



HOLYWELLS PARK, IPSWICH

ACTIVITY PLAN

2013 - 2023



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Executive Summary

This Activity Plan has been developed following extensive consultation with the Holywells Park users, visitors and local community. The results from these consultations have led to a detailed Action Plan which will be implemented to ensure that all of the events and activities included therein deliver the benefits associated with learning, participation and conservation. Further, the Activity Plan will be driven by Ipswich Borough Council's Parks and Open Spaces Vision:

'To safeguard, protect and enhance biodiversity and the environment and improve everyone's quality of life by working in partnership with others to ensure that our parks and open spaces are well designed, well managed, safe and freely accessible, encouraging use and benefiting the whole community.'

The key outcomes of the Plan will be to:

- Increase the range of audiences at Holywells Park.
- Conserving and enhancing the heritage of Holywells Park.
- Increasing the range of volunteers at Holywells Park.
- Improving skills through knowledge and training at Holywells Park.
- Improve the management and maintenance of Holywells Park.

Other objectives set by the Council will be to:

- Enhance existing park users' experience of Holywells Park.
- Bring together people and communities from different race, ages, abilities and gender.
- Increase the range of events at Holywells Park.
- Improve the health and wellbeing opportunities within Holywells Park.
- Develop the park as an educational resource.

Section 9, Action Plan of this document lists in detail the various events and activities that will take place to achieve the above outcomes and objectives. The following are the main priorities that will be pursued upon award of the Round Two grant.

The priorities for the first year will be for the Community Engagement and Volunteering Officer to deliver a strong volunteer force, building on the Friends of Holywells Park and Greenway Community Project commitment to the park, to assist in the delivery of the capital works packages; organise a series of pilot events for the

community (Family Fun Days) and minority ethnic groups (the Indian and Bangladeshi communities); carry out outreach work with a number of local learning institutions , including co-ordination with Colchester and Ipswich Museum, that will enable a programme of activities to be developed for the first year of opening of the Stable Block, Orangery and other park facilities; research and design of the interpretation material in the park including the use of QR codes (Quick Response Codes); develop the Sense of Place activity; and develop the various Health and Well Being packages.

In year two the main priorities will be to ensure production of the interpretation material ready for the opening of the facilities; the finalisation of the learning packages; and installation of the health and Well Being work packages. A number of events will be organised away from the main areas of disruption caused by the restoration works.

Year three will bring the opening of the park which will involve many promotional events and activities to attract the various audiences targeted in this Activity Plan.

All of these activities will be monitored and evaluated on an annual basis through observations surveys, questionnaires and feedback forms and all necessary improvements will be incorporated into the future planning of events and activities in the park.

The costs for the various events and activities are summarised in Section 8 Budget and listed to the appropriate level of detail in Section 9 Action Plan. These costs have been set at a level that will deliver value for money for the Council and the Heritage Lottery Fund, with continuing reviews being undertaken to ensure this continues throughout the project.

1 Introduction

1.1 Organisation

Holywells Park is owned and run by the local authority, Ipswich Borough Council (IBC). The Council is responsible for the full range of district council responsibilities, and in addition hosts a shared Revenue and Benefits service on behalf of three districts, as well as currently a highways agency let by Suffolk County Council.

Within the Community and Cultural Services Division, the council is responsible for recreational facilities and activities including:

- Arts and Entertainments (including the Regent Theatre and Galleries)
- Sports and Leisure
- Colchester and Ipswich Museums
- Waste Operations
- Parks and Open Spaces

There is 268.17 fulltime equivalent staff that provides a full range of services throughout the service area.

Parks and Open Spaces are headed up by the Operations Manager. He is supported by two Assistant Operations Managers; one focusing on Parks and Landscapes and the other on Arboriculture and Countryside.

Each of the Council's three Flagship Heritage Parks (Holywells, Chantry and Christchurch) is managed by a dedicated Parks Manager / Area Supervisor. Each Park Manager is supported by a dedicated team operating from a variety of satellite depots to deliver the following services:

- Grounds Maintenance
- Cemeteries
- Park Patrol
- Landscape Development
- Play Areas
- Allotments
- Tree Management
- Tree Inspection
- Wildlife Rangers
- Greenways Project

The Parks and Open Spaces department is committed to having one apprentice in each flagship park, including Holywells Park, as identified in the Parks and Open Spaces vision.

Please see Appendix A – Parks and Open Spaces Structure Chart for the Council structure for the Culture and Leisure Services Division.

Volunteers from a variety of organisations, including friends groups, charities as well as individuals are involved across a wide range of functions from maintaining parks and open spaces to running events, activities, surveys and promotional work. Holywells Park has had an active Friends Group since 2002 holding events and carrying out practical conservation tasks within the park.

Holywells Park has been successful in being awarded a Green Flag since 2011. The park will be re-entered for a Green Flag Award for 2013 as a commitment to this scheme is seen as pivotal in delivering quality in green space management. Securing and retaining the Green Flag Award for this park and other major open spaces in the town is a key part of the strategic direction for the service and a method of demonstrating to our customers and service users how we achieve standards of excellence.

The vision of Ipswich Borough Council Parks and Open Spaces is:

‘To safeguard and enhance the environment and improve everyone’s quality of life by working in partnership with others to ensure that our parks and open spaces are well designed, well managed, safe and freely accessible, encouraging use and benefiting the whole community’.

Ipswich Borough Council produced an **‘Open Space & Biodiversity Policy / Strategy 2013-2023’** to achieve the following:

- Ensure the provision and management of public open space meets customer needs, now and over the next 10 years.
- Ensure the natural environment, trees and wildlife is afforded appropriate protection.
- Ensure the Council operates within the law and where possible adheres to best practice.
- To raise awareness of the benefits and value of good quality, accessible, biodiversity rich public open space.
- Identify priorities for future investment and thus ensure best use of available resources.
- Provide appropriate guidance through the planning process to ensure new public open space is appropriately located, of a high quality and meets local needs.
- Plan for and mitigate the effects of climate change.
- Improve the quality of the public realm, natural environment and local heritage.
- Build social cohesion and encourage healthy lifestyles through a well-planned and managed ‘green space’ infrastructure.
- Create a delivery plan for green infrastructure provision,
- Ensure any cross boundary provision is properly coordinated and managed and
- Ensure heritage parks and heritage features within our parks are afforded appropriate protection.

1.2 Purpose of the Plan

The Activity Plan has been developed as part of the development work to support a Heritage Lottery Fund Round Two – Parks for People application for the regeneration of Holywells Park in Ipswich.

The purpose of the Activity Plan is to justify and detail the provision of educational packages and interpretations facilities, together with numerous activities which were anticipated in Round One and have been further developed during Round Two. These will all contribute to achieving the following aims:

- Increase the range of audiences to the park.
- Conserve and enhancing the heritage value of the park.
- Increase the range of volunteers.
- Improve the management and maintenance of the park.
- Enhance existing park users' experience of the park.
- Bring together a variety of communities from different ethnicities.
- Increase the range of events at the park.
- Improve the health and wellbeing opportunities within the park.
- Develop the park as an educational resource.

The document has been written in such a way as to satisfy the HLF (Heritage Lottery Fund) requirements but also to provide the Community Engagement and Volunteer Officer with guidance on the rationale behind the Action Plan, the baseline position against which achievements will need to be measured, budgets and annual work programmes.

1.3 Structure of the Plan

The Activity Plan is divided into the following sections:

Introduction

Outlines the need, purpose and structure of the Activity Plan.

The Park

Describes Holywells Park as it currently is.

Our Organisation

Explains the current situation of how the park is run and the commitment of involving people in the project.

Audiences

Details information about the catchment area, visitor profiles, existing barriers for people using the park and the value of the park to people.

Activities

Describes the current and proposed future activities for the park.

Strategy for Involving People

Details how we aim to target and involve (existing and new) visitors to the park.

Monitoring and Evaluation

This section explains how the actions will be measured and evaluated.

Budget

A summary table of the proposals with costings for each aim.

Action Plan

Details the proposed activities to the park to include the audiences, benefits, costs etc.

1.4 Evidence Base

We have carried out several surveys and spoken to various people to gather evidence relating to the park including how many visitors currently use the park, the activities they do and what they would like in the park in the future.

These involved the following:

Visitor Observation Surveys	22 hours completed, 2176 people recorded
Park Questionnaire	408 completed
Friends Meetings and Activities	10 sessions
Stakeholder Forums	4 meetings with 120 attendees
One to one meetings with stakeholders	Consulted widely
Facebook and Twitter Feeds	20 feeds
Maritime Ipswich Event	45,000 attendees
Multicultural Festival	5,000 attendees
University Event	500 attendees
Disabled Access Group (DAB)	5 members
Teachers Advisory Panel (TAP)	4 members
Suffolk County Council and Ipswich Borough Council Councillors	24
Local Schools, Colleges and University	13
Youth Groups	3
BAME Groups	9
Over 60s Groups	3
Heritage Groups	12
Wildlife and Environment Groups	8
Art and Performance Companies	8
Local Health and Wellbeing Organisations	10
Ipswich Borough Council Internal Departments	Various
Current Park Users	Various
Numerous consultations with individual organisations	See stakeholder list
Hylands Park Visit	One visit
East Anglian Museum Visit	One visit
Learning outcomes from Christchurch Park HLF process	Discussions with Christchurch Park Manager

2 Holywells Park

Holywells Park, now municipal with terraced walled gardens and a landscape which was developed over the 18th, 19th and 20th centuries, was once the grounds of Holywells Mansion, home to the Cobbold family. Its 28 hectares are roughly triangular in shape with a woodland-fringed, bowl shaped valley. Highly naturalistic in composition, the park has a natural spring fed pond system, and contains a diverse range of wildlife habitat, including unimproved grassland, an orchard, dell, and remnant heathland vegetation. The park has its own unique appeal which is very much community based. It offers recreational facilities (e.g. bowling, children's play area) and is also used for informal games (e.g. football and cricket), but the main focus is on the passive enjoyment of the park's scenery and biodiversity, particularly its complex network of ponds, open spaces and woodland.

