

Clifton Park

The People's Choice

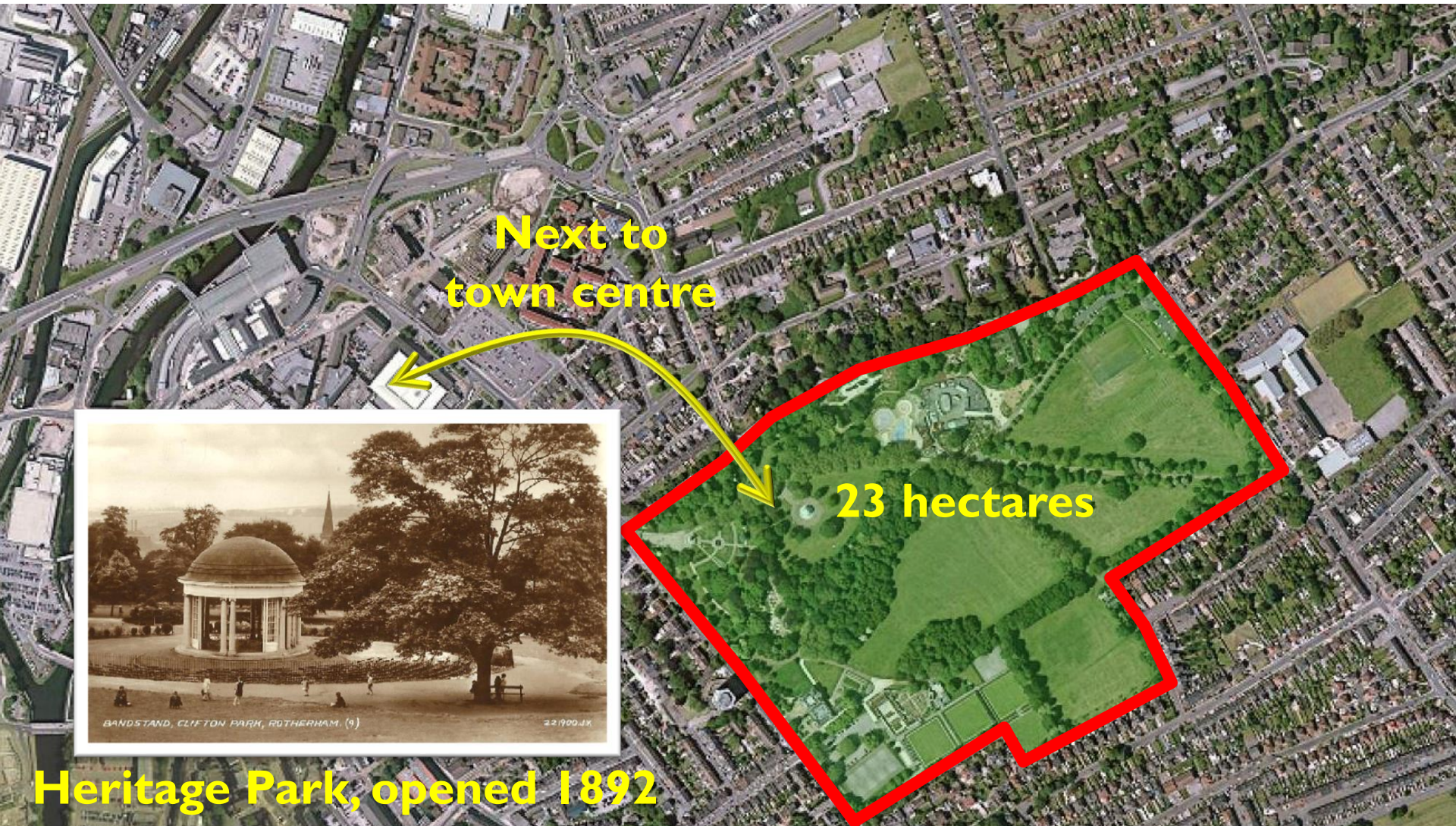


Park and Horticultural Services Advisory Group
22 November 2016



Phil Gill - Leisure and Green Spaces Manager
Andy Lee – Urban Green Spaces Manager

What is it?



