

"Broomhill Park will provide a vibrant community focal point functioning as a "green oasis" within Strood, emphasizing the views of the surrounding countryside and giving consideration to biodiversity within the park"



Broomhill Park - 10 Year Vision Document 2013-2023



1. Introduction

In 2007 a document called 'Broomhill – A Future Vision' was produced by Groundwork Kent and Medway in partnership with Medway Council and the Friends of Broomhill to help guide the development of Broomhill Park. The table below sets out the interventions which were recommended, following extensive consultation with residents and audits of park usage, and what has been achieved since 2007.

AIM	INTERVENTION	DATE ACHIEVED	UPDATE AND FUTURE RECOMMENDATIONS
Recreation	Improved play facilities including provision for 11's and over, park furniture and better fencing	August 2010	New junior play area installed, the existing toddler play area to be refurbished when funding allowed
	Creation of surfaced running track	Not achieved	Site not considered suitable, new regional running track installed at Medway Park in 2011
	Installation of MUGA on old school field	Not achieved	This would require permission from Education and owners of the land
	Open grass pitch		
	Reinstate Trim Trail	March 2011	
Security	Install CCTV	Not achieved	This is not necessarily suitable for Broomhill
	Install lockable gates on Car Park	Not achieved	Not considered viable as it could have a knock on effect on residents in King Arthur's Drive
	Provide daytime warden	Not achieved	Not financially viable
	Cut back existing vegetation to open up areas along footpaths	2011/2012	On-going
Access	Add extra path finder low level output lighting on main paths which cross the path	Not achieved	Not considered a viable option due to the knock on effect of light on wildlife and also increasing unwanted visitors to the Park at night time
	Reinstate well used paths, improve safety of steps	2011/2012	Further works to pathways is necessary – funding required to carry out work
	Improve disabled access where appropriate	Not achieved	Extensive work to paths is needed to improve accessibility – funding stream required to carry out this work
	Maintain vegetated screen on boundary	2011/2012	
	Create new parking layout	Not achieved	Funding required to extend car park
	Install disabled parking bays	2012	1 bay added in 2012
	Visually open up, improve and signpost 8 pedestrian entrances into Park	March 2011	Entrances improved on 3 main entrances, further work to be carried out to improve accessibility is needed
Habitat Management	Install gate way entrance feature at main car park entrance	Not achieved	Possible as part of a funding grant
	Create new flowering meadow area along flat area to east of lower park	March 2011	Plug planting carried out on banks and flower meadow areas increased
	Create managed scrubland along gorse road	2011/2012	Work on-going with Friends of Broomhill on their task days
Planting	Manage woodland areas	January 2011	Woodland management plan created and works carried out, further work to be carried out in future years
	Create planted beds	2010/2011/2012	Bulb planting has been carried out in some areas. A tree planting plan has been produced with some trees having been planted in December 2012
Facilities and Amenities	Install new picnic benches and seating in strategic points	2011/2012	Site style determined in Broomhill Park Management and Maintenance Plan, all future furniture to follow site style
	Install dog and litter bins	2010	
	Install new signage	2011	Site style determined and new signs installed at entrances
	Install new interpretation at viewing points	2011	Installed at North and South Views
Food	New purpose built café or permitted mobile catering facility	Not achieved	Mobile catering vendors were approached in February 2012 but none were willing to provide services to the Park due to issues with its location. Further work will be carried out in the future to make site more attractive to potential vendors

2. Progress from 2007 to 2012

The table in section one sets out the achievements made against the Vision Document adopted in 2007. In 2010 a five year Management and Maintenance Plan (MMP) was produced and adopted for Broomhill Park, funding was secured with Big Lottery Changing Spaces and Playbuilder which allowed circa £100,000 to be spent on improvements to the Park. Following completion of the new Junior play area, viewing points, signage and new furniture Broomhill Park achieved Green Flag status in 2011, a national award for well managed parks, this was also achieved in 2012. Annual targets are set which aim to improve the Park year on year, these targets are set with the management plan and original Vision Document as reference and the input of the Friends of Broomhill, without whom none of the aforementioned improvements would have been possible.

3. Friends of Broomhill (FOB)

Since 2007 the Friends of Broomhill have taken a pro-active role in the management and development of the park and now have 129 members. The group organise the annual fun day that attracts approximately 1000 people. They have to date run task days once a month in September, October, November, December, February, March, April and June each year in the park and committee meetings every two months. Medway Healthy Walks take place once a week at Broomhill, 100 people have signed up with a regular 40 people taking part, they are led by members of FOB who have been trained by Medway Council.

