood Park Interpretation and Signing Plan (SD15) which includes an audit of the interpretation, information and learning opportunities that are currently available.

1.8 WHAT DO PRESENT AUDIENCES ALREADY KNOW ABOUT THE HERITAGE?

As already stated, we know that knowledge about the park and its heritage is poor, however the overwhelming majority of people are interested to learn more. The 2022 Development Phase Survey asked various questions about knowledge of the heritage, based around themes identified in Kingswood Park Interpretation and Signing Plan (SD15).

The themes that people knew least about were:

- It was laid out by Albert Press and the local council in 1934 using unemployed workers
- The park was provided by the people of Kingswood who led hard lives working in industry and manufacturing
- It played an important role in the lives of local people during the Second World War
- The area was fiercely independent and many refused to conform to the Church of England
- That Professor Colin Pillinger, a famous space scientist, was born in Kingswood and went to Kingswood Grammar School
- There is a legend of an elephant being buried close to its High Street entrance

Themes that the majority (or many) people already knew something were:

- Generations of Kingswood people have been enjoying its fresh air and open spaces
- Generations of people have used it as a place to meet and socialise
- It has been the venue for vibrant concerts, shows and community events for many generations
- The park contains interesting plants and animals
- There is a Friends Group formed from local people that help look after the park
- The Kingswood area had a reputation for being rebellious and lawless

People were asked how they would like to find out more about the story of the park and results are shown in table 3 below

Table 3. How people would like to find out more about the story of the park	
Preferred forms of interpretative media	Number of Visitors During Month
Sign board / interpretative panel in the park	75%
Information display in the park	75%
Park website	51%
Activities for schools and youth groups	42%
Artworks	38%
Self-guided trails	34%
Plays and performances	28%
Smart phone app / info	26%
Guided walks and trails	23%
Leaflet about the history and interest of the park	18%
Audio guides	5%

The forms of interpretative media with the highest level of support included panels (75%), an information display (75%) and a park website (51%). The forms of media with the least support included a park leaflet and audio guides. The other forms of media listed in the table will appeal in different ways to different audience sectors, so proposals have been developed for each of these, with the exception of the smart phone app. It was decided that with technology in this area evolving so rapidly it would be difficult to support an app in the long term and meet NLHF Digital Guidance requirements to sustain it for 20 years. Proposals for an information display have not been taken forward due to difficulties in finding a suitable location within the park.

It is clear that the Kingswood Park audience is very interested in learning more about the heritage and is receptive to using various forms of media. There is also support for focussing a proportion of this at certain sectors of the audience (e.g. children & young people). There is a solid evidence base that people wish to see the existing limited range of interpretative media and activities expanded so that more, and a wider range of people can be engaged with the heritage.

1.9 BUILDING ON GOOD PRACTICE IN OTHER ORGANISATIONS

The following organisations have taken an active role in helping to identify the audience needs and have provided input into the development of its activities:

- Local primary and secondary schools
- Kingswood Library
- Kingswood Health Centre
- Kingswood Children's Centre
- Creative Youth Network (Kingswood)
- KRUNCH Southwest (Thornbury)
- Connecting Kingswood Networking Forum
- South Gloucestershire Council Community Learning
- Kingswood Local History Society
- Kingswood Police Community Support Officers
- Kingswood Regeneration Partnership & Board
- Whitfield Tabernacle Trust
- Kingswood Heritage Museum

- Kingswood Chamber of Commerce
- South Gloucestershire Public Health Teams
- Kingswood Park Pre-school Group
- The Park School - Forest School Group
- Warmley Park School and College
- New Horizons Learning Centre
- The Freedom Church and other local churches
- South Gloucestershire Disability Action Group
- We are BS15 Project
- Southern Brooks Community Partnership
- Kingsmeadow@madeforever centre
- The Carers Support Centre Bristol & South Gloucestershire
- Sari (Stand Against Racial Inequalities)
- Avon and Wiltshire Mental Health Partnership

In addition, advice and support was obtained from staff at Bath & North East Somerset Council who have delivered a successful NLHF project at Sydney Gardens in Bath, and we have learnt lessons from the Page Park NLHF project (see section 5.8, KPP).

All these organisations and groups have provided advice and support during the scoping and development phases of the Kingswood Park project. In this way we have been able to utilise the skills and knowledge of these organisations in the development of the project to ensure best practice and avoid any duplication of effort with other organisations in the Kingswood area.

2. STRATEGIC DECISIONS ABOUT INVOLVING PEOPLE

2.1 STRATEGIC CONTEXT FOR KINGSWOOD PARK ACTIVITIES

The Council Plan 2020 - 2024 sets out the Council's ambitions for the area that will help to deliver the priorities outlined in the Sustainable Community Strategy which specifies the vision and priorities for South Gloucestershire, together with a number of priorities that the Council wishes to pursue itself over the period 2020-2024.

Our priorities for Kingswood Park align with the overarching priorities of the new Council Plan to take action on the climate emergency, the nature crisis, reduce the inequalities gap and deliver value for money. The Council Plan priorities are:

1. Creating the best start in life for our children and young people
2. Supporting those most in need and helping people to help themselves
3. Promoting sustainable inclusive communities, infrastructure, and growth
4. Realising the full potential of our people and delivering value for money

Detailed actions and targets are set out in delivery frameworks and departmental service plans. The priorities are brought to life through a package of 20 commitments each with its own dedicated Action Plan. Specific commitments included in the plan that a project to restore and enhance Kingswood Park will help to deliver are:

Priority 1 – Creating the best start in life for our children and young people

- We will raise educational outcomes
- We will support all children and young people to achieve positive mental health and wellbeing
- We will ensure that children and young people are supported in their early years
- We will work to eliminate child poverty across South Gloucestershire

Priority 2 – Identifying and supporting those most in need and helping people to help themselves

- We will ensure people have access to the best possible information, advice, and guidance to support themselves and their families
- We will shift the balance of support towards prevention
- We will support the most vulnerable adults to maintain and promote their independence
- We will enable communities to work together to help improve their lives and address the problems that are important to them
- We will ensure that people feel safeguarded and supported in our care, at home and in their communities

■ **Priority 3 – Promoting sustainable inclusive communities, infrastructure and growth**

- We will clean streets and maintain roads effectively
- We will lead the response to the climate emergency and deliver on our commitments
- We will promote clean, affordable, high quality design of new and existing communities
- We will plan to join up housing and appropriate infrastructure such as schools and transport networks that make it easier for people to get around, prioritising sustainable and low carbon travel choices
- We will enable people and business to recover and thrive within cohesive communities that value diversity

■ **Priority 4 – Realising the full potential of our people and delivering value for money**

- We will demonstrate how well we deliver value for money in the services we provide and commission from others
- We will increase our commercial operations to generate income to support council services and use our assets for maximum benefit to our communities
- We will work as one council providing staff with the skills, tools, and support to perform at their best, promote equality of opportunity for all and live our values
- We will develop our digital infrastructure to support residents and staff in day-to-day life

This sets the strategic context for the activities included in the Kingswood Park project and it is important that the activities contribute to achieving this, in addition to meeting NLHF learning and participation aims. A wider more detailed summary of the strategic evidence base can be found in section 4, KPP.

2.2 SOUTH GLOUCESTERSHIRE COUNCIL'S COMMITMENT TO PUTTING THE ACTIVITY PLAN INTO ACTION

South Gloucestershire Council has an excellent track record of implementing activity plans through previous NLHF funded projects including the Page Park Parks for People restoration (2015 – 2021), and Wild Roots, Wild Spaces, Wildways and Wild4life projects. Staff members from the Council's StreetCare Place Improvements Team have significant experience of delivering a range of activities to engage audiences with the heritage. These staff will be available to advise and guide the Activities Officer and Health & Wellbeing Activities Officers who together will co-ordinate the delivery of the Activities Action Plan. Other teams available for advice and support include Public Health & Wellbeing, One You, and Community Learning and Skills Service with some helping to deliver certain activities. The Council is therefore committed to delivering the Activities Action Plan and has a record of success in this area.

2.3 LEARNING AND PARTICIPATION AIMS FOR KINGSWOOD PARK

The learning and participation aims for the activities are set out below. The aims have been designed to meet the local needs identified in section 1.2 above, the strategic priorities above (section 2.1) and achieve the six NLHF priority outcomes, and three other outcomes (section 2.5 below):

- To provide opportunities for more people and a wider range of people to engage with and learn about the heritage (NLHF mandatory outcome)
- To make the park and its heritage accessible to people of all ages and abilities, particularly those with physical and mental health wellbeing needs
- To provide activities that will promote social cohesion and engage people from minority ethnic communities and the new communities who have moved to the area (Polish & Eastern Europeans, and Hong Kong Chinese)
- To provide training and skills to improve confidence, mental wellbeing and employability of participants
- To promote a better understanding of the heritage amongst local people and visitors
- To provide a range of opportunities for people to volunteer their time towards the care and management of the park and help deliver activities that promote enjoyment and understanding of the park
- To provide activities and events that improve health and wellbeing for participants
- To provide activities and events that help address high levels of obesity in the local population, particularly amongst children
- To provide green space engagement opportunities for children and young people
- To provide opportunities for people to participate in the management of the heritage
- To actively involve the community and our audience / beneficiaries in the design of information and interpretation that will interpret & explain the heritage through the delivery of a coordinated program of activities
- To provide opportunities for people to identify and record the heritage
- To provide an activities program that supports the economic regeneration of Kingswood and boosts the local economy
- To develop the long-term resilience of FOKP through direct targeted support
- To reduce anti-social behavior through engagement in activities and intelligent park infrastructure design

■ **2.3 AUDIENCES THAT WILL BE TARGETED & WHY THEY MATTER?**

As described in section 1.5.3 above the overarching aim of our audience development strategy is to engage with existing audiences whilst involving a wider range of people in the park heritage. To do this we need to focus different activities, materials, media and interpretation at particular sectors of the audience.

As part of our development work The Council’s Insights and Engagement Team (IET) produced a Kingswood Park Catchment Area Profile 2022 (see KPP, section 3.2). This comprises five lower super output areas (LSOA)s.

Population of catchment: 9,677 (2022).

% Population by age categories:

Code	Persons All Ages	Persons Age 0-14	Persons Age 15-64	Persons Age 65+
Total kingswood park catchment (#s)	9,677	1,689	6,453	1,532
Total kingswood park catchment (%s)		17.5%	66.7%	15.8%

Ethnicity: The minority ethnic communities population for Kingswood is 10.9% which is higher than the South Gloucestershire wide figure 8.8% (2021 Census).

Key findings from the Kingswood Park Catchment Profile are:

- The Kingswood area is one of the most deprived in South Gloucestershire. The average proportion of children living in low-income families in the Kingswood catchment is 14%, whereas the average across the South Gloucestershire area is 9%. The New Cheltenham Road area (E01014926) has 2.5 times the number of children in low-income families compared to the South Gloucestershire average, while having only 1.2 times the average number of children living in the area
- The catchment has a higher number of people in their 20’s and early 30’s compared to the South Gloucestershire average, but a lower number of people aged 40-70. Overall, the catchment area age profile is broadly the same as the national (England and Wales) average. The proportion of people aged 0 to 14 is identical, but the proportion of people aged 15 to 64 is 0.5% lower than the national average whereas the proportion of people aged 65+ is 0.6% higher
- One LSOA, E01014826 (New Cheltenham Road area), has three domains in the worst quintile nationally, meaning it is in the 20% most deprived LSOAs in the country for income, employment and crime. It is the second most deprived LSOA in South Gloucestershire overall and the second most deprived LSOA in terms of income and employment specifically
- Two out of five LSOAs rank in the second quintile nationally overall, meaning they are in the 20-40% most deprived bracket. These are E01014924 (Downend Road / Worcester Road area) and E01015007 (Holy Trinity Church / Orchard Road area)
- The Kingswood Park catchment area contains the first and second most deprived LSOAs in South Gloucestershire in terms of crime (E01015007, Orchard Road and E01014924, Downend Road)

The Kingswood Park Catchment Area Profile 2022 contains an Acorn Demographic Profile which provides an estimate of the likely characteristics you might expect to find in the catchment area. Key findings are:

- There is likely to be a higher proportion of people who are unemployed in the catchment area than there are in the whole South Gloucestershire area
- There is likely to be a significantly higher number of people on welfare benefits such as Universal Credit and Income Support in the catchment area compared to the whole South Gloucestershire area
- There is likely to be a significantly high number of people suffering from mental illness / anxiety / depression / nerves in the catchment area compared to the whole South Gloucestershire area
- 39% of the population in the catchment are likely to have a household income of £20k or less

It is important that people taking part in the activities delivered through the Activities Action Plan are broadly representative of the catchment profile for the area and respond to needs identified. Monitoring and evaluation work will take place to assess whether this is being achieved and adjustments will be made, as necessary, to the delivery of activities to ensure that volunteers and participants reflect the wider catchment profile. The above figures from the catchment profile will be incorporated into the delivery round evaluation reporting to ensure that the profile of visitors, volunteers and participants will be rigorously evaluated against the catchment profile for the park.