Next to
town centre

23 hectares

Heritage Park, opened 1892

Rotherham's Premier Town Park



How have we got here?



**People's Choice Award
2016**

How have we got here?



Vision

- Inspired by what people told us
- Clifton Park will be:
 - a welcoming park, well used and well loved by all, recognised and valued for its heritage
 - a popular setting for events for all ages with facilities that appeal to a wide audience
 - a quality landscape setting to complement the role and status of Clifton House as a focal feature
 - the Premier Urban Park for Rotherham that reinforces a sense of community pride and is integral to the successful regeneration of the town centre
 - The Green Heart of Rotherham

Investment and transformation



- £7.5 million between 2008 and 2011
- Restored historic gardens and structures
- New community building and garden
- Modern, attractive visitor facilities
- Improved accessibility
- Improved safety and security
- Improved management and maintenance

Before and after



Improved management & maintenance

- Brought together into one department
- Accountable manager responsible for park
- Ranger team
- Horticultural officer
- Dedicated gardening team
- Management and maintenance plan
- Closer working with Museum
- Commercial manager

Customer and community engagement

- Friends of Clifton Park
- Volunteers
- Community Events



Customer and community engagement

- Customer surveys

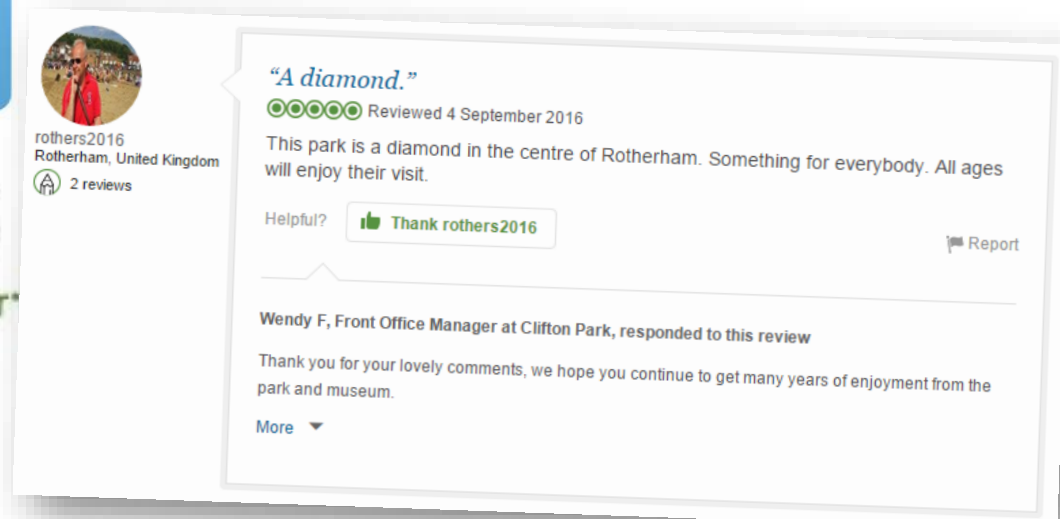
- Facebook



- Twitter



- Trip Advisor



Financial Resilience

- Key principles
 - Increase income to help maintain service quality
 - Seek genuine efficiency savings
 - Free/low cost attractions drive foot-fall
 - Increase demand for car parking, catering etc
 - Mix of in-house operation and commercial partners
 - Flexibility and responsiveness
- Challenge
 - Some council systems not adapting quickly enough

Commercial activity



Brand and Marketing



CLIFTON PARK
AND MUSEUM

[Park](#)[Events](#)[Museum](#)[Visit](#)[Hire](#)[Learn](#)