In 2010 the Friends of Broomhill Park were awarded £49,999 from Big Lottery Community Spaces against Council match funding of £64,000 from Playbuilder. This led to a scheme developed with the Friends of Broomhill and Medway Council for a new play area, two new viewing points with interpretation, a large stone with viewing hole and new furniture in the Park, all of which are now in-situ in the Park. New entrance signs and other improvements across the Park have also taken place. Following this project the Friends of Broomhill applied for further funding in the form of a Sustainability Grant from the Community Spaces scheme which enabled them to carry out further projects including holding events to promote the new scheme, new equipment, plants for planting schemes and a Circus Skills workshop for children at their 2012 Fun Day.

The Friends also proactively mail drop to local residents and businesses in the area with news of events and information about the park, promote activities with local press and have a website that they regularly update with news - <http://www.friendsofbroomhill.org.uk>

4. Proposed Vision for Broomhill Park 2013 - 2023

The five year MMP sets out the strategic context of the Park and should be read in conjunction with this Vision Document. Having achieved a majority of the original interventions it has become necessary to re-assess the vision and prioritise what is now required for the Park to continue to improve and grow with the local community. A survey was conducted by Friends of Broomhill at their Fun Day in June 2011 to gain feedback on the recent improvements, however questions were also asked about the future of the Park. 88% of people surveyed felt that the orchard should become part of the Park. 82% felt that more wildflower areas would be welcome and 61% wanted improved access to the paths in the Park. The most favoured improvement was the junior Play Area and most popular reason for visiting the park was to bring children, with exercise being the second most popular reason to visit. Several comments were made regarding the need for a cafe and toilet facility for families visiting the Park. There is also evidence to suggest that the old orchard is currently used informally by young people for BMX riding and jumps. Based on this information and the overall survey the future Vision has been shaped to represent the views of local residents and regular visitors to the Park. The following plan sets out the future Vision incorporating the Orchard to achieve a unified site with plenty of recreation opportunities for all ages.

Proposed Vision for Broomhill Park

This plan shows proposals for Broomhill Park and includes the footprint of the old orchard (shaded pink) which does not currently belong to Medway Council or the Friends of Broomhill.

The overall aim is to incorporate the orchard as part of the park and create recreation opportunities in the form of pathways, possible bmx track and cycling tracks. In the existing park all the pathways need to be refurbished and new ramped links created to link the top and bottom tiers. The play area needs refurbishment, the car park needs extending and a permanent sunclock on the old gun emplacement.



New extended car park to accommodate more cars and visitors to the Park



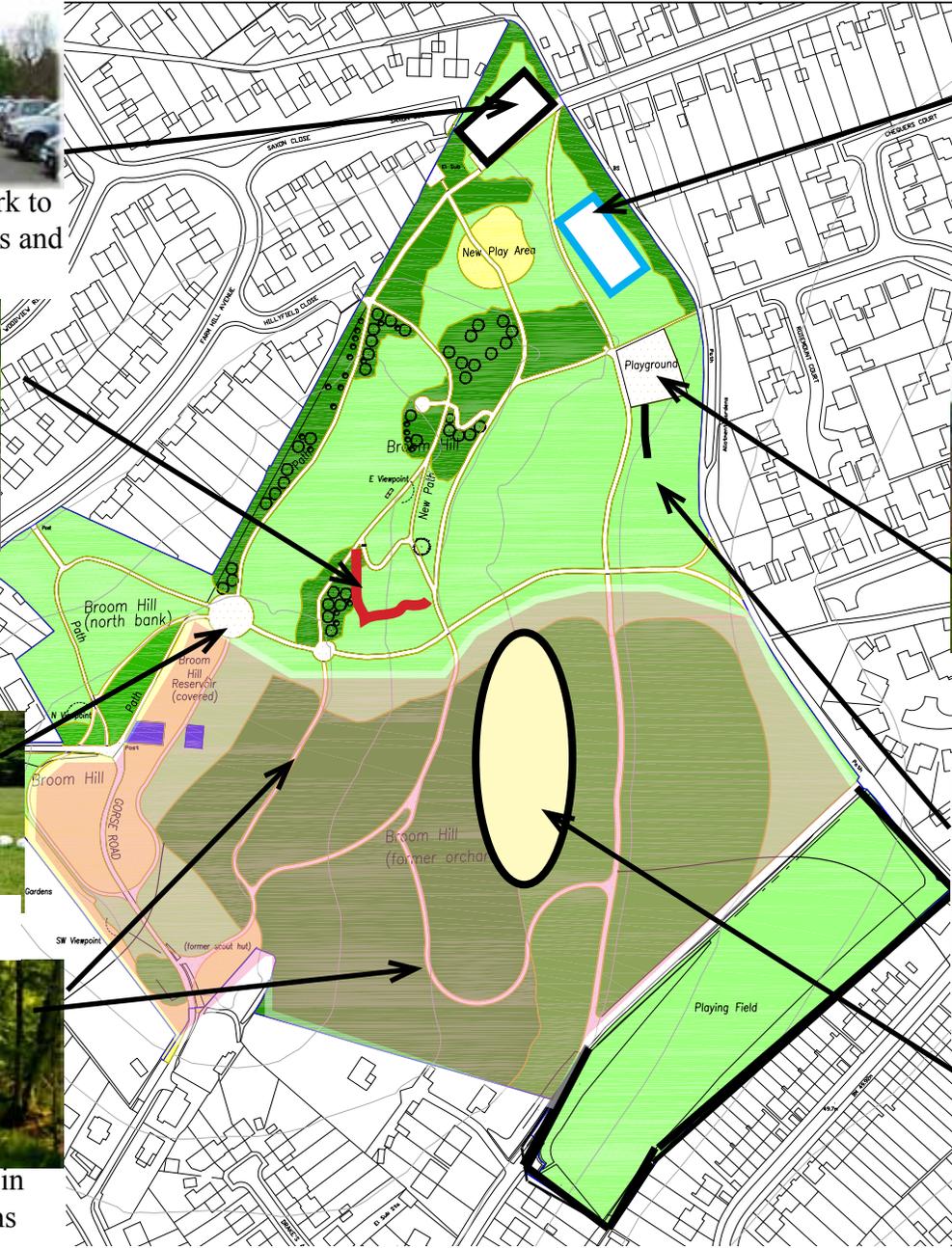
Ramped paths for improved access to top of park and 'view points'