The park, whose main entrances are to the south, north and northwest, includes two Grade II listed buildings, namely the Stable Block and the Orangery.

The park lies one mile south-east of Ipswich town, close to the Ipswich Waterfront regeneration area and very near to the University Campus Suffolk and Suffolk New College. To the south are the 1930's housing areas of Gainsborough, Priory Heath and Greenwich, parts of which suffer from high deprivation. To the North are Alexandra and California.

2.1 History

Holywells Park has a history stretching back as far as the Norman period when it is thought that the land was bestowed on the clergy by William the Conqueror. The earliest records show that the area of Holywells formed part of the manor of Wykes Bishop, which was held from the crown by the bishopric of Norwich in the 13th Century and was passed down until the manor was surrendered to the crown in 1535.

Subsequently the land passed through a succession of owners including Jermy, Hewitt, Barnardiston and the Cobbold families. The Cobbold family purchased their first piece of land in the Holywells area in 1749 and gradually acquired further parcels of land throughout the years.

The land remained in the Cobbold family until 1929 during which time it was transformed from mainly farming land into parkland with a family residence and landscape gardens. The site has strong links to the local brewing industry, as the spring-fed waterways that run throughout the park have historically supplied the Tolly Cobbold Brewery for their brewing purposes.

Taylor's Index Monasticus provides evidence that the wells were a minor holy place or scene of pilgrimage in the Middle Ages. They formed an important part of the town's water supply as early as the 12th Century, and supplied water to the Cobbold Brewery, one of the oldest beer makers in England, from the 1720's.

Thomas Gainsborough's famous painting 'Holywells Park, Ipswich' (1748-50), is the only contemporary account of the ponds in the park that were used to supply water for Thomas Cobbold's brewing enterprise.

In 1962 the Cobbold Mansion was demolished due to an infestation of wood rot, leaving just the stable block and conservatory, (which is now referred to as an orangery.) The site was gifted to the Borough in 1935 and they are committed to making a series of improvements that are both sympathetic to the history of the site and provide the community with facilities that they have identified during consultation.

Prior to becoming a public park in 1936, Holywells had a tradition of public access that extended back to the middle years of the 18th Century, when the Cobbold family allowed the citizens of Ipswich to partake of its attractive open space during important civic events. The park is an important record of Suffolk's natural heritage, '*a living museum*' in the words of the East Anglian Daily Times that provides the home for a wide variety of plant and animal life.

2.2 Heritage

The park has two Grade II listed buildings, the Stable Block and Orangery, which are the only surviving parts of the Holywells House. The Stable Block was built c1870 and notable for its 5-storey square clock tower with white brick rusticated quoins. The Orangery is an elegant brick and glass structure built in the mid to late 19th century. Within the Round 2 stage of the Holywells Park HLF bid, in partnership with Suffolk County Council Archaeological Department and FOHP, the Ice House, part of the original Cobbold estate has been re-discovered.

Within Ipswich, Holywells has one of only three remaining stable blocks linked to large houses and estates. Moreover, Holywells is the only stable block to have retained its internal fixtures.

Other defining features of the park include, the spring fed water bodies that gave the site its name, 'Holy Wells', have allowed the park to make noteworthy contributions to the historical development of Ipswich from medieval times.

The park retains many of the principal elements of its historic layout, including the moated site of the Bishop's Wyke, the line of ponds and canal that adorn the parkland core, its enclosure of woodland and carriage drive.

2.3 Conservation

Holywells Park was designated a Conservation Area in 2003 which produced a Conservation Area Appraisal and Management Plan (see Conservation Management Plan). The Plan gives environmental issues a high priority and sets out among its specific objectives for the Built and Natural Environment. These include:

- To protect and enhance listed buildings and their settings and the designated conservation areas.
- To achieve high quality and sustainable new development.
- To bring about environmental improvements through development opportunities.
- To prevent loss of open space with natural amenity value by guiding development toward appropriate locations.

The park is also recognised for its biodiversity and geomorphology through its County Wildlife Site (CWS) in 1991, and Regionally Important Geo-diversity Site (RIGS) in 2009, designations. In 2013 the park is to be designated as a Local Nature Reserve (LNR).

A number of notable and Biodiversity Action Plan species are found at the park. These are as follows:

Birds	Lapwing, Song Thrush, Bullfinch, Dunnock, Spotted Flycatcher, Lesser Redpoll, Herring Gull, House Sparrow, Starling and Nightingale
Mammals	Hedgehog, Noctule, Common and Soprano Pipistrelle Bats and Water Vole
Inverts	Tree Bee (<i>Bombus hypnorum</i>) 1 st record for Suffolk Sept 2010, White Letter Hairstreak, Solitary Bee (<i>Lasioglossum sexnotatum</i>) RDB1, <i>Cerceris quinquefasciata</i> RDB3 wasp
Reptiles	Grass Snake, Common Lizard and Slow Worm.

2.4 Park Values

The provision and good management of Holywells Park is not just about cutting grass, clearing leaves and controlling weeds. Holywells Park underpins many of the town's positive assets – an attractive environment an exciting and vibrant events programme, an alternative 'green' non-vehicular area, accessible local heritage, wildlife and culture, and opportunities for sport. The main benefits derived from good quality open space are:

- Social value
- Environmental value
- Economic value

Free at the point of access and within easy reach of some of Suffolk's most disadvantaged communities the park represents an important recreational resource. It offers opportunities for people to:

- Meet and socialise helping to foster social cohesion.
- Exercise in order to stay healthy.
- Relax close to nature aiding mental wellbeing.
- Enjoy and learn about local heritage.

The well-equipped play area is popular with young children and parents, and attracts visitors from across Ipswich and beyond. This is evident from the Visitor Observation Surveys which will be discussed later in the plan. A restored park with improved access would make a key contribution to the regeneration of Ipswich Waterfront and its developing leisure and educational facilities; this is fast becoming a tourist destination.

The importance of Holywells Park in terms of environmental impact is recognised by the Haven Gateway Green Infra-structure Study 2008, which proposes a strategic access link through the creation of a green corridor from Ipswich's Waterfront to Orwell Country Park, via Holywells and Landseer Parks.

The National Cycle Route 51 passes along the main carriage drive through the park providing a safe 'green' route.

In the Index of Multiple Deprivation 2010 (IMD 2010), published by the Office of the Deputy Prime Minister, Ipswich remains the most deprived Local Authority in Suffolk being ranked 87th out of 326 authorities in England.

One Ipswich Profiling Report in 2008 showed 3 of the 4 wards surrounding Holywells to be in the worst 10% in Ipswich.

3 Our Organisation

There are many organisations involved in putting the Holywells Park, Parks for People lottery bid together. Ipswich Borough Council are the clients who are submitting the bid. The Council commission the works and operations at the park and are responsible for its management and maintenance. The Friends of Holywells Park is a volunteer group established in 2001. Their aim is to increase local knowledge, understanding and enjoyment of the park. The Friends organise and manage events and assist with maintenance in the park and support the bid. There are numerous stakeholders with an interest in the park that have been in consultation with the project. They have direct or indirect involvement with Holywells Park.

3.1 Park Management

Holywells Park is managed by Ipswich Borough Council's Parks & Open Spaces service within the Cultural & Leisure Services Division.

Following the launch of a new Parks & Open Spaces Vision in 2010 a post was created with specific responsibilities for managing Holywells Park. This new management structure allows a clear focus on management and maintenance issues and has been instrumental in achieving a Green Flag in 2011.

In summary, the Green Flag Judges commented to the effect:

'The Park is well-managed and cared for by well-motivated staff with good involvement from FoHP; the site would benefit from having buildings refurbished, if HLF funding approved; the borough could do more marketing for the Park as it seems dependent upon the friends for most of it; some graffiti noted on trees and Stable Block exterior brickwork; all entrances appear to lack a sign outside the Park that tells visitors that they are at Holywells Park; there is a high level of interest and commitment to see the Park thrive from local politicians, stakeholders, FoHP and local visitors alike.'

The Park Manager serves as the main point of contact for all public enquiries, liaison between the Council, FoHP and other key organisation. FoHP are very active in helping to maintain, improve and promote the park. Further opportunities exist to build upon the success of FoHP in encouraging volunteer involvement.

The fabric of the Grade II listed Stable Block is deteriorating as highlighted by the detailed 'Condition Survey' carried out in 2010. Much of the timber panelling in the stables is in a state of decay, windows are in need of repair and the uneven courtyard surface poses a significant access issue for those with disabilities.

Lack of signage and ornamentation at key entrance points means that there is no sense of arrival at Holywells Park and as a result we believe the park to a degree is under used by local communities and the wider audiences.

The formal layout of the walled garden area and presence of the Orangery and Stable Block Clock Tower recalls some of the splendour of Holywells House and its gardens, but lacks the standard of maintenance, scale of planting and degree of architectural ornamentation associated with this period. The garden vocabulary of balustrading, urns, steps, ornamental paving and appropriate planting is missing. The focal point of the area should be the Orangery, which is currently empty, being in a poor state of repair (broken windows, peeling paint, cracked and rotting window sashes.) To limit further deterioration and vandalism it has been protected with metal sheeting which, visually, is intrusive on the park's landscape and unattractive.