Park wins award

Clifton Park is the Green Flag
People's Choice Winner 2016



Clifton Park
Peoples Choice Awards 2016
Winner



Visit

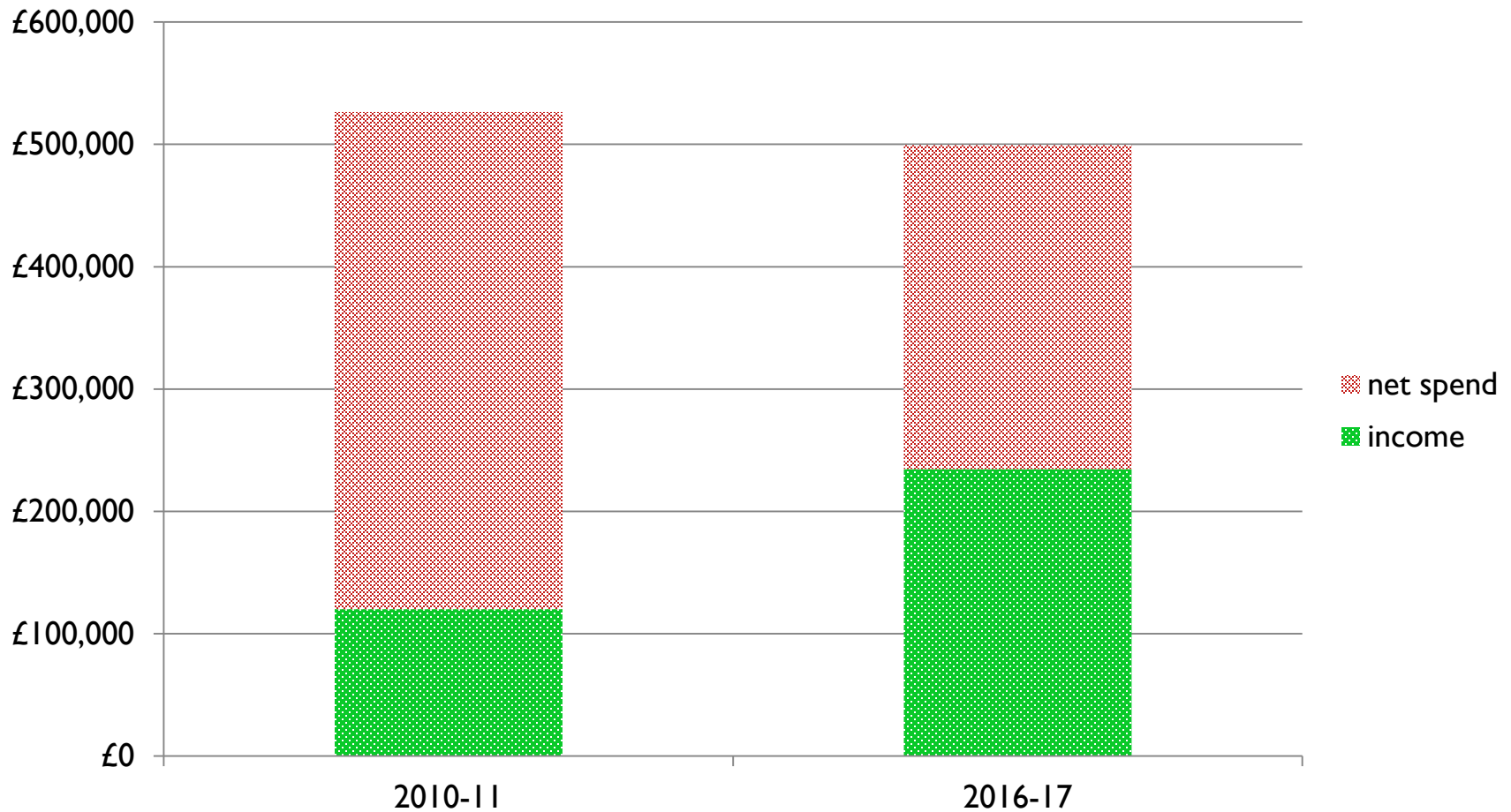


Explore the Museum

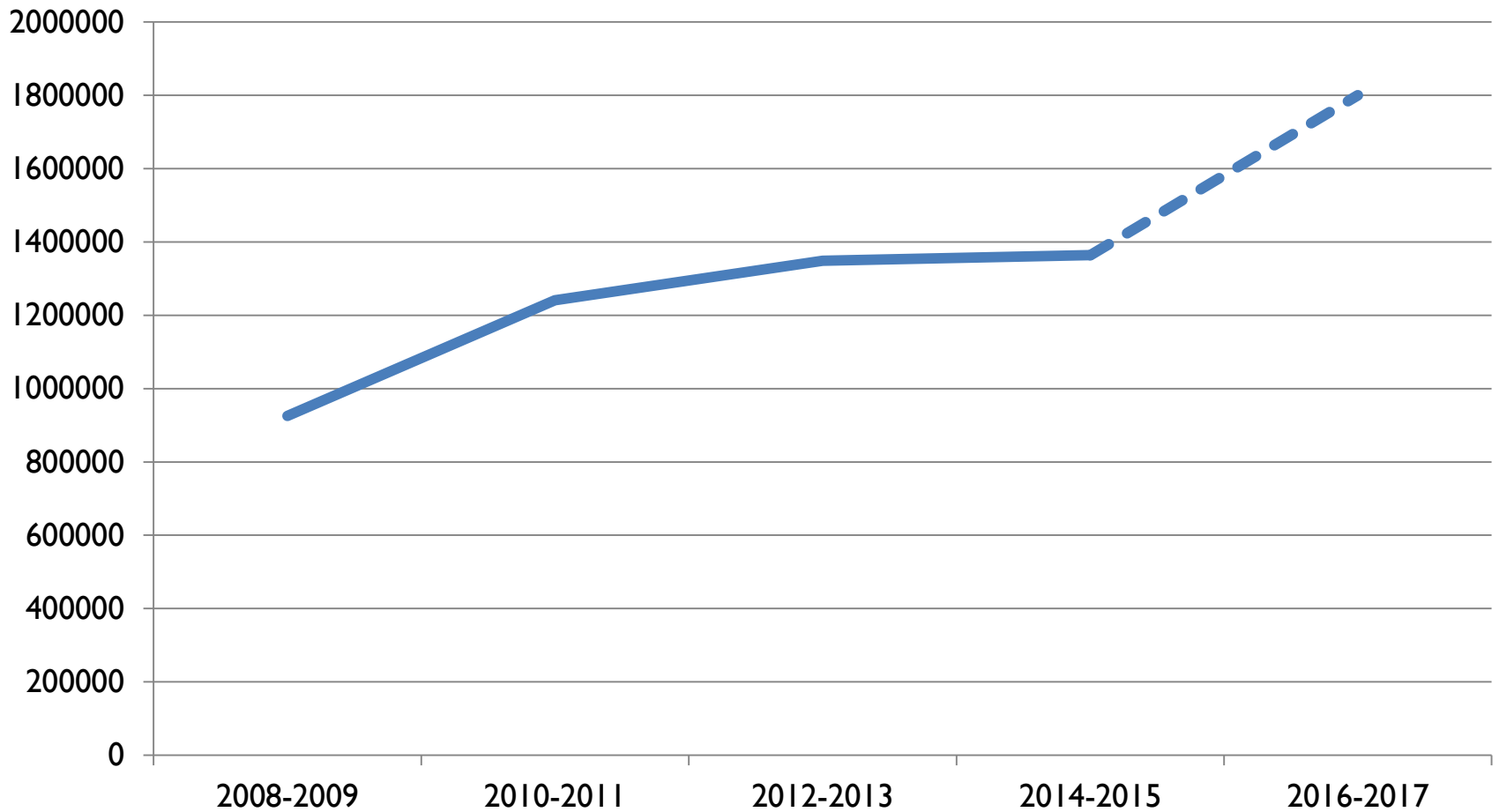


Events

Improved business performance



Increased visitor numbers



The future...

- Further reductions in net spend
- New Culture, Sport and Tourism service
- Focus on our contribution to corporate priorities
- Renewed drive to win external funding
- The unknown!

Questions?

