

## PARKS & ALLOTMENTS: GAINING PUBLIC INVOLVEMENT

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### Copeland Borough Council

- Background
  - Located in West Cumbria
  - Administration Centre – Whitehaven
  - Historic industry – Coal & Iron Mining
  - Major industry - Nuclear “Sellafield”
  - Two thirds of the borough located in the National Park
  - Claim to fame
    - England's Tallest Mountain and Deepest Lake
    - The World Gurning Championship
    - The Worlds Biggest Liar Competition

### Investment in Allotments and Promoting the Use

Gaining Public Involvement

### Investment in Allotments and Promoting the Use

- Allotment Provision :-
  - All councils in England & Wales (with the exception of Inner London) have to, by law, provide allotments.
  - Any group of adults over the age of 18 and registered on the electoral role can group together to request the council to provide.
    - *National Society of Allotment and Leisure Gardeners*

### Investment in Allotments and Promoting the Use

- Provision
  - Copeland BC manage 4 Sites – 100% let & up to 12 month waiting list
  - Town & Parish Councils - 12 sites – average 98% let & up to 12 month waiting list
- Gaining in popularity
  - Media
  - High Food Prices
  - Healthy Lifestyle

### Investment in Allotments and Promoting the Use

- Meeting Demand
  - Investment in a New Site - Minimum of 100 plots
- Associations
  - Enabling
  - Empowerment
  - Self – Management
  - Community Investment
- Financial Sources
  - Big Lottery Changing Spaces Programme £100 Million for projects to help communities grow and source local produce.
    - The Royal Society of Wildlife Trust
      - £2,000 to £500,000 - remains open to 2014
    - Groundwork UK via Community Spaces
      - £10,000 to £49,999

## Investment in Allotments and Promoting the Use

- National Allotment Week
  - 11<sup>th</sup> to 17<sup>th</sup> August organised by:
    - National Allotment Gardens Trust
    - National Society of Allotment and Leisure Gardeners
  - A week to promote the awareness and availability of allotments both locally and nationally and to show the public and the local authorities the strength of support and interest for the heritage of allotment culture

## Parks as a Community Facility

### Gaining Public Involvement

## Parks as a Community Facility

- Green Space Hierarchy
  - Parks Characteristics
  - Green Space Strategy
  - Financial Alignment
  - Management Plans
- Green space design, management and provision
  - Free at the Point of Entry
  - Social Inclusion and Accessibility
  - Maintenance Standards
    - National Green Flag Criteria
    - Best Practice
  - Range and suitability of Provision

## Parks as a Community Facility

- Meeting the needs of the whole community
  - Understanding the cultural and social needs
  - Community Perceptions
- Parks for People:
  - Enabling people to visit parks
  - Experience that people can have and enjoy
  - Bring about a positive change in people lives
  - Quality of Life – Adding Value
    - Regular customer satisfaction surveys
    - Methods of consultation with both users & non users

## Involving Different Groups in Park Use

### Gaining Public Involvement

## Involving Different Groups in Park Use

- Making Connections:
  - Effective Communication
  - Networks
- Partnership working:
  - Agencies – Police, PCT, Town & Parish Councils, Housing Associations etc
  - Education – Schools, Colleges, Universities
  - Skills & Employment - Back to Work (BCTV), West House
  - Community Payback – Prisons, Probation Services
  - Private Sector
- Involving the community:
  - Demographics
  - Motivating
  - Friends Groups

## Involving Different Groups in Park Use

- **Barriers:**
  - Organisational barriers
    - Negative Attitudes, Staff Culture, Range of Facilities, etc
  - Physical barriers
    - Disability Discrimination Act - Audit
  - Sensory barriers
    - Visual and welcoming place
  - Intellectual barriers
    - What is actually in the park, and how is it targeted
  - Social and cultural barriers
    - Language, Signage, Travel, Facility Costs, etc
  - Financial Barriers
    - Capital, Revenue, Income, Grants etc

## Questions

Thank You for Listening.