Existing audiences that will be targeted:

- Local residents from Kingswood, Woodstock, New Cheltenham, Hanham, St. George and adjacent communities
- People living in Kingswood Priority Neighbourhood Area
- Local schools – pre-school, primary and secondary
- Young people – pre-school, children,
- Young people - older children and teenagers
- Parents / carers with toddlers and young children
- Grandparents with toddlers and young children
- Young parents / carers
- People over 55, including residents of sheltered housing
- People from minority ethnic communities
- People with additional needs – physical, sensory and learning disabilities
- People of all ages with physical and mental wellbeing needs

We have also further segmented this audience – see section 1.5.10 above.

New audiences that will be targeted:

- New communities who have moved to the area (Polish & Eastern Europeans, and Hong Kong Chinese)

The project will work with a number of initiatives and organisations to engage existing and new audiences including South Gloucestershire Council's Public Health & Wellbeing Teams, Community Learning Department, Choices for You, New Horizons, Job Centre Plus and local schools cluster groups.

Changes to our audience profile during the development phase

A new audience was identified during the development phase:

- New communities who have moved to the area (Polish & Eastern Europeans, and Hong Kong Chinese)

Development phase work has identified that in addition to the sizeable Eastern European community within the area there is also a recently arrived Hong Kong Chinese community which wasn't clear when our development phase application was submitted. It has also identified that activities should seek to target the following beneficiary groups:

- Refugees and asylum seekers hosted within the community (Ukrainians and Syrians)
- Children and young people with additional needs, including students at New Horizons Learning Centre and Warmley Park School and College
- Kingsmeadow@Made for Ever service users
- Walking Well participants / adults and children with health issues
- Residents for whom English is a second language
- Young people Not in Education, Employment or Training (NEET)
- Young unemployed and Job Centre plus users
- Care Leavers / Works for Youth Service users / We work for Everyone Users

Development phase work has confirmed that asylum seekers living / hosted in the area should be a target beneficiary group to aid their interaction with the community and help them settle and feel welcomed. Activities taster sessions also revealed an indication of the number of residents for whom English is not their first language. Activities development also identified the need for training and employment opportunities for young people, young unemployed people and job centre plus users.

Why these audiences matter to South Gloucestershire Council

The audiences listed above have all been identified as priorities within relevant Council strategies and plans, and as a direct result of our activities development work. The Council also has priorities to work and meet the needs of children and young people, young parents, the elderly, people with physical and mental health needs, people with physical and learning disabilities and people of all ages wishing to develop new skills. These audiences matter to South Gloucestershire Council (as evidenced in its strategic plans and policies – see section 4, KPP) and this is why they have been identified as target beneficiary groups.

The key to engaging with this diverse audience is to devise a programme of targeted activities that engages the various audience sectors, in ways that meet their needs whilst promoting greater understanding of the heritage.

2.4 HOW HAVE OUR ACTIVITIES BEEN DESIGNED TO ACHIEVE NLHF OUTCOMES & ENGAGE WITH DIFFERENT SECTORS OF OUR AUDIENCE?

The Activities Action Plan spreadsheets in section 3 below describe the activities that will be delivered by the Kingswood Park project. For each activity there is a description of the audience that it is aimed at and the NLHF outcomes that each activity will help to achieve. The Action Plan also sets out the resources required, costs, timetable, targets and measures of success and methods of evaluation. The Action Plan follows NLHF Activities Plan Guidance and was developed through the consultations and surveys described in section 1.4 above, and section 5, KPP.

The links between why the activities have been chosen, how we will achieve NLHF outcomes and how we will engage with each of our audience sectors is described below. Please note that where we list activities such as entrance and interpretation signs etc, we are referring to the active involvement of participants and volunteers in the development of the interpretative media, rather than media outputs themselves. The development of the various forms of interpretative media will be learning and participation activities in their own right.

2.5 ACTIVITIES AND ACHIEVING NLHF FUND OUTCOMES

NLHF are currently prioritising heritage projects that meet their six outcomes, as a response to the Covid-19 Pandemic. There are also three other outcomes. They are:

1. A wider range of people will be involved in the heritage (Mandatory)
2. The local economy will be boosted
3. People will have greater wellbeing
4. The local area will be a better place to live, work or visit
5. People will have developed skills
6. The funded organisation will be more resilient

The other three outcomes are:

7. The heritage will be in better condition
8. The heritage will be identified and better explained
9. People will have learnt about heritage, leading to change in ideas and actions

Our Activities Action Plan includes columns for each of the above nine outcomes, to indicate which ones each activity will help to achieve. A more detailed description of how the outcomes will be achieved is set out below.

2.5.1 A WIDER RANGE OF PEOPLE WILL BE INVOLVED IN THE HERITAGE (MANDATORY)

Delivery of the Activities Action Plan will mean a wider range of people will be involved with the heritage. The balance and scope of activities set out in the Activities Action Plan (section 3 below) has been designed to meet local needs and also achieve our audience development strategy 'To engage with existing and new audiences whilst encouraging more, and a wider range of people to learn about the park and its heritage'. To do this we have focussed activities at different sectors of our target audience identified in section 2.3 above.

More People

The number of visitors to Kingswood Park in 2022/23, measured by the automatic counters located at the six entrances to the park was 284,961. This figure forms the base line against which we will evaluate the success of the project, and our target is to increase the annual number of park visitors by 12% to 318,853 by 2026.

The total numbers of volunteers and participants that will be engaged by Kingswood Park activities is set out in table 4 below, along with the value of volunteer time (based on 2023 NLHF values for professional (£50 per hour), skilled (£20 per hour) and unskilled (£10 per hour) volunteers).

Number of volunteers participating	365
Number of volunteer hours participating	4986
Number of participant skills / training opportunities	344
Number of participants	20,285
Value of Professional Volunteer Time	£2,100
Value of Skilled Volunteer Time	£75,160
Value of Unskilled Volunteer Time	£12,540
Total value of volunteer time	£89,800

It is clear that delivery of the Activities Action Plan will lead to more and a wider range of people being engaged with the heritage.

A wider range of people

The activities that will engage a wider range of people with the heritage are described below:

Local residents from Kingswood, Woodstock, New Cheltenham, Hanham, St. George and adjacent communities including residents of Kingswood Priority Neighbourhood Area

The majority of visitors are residents from the local. Our activities and events have been designed to engage people from a wide diversity of backgrounds, and there is a particular focus on the Kingswood Priority Neighbourhood Area which is one of the most deprived communities in South Gloucestershire.

The events and activities programme will engage people from these communities in ways that meet their health and wellbeing needs and provide training and skills development opportunities. Activities will link to our plans to improve the quality of park facilities so that more and a wider range of people can engage with the heritage. The Activities Officer will work with the Council's Community Engagement Team, health service providers and improvement teams, Connecting Kingswood, Southern Brooks community partnership and Kingsmeadow Made for Ever service users, and local youth and Pre-school groups to ensure that residents from the Priority Neighbourhood and immediate vicinity are engaged with the activities.

Children and young people - pre-school, children, teenagers

A number of activities have been designed to engage with this audience along with other age groups including:

- Schools / Community Heritage Learning Resource
- Creative Artwork Project to reveal Kingswood Heritage
- Healthy Early Years Outdoor Play / Learning Area
- Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail
- Park My Memories
- Celebrating Kingswood Heritage - Discovering Our Past
- The Stories of Kingswood Park (Interpretive Media)
- Community Wellbeing Activities
- Fun in the Park: Community Celebration Events
- Festival of Light: Kingswood Community Lantern Parade
- Performance Arts / Music in the Park
- Kingswood Park Youth Activities Programme
- Student Placement Support in the Park
- Heart Wood: Loving trees in Kingswood Park
- Making Space for Nature

Local schools – primary and secondary

There is currently only limited engagement from local schools with the heritage. The following activities have been developed to address this:

- Schools / Community Heritage Learning Resource
- Student Placement Support in the Park

In addition, local schools will also be involved across a range of other activities including:

- Creative Artwork Project to reveal Kingswood Heritage
- Healthy Early Years Outdoor Play / Learning Area
- Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail
- The Stories of Kingswood Park (Interpretive Media)
- Fun in the Park: Community Celebration Events
- Festival of Light: Kingswood Community Lantern Parade
- Performance Arts / Music in the Park
- Kingswood Park Youth Activities Programme
- Heart Wood: Loving trees in Kingswood Park
- Making Space for Nature
- A Changing Climate

Young parents / parents & carers with toddlers and young children / Grandparents with toddlers and young children

Activities that will support young parents, grandparents and carers to engage in activities with their children are:

- Healthy Early Years Outdoor Play / Learning Area
- Park My Memories
- Community Wellbeing Activities
- Kingswood Park Youth Activities Programme
- Young parents will also take part in many of the other activities with their children, including the Fun in the Park and Festival of Light: Kingswood Community Lantern Parade events.

People over 55, including residents of sheltered housing

There are a number of activities that will engage with this group:

- Creative Artwork Project to reveal Kingswood Heritage
- Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail
- Park My Memories
- Celebrating Kingswood Heritage - Discovering Our Past
- The Stories of Kingswood Park (Interpretive Media)
- Community Wellbeing Activities
- Fun in the Park: Community Celebration Events
- Festival of Light: Kingswood Community Lantern Parade
- Performance Arts / Music in the Park

In addition, many of the other activities and volunteering opportunities will be attractive to the over 55 group including:

- Entrance and Internal Signs
- Growing Together / Branching Out
- Greenskills / Practical Park Management Activities
- FOKP Web Site / Becoming more resilient
- Heart Wood: Loving trees in Kingswood Park
- Making Space for Nature

People from minority ethnic communities

Our research and consultation demonstrated that people from established minority ethnic communities were not underrepresented in their use of the park and engagement with the heritage. There was not a need to design specific activities to engage this group who will benefit from the same suite of activities as described above for local residents / Priority Neighbourhood area.

People with additional needs – physical, sensory, and learning disabilities / people of all ages with physical and mental wellbeing needs

Addressing child and adult obesity is a priority as are interventions aimed at improving the physical and mental health of adults. Equally there is a need to improve accessibility through capital improvements and targeted activities. A number of activities will specifically address sensory and physical health and accessibility needs including:

- A Park Accessible for All
- Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail
- Park My Memories
- Entrance and Internal Interpretation Signs
- The Stories of Kingswood Park (Interpretive Media)
- Community Wellbeing Activities
- Fun in the Park: Community Celebration Events
- Festival of Light: Kingswood Community Lantern Parade
- Growing Together / Branching Out
- Student Placement Support in the Park
- Kingswood Park Web Site
- Heart Wood: Loving trees in Kingswood Park
- Making Space for Nature

The Health and Wellbeing Activities Officer will co-ordinate activities with local health practitioners / Health Centres and work with settings supporting people with dementia, with the aim of engaging them with the heritage and making the park more dementia friendly and accessible to groups with accessibility and sensory needs.

The use of NaviLens app and optical codes will be used in the park to enable blind and partially sighted people to be able to access and locate information and interact with the park environment and features around them.

The Activities Officer will work with South Gloucestershire Disability Action Group to develop a downloadable accessibility leaflet that will include a map of the park showing the location of facilities, disabled toilets with changing places facility, entrances, bus stops, accessible low floor bus routes and contact for public transport information, information on accessible benches and tables, and accessible routes around the park. A Kingswood Park Phototrail will also be developed to be uploaded to the Kingswood Park web Page and the Kingswood Park website to show photos and details of barriers, surface, gradient, facilities etc. so that people can take their own decisions on whether the route / trail around the park is suitable for them.