The deterioration of the pond network has caused a marked decline in the visual quality and wildlife value of the park. The artificially high population of mallard ducks and Canadian geese due to over feeding, the silting up of the water bodies, sycamore, holly and alder scrub infestation, and litter problems have also negatively impacted on the network. There are many areas of waterlogged ground, particularly around the terrace and ponds and between pond three and the play area.

Feedback from the questionnaire survey that ran from August to the end of October showed the public thoughts on the current toilet provisions to be very poor and in need of improving and increasing the number of toilets available within the park. The play area deemed to be the preferred location for a new toilet block due to the accessibility for families.

'The toilets are disgusting and need more'

Questionnaire response Q7.32

'Toilets being nearer to play area. Quite away to run when child desperate'

Questionnaire response Q10.15

At present there is no structured marketing strategy for Holywells Park, which results in a lack of understanding and awareness about the park.

In the current time of financial constraint, the only hope for the timely restoration of this attraction is through HLF support.

3.2 Friends of Holywells Park (FoHP)

Holywells Park has a very active Friends Group, which takes a keen interest in the park. FoHP has a membership of 40 families and 20 individuals.

FoHP has a Committee Board made up of 12 members and an officer from Ipswich Borough Council. The officer that attends the Committee Board is the manager for the park. Any FoHP member can attend the Committee Board meetings. Also throughout delivery of the HLF project, the Project Team will continue to attend the FoHP Committee Meetings.

The committee board met up every six weeks to discuss and consider important issues relating to the future direction, development and maintenance of the park. FoHP are fully involved in the consultation and preparation of the updated 10 year Management and Maintenance Plan.

The Chair of FoHP attends HLF Project Board Meetings where all aspects of the HLF proposals are discussed and approved. The Chair also has direct contact with the Park Manager to discuss any issues that may arise.

FoHP also attract many audiences into the park with their activities and events. They organise and manage six events a year in the park which attract over a 1,000 customers into the park. They have also an established practical work party that meets every Wednesday morning to carry out management and maintenance of the park. FoHP also maintain their notice boards within the park setting, raise funds for improvements to the park and publish a quarterly newsletter 'Park Bench' each year.

3.3 Stakeholders

Orwell Mencap Genesis currently lease parts of the Stable Block for the delivery of the Green Bike Project. Holywells Bowls Club also has an agreement to lease the bowls green & pavilion.

Throughout the development stage of the project links have been established with new stakeholders including heritage groups, environmental groups, community groups, BAME groups, over 45 groups, access groups, fitness groups, general practitioners, educational learners and local residents and businesses.

These are as follows:

<ul style="list-style-type: none"> • Alzheimer's Society • Arthritis Care • Anglo Chinese Cultural Exchange • ASDA • Balkan Cultural Centre • Bangladeshi Support Centre • Boundary Farm, Saxtead (bee keeping) • British Military Fitness • British Trust for Ornithology • Brook Players (amdram) • Caribbean and African Community group • Chinese Family Welfare Association • Cliff Lane Primary School • Clifford Road Primary School • Club 4 Teenz youth group • Cobbold Family Trust • Community Service Volunteers Media • Disability Advice Bureau • Dance East • Debenham Players (amdram) • Eastern Angles Theatre Company • Friends of Holywells Park • Friends of Ipswich Museum • Orwell Mencap Genesis • Greenways Countryside Project 	<ul style="list-style-type: none"> • Ipswich Wildlife Group • Ipswich Operatic and Dramatic Society • Ipswich and Suffolk Indian Association • Kesgrave High School • Landseer Players • Live Well Suffolk • Magic Rain Theatre • Mid Anglian Bat Group • Morland Road Primary School • Museum of East Anglian Life • Murray Road Primary School • Orwell Astronomical Society • Papworth Trust • Pipers Vale Community Primary School • Ravenswood Community Primary School • Red Rose Chain Theatre Group • Rotary Club of Ipswich Orwell • Royal Society for the Protection of Birds • St Helens Primary School • Suffolk County Council Archaeology Department • Suffolk Horse Society
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<ul style="list-style-type: none"> • Green Light Trust • Geosuffolk • Ground Work East of England • Gujarati Community • Holme Oak Court residential home • Ipswich Academy secondary school • Ipswich Access Group • Ipswich and Colchester Museum Service • Ipswich and District Council for Volunteering • Ipswich Borough Council • Ipswich Building and Preservation Trust • Ipswich Community Radio 	<ul style="list-style-type: none"> • Suffolk New College • Suffolk Mind • Suffolk Ornithological Group • Suffolk Wildlife Trust • Tesco • The Ipswich Polish Club • The New Wolsey Theatre • Top Timers over 60s club • Town and Bridge Project • University Campus Suffolk • Volunteer Ipswich • Waterfront Community Centre • Wood Hall Group • Zimbabwe Women's Resource Centre
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The project will be working in partnership with University Campus Suffolk, Suffolk New College and Kesgrave High School in attaining outcomes described in the Activities Plan Action Plan (Appendix F).

The project will also be working in partnership with Colchester and Ipswich Museum Service. This partnership will focus on heritage events, exhibitions and artefacts and archiving. Colchester and Ipswich Museum have obtained a HLF grant under the 'Skills for the Future' Scheme. Resources included as part of the grant award will be used to assist the Holywells Park Project. The two project will also link up to support each other's events and activities programmes e.g. Asian festivals at the park will link up with exhibition/displays at the Museum and vice-versa.

4 Audiences

4.1 Catchment Area

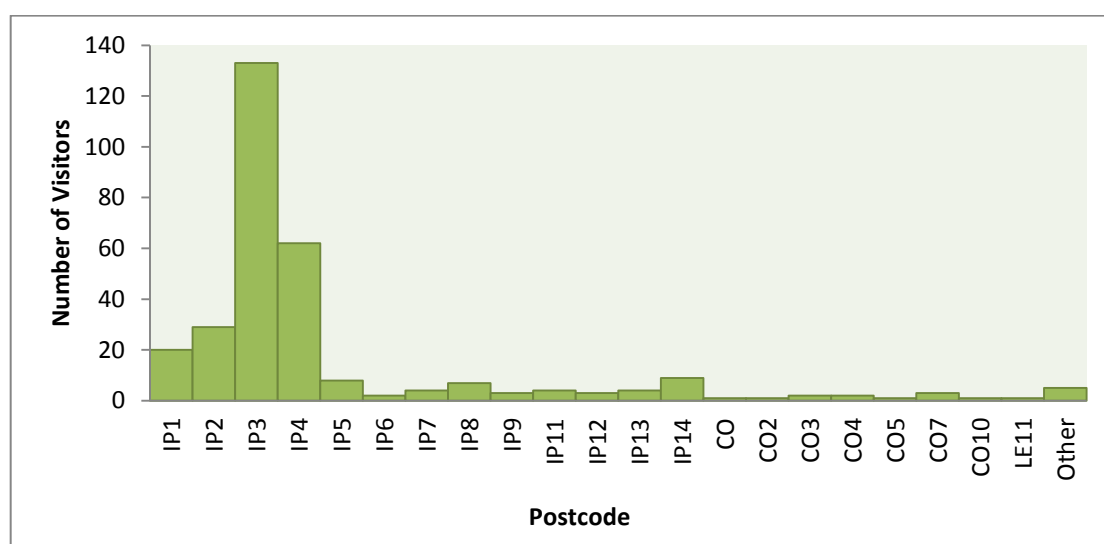
The results of the 'Visitor Observation Surveys and Park Questionnaire' can be found in Appendix B within this document. Within the results document are Appendices which are referenced below.

Holywells Park sits in the North West part of the Ipswich IP3 postcode area, close to the border with IP4. The IP3 postcodes are found within the South East of Ipswich close to Ipswich's Historic Waterfront and the Orwell Estuary. In Q17. of the Park Questionnaire (Appendix B2 of the Visitor Observation Surveys and Park Questionnaire Results) we collated information regarding how far people lived from the park by asking for their postcode.

A map of the postcodes surrounding Holywells Park with a 1km and 5km radius around the park can be found in Appendix B4 of the Visitor Observation Surveys and Park Questionnaire Results. Parts of postcodes IP2, IP3 and IP4 are all within a 1km radius of Holywells Park; however the River Orwell is a potential barrier to some people living in IP2 as they would have to walk around the river through Ipswich Marina to reach the park.

305 people responded to Q17 and the bar chart below shows 43.6%, most of the respondents, had an IP3 postcode followed by 20.3% of respondents living in the neighbouring IP4 area, both of which lay within the 1km radius of Holywells Park. Our furthest visitor from approximately 150 miles away was from Loughborough with an LE11 postcode and we also had a couple of visitors from London.

Graph 1 - Visitors Postcodes



4.2 Who does and does not use the park

Two types of survey were carried out in 2012 to establish who was and was not using the park, what they were using it for and what they thought about current provision.

A team of project staff and volunteers completed an *observation survey* of park users over 22 hours of recording between Tuesday 24th July 2012 and Sunday 30th September 2012 incorporating the school summer holidays and the beginning of the autumn school term.

A total of 22 hours of surveys were carried out. These took place between 08:00 and 19:00 on weekdays and over the weekends relating to the times Holywells Park was open. 2176 people were recorded on the Visitor Observation Surveys. These consisted of 392 groups and the other visitors were on their own.

Table 1 - Number of Visits to Holywells Park

Weekdays											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
No visits	33	44	239	66	179	83	228	55	211	63	43
Date	09/08/12	12/09/12	24/07/12	21/09/12	04/09/12	06/09/12	31/08/12	11/09/12	24/08/12	06/09/12	31/08/12

Weekends											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
No visits	27	23	49	91	44	57	44	260	204	98	35
Date	26/08/12	15/09/12	12/08/12	22/09/12	01/09/12	30/09/12	02/09/12	08/09/12	28/07/12	22/09/12	01/09/12

	School term time
	School holidays

A questionnaire survey was conducted at outside events, within Hollywells Park, and available online which was widely advertised using the IBC website, Facebook and Twitter accounts and in the local press. This ran from August to the end of October 2012 and generated 408 responses from a sample of park users.