Human sun clock



New woodland paths in orchard for pedestrians and bikes



New Cafe/Community facility



Refurbished children's play area with natural play features



Sports wall



BMX track

5. Timescale and Finance.

Based on the proposed vision in section 4 of this document the following table sets out the new proposals for the next 10 years and their projected costs.

AIM	INTERVENTION	APPROXIMATE COST	TIMESCALE AND POSSIBLE FUNDING STREAMS	PROGRESS UPDATE
Recreation	Improved Infant play area	£60,000	SITA grant bid – June 2013	
	Install new sports wall	£15,000	S106 - October 2013	
	Install new picnic benches	£5,000	Green Flag Budget – March 2014	
	Human Sun Dial	£10,000	Awards for All	
Access	Refurbish all paths and install new ramped path to top tier	£50,000	S106 – October 2013	
	Improve disabled access where appropriate	£10,000	S106 – October 2013	
	Extend parking area	£30,000	S106 – October 2013	
	Install gate way entrance feature at main car park entrance	£10,000		
Habitat Management	Create new flowering meadow area along flat area to east of lower park	£3,000	Green Flag Budget – February 2014	
Orchard	Purchase orchard land	£80,000	Unknown – 2013 – 2023	
	Build new cafe/community facility	£600,000	Unknown - 2013 - 2023	
	Clear trees and Install new paths throughout orchard and signage	£120,000	Unknown – 2013 – 2023	
	Creation of BMX track	£150,000	Unknown – 2013 - 2023	

6. Roles and Responsibilities

In order for the vision to be achieved it is important to set out the roles and responsibilities of the stakeholders for Broomhill Park

Greenspaces, Medway Council – Land-owner of Broomhill Park, Council Officers involved with Broomhill Park are:

Greenspace Development Officer - carries out improvement schemes and seeks grant funding. Oversees the Greenflag Award process.

Greenspace Partnership Officer – supports the Friends of Broomhill

Greenspace Operations – oversees the grounds maintenance of the Park

Community Safety Officer - works in partnership with residents, the local Police and PCSO to ensure safety of the Park and reduce anti-social behaviour and vandalism

Ranger Services Team – oversees the day to day issues that might arise on site

Friends of Broomhill – A formally constituted group that carry out events, surveys, task days, apply for grants and act as a consultee for the future of the Park in liaison with Greenspaces at Medway Council

Resident Communities of Strood North - these are the customers for whom the management and improvement of the Park take place

Strood North

Ward Councillors - Jane Chitty (CON)
Jane Etheridge (CON)
Stephen Hubbard (LAB)

Schools - Gordon School Federation - **Strood Academy** - **All Faiths Children's Community School** - **English Martyrs RC Primary School** - **Abbey Courty Community School** - Temple Mill Primary School - Jack and Jills Play Group