People from new communities who have moved to the area (Polish & Eastern European, and Hong Kong Chinese), and refugees and asylum seekers hosted within the community

An important focus of the project is to engage people from new communities now settled in the Kingswood area including people from Polish and Eastern Europeans, Hong King Chinese, and refugees and asylum seekers hosted within the community in events and activities and volunteering opportunities. The audience profile for the catchment area is diverse, however some sections of the community do not engage with the heritage due to certain barriers (e.g. English being a second language). The Activities Officers will work with a number of initiatives and organisations to engage these audiences including South Gloucestershire Council's Health Improvement and One You teams, Council Community Engagement teams, health service providers, We are BS15, Church groups including the Freedom Church, Connecting Kingswood, and Southern Brooks community partnership.

Opportunities will be taken to engage new communities in the following activities:

- Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail
- The Stories of Kingswood Park (Interpretive Media)
- Community Wellbeing Activities
- Entrance and Internal Signs
- Fun in the Park: Community Celebration Events
- Festival of Light: Kingswood Community Lantern Parade
- Performance Arts / Music in the Park

Including a wider range of people in project governance

It is important that a wider range of people are involved in governing the project and two target beneficiaries (i.e. people with disabilities, young people, people from minority ethnic communities, Priority Neighbourhood community) will sit on the Steering Group through the delivery of the Activities Action Plan. These representatives may also require additional support (training, travel, personal assistance etc). A budget of £1500 has been allowed to support disability groups and Steering Group target beneficiaries so that they can play an active role in activities delivery and governance processes throughout the delivery phase.

2.5.2 THE LOCAL ECONOMY WILL BE BOOSTED

The 'Love Our High Streets' and 'Future High Streets' initiatives (see KPP, section 3.5) recognise the park as a prominent and vital part of the wider Kingswood High Street public realm and that the restoration of the park will add value to the Kingswood regeneration programme and boost the local economy.

Our outcomes will be:

- The Love Our High Streets' / 'Future High Streets' initiatives will report that the restoration of the park has contributed to the regeneration of Kingswood High Street and boosted the local economy
- Local businesses will report that they have benefitted from the investment in the park by gaining contracts to help restore and improve it
- A local business will report that they have benefited from running the new refreshment facility in the park

2.5.3 PEOPLE WILL HAVE GREATER WELLBEING AREA

Kingswood Priority Neighbourhood Area has poor health indices and outcomes (see section 3 KPP). Our Activities Action Plan (section 3 below) includes a suite of 'Community Wellbeing Activities' which will be supported by a dedicated Health & Wellbeing Activities Officer (3 days a week post for 3 years). The activities have been designed to help address poor health outcomes in the area, whilst also supporting the community's on-going recovery from Covid-19 by helping to reduce increased levels of social isolation.

Our needs analysis and consultation work involved discussions with professional officers working in health and wellbeing, including Avon & Wiltshire Mental Health Trust, inclusion, public health, and One You active lifestyles. Using green space engagement to improve wellbeing is an important component of our project and we have designed activities that focus on addressing the following needs:

- Increasing physical activity and improving general health and mental wellbeing in an area where there are poor health outcomes
- High levels of obesity in the local population, particularly amongst children
- Bringing people together, particularly new communities who have moved to the area (Eastern Europeans and Hong Kong Chinese), and that increase connections between people, reduce social isolation and improve wellbeing in the outdoors

Our 'Community Wellbeing Activities' are a 'package' of activities which will be promoted throughout the local community, Kingswood Health Centre and other local health centres, GP surgeries and One You South Gloucestershire practitioners, so that engagement in the activities can be targeted by health practitioners to people in need of improving mental and physical wellbeing including new communities (Eastern Europeans and Hong Kong Chinese), those for whom English is not a first language, people from minority ethnic communities, Syrian and Ukrainian refugees), LGBTQ+ and people living with a disability, ensuring activities are user determined, accessible and culturally appropriate.

‘Community Wellbeing Activities’ will include:

- Walking Groups : Gentle exercise in and around the park and longer walks starting and finishing at the Park
- Couch to 5k running
- Couch to a Mile running
- Buggy Fit and other Post-natal outdoor exercise
- Park Yoga
- Children and families – Outdoor games and supported play during school holidays both family sessions and child only sessions
- Family Learning Sessions including practical maths and mindful families
- ‘Growing Together’ gardening and Park conservation for wellbeing
- Mindfulness sessions including art, photography, nature, creative writing to be delivered by Community Learning
- Mentoring courses to enable / train volunteers to assist in the delivery of wellbeing activities, supporting attendees

The ‘Community Wellbeing Activities’ will benefit from access improvements including the missing link path constructed along the southern boundary of the park enabling a circular circuit which will be used by walkers and runners in a safe, attractive, traffic free environment.

A part-time (3 days a week) dedicated Health and Wellbeing Activities Officer will deliver the wellbeing activities and beneficiaries will be signposted to activities through Kingswood Health Centre, other local health centres, GP surgeries and One You South Gloucestershire practitioners. A budget of £53,022 is allocated over three years to deliver the health and wellbeing activities, and this includes £6,000 budget flexibility for the officer to continue developing new health and wellbeing interventions for beneficiaries in conjunction with local health providers.

Outcomes for people taking part in the ‘Community Wellbeing Activities’ offer are:

- Participants will report that their health and / or wellbeing has improved (this will be refined against the specific activities and target beneficiaries participating in partnership with health providers)
- Participants will report their knowledge of the heritage has improved
- Participants on the mentoring course will report they have learned new skills (eg. trained as mentors to support participants)

Another aspect of wellbeing is feeling connected to your community and those around you. Social isolation and not feeling connected to others has been identified as a problem in Kingswood and this has been made worse by the pandemic. Our Activities Action Plan contains a diverse array of inclusive community events and activities to engage all sectors of our audience and make them feel more connected to others and the heritage.

2.5.4 THE LOCAL AREA WILL BE A BETTER PLACE TO LIVE, WORK OR VISIT

Our project will improve the condition and quality of the heritage. Feeling connected to those around you and the community is an issue that has been identified in Kingswood and made worse by the Covid-19 Pandemic. We have therefore designed a number of events and activities to increase connections between people and improve community spirit. Our project will also increase the range of facilities and engage the community in activities and events to learn more about the heritage, improve wellbeing and develop skills. As a result, we expect that the local community will report that their area is a better place to live, work or visit.

There are however, a number of activities that will also contribute to achieving this outcome.

- **Fun in the Park** - Community & Heritage Celebration Events: The Covid-19 pandemic has demonstrated the value of Kingswood Park but also increased the sense of social isolation for many in the community. A priority arising from the pandemic is to bring the community together by reducing social isolation whilst increasing community spirit and pride. Two annual Fun in the Park celebration events (year 2 and 3, avoiding year 1 due to anticipated capital works in progress) for all sectors of the community will ensure the park continues to be at the 'heart' of the Kingswood community
- **Festival of Light** - Kingswood Community Lantern Parade: From its inception the park has been the centre of social and cultural life for Kingswood people and was the focal point for parades, shows and events. The Festival of Light parade will re-invigorate the traditions of parades and carnivals in Kingswood, bring the whole community together, reducing social isolation and increasing community spirit and pride. It will celebrate the restoration and enhancement of the heritage, bringing the whole community together including new audiences to the park. The parade will celebrate the economic regeneration of Kingswood Town Centre, starting in the town centre and winding its way through to the park
- **Performance Arts / Music in the Park** - A regular programme of music and performance arts sessions will be delivered in the performance space and improved amphitheatre area. Performance styles and choices will be varied and appeal to all sections of the community and age ranges attracting new audiences and ensuring that people associate having an enjoyable experience with being in the park
- **Tackling Anti Social Behaviour** - This activity has been devised to address anti-social behaviour in the park which acts as a barrier to some people visiting the park. It will establish a strong relationship with the Kingswood Neighbourhood Beat Team and the council Anti-Social behaviour team to enable park users, volunteers, any interested parties etc to report concerns regarding anti-social behaviour in the park and wider area. This is a direct response to antisocial behaviour concerns raised during the consultation and development phase and improve the perception that the park is a safe and welcoming environment for all

We will evaluate our success against the following outcomes:

- People will report that the restoration of the park's heritage has had a positive impact on the local community
- People will report that improvements to the park have enhanced their quality of life
- People will report that the activities and events in the park has improved the community spirit where they live
- People will report that they have a greater sense of pride in their local community as a result of the project
- People will report that the park feels safer, more welcoming and more accessible as a result of the project

2.5.5 PEOPLE WILL HAVE DEVELOPED SKILLS

As part of the development of the Activities Action Plan and wider proposals for the regeneration of Kingswood Park a review of the training needs of volunteers, participants and staff has been undertaken to ensure that the appropriate range of skills are in place to deliver the project and ensure that the improvements can be maintained in the future to high Green Flag Award standards.

The main aims of training and skills development are as follows:

- To provide training and skills development opportunities to improve confidence, mental wellbeing and employability of participants
- To ensure that the skills are in place amongst new and existing staff to deliver the NLHF project
- To ensure that staff and volunteers have the skills to implement the Management & Maintenance Plan for the park, and achieve high standard Green Flag Awards in the future
- To ensure that volunteers and FOKP have the skills to continue to organise events and activities and maintain interpretative resources after the project has finished

There are two main areas that the training and skills development focuses on:

- Site management and maintenance
- Interpretation and learning about the heritage

Site management & maintenance

The Kingswood Park Management & Maintenance Plan provides the framework for all future work that people involved in the management and maintenance of the park will follow, including staff and volunteers. The main training and skills requirements that come from this plan are:

- Green Flag Award awareness
- Greenskills for volunteers
- Buildings, structures & asset maintenance
- Volunteer skills to help maintain park features- gates, railings, fencing, seating and signage
- Recording, analysis and understanding heritage features
- Monitor and maintain health and safety
- Implement good environmental practices
- Impact and mitigation of climate change on green spaces
- Recruit, involve, motivate and retain volunteers
- IT skills to maintain on-line resources

Interpretation & learning about the heritage

The Activities Action Plan identifies a range of interpretative resources and learning activities that existing and new audiences will engage in and many of these will involve both formal and informal skills development. The main training and skills development opportunities that will be offered are:

- Green skills and horticulture – including amenity horticulture, tree management, biodiversity and landscape design
- IT skills – in relation to developing and maintaining the Friends website and downloadable resources
- Creative media, interpretation and learning resources – to develop and maintain a range of interpretative and learning resources aimed at various audiences
- Event management – sustainable skills for volunteers to stage future events in the park, during and after the project has finished
- Outdoor learning – to ensure skills for sustained and independent use of the outdoor learning area
- Volunteer leadership skills – to ensure sustained volunteer involvement and skills in the management of the park
- Community skills – a range of skills for community participants, for example oral history and plant growing

Methods of learning

To deliver the training and skills development there will be a wide range of formal and informal learning methods:

- Apprenticeship in Horticulture and Play Inspection
- Short work placements (Growing Your Skills)
- Student placement support
- Formal training courses
- Informal on-site training delivered by specialists and consultants

Formal learning

There are a range of formal training and skills development through an apprenticeship (hard landscaping and play equipment inspection), Growing Your Skills work placements targeting unemployed people returning to work, and placements for students from New Horizons and the Warmley Park School and College.

Apprenticeship in horticultural & landscape and play equipment inspection

A 24-month apprenticeship will be established to provide a person with the opportunity to develop skills and learning to enhance their long term-employability and career prospects. The apprenticeship will involve day release attendance on an accredited Level 2 horticultural college course. The role will include the addition of training in play area inspections and complete a play inspection training course. The Council will use links with local community organisations to target the apprentice opportunity to underrepresented groups (e.g. care leavers, NEETs, people from minority ethnic communities, Kingswood residents). The Council will directly target these groups, engaging with local community settings and Jobcentre Plus Kingswood plus also our Works4Youth programme, providing information on the apprenticeship offer including how people can apply.

The Council's Apprenticeships' Manager has helped with the development of this proposal and the cost of the apprenticeship will be £30,183. The cost is based on a 18+ year old undertaking a 2 year horticultural apprenticeship) with a projected salary cost of £28,363. In addition a play inspection training program costs £1820. A £10,000 contingency is also allowed for additional salary costs if a 23+yr old is appointed.