The observation survey visit numbers indicated that on average there were around 50 people per hour visiting Holywells Park, with peaks of more than 200 people per hour during weekdays in the summer school holidays and on Sunday afternoons (Table 1).

One explanation as to why the park tended to be marginally busier during the week rather than at weekends, was that week day numbers were swollen with through-routers and commuters, and that local people tended to visit open spaces outside of Ipswich at weekends.

The total number of visits per year whilst substantial at 436,650 should still be regarded as a conservative estimate, given that observers could not record everyone passing through the park because of the size and wooded nature of the landscape. The numbers of people attending special events throughout the year (which in 2012 we estimated to be around 500) should also be taken into account.

The questionnaire survey revealed that 80% of the respondents were regular users, visiting either daily (7.1%), weekly, monthly or 2-3 times per year. Over half of them usually visited the play area (confirming the observed popularity of this feature) followed by the ponds, woodlands and meadow. More than a quarter of the respondents also said they used the park as a through route - a much higher percentage than were observed to be using it for this reason. The canal and walled garden were the least visited areas.

Most of the questionnaire respondents usually walked to the park (47%) but a high proportion came by car (40%) and 9% cycled.

4.3 Visitor Profile

Allowing for the fact that certain features in the park attract a disproportionate number of people from those sectors of the catchment population attracted to them e.g. play areas, and that there is usually free access to park from early morning to late evening, suggests that (all other things being equal) the profile of visitors to park ought to reflect the profile of the population living around them.

Table 2 shows the visitor profile characteristics for Gender, Age and Ethnicity for the 2012 Visitor Observation Survey alongside the 2011 Census Information for Ipswich.

The visitor profile for Holywells Park is highly skewed by the popularity of the Play Area. Whilst there were 2176 people observed in total, this number reduces by almost half to 1265 when you take away the people using the Play Area.

Table 2 - Visitors Profiles

Visitor profile characteristics	Na = 2176 people observed in the 2012 Visitor Observation Survey	Nb = 1265 people observed in the 2012 Visitor Observation Survey minus the Play Area Figures	2011 Census Information for Ipswich
Gender			
Male	40.3%	48.1%	49.8%
Female	59.7%	51.9%	50.2%
Age			
0 - 4	11.5%	10.0%	7.0%
5 - 15	38.8%	16.8%	11.6%
16 - 19	4.3%	10.3%	6.5%
20 - 44	32.8%	35.8%	37.0%
45 - 64	8.0%	18.4%	23.6%
Over 65	4.7%	8.7%	14.4%
Ethnicity			
White	90.0%	89.6%	93.4%
Mixed	1.8%	1.6%	2.3%
Asian	2.0%	4.4%	1.8%
Black	4.3%	3.5%	1.8%
Chinese	1.4%	0.4%	
Other	0.5%	0.4%	0.7%
Visitor profile characteristics	Na = 2176 people observed in the 2012 Visitor Observation Survey	Nb = 1265 people observed in the 2012 Visitor Observation Survey minus the Play Area Figures	2011 Census Information for Ipswich
With observable disability/reported long term limiting illness	0.9%	0.6%	18%
Visiting Alone	7.8%	7.7%	
Visiting in a Group	92.3%	92.3%	
Visiting with a dog	9.2%	17.8%	

The interpretation below relates mainly to the full profile (column Na in table 2) above unless otherwise stated.

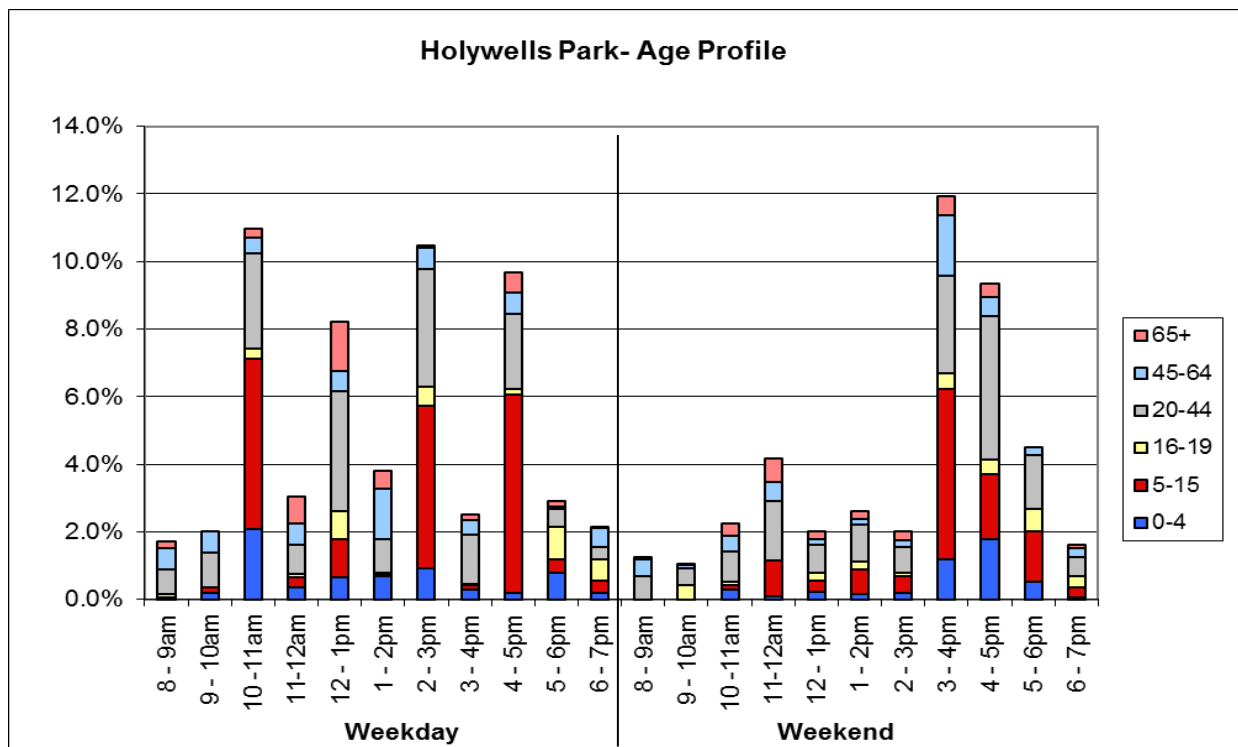
Gender

The higher percentage of females compared to males in the Holywells Park profile is notable. The numbers of females and the proportion of people visiting in groups were both undoubtedly swollen by those bringing young children to the Play Area midweek. Despite these effects we still believe the figures suggest that females felt sufficiently safe in this park to visit on a regular basis.

Age

The high percentage of Under 15's was more than twice their proportion in the borough catchment and again probably a consequence of the popularity of the Play Area. Whilst this factor also clearly had a statistical effect on reducing the percentages of people in the 45 and over age groups, these percentages were still regarded as being significantly lower than in the borough catchment. There is a notable reduction in the 5-15 age group statistics, where it significantly reduces from 38.8% (with Play Area data) down to 16.8% (without Play Area data) in the previous tables. Having said that Nb column percentages for all the under 20 age categories were still higher than in the borough as a whole providing further evidence that the whole of the park was particularly well used by children and young people. Please refer to Graph 2 for a pictorial reference to the different age groups that use Holywells Park.

Graph 2 - Age Profile of Holywells Park Visitors

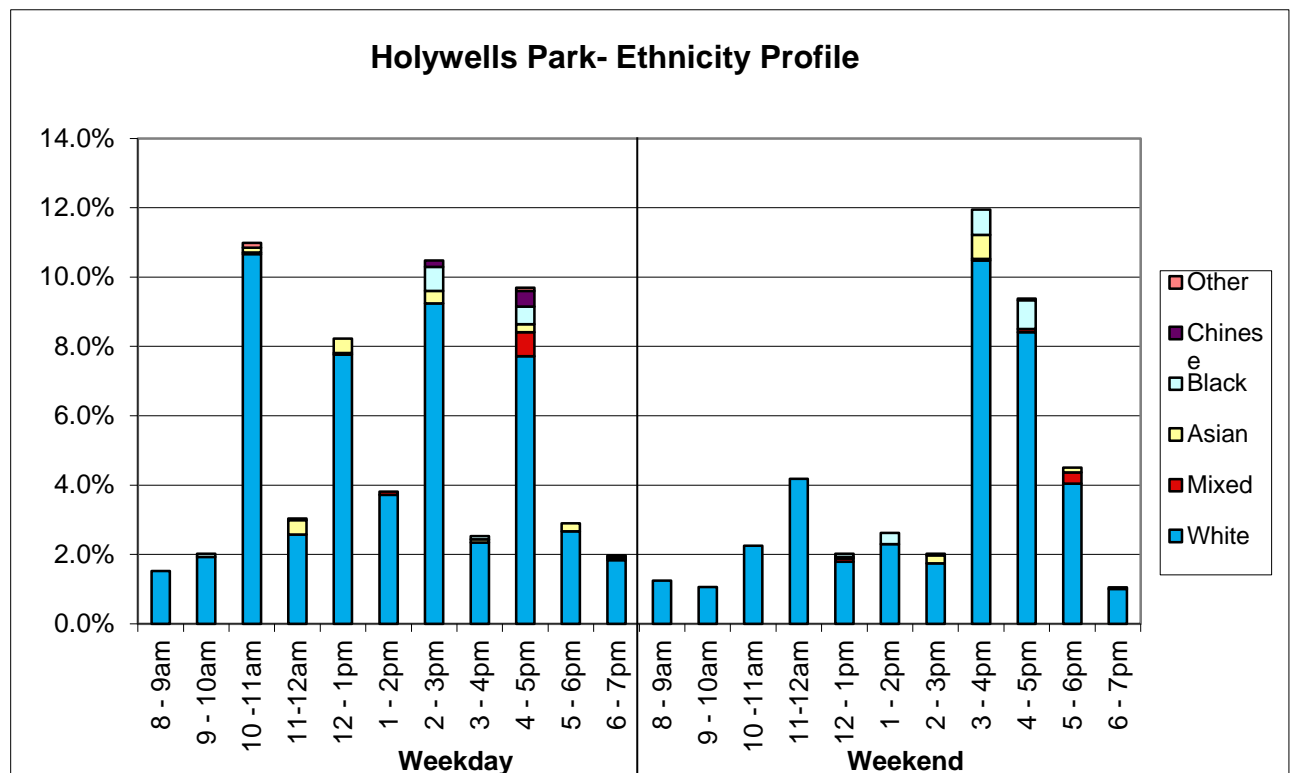


Ethnicity

The profile of people from ethnic minority backgrounds was considered encouraging, given that there was a greater proportion of visitors from these groups than resided in the population of the borough as a whole (at least in the 2001 Census figures).