Growing Your Skills – targeting unemployed people & Job Centre Plus service users of all ages

Working in partnership with South Gloucestershire Community Learning, Kingswood, 3 x 8-week short work placements across the life of the project will be supported to work in the park on horticulture and park maintenance activities. Under the supervision of the grounds maintenance team the participants will learn return to work skills such as good time-keeping and attendance and develop skills in horticulture and maintenance tasks to ascertain whether the participants wish to develop further skills and accreditation. The placement participants will come through one of the following programmes:

- **Works4Youth** – 16–25-year-olds not in employment, education or training
- **We work for everyone** – 16+ not in employment and have either a self-identified or diagnosed disability, learning difficulty or autism that is a barrier to finding work
- **Future Bright** – 18 + in paid work including self-employed or zero hours contracts and receiving benefits/tax credits, and looking to change career or find other employment.

Participants coming from these programmes will come with either an employment coach or mentor who will help them settle into the placement and also provide additional support after the placement for participants who wish to develop a career / work skills in this area. A budget of £1650 is allocated to cover travel and PPE costs.

Student placement support in the park

Working with both New Horizons School and Warmley Park School and College there will be support for 108 student sessions in areas such as horticulture, heritage, outdoor learning and physical activities. Sessions will be delivered by the Activities Officer and the Council's Volunteer Groups Support Officer with the support of the Council Grounds Maintenance Service operatives. The number and content of sessions will be agreed annually with the colleges and their students with an opportunity to compliment Duke of Edinburgh Award requirements. Sessions will be programmed for 6 months of the year – April to September. A support budget of £3000 is allowed to cover PPE, tools, equipment and travel.

Informal learning and on-site training delivered by specialists and consultants

There will be a range of informal training and skills development opportunities and it is estimated that up to 232 people will receive informal learning / skills development over the life of the project. The areas where people will develop skills are as follows:

- Website content management system skills
- Use of Schools / Community Heritage Learning Resource for teachers
- Accessible Leaflet and Phototrail development skills
- Creative Artwork Project to reveal Kingswood Heritage (Cyanotype printing skills)
- Healthy Early Years Outdoor Play / Learning Area – teacher and parent training in use of learning resource pack
- Development of self-guided themed trails
- Park My Memories - Oral history research techniques
- Event management
- Celebrating Kingswood Heritage – heritage archive research skills
- Walking Well groups volunteer leaders
- Couch to 5k volunteer buddies
- Couch to a Mile running volunteer buddies
- Mentoring Course - 6 health & wellbeing participant support mentors trained over 3 years
- Growing Together / Branching out – gardening sessions with Avon Wiltshire Mental Health Partnership service users
- Greenskills / horticulture / park management & biodiversity skills
- Running practical task days / volunteer leadership training
- Skills sharing with FOKP
- Tree Wardens trained in basic tree survey and inspection techniques

Other informal learning methods will include skills sharing, mentoring, and observation & demonstration.

The training and skills development will be delivered by a range of people including the Activities and Health & Wellbeing Activities officers, the Council's Volunteer Groups Support Officer, specialists and consultants, Grounds Maintenance team members, Community Spaces Place Improvements team members and other Council staff. The Activities Action Plan spreadsheet (section 3 below) includes a summary of all activities including the number of training and skills opportunities, audience, who will deliver it, and costs.

2.5.6 THE FUNDED ORGANISATION WILL BE MORE RESILIENT

South Gloucestershire Council is a resilient organisation with high standards of governance, management and financial accountability.

The ultimate success of the project will, however, depend on close working with FOKP and it is vital that they have the organisational resilience, capacity and skills to sustain the increased level of work and a sustainable structure to continue growing after the project has ended. The Covid-19 Pandemic has impacted the work of the group in terms of their work programmes in the park and volunteer numbers. The delivery of such a large-scale project over the next few years will present challenges to the Friends Group.

South Gloucestershire Community and Voluntary Services (CVS) will be commissioned to provide a comprehensive programme of specialist support to grow and strengthen the Friends Group, increase its diversity, and ensure they are able to fully participate and are strengthened and resilient for the challenges of the delivery phase. CVS ([cvs-sg.org.uk](https://www.cvs-sg.org.uk)) will provide information, support and training to build strong effective governance and ensure the group is legally compliant and will help the group to secure a sustainable financial future through fundraising, funding applications and a funding strategy so that it feels confident in its finances, budget and financial reporting. It will be able to recruit more volunteers from diverse backgrounds and manage and maintain a high-quality experience for them.

Support and training will be provided for the Friends Group to make more effective use of digital media for members of the group to develop and maintain a new Kingswood Park website and other types of digital technologies and social media. The resilience of the group will be improved with event management training for FOKP volunteers to ensure the events are safe, well managed and delivered successfully, and to provide volunteers with sustainable skills to continue organising events into the future.

Outcomes will be:

- As a result of the project FOKP will report that it can meet its goals, is more effective, and sustainable in the long term with appropriate policies and procedures in place and able to develop effective and successful partnerships and collaborations.
- As a result of the project FOKP will report that it has an improved Web Site and that trained volunteers are maintaining it
- FOKP volunteers will report that they have attended event management training and that this has enabled them to deliver events that are safe, well managed and successful, with sustainable skills to continue organising events into the future.

■ 2.5.7 THE HERITAGE WILL BE IN BETTER CONDITION

Activities that will help deliver improvements to the physical state of the heritage and ensure it will be in a better condition are:

- The Healthy Early Years Outdoor Play / Learning Area will enhance and make better use of the currently under-utilised natural play / outdoor learning area in the park. Kingswood pre-schools, primary schools and other organisations / settings supporting children under the age of eight will help revitalise the natural play area. A programme of outdoor learning training / skills development for teachers and parents to enable the widest possible audience to use the outdoor learning area and independently deliver outdoor learning and play activities. A downloadable teaching resource will be produced so the area can be used independently.
- Growing Together / Branching Out will work with the Avon Wiltshire Mental Health Partnership on the allotment plots at the Orchard Road allotment site supporting volunteers and target beneficiaries to grow bedding and other plants for use in the park, in ways that reduce environmental impact and promote long-term sustainability.
- A 24-month Kingswood Park Horticultural & Landscape Apprentice will be based in the park and participate in the day-to-day management, maintenance and upkeep of the infrastructure, horticulture and amenities. The apprentice will also be trained in play area inspections and complete a play inspection training course, providing a dedicated role for the inspection of play equipment assets in the park.
- The Greenskills / Practical Park Management activities will develop a regular programme of practical management activities enabling volunteers from across the local community to participate in the day-to-day management, maintenance and upkeep of Kingswood Park.
- Student Placement Support in the Park will enable students from New Horizons School and Warmley Park School and College to take part directly in activities that support the day-to-day management, maintenance and upkeep of Kingswood Park including horticulture, heritage, outdoor learning and physical activities.
- Heart Wood: Loving trees in Kingswood Park will work with community volunteers to develop a plan for a tree management / replacement programme for mature trees (particularly those affected by Ash dieback). Where trees are replaced during the life of the project the volunteers will take over the care and maintenance (watering, formative pruning, top up mulches etc) of the replacement trees.
- Making Space for Nature will work with participants to record the wildlife and biodiversity of the park and adjacent Holy Trinity church yard and plan how to make a richer, more diverse space for wildlife habitats and species. Biodiversity awareness sessions will show how to maximise the wildlife value of the park, churchyard and adjacent residential gardens backing on to the park. 'Biodiversity in a Box' resources will directly boost biodiversity in and around the park and adjacent gardens.
- A Changing Climate will develop a climate change adaptation plan for the park. This will consider the challenges of resource use and environmental impacts, and set the realistic aim of making the park carbon neutral by an agreed target. The Activities Officer, FOKP and Council will begin implementing the plan and monitoring the achievements of its targets going forward.

2.5.8 HERITAGE WILL BE BETTER IDENTIFIED AND BETTER EXPLAINED

There are a number of projects that will lead to the heritage being better interpreted and explained which help improve the ways to help people make sense of heritage. The community and target audiences will take part in activities to develop and produce the interpretative resources (see supporting document SD15 Kingswood Park Interpretation & Signing Plan 2023).

Activities that will ensure that the heritage is identified and better explained are:

- Schools / Community Heritage Learning Resource: will be developed with Kingswood Primary Schools and promote the use of the park as an 'off-site' educational resource across different year groups and develop the park as an 'outdoor classroom' resource in the widest sense
- Creative Artwork Project to reveal Kingswood Heritage will work with beneficiaries to explore heritage themes and the park heritage archive to print onto chairs to be used in the park for performances, events or as seating for a refreshments facility
- Healthy Early Years Outdoor Play / Learning Area will utilise natural play / outdoor learning opportunities including a downloadable learning resource to identify and explain the importance of the park for wildlife and biodiversity, and wider natural heritage value within an urban setting
- Kingswood Park Tree Trail: will help local people discover the wonderful array of interesting trees in the park. Participants helping to research and develop the trail will also learn about the heritage
- Heritage Trail: will encourage park users to fully explore the heritage of the park itself and the wider Kingswood neighbourhood by creating a natural and built heritage trail to explore and link key heritage features of interest. Participants helping to research and develop the trail will also learn about the heritage
- Park My Memories is an intergenerational oral history project to tell the story of the park and gather the special memories and tales of local people
- Celebrating Kingswood Heritage - Discovering Our Past will research and record the history of Kingswood Park and its cultural and social significance to the wider Kingswood area under the instruction of the Kingswood Heritage Museum, producing a new park archive to be made available to the widest possible audience
- Entrance & Internal Interpretation Signs requirements are set out in Kingswood Park Interpretation and Signing Plan (SD15). Two entrance signs and two interpretation panels will help park users better understand the stories and wider park heritage
- The Stories of Kingswood Park (Interpretive Media): Utilising innovative media, this activity will help people better understand some of the themes identified in Kingswood Park Interpretation and Signing Plan (SD15)
- Kingswood Park Web Site: A new FOKP website will incorporate content about the heritage of the park and themes identified in the Interpretation & Signing Plan, providing an on-line information hub for park heritage
- Heart Wood: Loving trees in Kingswood Park will develop a tree management plan for park trees enabling people to understand the natural heritage value of the park
- Making Space for Nature will work with participants to record the wildlife and biodiversity of the park and adjacent Holy Trinity church yard enabling people to understand the natural heritage value of the park and wider connected green spaces

- A Changing Climate will set out the climate challenges faced by the park through the development of a Climate Action Plan

2.5.9 PEOPLE WILL HAVE LEARNT ABOUT THE HERITAGE, LEADING TO CHANGE IN IDEAS AND ACTIONS

Community and voluntary groups and target audience beneficiaries have different interests and learning styles and engage with the heritage in different ways. We have developed a range of learning activities in consultation with community and voluntary groups, that focus on the needs of particular sectors of the audience.

Our main learning outcome will be that participants, volunteers and visitors will report that they have improved their knowledge and understanding of the heritage leading to change in ideas and action.

Our Activities Action Plan sets out proposals for 22 activities which engage people in learning about the heritage and that could potentially lead to a change in ideas and actions. Activities that will engage people with learning about the heritage are:

- Schools / Community Heritage Learning Resource
- Creative Artwork Project to reveal Kingswood Heritage
- Healthy Early Years Outdoor Play / Learning Area
- Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail
- Park My Memories
- Celebrating Kingswood Heritage - Discovering Our Past
- Entrance and Internal Signs
- The Stories of Kingswood Park (Interpretive Media)
- Community Wellbeing Activities
- Growing Together / Branching Out
- Fun in the Park: Community Celebration Events
- Festival of Light: Kingswood Community Lantern Parade
- Kingswood Park Youth Activities Programme
- Fun in the Park: Community Celebration Events
- Kingswood Park Apprentice
- Growing Your Skills
- Greenskills / Practical Park Management Activities
- Student Placement Support in the Park
- FOKP Web Site
- Heart Wood: Loving trees in Kingswood Park
- Making Space for Nature
- A Changing Climate

Our learning activities focus on different audiences providing them with opportunities to learn more in different ways that meet their needs and interests. Examples include the 'Healthy Early Years Outdoor Play / Learning Area' is focused on pre-school children and families, while the 'Schools / Community Heritage Learning Resource' and 'Kingswood Park Youth Activities Programmes' are for older children and young people. Both the 'Park My Memories' and 'Celebrating Kingswood Heritage - Discovering Our Past' activities will be run as intergenerational projects and many of our other activities will appeal to different audiences.

An important aspect of our learning activities is the ability for participants from different backgrounds to share their learning with each other and the wider community and the outputs from different learning activities will all contribute to interpreting the heritage in different ways that appeal to different learning styles and audiences.

As part of our delivery evaluation, we will determine whether people have been able to use the knowledge and understanding in their professional or social life, and whether it has led to further study and interest.

2.5.10 INCREASING POSITIVE AND REDUCING NEGATIVE ENVIRONMENTAL IMPACTS - ENVIRONMENTAL SUSTAINABILITY

A detailed description of opportunities to create positive environmental impacts and reduce negative environmental impacts at Kingswood Park is presented in section 11, KPP (SD11).

All activities in Kingswood Park will comply with the Council’s Climate Change and Climate Emergency Strategies and its environmental policies. Protecting and enhancing the environment for future generations is a cross cutting value within the South Gloucestershire Community Strategy and is one of the core values that underpins all our work.

The ‘A Changing Climate’ activity will develop interesting and engaging activities for the community to learn about the impacts of climate change and plan how the infrastructure, facilities and natural features of the park can be adapted to cope with future challenges. A climate change adaptation plan for the park will be developed which will consider the challenges of energy and water use, tree planting and carbon capture, biodiversity, materials and appropriate green technologies to reduce the environmental impact of the park such as water supply and capture, volunteer plant propagation, zero use of peat etc. The Council will work with the community to set a realistic aim of making the park carbon neutral by an agreed target. The Activities Officer, FOKP and Council will begin to implement the plan and monitor the achievements of its targets in parallel with the delivery of the activities plan.

2.6 HOW THE ACTIVITIES HELP TO MEET LOCAL NEEDS

In addition to meeting NLHF outcomes it is also important that the activities in the Activities Action Plan help address the local needs identified in section 1.2 above. Table 5 below describes how each of the local community needs are being addressed by the Activities Action Plan and wider project.

Table 5: How Local Needs are Addressed by the Activities Action Plan & Wider Project	
Local Community Need	How the Need is Being Addressed
To provide activities and events that promote an increase in physical activity and improve general health and mental wellbeing in an area where there are poor health outcomes	Activities will be delivered that improve health and wellbeing through a targeted ‘offer’ of community wellbeing activities that have been scoped through consultation with local residents and local health service providers (e.g. the Kingswood Health Centre). The wellbeing ‘offer’ includes walking well groups; walking well longer walks; couch to 5k running sessions; couch to a mile running sessions; buggy fit and other post-natal outdoor exercise sessions; park yoga; children and families outdoor games and supported play; family Learning sessions including practical maths and mindful families; growing together gardening and conservation sessions for wellbeing; mindfulness sessions including art, photography, nature, creative writing; mentoring courses to enable volunteers to assist in the wellbeing activities supporting attendees; and ‘Greenskills / Practical Park Management’ activities.

Table 5: How Local Needs are Addressed by the Activities Action Plan & Wider Project

Local Community Need	How the Need is Being Addressed
<p>To provide activities and events that help address high levels of obesity in the local population, particularly amongst children</p>	<p>Wellbeing activities that will help to address high levels of obesity in the local population, particularly amongst children include walking well initiatives, couch to a mile running sessions; children and families outdoor games and supported play; family Learning sessions including practical maths and mindful families; and 'Greenskills / Practical Park Management' activities. A dedicated Kingswood Park Youth Activities Programme will see a programme delivered that supports young people to engage in positive and fun activities that meet their interests but also reduces their chances of becoming involved in anti-social behaviour. Activities will include summer holiday activity sessions focussing on games and sport, youth workers providing two 2-hour session per week of a 38 week outreach programme engaging young people in positive activities (crafts, food, survival skills, basketball, circus skills, American sport).</p>
<p>To make the park and its heritage accessible to more / the widest range of people, particularly new communities who have settled in the area (Eastern Europeans and Hong King Chinese)</p>	<p>Opportunities will be taken to engage new communities, and a number of activities will specifically engage new communities who have moved to the area, these are:</p> <ul style="list-style-type: none"> ■ Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail ■ The Stories of Kingswood Park (Interpretive Media) ■ Community Wellbeing Activities ■ Entrance and Internal Signs ■ Fun in the Park: Community Celebration Events ■ Festival of Light: Kingswood Community Lantern Parade ■ Performance Arts / Music in the Park
<p>To provide activities and events which bring people together to reduce social isolation, promote social cohesion and improve community spirit. This is a long term need that has been exacerbated by the Covid-19 pandemic and it is essential to engage people of all ages, including the elderly and people from minority communities</p>	<p>Celebration events (Fun in the Park, Festival of Light and Music in the Park) are particularly effective in bringing people together and developing social cohesion and improving community spirit.</p>
<p>To contribute to the regeneration of the Kingswood area and 'Love Our High Streets' Initiative which will boost the local economy in one of the most deprived areas of South Gloucestershire</p>	<p>The overall scheme for Kingswood Park will contribute to the regeneration of Kingswood and is supported by Kingswood Regeneration Partnership. Activities will help boost the local economy. Local businesses will have the opportunity to gain contracts to help restore and improve the park and run the new refreshment facility in the park. The proposed lantern parade route will include the town centre and High Street.</p>
<p>To improve the quality and facilities of the most important local green space in an area that has lowest percentage of informal recreational space in South Gloucestershire</p>	<p>The quality and facilities in the park will be improved by the restoration and improvement of a wide range of features including amphitheatre and performance area, toilets including Changing Place, walls and railings, gates and entrances, path accessibility improvements, new refreshment outlet, and a wide range of landscape improvements.</p>
<p>To provide opportunities for volunteering, training and skills development to improve confidence, mental wellbeing and employability of participants in an area that has a higher unemployment rate than the South Gloucestershire average and where there is a significantly high number of people on welfare benefits such as Universal Credit and Income Support</p>	<p>A wide range of formal and informal skills development and training opportunities are provided in the Activities Action Plan with 344 formal/informal training opportunities provided.</p>

Table 5: How Local Needs are Addressed by the Activities Action Plan & Wider Project

Local Community Need	How the Need is Being Addressed
<p>To help build a stronger voluntary sector / volunteering opportunities</p>	<p>The implementation of the Kingswood Park Project will only be possible with the support of volunteers / the Friends of Kingswood Park. The Covid-19 Pandemic has impacted the work of the group and volunteer numbers. Activities include targeted support to build the resilience of the Friends group. South Gloucestershire Community & Volunteer Services (CVS) will be commissioned to provide a comprehensive programme of support to grow and strengthen the Friends Group including information, support and training to build strong effective governance and ensure the group is legally compliant and help the group secure a sustainable future.</p> <p>Volunteering / participation opportunities are threaded through the activities action plan with key opportunities including:</p> <ul style="list-style-type: none"> ■ Creative Artwork Project to reveal Kingswood Heritage ■ Self-Guided Themed Trails - Kingswood Heritage Trail / Tree Trail ■ Park My Memories ■ Celebrating Kingswood Heritage - Discovering Our Past ■ The Stories of Kingswood Park (Interpretive Media) ■ Growing Together / Branching Out ■ Fun in the Park: Community Celebration Events ■ Greenskills / Practical Park Management Activities ■ Student Placement Support in the Park ■ FOKP Web Site ■ Heart Wood: Loving trees in Kingswood Park ■ Making Space for Nature ■ A Changing Climate
<p>To reduce anti-social behaviour through engagement in activities and intelligent park infrastructure design</p>	<p>The 'Tackling Anti-Social Behaviour' activity will establish a strong relationship with the Kingswood Neighbourhood Beat Team and the council Anti-Social behaviour team to enable park users, volunteers, any interested parties etc to report concerns regarding anti-social behaviour in the park and wider area. Design measures to reduce anti-social behaviour include repair of railings and gates, and improvements to the central amphitheatre/performance area, toilets and play area expansion.</p>

Table 5: How Local Needs are Addressed by the Activities Action Plan & Wider Project

Local Community Need	How the Need is Being Addressed
<p>To enable children and young people to have fun growing up and a good start in life whilst increasing the number of children and young people participating and engaging effectively in their community through green space engagement opportunities</p>	<p>Kingswood Park Youth Activities Programme will see activities delivered that support young people to engage in positive and fun activities that meet their interests but also reduces their chances of becoming involved in anti-social behaviour, including:</p> <ul style="list-style-type: none"> ■ Activities in the Park - programme of activities to run over summer school holiday periods offering free activities in park for 11 - 16yr olds. To include games / sports, inflatables, nerf wars, bush craft, water fights, table tennis, parachute games, sand art and glitter tattoos, circus skills, graffiti art and food. ■ Detached Youth Work in the Park: Youth Workers providing two 2-hour session per week of a 38 week outreach period engaging young people in the park and local community in positive activities. Session 1 around craft, food, and survival skills. Session 2 - Sport including things such as basketball, circus skills, American Sport. ■ Intergenerational Work: To bring the older members of the community together with young people. The project will be called 'a welcome space' and will include opportunities for the two groups to meet together socially and also organise activities together for the park. <p>Other activities that will engage children and young people in positive green space engagement are:</p> <ul style="list-style-type: none"> ■ Schools / Community Heritage Learning Resource ■ Creative Artwork Project to reveal Kingswood Heritage ■ Healthy Early Years Outdoor Play / Learning Area ■ The Stories of Kingswood Park (Interpretive Media) ■ Fun in the Park: Community Celebration Events ■ Festival of Light: Kingswood Community Lantern Parade ■ Making Space for Nature
<p>To invest in the fabric and structures of the park to reduce long-term maintenance costs</p>	<p>Significant investment will take place into the built fabric and structures of the park and there will be a reduction in the long-term maintenance costs by involving volunteers in the care and management of the park as set out in the Kingswood Park Management & Maintenance Plan (SD13). Two activities will engage volunteers in the care and management of the park, helping to reduce maintenance costs, as follows:</p> <ul style="list-style-type: none"> ■ Growing Together / Branching Out ■ Greenskills / Practical Park Management Activities

Table 5: How Local Needs are Addressed by the Activities Action Plan & Wider Project

Local Community Need	How the Need is Being Addressed
<p>To enhance biodiversity so that the park supports a wider range of habitats and wildlife</p>	<p>The Making Space for Nature activity will involve target beneficiaries in recording the wildlife and biodiversity of the park and adjacent Holy Trinity church yard and planning how to make a richer, more diverse space for wildlife habitats and species. Beneficiary groups will take part in guided wildlife walks, I.D skills and awareness sessions to record the birds, bats, insects, small mammals, reptiles, wildflowers and other species including in year 2 park and churchyard focused BioBlitz. ‘Biodiversity in a Box’ will offer residents resources a Biodiversity boosting ‘pick and mix’ of wildlife enhancing elements for gardens adjoining the park. In boosting biodiversity in and around the park, beneficiaries of all ages will have opportunities to learn about the wild plants and animals in their locality, as well as build skills and knowledge to play their part in helping them thrive in the future. Interactive biodiversity sessions will include:</p> <ul style="list-style-type: none"> ■ Gardens / Allotments without pesticides ■ Composting ■ Useful weeds ■ Hedgehogs and other mammals ■ Wildlife ID – different ID guides ■ Making space for Nature – creating habitats for wildlife, increasing pollinators ■ Pollinator requirements (shelter, food, water) ■ Companion planting <p>In addition the Heart Wood: Loving Trees in Kingswood Park: activity will involve the community in learning about and celebrating the trees in Kingswood Park. Opportunities will engage the community in learning about and celebrating the trees in the park, through a programme of innovative tree encounter sessions including walks, tree I.D. skills, tree management techniques, suitable species to replace the trees, positioning and landscape impact, soil conditions, tree size, biodiversity value and the effect of ground compaction on tree health, and the impact of climate change and how the choice of suitable species can be part of a climate adaption plan for the park and wider community. A ‘Big Tree Climb / Canopy Caper’ will enable target beneficiaries (eg. young people) to climb high into the canopies of older trees and learn more about their importance. Two volunteers Tree Wardens will be trained in Basic Tree Survey and Inspection techniques and monitor park trees.</p>
<p>To contribute to targets to reduce greenhouse gas emissions and promote climate change resilience and adaption</p>	<p>As part of the A Changing Climate activity volunteers will work with the Activities Officer (supported by the Council’s Climate Change Team) to develop a climate change adaptation plan for the park. This will consider the challenges of energy and water use, tree planting and carbon capture, biodiversity, materials and appropriate green technologies to reduce the environmental impact of the park such as water supply and capture, volunteer plant propagation, zero use of peat etc. The Council will set the realistic aim of making the park carbon neutral by an agreed target.</p>
<p>To make the park / heritage accessible to more, and a wider range of people</p>	<p>Many of the recommendations of the Kingswood Park Access Plan 2021 will be implemented and two activities will provide information of the accessibility of the park :</p> <ul style="list-style-type: none"> ■ Downloadable Accessibility Leaflet ■ Phototrail