However, in 2001 the percentages of people from ethnic minority backgrounds in the two wards closest to the park (Priory Heath and Gainsborough) were 10% and 6% respectively. This suggests that perhaps more could be done to attract more visitors to Holywells Park from these groups living close to the park. It should also be noted that all indications for form the 2011 Census Data show nationally that BAME populations have increased.

Graph 3 – Ethnicity Profile



4.4 Activity Profile

The activities that occur at Holywells Park are dominated by the play area. In similar parks without play areas the combined total of people walking and walking the dog would typically account for at least 50% of the primary activity profile, and an even higher percentage on the more naturalistic types of green space such as commons and heaths. In Table 3 it can be seen how the popularity of the Play Area dominates the profile of primary activity in the park (column Na). The profile in column Nb (excluding the visitors to the Play Area) is more in line with similar urban parks elsewhere.

Table 3 - Activity Profile

Activity	Total Inclusive of Play Area Data Na = 2176	Total Excluding Play Area Data Nb = 1265
In Play Area	53.6%	Not included in statistics
Walking	17.4%	34.5%
Walking dog	8.0%	17.8%
Playing (Outside the Play Area)	6.0%	12.4%
Sitting	3.1%	9.8%
Through Routing	3.1%	5.9%
Standing	2.9%	7.2%
Cycling	1.6%	4.7%
In pram / buggy / wheelchair	1.6%	3.9%
Football	1.3%	0.3%
Running	0.7%	1.5%
Other	0.6%	2.0%
Total	99.9%	99.9%

The questionnaire survey also indicated that most respondents normally visited the park to go for a walk (61%), get some fresh air (45%), to take the children to (44%), eat/drink/picnic (37%), enjoy the beauty of the place and look at the birds and wildlife. Some 20% went to walk a dog (a comparable figure to the observations). To keep fit, cycling and running were mentioned by less than 1 in 5 respondents.

Whilst it is good that significant numbers of children and their carers are being attracted into the park to use the Play Area, the observers were concerned that the overall profile suggested that the adults within the park were more passive than active. The impression had been gained that family groups attracted to the Play Area, rarely ventured out around the rest of the park before setting off for home, other than to feed the ducks. It therefore seemed that the adults supervising children in the Play Area were not taking advantage of the opportunity to take exercise in the park beyond the Play Area during a visit.

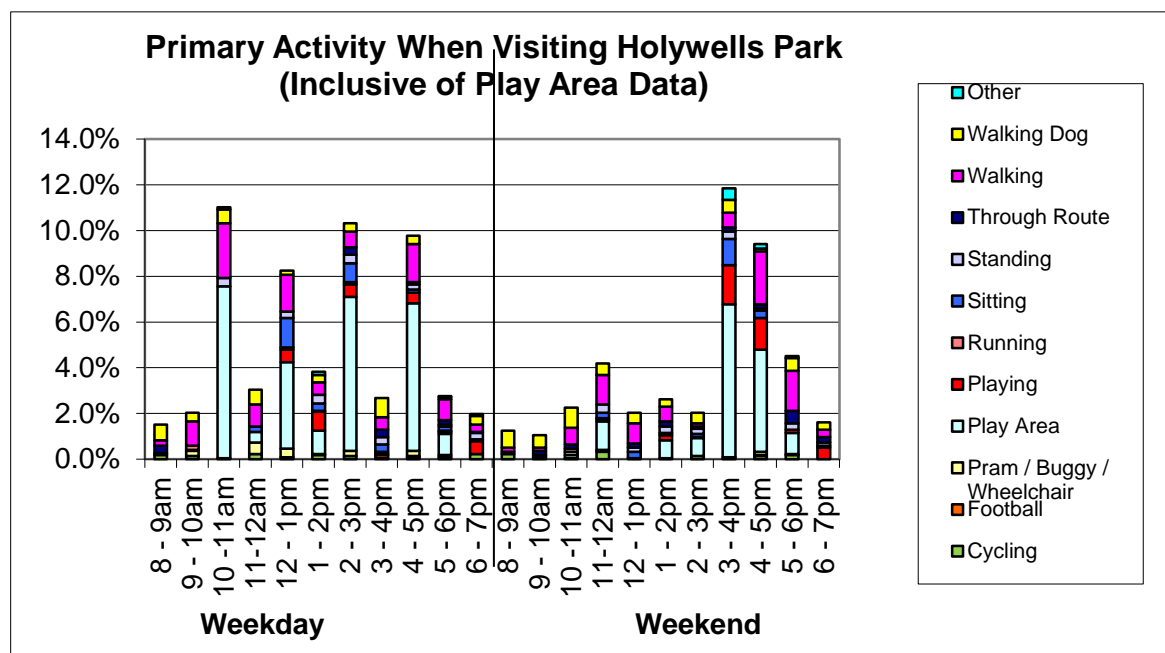
Just less than one in ten visitors were in the presence of at least one dog. This is a relatively low percentage compared to similar countryside-like parks around the UK but was not considered to be of concern.

The observers noted 6% of visitors to be at play away from the Play Area (column Na). Whilst this included families playing Frisbee, bat and ball, only a few examples of children engaged in informal imaginative play activities such as tree climbing, pond dipping, paddling in the brook and the like were noted; and not as many as they might have hoped for, given the wealth of woodland, wildlife and other natural landscapes within the park. Having said that, when the figures for the Play Area visitors are removed, there appears to be a more normal profile, typical of the majority of similar parks.

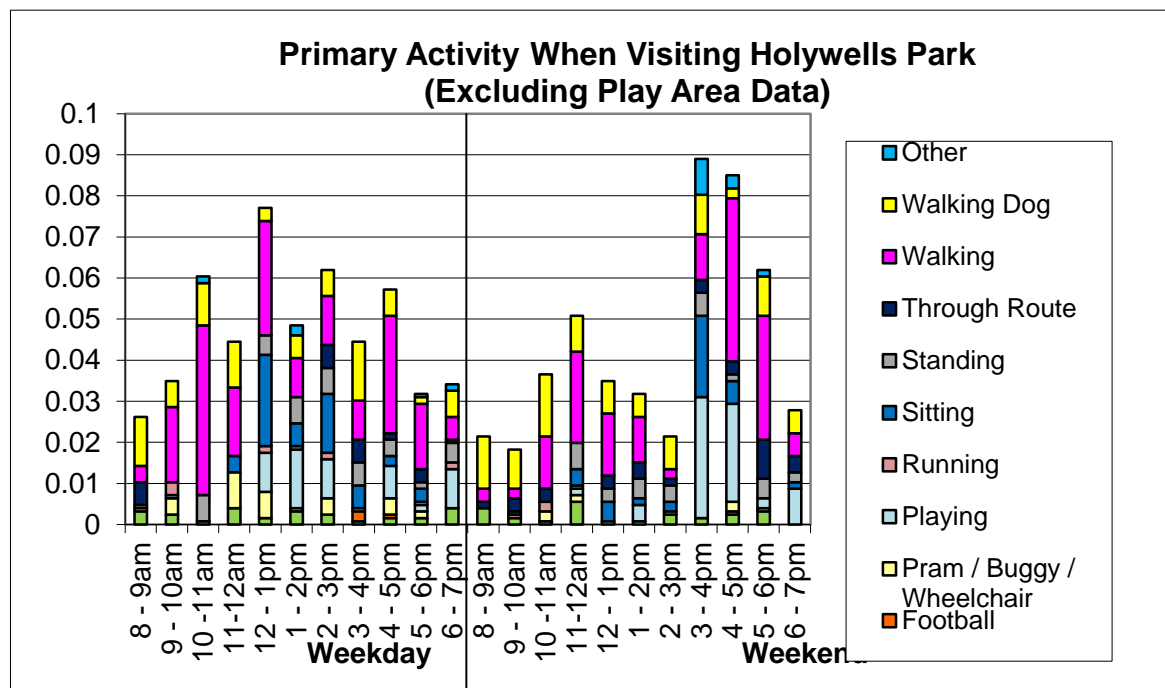
The low proportions of people running and cycling (amounting to only 78 people (3.6%) over the 22 hours of recording) again suggested that the bulk of adults were relatively inactive users.

Graphs 4 and 5 show the activities for Holywells Park, both inclusive and exclusive of the Play Area Data.

Graph 4 - Primary Activities at Holywells Park including the Play Area



Graph 5 - Primary Activities at Holywells Park excluding the Play Area



4.5 Conclusion

From the data that has been gathered it has been identified that the park is most popular with young families. This is due to the popularity of the play area. Other popular activities for the park are walking and dog walking. It was found that more females used the park than males (60:40) and the majority of users were in groups.