Table 5: How Local Needs are Addressed by the Activities Action Plan & Wider Project

Local Community Need	How the Need is Being Addressed
<p>To increase the confidence of people that it is a safe place for people of all ages to visit in an area that is within the most deprived 4% nationally in the ‘crime domain’</p>	<p>The investment in the fabric and structures of the park and use of it by more and a wider range of people will increase confidence that it is a safe place for people of all ages to visit. The activities to reduce anti-social behaviour will contribute to this and the level of confidence that it is a safe place will be evaluated during and after the project has finished.</p>

2.7 HOW OUR ACTIVITIES FIT WITH OTHER ASPECTS OF THE PROJECT

2.7.1 CONSERVATION

There are a number of ways in which the activities will help to support conservation of the heritage:

- Growing Together / Branching Out: This activity will involve volunteers in the management of a growing area for the park, growing bedding and other plants for use in the park, in ways that reduce environmental impact and promote long-term sustainability
- The Kingswood Park Horticultural & Landscape Apprentice will be based in the park and participate in the day-to-day management, of the heritage including maintenance and upkeep of the park infrastructure, horticulture and amenities
- Greenskills / Practical Park Management Activities: This activity will involve volunteers in the care and management of the heritage to ensure that it remains in good condition
- Student Placement Support in the Park will enable students from New Horizons School and Warmley Park School and College to take part directly in activities that support the day-to-day management, maintenance and upkeep of the park heritage
- Heart Wood: Loving trees in Kingswood Park will develop a tree management plan, and train two tree warden volunteers in basic tree inspection skills, all of which will contribute to the conservation of the heritage
- Making Space for Nature will work with participants to record and enhance the wildlife and biodiversity of the park and adjacent Holy Trinity church yard

2.7.2 LANDSCAPE CHANGES

A number of activities will lead directly to landscape changes in the park:

- The Healthy Early Years Outdoor Play / Learning Area will enhance and make better use of the currently under-utilised natural play / outdoor learning area in the park, complimenting wider landscape proposals to help revitalise the natural play area
- Growing Together / Branching Out: This activity will involve volunteers in the management of a growing area for the park, propagating bedding and other plants for use in the park
- The Kingswood Park Horticultural & Landscape Apprentice will be based in the park and participate in landscape masterplan improvements as part of the project, and in the day-to-day management of the heritage including maintenance and upkeep of the park infrastructure, play safety inspections, horticulture and amenities

- Greenskills / Practical Park Management Activities: This activity will involve volunteers in landscape masterplan improvements as part of the project (eg. new planting bed features), and the care and management of the landscape changes to ensure that it remains in good condition

2.7.3 REFRESHMENT CONCESSION AND TOILETS

Consultations have demonstrated strong public support for either a refreshment concession or café / kiosk. The 2019 Kingswood Park Questionnaire Survey and 2022 Development Phase survey also confirmed this support. In the 2019 survey 88% of respondents agreed that a refreshment facility or café would benefit the community and of these 68% strongly agreed. In the 2022 survey the idea of a refreshment facility had strong support, with the weekends (81% of respondents) and weekdays (66% of respondents) both popular. During the development phase a business plan has been prepared for the kiosk / concession option which demonstrates that the proposal is financially sustainable. Costs for a permanent refreshment kiosk (see section 1.3 above) were unaffordable, so the proposal for a mobile concession located within the centre of the park has been taken forward.

The 2019 and 2022 surveys both confirmed public dissatisfaction with the existing toilets, that they are not fit for purpose, inaccessible from inside the park and in need of refurbishment. In the 2022 Development Phase survey just 1% of users recorded satisfaction with the existing toilet facility. The Kingswood Park Access Plan 2021 identified the need for better park facilities including a ‘changing places’ facility to enable a wider range of users to visit the park. Consultation confirmed the overwhelming desire to relocate the toilets to a more accessible location close to the central hub of play area, refreshment facility and performance space / amphitheatre.

In view of potential cost implications, the brief to the architect was to investigate the following options:

- the refurbishment of the existing building but altering the access, so that it was gained from within the park
- a new build option in the centre of the park

Differences in costings between the two options were not significant so new toilets will be provided in a central location. Potential locations were explored, along with options for the position of the refreshment concession. Due to the size of the toilet facility (with changing places provision) a location in the centre of the park close to the improved amphitheatre / performance area, refreshment concession and expanded play area was identified. This will create a vibrant central hub for the park. The new build toilet will accommodate the following:

- A changing places facility
- 1 accessible unisex toilet
- 2 unisex toilets
- Storage capacity for the refreshment concession

All users of the park, including participants in our activities programme will benefit from the improved facilities in the centre of the park (refreshment concession / toilets / amphitheatre & performance area / play area).

2.7.4 INTERPRETATION

The Kingswood Park Interpretation & Signing Plan (SD15) sets out a strategic interpretative framework for interpretation and signing and also for all the activities contained in this Activities Plan. The plan sets out a core theme and number of sub-themes to tell the story of the park and recommends a range of media to communicate the themes. For each piece of interpretative media and person to person activity there is an individual interpretative plan that details the following:

- Interpretive theme
- Interpretative / activity objectives
- Interpretive media (including person to person activities)
- Audience
- Cost

The individual interpretative plans will be used to guide the activities in the Activities Action Plan to ensure that they effectively interpret the story of the park, achieve their interpretative objectives and ensure that volunteers and participants learn about the heritage.

2.7.5 MARKETING AND PROMOTION

The Kingswood Park Interpretation & Signing Plan (SD15) includes recommendations for marketing and promoting events, activities and interpretative media and the Activities Officers posts will implement it. This will be done as part of a cohesive package and as part of a planned programme. Advice and team support will be available from the Council's Strategic Communications Team in developing this programme. The Communications Team will help:

- Ensure that all interpretive media have a consistent brand image – use of consistent design, colours, font types etc. in signing, published media and interpretation panels and consider needs of people with disabilities
- Write press releases and press articles to promote community projects that help to develop the interpretive media
- Supply project stories and information to the local and national media so residents are kept informed
- Publish Kingswood Park articles on Newsroom - the council's digital magazine for residents
- Ensure the FOKP and Council website is updated regularly to promote events, activities and the interpretative media
- Provide social media support, including opportunities through the Council intranet, public website, Facebook and Twitter, Instagram, Nextdoor, Flickr and Youtube
- Co-ordinate graphic design services, printed materials and promotional items such as posters, leaflets and exhibitions
- Provide guidance on advertising, direct marketing, digital communications and promoting events
- Improve links with schools to promote use of the site as an educational resource

Events and activities should be promoted through a variety of means, including press releases, posters, banners, flags and newsletters. The Council's Strategic Communications Team will provide an in-kind contribution of £6,000 over the life of the project for marketing and promotion work.

2.8 PROJECT DELIVERY & MANAGEMENT

The Council's Place Improvements Team has a track record of successfully delivering activities programmes in association with NLHF funded projects. The team has experienced staff who will provide line management, advice and support for staff delivering the Kingswood Park Project and its activities programme. We have reviewed the Council's capacity to deliver the activities programme and the wider park regeneration programme and have concluded that the Place Improvements Team has the necessary skills and structures in place and can draw upon the expertise of wider teams in the Council (Community Engagement, Place Operations – Streetcare, Planning & Environment, Health & Wellbeing Improvement, Property Services, Grounds Maintenance, Design & Operations, Corporate Communications) to support this work.

Four new posts will be created to deliver project, including the Activities Action Plan; these are:

- **Delivery Project Manager:** This full-time post will be responsible for overall project management and delivery including all landscape and construction elements and line management of the Activities and Health & Wellbeing Activities Officers
- **Activities Officer:** This full-time post will be responsible for delivery of the Activities Action Plan and interpretation elements of the Interpretation and Signing Plan
- **Health & Wellbeing Activities Officer:** This part-time 3 day a week post will be responsible for delivery of health & wellbeing activities set out in the Activities Action Plan and deliver further engagement opportunities throughout the life of the project
- **Horticultural & Play Inspection Apprentice:** Working 30 hours per week for 2 years this post will contribute to the management and maintenance of the park including the inspection of play equipment, and will be based with the Council's Grounds Maintenance / Play Inspectors and provide support to the Activities Officer

A structure chart for the management and delivery of activities is set out in chart 2 below:

Chart 2: Structure for the Delivery of Kingswood Park Activities



2.8.1 ROLE PROFILES

Role profiles (job descriptions) have been prepared for all the proposed new posts and are included in Appendix 1.

- Delivery Project Manager: Full-time post graded on the Council's Salary Scale at H6 (starting at SCP 30 / total £160,676 over 3 years). The role profile for this post was approved by the Council's Human Resources Validation Panel on 24th November 2022 and the post is ready for recruitment
- Activities Officer: Part-time post graded on the Council's Salary Scale at H7 (starting at SCP 25 / total £141,832 over 3 years). The role profile for this post was approved by the Council's Human Resources Validation Panel on 24th November 2022 and the post is ready for recruitment
- Heath & Wellbeing Activities Officer: Part-time (3 days a week) post graded on the Council's Salary Scale at H8 (starting at SCP 20 / £75,751 over 3 years). The role profile for this post was approved by the Council's Human Resources Validation Panel on 24th November 2022 and the post is ready for recruitment
- Horticultural & Play Inspection Apprentice: A generic role profile is used for Level 2+ Grounds Horticultural apprenticeships based within the Council. Additional detail will be added to cover play inspection training. The apprentice position will be advertised on the Council's apprenticeship website under the Place Operations (StreetCare) service section

2.8.2 BRIEFS FOR FREELANCE WORKERS / CONSULTANTS / OTHER PROVIDERS

Briefs have been prepared for activities that will require the use of external bodies / consultants for delivery and these include specifications for works and services and information, timetable for delivery, project management and monitoring requirements, skills required, communication, conditions of engagement and the tendering process.

All external consultants, contractors and training providers will be procured in adherence with both NLHF and South Gloucestershire Council's contract regulations and procedures for procuring works, goods and services. These procedures are designed to achieve a balance between value for money, probity and the proper spending of public monies, accusations of malpractice, and the promotion and attainment of best value in service delivery.

Briefs for consultants have been prepared for the key activities that are scheduled for Year 1 in the Activities Action Plan, and those activities that require significant spend and/or impact greatest on learning and participation outcomes through the life of the project. This will enable work and services to be commissioned quickly at the beginning of the delivery phase.

The briefs prepared for year 1 activities are:

1. Schools / Community Heritage Learning Resource
2. Heritage Self-Guided Themed Trail
3. Tree Self-Guided Themed Trail
4. Park My Memories (Oral History)
5. Kingswood Park Youth Activities Programme
6. FOKP - Web Design Brief
7. Community & Heritage Celebration Events - Event Management Training for Volunteers

Copies of these briefs are provided in Appendix 2.

Briefs for remaining activities will be prepared at the appropriate time by the Activities Officer during the delivery phase.

2.8.3 ACTIVITIES & SUPPORT SERVICES TO BE PROVIDED BY SOUTH GLOUCESTERSHIRE SPECIALIST IN-HOUSE SERVICES

A number of activities will be supported directly by South Gloucestershire Council specialist service areas for which an in-kind value for their time is included in the Activities Action Plan Costs spreadsheet. These are:

- Kingswood Park Walking Well: Supported by Council One You / Healthy Lifestyles Team
- Grow Your Kills: Place Operations (Streetcare) Grounds Maintenance Team Manager and park operatives
- Greenskills Practical Park Management Activities: Place Operations (Streetcare) Volunteer Groups Support Officer / Grounds Maintenance Team Manager and park operatives
- Student Placement Support in the Park: Place Operations (Streetcare) Volunteer Groups Support Officer
- Heart Wood: Loving Trees in Kingswood Park: Place Operations (Streetcare) Arboriculture Tree Team Manager / Tree Planting Officer

The Council's Strategic Communications Team will provide communications and social media support throughout the delivery of all activities.

2.8.4 ACTIVITIES TO BE PROVIDED BY OTHER SPECIALIST PROVIDERS

As part of the suite of Community Wellbeing Activities, the children and families outdoor games and supported play sessions will be delivered by South Gloucestershire Playscheme, a specialist provider, over the three year period during school holiday.

Many activities for families and young people close for the summer holidays and only operate within term time meaning there is usually very little for young people to do in Kingswood. South Gloucestershire Play Scheme will run holiday sessions over three years in Kingswood Park.

South Gloucestershire Playscheme has produced a detailed proposal to set out the delivery of children and families outdoor games and supported play sessions. This is presented in Appendix 2.

2.9 ACTIVITY COSTS

The total cost of delivery of the Activities Action Plan is £374,072.

This includes an inflation allowance of 8% in year 1, with an additional inflation allowance of 7% for year 2 and 3. It also includes a 5% contingency allowance, and £10,000 apprenticeship salary contingency to allow for additional salary for an older applicant up to and over 23 years old.

The staffing costs for the Project Delivery Manager, Activities Officer and Health & Wellbeing Activities Officer are £414,887 an allowance for redundancy in the final year has been included.


There are no other activities costs identified.

The activities budget is £92 higher than submitted in the development phase application.

Please see the Activities Action Plan for a detailed breakdown of activity costs and how the costs were calculated.

2.9.1 BUDGET MANAGEMENT

The Place Improvements Team has a long experience of budget management. The Kingswood Park project will be supported by South Gloucestershire Council Finance Business Team officers who will establish budget codes and financial systems for the project to ensure robust financial scrutiny. The budget will be managed in accordance with the Council's Standing Orders, its Procurement Strategy

 **SGC-Procurement-Strategy-2020-2023-Formatted.pdf** (southglos.gov.uk) and Financial Regulations.

2.9.2 VALUE FOR MONEY / JUSTIFICATION OF PROJECT COSTS

Delivery of the Activities Action Plan will require the Activities Officer and Health & Wellbeing Activities Officer to commission and procure specialists and consultants to deliver activities and training opportunities. Both officers will also need to procure equipment and materials and be responsible for marketing and publicity and will ensure best value in the commissioning and procurement of these services in line with South Gloucestershire Council's Standing Orders and Procurement Rules.

The costs of the activities included in this plan have been obtained as follows:

- Quotations & estimates obtained from consultants and specialist companies
- Quotations and estimates from specialist in-house teams such as the Health Improvement Team and Strategic Communications & Design
- From the knowledge and experience of staff in the Community Spaces Place Improvements Team when recently procuring similar services and products elsewhere

A detailed breakdown of the costs for each activity is given in the Activities Action Plan. VAT is not included as this is recoverable by the Council.

Copies of quotations for larger items assembled at the development stage to inform costings in the Activities Action Plan are listed below and included in Appendix 3.

1. Schools / Community Heritage Learning Resource email correspondence
2. Amy Peck – Cyanotype Artist: Creative Artwork Project to reveal Kingswood Heritage
3. MudPie Explorers - Healthy Early Years Outdoor Play / Learning Area
4. Dee Moxon – Lamplighters CIC: Park My Memories Oral History Project
5. Dee Moxon – Lamplighters CIC: Festival of Light - Kingswood Community Lantern Parade
6. Kingswood Park Youth Activities Programme – quotes from Krunch South West / Creative Youth Network
7. CVS: Support for FOKP - becoming more resilient
8. Canopy Climbing quote – Big Tree Climbing: Heart Wood - Loving Trees in Kingswood Park

2.10 PROJECT RISKS

As with any project there are inevitably risks. It is therefore important to identify and manage these risks to maximise the success of the project.

2.10.1 POTENTIAL DIFFICULTIES IN INVOLVING PEOPLE

Activities proposed within this plan are dependent on a number of variables, including:

- Number of people volunteering
- Numbers of people attending events
- Numbers of participants in the activities
- Numbers of participants for particular target groups
- Support for the project amongst the local community

It will be a key requirement of the Activities Officers and Project Delivery Manager to monitor and evaluate the success of the activities and make adjustments to delivery to ensure that targets and measures of success are met. To achieve this the Kingswood Park project will build upon the positive relationships developed with the local community and target audiences developed during the development phase work to ensure that any difficulties in involving people can be overcome. The project will also be able to draw upon the experience and expertise of Council teams and external organisations that work with and support the local community and target groups, including South Gloucestershire Council's Health Improvement (One You, Choices for You) and Community Engagement teams, Kingswood Regeneration Board, Connecting Kingswood, Southern Brooks Community Partnership, Bristol & South Gloucestershire Green Social Prescribing Network, New Horizons Learning Centre and Warmley Park School & College. These organisations will be on hand to help guide the community engagement work and address any problems with involving people should these arise.

2.10.2 RISK ASSESSMENT

A risk assessment for the Activities Action Plan is presented in table 6 below. Risks are identified with an assessment of how likely it is to happen, the seriousness of its impact and what action could be taken to prevent it. Risks are ranked (on how serious the effect could be) as:

- **Green** – Low
- **Amber** – Medium
- **Red** – High:

The risk assessment will be regularly monitored and reviewed by delivery team members over the life of the project.

The delivery of all activities will conform to South Gloucestershire Council's health and safety policies.

Table 6: Kingswood park activities risk assessment						
	Risk	How likely is the event	How serious would the effect be?	Risk level	Action taken to help prevent the risk	Who is responsible?
1	NLHF Delivery funding is not awarded	Low . The likelihood of the risk depends on the quality of the application	High. No funding available to support Activities Officers & deliver activities from other sources	High	Prepare and submit high quality Delivery application and Activities Action Plan that meets NLHF learning and participation aims	SGC Place Improvements Team
2	Problems attracting volunteers / participant numbers for activities	Low. The local community and voluntary groups have helped develop ideas for activities in the development phase	High: Low volunteer and participant numbers would mean failure to achieve outcomes, targets, and measures of success		Ensure sufficient time for volunteer recruitment built into activities planning Develop good relationships and close working with delivery partners and voluntary organisations supporting target beneficiaries Seek advice and support under agreement that the Council has with South Glos CVS Assess and evaluate feedback from volunteers and participants to improve engagement Generate interest from local media and effective marketing of activities Promote opportunities on web and through social media	Activities Officer Health & Wellbeing Activities Officer Apprentice Project delivery partners Kingswood Park Steering Group
3	Activity costs increase beyond set budgets.	Medium: Accurate quotes and costs have been obtained in the development phase and contingency allowance for impact of high inflation levels over life of the project.	High: Some activities would not be deliverable if costs significantly increased.		Prepare and submit high quality application with accurate cost estimates. Allow suitable inflation allowance / contingency budget in Activities Action Plan budget. Use tendering where appropriate to ensure best value when procuring goods and services. Monitor budgets closely and report pressures to NLHF.	Activities Officer Health & Wellbeing Activities Officer Delivery Project Manager SGC Place Improvements Team

Table 6: Kingswood park activities risk assessment						
	Risk	How likely is the event	How serious would the effect be?	Risk level	Action taken to help prevent the risk	Who is responsible?
4.	NLHF / Project outcomes not achieved for activities	Low: An overall Activities Action Plan with timetable has been produced to ensure effective monitoring of outcomes and participation	High: Failure to meet NLHF outcomes / mandatory NLHF outcome could result in NLHF withholding payment of grant award claims.		<p>Activities Officer to regularly review delivery timetable in response to progress with activities and events</p> <p>Kingswood Park Steering Group to oversee and provide guidance Activities Officer to ensure prompt on-going evaluation through project to address any concerns / lessons learnt inform delivery of activities. Regular contact with NLHF</p>	<p>Activities Officer</p> <p>Health & Wellbeing Activities Officer</p> <p>Delivery Project Manager</p>
5.	Poor timing of events & activities leading to bunching of individual activities and poor co-ordination.	Low: An overall Activities Action Plan with timetable has been produced	Medium: An uncoordinated programme of events and activities would lead to public confusion and poor quality of delivery.		<p>Activities Officer to regularly review delivery timetable in response to progress with activities and events.</p> <p>Kingswood Park Steering Group to oversee and provide guidance</p>	<p>Activities Officer</p> <p>Health & Wellbeing Activities Officer</p> <p>Delivery Project Manager</p> <p>Kingswood Park Steering Group</p>
6.	Impact of Covid-19 pandemic on delivery of Activities Action Plan	Low: Whilst Covid-19 is still active numbers are reducing in light of continued program of vaccination	Medium: Some activities would not be deliverable if Covid-19 numbers increase significantly and social distancing measures need to be re-introduced.		<p>Activities Officers to ensure all activities / engagement takes place in Covid-secure setting to provide as high levels of safety and re-assurance for participants as possible. All activities adhere to Covid-19 risk assessments. Re-scope projects as required to ensure participation / participant numbers with NLHF agreement</p>	<p>Activities Officer</p> <p>Health & Wellbeing Activities Officer</p> <p>Delivery Project Manager</p> <p>SGC Place Improvements Team</p>

2.11 MEASURING SUCCESS: PROJECT MONITORING & EVALUATION

Project monitoring and evaluation is an important component of delivering a project of this complexity and scale. A number of measures will be put in place to monitor and evaluate the project; these are as follows:

2.11.1 KINGSWOOD PARK STEERING GROUP

There will be regular meetings of the Kingswood Park Steering Group who will steer the project and monitor progress against the targets and measures of success set out in the Activities Action Plan. The Delivery Project Manager & Activities Officer will report to the Steering Group and discuss project delivery and solutions to problems and issues.

2.11.2 MONITORING AND EVALUATION REPORTING

Specialist consultants will be appointed to support the delivery team carry out monitoring and evaluation work. This will enable us to find out how well our project has achieved its outputs and outcomes and how effective, efficient and sustainable it was.

Monitoring relates to the gathering of annual output data for the project linked to the NLHF Heritage Grant outcomes, along with other information to be gathered as part of an overall framework to measure both quantitative and qualitative outputs from the project. Evaluation is taking the above information and complimenting it with other research to allow reflection on the progress of the project towards its overall aims and also to look at the wider impact of the project.

Our evaluation reporting will consider the outcomes achieved by the project and identify and comment on the differences that it has, and is making:

- To the heritage, and what that means for those who enjoy and benefit from it
- For people who directly experience our project's work, their satisfaction with the heritage, or who might benefit in the longer term or indirectly
- To our organisation and the organisations we work with (eg voluntary groups), and how it builds our capacity to do what we do better

Evaluation will be based on a learning approach; illustrating results which can be quantified, as well as describing and interpreting the quality of work so that lessons can be drawn which can inform future development and strategic decisions.

Evaluation is built into the project from the beginning of the delivery period. This will help prove what has been achieved, and improve on-going project activity.

A brief for consultants setting out requirements for monitoring and evaluation of the delivery phase is split into three stages:

1. Development of a monitoring and evaluation framework and training
2. Mid-delivery review
3. End of scheme evaluation and legacy strategy

A copy of the brief for appointing a Monitoring and Evaluation Consultant is presented at Appendix 4.

2.11.3 EVALUATION STAGES

Stage 1

Developing the monitoring and evaluation framework and evaluation training

The consultant will develop a full evaluation framework. The framework will finalise the methods by which the Kingswood Park project outputs and outcomes will be monitored and will establish a system whereby those responsible for delivery of different elements of the scheme will collect appropriate data, reporting back to the delivery team and project working group. The framework will reference the Activities Action Plan (section 3 below) NLHF outcomes, targets & measures of success and evaluation methods for each of the activities, and will set out what information needs to be collected regarding project participants including age, gender, ethnicity, disability, socio-economic status etc. in keeping with a format that complies with NLHF guidance.