The level of visits on weekdays was very slightly higher than that at weekends, which is atypical of similar parks elsewhere, where use at weekends can be typically twice as high as during the week. This was thought to be an effect of the popularity of the Play Area for pre-school children and the absence of the commuters and through-routers at weekends.

The majority of use is concentrated in and around the Play Area, with less than expected use made of the walled garden, meadow and canal areas. Access for people with mobility and respiratory problems and those in wheelchairs is difficult on the steeper tarmac paths and along the looser surfaced and grassy paths principally around the edges of the park.

The age group that use the park the most is 5-15 year olds, again this is due to the popularity of the play area. The proportions of children and teenagers were much higher compared to those of the population in the borough catchment. It was found that the over 45s had a significantly low representation in the park and the majority of adults appeared inactive. Very few people with observable disability were seen in the park though the topography of the park may be an influence.

The majority of park users are white though it is felt that the level of use by BAME groups is encouraging from Borough wide Census data. People from minority ethnic backgrounds were visiting the park and in reasonable numbers, but still not as many as might be expected from their presence in the immediate vicinity of the park. The two Town Wards in which Holywells Park is located have the highest population of Bangladeshi and Indian communities.

The groups that have been identified to encourage into Holywells Park are:

- BAME groups
- Over 45s
- Access groups
- Single adults
- Teenagers

Events and activities will focus on attracting a wider audience into the park especially for the target groups we have identified above.

4.6 Barriers to Use

Physical

Holywells Park is situated just north of the Waterfront area, between Nacton Road and Cliff Lane. It has 67 acres of rolling grounds, ponds and woodlands. There is a state of the art play area, a water play feature, a Bowling Green and maze.

There are five entrances, a small car park off Cliff Lane and on street parking areas. Toilets are available at the Stable Block when Council staff are in the building.

Access by bus from all directions is easy (with a service every 12 minutes along Cliff Lane). Ipswich railway station is a 20-25 minute walk away and Derby Road/Rose Hill 5 minutes away.

The questionnaire survey indicated that the vast majority of respondents found it easy to get through the park entrances and along the paths, but less easy to take a rest and find their way around the park. Over 20% found it difficult to use the car park.

'The path from Cliff Lane is very steep. Would be appreciated to have a few seats along the slope. Residents at Holme Oaks are generally elderly and need places to rest on the way up'. Questionnaire response Q7.9

The access audit undertaken with the Ipswich Disabled Access Group indicated that access along the tarmac and cobbled paths was generally good, but that access was impeded by:

- Loose path surfaces along the canal and ponds.
- Steep cambers on the tarmac paths below Cliff Lane entrance and towards the Myrtle Road entrance near the canal.
- Lack of seating and at regular enough intervals to meet the needs of the elderly and those with respiratory and cardiac problems.
- Vehicles parked outside the Stable Block deterring people from accessing the Mansion Gardens.

This in part would account for the relatively low proportions of visitors from the oldest age groups and those with an observable disability.

The car parking figures indicated that parking was heaviest during the week and in particular at lunchtimes (Table 4). Even the Holywells car park was only busy to overflowing around lunchtimes during the week and in the middle of the afternoon at weekends, reflecting the peaks in the numbers of visits during the week and at weekends.

Table 4 - Usage of Holywells Car Park

Weekdays											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
Holywells Car Park	3	0	12	5	22*	11	17	12	17	4	0
Terrace	0	2	1	1	1	5	5	0	0	5	4
Date	09/08/12	12/09/12	24/07/12	21/09/12	04/09/12	06/09/12	31/08/12	11/09/12	24/08/12	06/09/12	31/08/12

Weekends											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
Holywells Car Park	0	4	2	14	5	11	11	24*	17	10	2
Terrace	0	0	0	0	2	2	0	11	11	13	1
Date	26/08/12	15/09/12	12/08/12	22/09/12	01/09/12	30/09/12	02/09/12	08/09/12	28/07/12	22/09/12	01/09/12
	School term time										
	School holidays										
N*	Car park busy to overflowing with this number of cars										

Observers commented that some visitors prefer to avoid the crush in Holywells car park and leave their cars in the surrounding streets anyway.

'The car park isn't big enough - especially in school holidays - I normally park on the main Nacton Road.' Questionnaire response Q7.18

'I think the park is a real attraction, especially for families. But, as someone who lives on Cliff Lane we experience real difficulties with parking. This is mainly during the summer season and causes traffic problems by people parking on both sides of the road. As this is now a main bus route, buses and large vehicles sometimes experience difficulties getting through and it's not safe given the number of young children using the park.'

Questionnaire response Q12.87

The figures (if typical) indicated that it should be possible to comfortably accommodate all the bowlers and the vehicles of people with disabilities in Holywells car park in the future.

The other key physical barrier was the state of the toilets which were universally considered to be bad and too far away from the play area. One respondent noted that the air freshener used sets off her asthma and this stops her from using the park.

'Toilets near the play park would be great. Better cycle parking near the play area is also required. More seats for families in the play park. Make the existing benches level.' Questionnaire response Q9.20

Intellectual

Intellectual barriers may be created where people have difficulty engaging within Holywells Park due to how the experience is communicated and how information is delivered.

At present the only promotional information that can be obtained about Holywells Park is on Ipswich Borough Council's website and the Friends of Holywells Park website. The sites are not promoted as well as they could be and multi-media can have its limitations to all park users, although Ipswich Borough Council's website does provide settings for accessibility.

Pre-visit information in many formats is important for all park users though especially for some visitors including the disabled community and self-led groups such as schools and youth groups.

There is limited educational use of the park at present which mainly focuses on the natural environment Key Stage 1 & 2. In 2012 three primary schools visited the park totalling 188 customers for formal education. Formal environmental education is taught by the Wildlife Team at Holywells Park.

The website for the park is being continually developed with information about the restoration project in particular. However, there is only minimal information provided (as for all Ipswich parks) about opening times, parking, toilets and other facilities. This might deter some people from using the park, especially those visiting with very young or old companions.

Information about the history of the park and what there is to see and do there is also limited.

"The fact that the park is a County Wildlife Site is not made apparent to visitors. More needs to be made of this and more about the species of wildlife in the park."
Questionnaire response Q7.24

"I was really interested in the history of the park - that I read about on the information boards. I thought more could be made of this."
Questionnaire response Q7.42

The current modest programme of events and activities for Holywells Park provides a great way to encourage a wider audience to visit and enjoy the park or parts of the park they may not currently use. By including new events and activities that may appeal to non-users, infrequent visitors, over 45s, BAME, single adults, teenagers or vulnerable members of the community, an events programme would help broaden the visitor base by providing a reason to visit.

Parks and open spaces provide a valuable platform for public events serving community interests and very often raising their appeal on perhaps a local, regional or even national level. The smaller events often assist community organisations to raise valuable money to support their charitable work. They also generate localised involvement, with the potential to stimulate interest in community improvement and cohesion, as well as promoting volunteering opportunities. The larger events can generate significant revenue sums, also releasing huge secondary spend that supports the local economy (Ipswich Borough Council Open Space and Biodiversity Policy 2013 – 2023)

Social

The 2012 Observation Survey (Appendix B) results suggest that there are no particular social barriers operating to deter people from the more vulnerable groups in society. Indeed the proportion of females was higher than males. The park has regular patrols from both IBC Park Patrol and Police Community Support Officers whilst having the eyes and ears of staff that carry out management and maintenance of the park.

Anecdotal evidence suggests that people from the older age groups may be deterred by the high numbers of visitors making use of the Play Area during summer weekends and school holiday periods.

Nuisance caused by people letting their dogs get out of control and not picking up their mess, drinking alcohol and dropping litter, cyclists riding too fast and going through the play area, and crushes in the car park were the main issues referred to by questionnaire respondents.

Organisational

Access to the park is free and although the gated entrances are locked after dusk, it is possible for pedestrians and cyclists to enter and leave at any time though the canal entrance staggered kissing gate at the bottom of Cliff Lane.

During periods of severe weather parts of the park or the park in its entirety is closed to the public. The water splash area within the play area is closed from September to Easter and is operational between 10:00 to 18:00 when open.

4.7 Value of Park to People

The questionnaire survey in 2012 indicated that the park is well loved and used by people. The quotes below are typical:

"I used to live near the park and visited it daily. I thought it was the most beautiful park because in parts (mostly around the edges) it was like being in the country (with muddy tracks to follow). It gave the feeling of being away from town, lost in a wilderness, even though Nacton Road and Bishops Hill or Duke Street were just over the wall." Questionnaire response Q12.37

I'm sure you know how valuable the park is for a wide range of wildlife. Whatever you undertake please ensure that you maintain the balance. You have some reasonably rare species in the park which is a long term asset to the public and Ipswich as a whole. It is far more diverse than Christchurch Park and far enough from town not to have the same level of issues. Questionnaire Q12.102

5 Activities

5.1 Current Provision (Including Volunteering)

Hollywells Park currently sustains a small number of events and activities (Table 5). These include events put on by the Friends of Holywells Park, Ipswich Borough Council Wildlife Team, local schools and community groups. In 2012 Holywells Park held 8 public events which attracted 1,112 visitors to the park. Events and activities in Holywells Park are generally low key and are not well publicised. They are normally focused on wildlife resources that the park has to offer and not on its heritage, and are not aimed at specific audiences and do not encompass the whole park.

A small number of primary schools visit the park throughout the summer months. School visits are restricted to summer months as there is no provision of indoor space or outdoor shelter. In 2012 three primary schools came to the park for Key Stage 1 & 2 environmental education led by IBC Wildlife Team. Even though the park holds a wealth of local heritage this is not tapped into as an educational resource as the information is not readily available to customers of the park. There were a number of primary school visits that use the park but did not go through IBCs educational programme so numbers are underrepresented. Below is a table showing the current park users.

The park is used by the wider community including youth organisations (Scouts etc.), Suffolk Wildlife Trusts Watch group, British Military Fitness, Holywells Bowls Club and Genesis a social enterprise organisation. Genesis occupy a room within the stable block running the 'Green Bike Project' which rescues and repairs old bikes for resale. The project is run with help from volunteers and service-users, providing training, life skills and work-based experience for people with learning disabilities.

Volunteering at Holywells Park consists of practical conservation tasks undertaken on a weekly basis by a small number of the Friends of Holywells Park, events organised and managed by FoHP, local natural historians and wildlife groups recording wildlife within the park and local historians and the Cobbold Family Trust. The Friends contributed 1,083 hours of volunteer time in 2012.

Table 5 Current Park Users in 2012

User Group	Name	Event/activity	Occurrence	Numbers
Schools	Castle Hill Primary School	Habitats	June	74
	Hanford Hall Primary school	Mini-beasts	July	54
	Cliff Lane Primary School	Seasons (autumn)	October	60
Community groups	Friends of Holywells Park	Cold Fair	February	30
		Scarecrow day	May	100
		Tea Party (with IBC)	June	300
		Insect Hunt	July	6
		Bat Walk	August	50
		Apple Day	October	
	Youth groups	Cubs and Brownies		55
	Holywells Park Bowls Club	Bowls	May - September	
		Maintenance	October-April	
Wildlife groups	British Trust of Ornithology	Bird Ringing	Spring and autumn	
	Suffolk Wildlife Trust	Watch Club	Once a month	
	Ipswich District National History Society	Wildlife recording	Frequent	
	Suffolk Ornithological Society	Wildlife recording	Frequent	
	Jim Lomax	Bee keeping		
Health and Wellbeing	British Military Fitness	Exercise	Every Tues, Thur and Sat	15
	Buggy Fitness	Exercise		
IBC	Wildlife Team	Dawn chorus	May	12
		Pond dipping	July	60
Social Enterprises	Orwell Mencap Genesis	Green Bike Project		

Audience Views on Current Provision

Some 85% of the 2012 Questionnaire Survey (Appendix B2) respondents rated their first impressions of the park as good or very good, and so too the standards of cleanliness and maintenance, park management and the paths. The facilities and services at the park for children and families and visitor safety were highly rated, but those for sports and information less so.

“The playground and water feature are excellent. We have really enjoyed the Rangers' events this summer. Please don't spoil the wild areas of the park. Love all the woodland areas and enjoy long grass for the insects.”

Questionnaire response Q8.13

The ratings of care for the heritage features, the provision of information and benches and the layout of the car parks were issues that rated poorly.

Respondents said they would be tempted to visit more often if more refreshment facilities, toilets near the play area, events and seats could be provided.

“The Friends of Holywells Park events are great.”

Questionnaire response Q8.6

“The potential of a park as a community space is invaluable. Outdoor education project, raising awareness, creating a community. These opportunities would be available for all visitors regardless of age, nationality or sex. Holywells Park could be as good or even better than Christchurch Park. I cannot believe that there is no coffee/food being sold.... sources of local produce could be asked to cater. Just next to the park is a very good butcher too.”

Questionnaire response Q9.18

5.2 New activities being demanded and for which audiences

From conducting questionnaires, holding Stakeholder meetings, attending various events and one to ones with members of community groups and the public it has been ascertained that there is a much higher demand for events, activities and educational visits than are currently provided at Holywells Park. It has also been recognised that the facilities in the park need to be vastly improved.

The park's facilities are old and tired which is recognised by comments given in the questionnaire (Appendix B3). The facilities do not meet the customer's needs when visiting the park. The questionnaire identified that 50.9% of respondents asked for refreshment facilities at the stable block and play area, 38.1% asked for more organised events and 35.1% asked for more seating within the park. Other aspects that are of concern are improvements and an increase to the number of toilets in the park especially at the play area location, improvements to footpaths around the park and good signage around the park including more interpretation and use of heritage features.

“Simple refreshments would be welcome in the stable block particularly in the summer months”

Questionnaire response Q12.22

“A cafe like the one in Christchurch Mansion would be lovely”

Questionnaire response Q12.40

“Toilets poor need to be near playground” Questionnaire response Q7.25

“The toilet block is grotty. New block needed near to children playground.

Very hard to persuade children to go up hill to grotty toilets.”

Questionnaire response Q12.59

In addition to these comments customers also commented on event and activities at the park

“More Events Needed”

Questionnaire response Q9.15

“More events for the public to encourage more use of the spaces”

Questionnaire response Q10.42

With 38.1% of questionnaire respondents asking for more organised events and better advertising, along with meetings with local schools, colleges and universities, and youth, theatre, community and BAME groups it has been acknowledged that there is a much wider range of audiences that would benefit from using the park. The additional activities people wanted to see encouraged at Holywells Park were:

- Family orientated events
- Good interpretation of parks environment and heritage
- Local history
- BAME events
- Arts; drama, music, theatre, singing and sculpture
- Guided walks
- Self-led trails
- Information Leaflets
- The use of Quick Response Codes
- Resources for Teachers
- Educational Resources for schools
- Outdoor activities
- Gardening
- Outdoor classrooms
- More health and exercise opportunities
- Educational opportunities for schools, colleges and universities

5.3 Conclusions on Visitor Aspirations in 2012

Annual visit numbers of 436,650 in 2012 indicate that this park was already well used in comparison with national figures for similar parks prior to their restoration¹.

Holywells Park, Ipswich	Park	436,650
Wanstead Park, London	Park	395,263
Chiswick House & Grounds, London	Park	>1,000,000
Stamford Park, Tameside	Park	350,000
Howard Park & Gardens, Letchworth	Park	280,000
Gillingham Park, Kent	Park	450,000

Holywells Park was particularly popular with families of young children and their carers who make very good use of the play area but do not always take the opportunity to visit other parts of the park. 2015

The park needs to hold more organised events.

The majority of visitors come on foot or by bicycle, but a significant proportion come by car and car parking at busy times is an issue for householders and businesses along Cliff Lane in particular.

People place a high value on this park for its beauty through the seasons, its common and rare wildlife and countryside feel, the children's play features and its history. Their aspirations for the future focus on the need to bring out the history of the park, open up the historic buildings, improve the toilet and refreshment facilities, reduce the congestion and safety problems related to car parking and develop the events and activities programme and the opportunities for learning and volunteering.

5.4 Vision for the Park

The vision for Holywells Park is to create a multicultural and multi-age audience for the park where bespoke events, activities and education will occur for the whole community.

By 2015 visitors to Holywells Park will have an increased knowledge about the heritage and environment of the park and be able to access all the historic buildings and landscapes. There will be a wider range of cultural, heritage and environmental events and a health and wellbeing package for visitors to enjoy attracting a wider audience into the park. The audiences that will be increased are over 45s, BAME groups, single adults, access groups and teenagers.

¹ Figures supplied by Alison Millward Associates

6 Strategy for Involving People

6.1 Activity Aims Reflecting the HLF Desired Outcomes

Our overall strategy for involving more people in visiting and caring for the restored park is set out below. This strategy responds to the evidence gathered and presented in previous sections. How we will deliver this strategy, by whom and at what cost is set out in the Action Plan (Appendix F). Further details on the volunteer policy, training plan and interpretation plan are set out in Appendices D, F and G respectively.

The aims for the outcomes of the restoration of Holywells Park have been categorised below in line with the HLF expectations for the outcomes of Parks for People funded projects.

6.2 Increasing the Range of Audiences

Holywells Park is already attracting a wide range of audiences and particularly those who have either children to entertain and/or wish to enjoy the wildlife and countryside feel of this park.

Those interested in the history of the park, its built and natural heritage, and the people associated with it in the past, are not as well served as they might be through the interpretation materials currently available.

The consultation process unearthed a considerable interest in providing a much wider range of events and activities including cultural and arts related events, musical and theatrical performances, community days and health and well-being activities for an increasingly ageing population.

6.3 Conserving and Enhancing the Heritage Value of Park

Regular work parties already take place in the park focused on habitat and access management and these activities will continue to be provided.

New opportunities will be provided to engage people in gathering information and presenting it through the delivery of the interpretation strategy to enhance the heritage value of the park.

6.4 Increasing the Range of Volunteers

The restoration project will provide new opportunities for increasing the range of volunteers. In addition to maintaining the input of volunteers with practical nature conservation skills, the aim would be to involve appropriately trained people with skills in the following fields:

- Visitor welcome and reception
- Management and Maintenance of the built and natural heritage
- Guided walks
- Health and well-being activities
- Visitor surveys
- Wildlife surveys
- Archive
- Events organisation

6.5 Improving Skills through Knowledge and Training

For the public and volunteers, new learning and training opportunities will be provided in:

- Local history
- Wildlife recording
- Practical conservation
- Horticulture
- Bee keeping
- Digital media
- Forest schools

Staff training will focus on customer care, health and safety and First Aid.

6.6 Improving Management and Maintenance

The implementation of the updated 10 year Management and Maintenance Plan produced by LDA Design will be delivered through IBC staff, FoHP and volunteers. This ensures the park is maintained at an optimal service to its audience.

The development and implementation of a weekly maintenance regime will provide support to the 10 year plan.

6.7 Organisational Commitment

Ipswich Borough Council's commitment to the project is through creating a Project Team for the bid consisting of employing a Project Manager, Community Engagement and Volunteer Officer and a Project Support Officer. The Team will be employed to see through the delivery stage of the project, and events and activities at Holywells Park. The Council has also supported the project with inter-departmental working.