The consultant will create monitoring and evaluation material for the project delivery team to use. A variety of innovative and creative methods will be used to collect both quantitative and qualitative information to help tell the story of the project and ensure people with all different needs to contribute fully to the evaluation. The evaluation will be flexible and adaptive so that it can identify any additional and unanticipated outcomes of the project.

Training sessions for the delivery team and steering group members will help ensure all are clear about the adoption and delivery of the evaluation framework and how it will work.

Stage 2

Evaluation mid-point review

The consultant will undertake a mid-point review after the first 18 months of the project to review progress to date, project delivery and management structures and the quality of delivery. The mid-term review will identify what has been achieved to date against the Activities Action Plan, any difficulties and challenges and the extent to which NLHF outcomes / objectives are being met. It will also assess whether the project is meeting the aspirations of project beneficiaries and wider community and how effectively this is working.

The review will make recommendations for changes and delivery improvements for the remainder of the delivery stage as required. As part of the mid-term review the consultant will also work with the delivery team and steering group to develop a draft legacy strategy. The consultant will be required to present their interim evaluation and the draft legacy plan to the project delivery team and steering group for review.

Stage 3

Final evaluation report and legacy strategy

The consultant will produce a final evaluation report which will be shared with NLHF and all participant groups, residents and park users, partners, funders and stakeholders. This report will tell the project's story, examine the extent to which NLHF outcomes were met, identify weaknesses and shortcomings and review how effectively the project was governed and managed. It will also make an assessment of the project's longer-term impacts and how the final legacy strategy will be implemented.

The final evaluation report will provide an honest assessment of the project, being open to successes and any failures. A collaborative approach with the delivery team will be needed in preparing the report. The final evaluation should draw on:

- The mid-delivery review
- A wide range of written materials including the original application document to NLHF, the Activities Action Plan, and all supporting documents
- All quantitative and qualitative monitoring and evaluation data collected
- Additional information and insights gathered by the consultant during the end of the evaluation period. This might include additional stakeholder surveys, focus groups and key informant interviews (with delivery partners, project beneficiaries and other stakeholders, and the appointed NLHF monitor / case officer etc)
- Visits to Kingswood Park and town centre

The legacy strategy will be amended and/or updated in response to final evaluation and will set out the long-term vision for sustaining the Kingswood Park project achievements.

The evaluation process will also provide an opportunity to celebrate the achievements of the Kingswood Park project. The consultant will present their findings to the steering group, delivery team and interested parties together to celebrate the end of the project.

2.12 MAINTAINING THE LEGACY AND LONG-TERM SUSTAINABILITY

In the long-term South Gloucestershire Council (through its Place Operations teams - Community Spaces, Grounds Maintenance and Property Services) will continue to maintain and manage Kingswood Park with the help and support of FOKP.

To demonstrate its commitment to maintaining the park to high standards and sustaining the legacy of NLHF investment in the park the Council will commit to the continued support for volunteer involvement in the care and management of the park, regular reviews and updates of the Management and Maintenance Plan and continued annual achievement of high Green Flag Award scores.

2.12.1 SHARING THE LESSONS OF THE PROJECT

Kingswood Park Steering Group

The steering group will be maintained after the project has completed to ensure that FOKP and volunteers have a direct say in how the park is maintained and to help the Council set future priorities. Sharing the lessons of the project with the local community will be an important role of the steering group, as the members of the group will have built up significant experience maintaining the park, working with volunteers and delivering activities.

Friends of Kingswood Park

The Friends Group will have developed its resilience and expanded the breadth of the voluntary work that they undertake and developed their skills further in a number of areas, including event management and practical care and management of the park. FOKP will continue to operate after the project has finished and share their skills and experiences with the wider community and other Friends Groups.

Skills sharing with FOKP

As part of the Activities Action Plan FOKP will have the opportunity to develop skills and learn through the 'Greenskills / Practical Park Management' sessions and will also benefit from the on-going support of the Councils Community Spaces Volunteer Groups Support Officer, who will continue to support the delivery of horticultural sessions beyond the life of the project, ensuring they can learn from and share knowledge developed through the project.

StreetCare Place Operations Team staff

A number of Place Team staff will be involved in the delivery of the project, supporting the delivery team. This will help to broaden the skills and experience of the team in a wide range of areas including landscape design, building and property management, maintenance operations, biodiversity and tree management, community engagement, event management and play. Staff working on the project will be able to share the lessons and skills learnt to help support other Friends and Community Groups in South Gloucestershire through The Hive Community Spaces Network (🌐 **The Hive – Home of the Community Spaces Network | South Gloucestershire Council** (southglos.gov.uk)).

End of project evaluation report

The Place Team will share the legacy and lessons learnt with other organisations and the project's final evaluation report will be a public document that will be available on the Kingswood Park website.

2.12.2 LEGACY: ENSURING LONG-TERM BENEFITS

To ensure that the long-term benefits of the activities programme are sustained a number of measures will be put into place:

Sustaining learning outputs

- Accessibility information and Phototrail with information available through the proposed to the new Phototrails on-line app resource
- Tree Trail - downloadable leaflet
- Heritage Trail – downloadable leaflet
- Schools Learning Resources
- Park My Memories – publication and audio / video clips
- Creative artwork outputs (as available on-line)

All downloadable resources will also be available for 20 years from the project completion date on the Council web page for Kingswood Park, meeting NLHF digital guidance for projects (2020).

If downloadable resources are updated at a future date the design costs will be covered by the Council.

Sustaining volunteering & participation

As part of the Greenskills / Practical Park Management activity, volunteers will be equipped with the skills to ensure volunteering in the care and management of the park continues in the long term. Volunteers will be supported by the Council's Open Spaces Volunteer Groups Support Officer and FOKP.

The Open Spaces Volunteer Groups Support Officer will provide volunteers with the materials to help maintain the park and help reduce long-term management costs.

The Place Improvements Team has developed The Hive, an online volunteer support pack (www.southglos.gov.uk/community-and-living/voluntary-organisations/the-hive-home-of-the-community-spaces-network) and organises annual programmes of skills training for volunteers helping to manage Council owned land. The Open Spaces Volunteer Groups Support Officer and wider Place Improvements Team will continue to provide help, support and advice for volunteers.

Many of the activities involving skills development will allow volunteers to continue delivering activities once the project has finished, these include:

- Running practical task days / volunteer leadership training
- Event management
- Basic tree survey and inspection techniques
- Horticulture / park management & biodiversity skills
- Outdoor learning skills

The Council's Open Spaces Volunteer Groups Support Officer and Place Improvements Team will ensure that these skills are refreshed through the annual programme of training for volunteers.

FOKP will continue to arrange community events once the project has finished, using their enhanced skills.

FOKP will continue to engage PCSOs through their regular monthly meetings.

FOKP volunteers will continue to monitor and analyse the visitor entrance counters after the project has finished, to ensure that evaluation work on the number of visitors to the park continues.

Sustaining health & wellbeing activities

Kingswood Park is within the Kingswood Priority Neighbourhood Area and the population has particular needs related to physical and mental wellbeing. It will continue to be a priority for the Council to improve health and wellbeing in the area and the Health Improvement Teams (🌐 **One You - For Your Body | One You South Gloucestershire** (southglos.gov.uk) will build upon the momentum generated by the health and wellbeing activities to ensure that initiatives to improve outcomes in this area continue after the project has finished.

Officers will learn from the legacy successes of the Page Park NLHF project (2016-21) where Council health & wellbeing teams continue to support Friends group volunteers and the Staple Hill community to deliver sustained legacy/outcomes. For example Park Yoga annual sessions have been sustained following the success of the NLHF funded activities programme and continues to go from strength to strength. In 2023 150-200 participants per week have been enjoying free yoga sessions

🌐 **Park Yoga South Gloucestershire - ParkYoga** in the park in beautiful surroundings and connecting with their community, and the junior park run is still running too after the covid pause 🌐 **home | Page Park junior parkrun | Page Park junior parkrun**

Volunteers will also be involved in delivering some of the health and wellbeing activities including Walking Well. The Council's Health Improvement Teams and the Open Spaces Volunteer Groups Support Officer will work with the volunteers to explore how activities can be sustained after the project finishes.

Future Grant Applications


The Place Improvements Team and FOKP will continue to work in partnership to make further enhancements to the park and fund community learning and participation activities, once the project has finished. The Council operates Member Awarded and Area Wide Grants schemes and FOKP are able to apply for grants of up to £3,000 for training and skills development and capital improvements through these funding opportunities.

2.12.3 HOW OUR ORGANISATION WILL BE DIFFERENT AFTER THE PROJECT AND HOW WE WILL CONTINUE TO DEVELOP

South Gloucestershire Council will be different in a number of ways after the project:

- Lessons learnt from making the management and maintenance of the park carbon neutral will be utilised in the management of other Council parks and open spaces
- It will have developed more experience of supporting and working with community groups to achieve project aims and outcomes
- Its staff will be better trained and more experienced
- Its volunteer base will have developed a wider range of skills and become more self-sustaining
- The Council's Open Spaces Volunteer Groups Support Officer will build upon the achievements and outcomes of the activities and continue to support volunteering opportunities in the park
- We will have improved our management and maintenance procedures in the park
- The award of a Green Flag for Kingswood Park will deliver on the Council's Climate Action Plan target of securing three Green Flag parks sites and act as an example of best practice for the management of other Council open spaces
- Staff in the Place Team will have developed expertise in delivering high profile park regeneration projects that include landscape design, new build and restoration works – and be able to apply this expertise elsewhere

The Council will use the experiences, skills and lessons learnt during the project to continue to develop by examining its management of other open spaces and by improving the depth and breadth of its work with friends and volunteer community groups. It will look to work with groups in other parts of South Gloucestershire to improve the way it manages and enhances its open spaces as set out in its

 **Green Infrastructure Space Strategy (Greener Places 2021)** and will work with groups to secure investment in the quality and increased use of its open spaces by more and a wider range of people.

3. ACTIVITIES ACTION PLAN

Two spreadsheets set out how Kingswood Park activities will be delivered over the 3 years of the delivery phase.

1. ACTIVITIES ACTION PLAN SPREADSHEET

For each activity in the spreadsheet the following information is presented; this conforms to the prescribed NLHF format (as set out in NLHF Activity Plan Guidance 2023 (Activity plan guidance | The National Lottery Heritage Fund)).

- A description of the activity
- The target audience – who will benefit
- The benefits for people – NLHF priority / other outcomes
- The resources that will be needed
- A summary of the costs in the project budget
- A delivery timetable for Years 1, 2 and 3
- Targets and measures of success
- Methods of evaluation

The Activities Action Plan is a schedule for delivering the activities.

The activities are grouped under the following headings:

- Inclusion: A wider range of people will be involved in the heritage
- People will have greater wellbeing - a space to thrive
- A better place to live, work and visit - opportunities for social integration and community engagement
- Building back for positive change - people will have developed skills
- Becoming more resilient
- Connections with nature - natural heritage will be in better condition
- Environmental sustainability: increase positive environmental impacts and reduce negative environmental impacts

2. ACTIVITIES ACTION PLAN COSTS SPREADSHEET

The Activities Action Plan should be read in conjunction with the Activities Plan Costs spreadsheet, as this provides additional cost detail and in-kind volunteer time valuations.

The following cost information is provided for each activity in the spreadsheet:

- A description of the activity
- Project Cost spend: Year 1
- Project Cost spend: Year 2
- Project Cost spend: Year 3
- Combined total budget cost
- S.Glos Council Officer in-kind value
- Number of volunteer hours
- Number of participant skills / training opportunities
- Value of volunteer time – professional, skilled and unskilled
- Additional detail / comments – additional detail on budget costs, volunteer days, training opportunities, participant numbers and in-kind officer time

For each activity to be successful there needs to be a clear vision of the interpretative theme that each activity is seeking to convey, along with concise interpretative / activity objectives and a clear definition of the interpretative media to be used. This information is provided in the separate document – Kingswood Park Interpretation and Signing Plan (SD15). In this document an interpretative activities plan has been drawn up for each of the activities included in the Activities Action Plan.

This Activities Plan should also be read in conjunction with the Conservation Management Plan (SD16), Management and Maintenance Plan (SD13), and capital improvements set out in the delivery phase application form. Together these form the detailed framework for delivery of the Kingswood Park project.