The Council has contributed approximately £200,000 to support project.

6.8 Key and Target Audiences and how and why these were chosen

The Observation Survey (Appendix B) revealed that the under-represented audiences visiting the park in 2012 included:

- The over 45s
- People with disabilities
- People from the Black, Asian and Minority Ethnic communities (BAME)
- Teenagers
- Single Adults

The arrival of a new and large student population at Suffolk New College and Suffolk University Campus, less than a kilometre away, has also recently increased the numbers of young adults seeking recreation in the park and the interest of lecturers in making more use of the park as a resource for learning.

The general public have expressed demand for a wider range of events, activities and interpretation to put on in the park.

6.9 Overview of the Range of Activities to be offered (Including Volunteering)

Through all data gathered from Questionnaires, Stakeholder Meetings, attending events and one to ones, a programme of events and activities has been produced. Below are some key outcomes of the Plan:

Increase the range of audiences at Holywells Park

- Promotion of the park through leaflets, multimedia and signage.
- Creating a Health and Wellbeing Package.
- Production of Heritage events.
- Production of Natural Heritage events.
- Production of multicultural events.
- Production of events for over 45s.
- Production of events for teenagers.

Conserving and enhancing the heritage of Holywells Park

- Installation of interpretation material using audio, visual and tactile learning.
- Use of Quick Response Codes on interpretation.
- Sense of Place Project.
- Outdoor classrooms.
- Educational packages for educational learners.
- Forest Schools.

Increasing the range of volunteers at Holywells Park

- Creation of a Conservation Club and Gardening Club.
- Programme of weekly tasks.
- Creation of a Volunteer Policy.
- Working in partnership with 3rd parties.
- Undertaking surveys.

Improving skills through knowledge and training at Holywells Park

- Frontline customer care courses.
- Health and Safety training.
- First Aid.
- Conservation and horticultural training.
- Teacher training.
- Heritage Management.
- Orchard Management.
- Bee Keeping.

Timescales

Preparation work for the various Activities within the Action Plan will start immediately that the formal Permission to Start is given by the HLF. It is anticipated that this will be in July 2013 with the five year grant period being completed in June 2018.

Task	Start	Completion
Training for Staff	2013	2018
Training for Volunteers	2013	2018
Design & Distribute park Information Leaflets	July 2013	March 2015
Develop Health & Well Being Package	July 2013	March 2015
Develop Suffolk Indian Association Events	July 2013	June 2018
Develop Bangladeshi Events	July 2013	June 2018
Develop the Sense of Place activity	July 2013	March 2015
Develop Horticultural and Conservation Clubs	July 2013	June 2018
Design & Installation of Interpretation Boards around the park	June 2014	March 2015
Installation of Stable Block Furniture	January 2015	March 2015
Design & Installation of Interpretation panels in Stable Block	January 2015	March 2015
Develop Health & Well Being Package	March 2015	June 2018
Develop World Picnic	June 2015	June 2018
Develop Chopin Recital	Summer 2015	Summer 2015

Resource Implications

Human Resources

The Activity Plan will rely on a number of human resources from within the wider project team. All of these resources will be managed by the Community Engagement and Volunteer Officer. Some of these resources are listed below:

- Project Support Officer
- Greenways Countryside Project
- Volunteer Leaders
- Volunteers
- Holywells Park Staff, including Park Manager, Wildlife Rangers and Gardeners
- Friends of Holywells Park
- Ipswich BC Service Areas
 - Design
 - Communications and Marketing
 - Parks and Open Spaces
 - Conservation and Urban Design
 - Community Developments
 - Arts and Entertainments

Materials and Equipment

The Activity Plan includes a number of items of materials and equipment that will be essential to the success of the project. These include:

- Furniture for the Reception, Education Room and Café
- Interpretation Boards for the Reception, Education Room, Tack Room and Stables
- Artefacts for the Tack Room and Stables
- Consumables for the Tack Room
- IT equipment for the Reception, Tack Room and Stables
- Interpretation Boards for the park

Funding

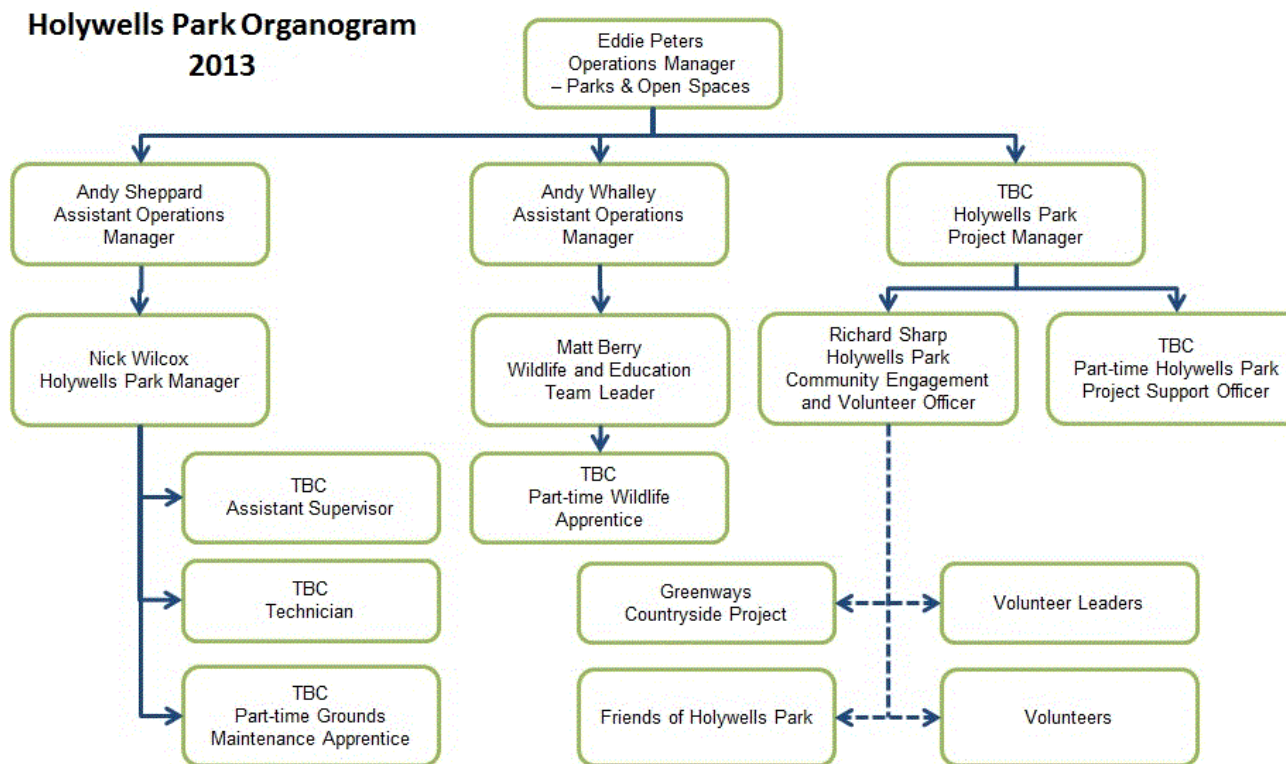
Alongside the substantial grant provided by the HLF, partnership funding will also be provided by the following:

- | | |
|-------------------------------------|-----------|
| • Ipswich BC Capital Programme | £ 130,499 |
| • Ipswich BC Additional Funding | £ 52,000 |
| • Ipswich BC Section 106 Funding | £ 13,700 |
| • Ipswich BC Section 57 Funding | £ 2,300 |
| • Friends of Holywells Park Funding | £ 9,000 |

Total Funding Resources	£ 207,499
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6.10 Management of Activities

This Organogram for Holywells Park shows the proposed structure and working relationships of the staff and volunteers working in Holywells Park. The Job Descriptions for the Holywells Park Officers (Project Manager, Community Engagement and Volunteer Officer and Project Support Worker) can be found in Appendix C.



6.11 Learning Strategy

Approach

Schools have long used parks and open spaces to access the natural environment as a means of education. Increased anxieties about safety and security on the part of some parents have restricted the free movement of children around their neighbourhoods and only added to the lure of games consoles, so school visits to parks and open spaces are more important than ever. Parks provide the opportunity for play, exploration and the development of an awareness and understanding of risk in a dynamic, interactive, accessible and free outdoor classroom.

Parks and open spaces provide informal learning to the wider community through interpretation material, brochures, signs, guided walks and casual observations.

Holywells Park has a wealth of heritage and environmental features that are currently not being utilised to their full potential. The park's heritage dates from Medieval to 18th, 19th, and 20th Century developments and its natural heritage, a mosaic of habitats supporting a vast range of biodiversity located near to the centre of Ipswich. The park should be providing a unique educational resource.

The park's geological location has lent itself to its heritage and environmental features, being close to Ipswich's Historic Dock Yard and to the geomorphology of the area. Today Holywells Park finds itself located in an educational hotspot. Less than a kilometre away located at Ipswich's Waterfront is Suffolk New College and University Campus Suffolk. The park is also located within S.E. Ipswich pyramid structure of Schools. These include:

- Ipswich Academy
- Cliff Lane Primary School
- Murray side
- Clifford Road
- Morland Road
- St Helen's
- Pipers Vale
- Rose Hill
- Ravenswood

There is also an outlying satellite Agricultural and Land-based Industries College that uses Holywells Park as an educational resource.

All educational facilities mentioned above have been consulted about the project which has led to the creation of a Teachers Advisory Panel (TAP). TAP is used as a consultation body where ideas and suggestions about education at the park is discussed. This has led to partnerships with UCS, SNC and local schools.

Current Provision

At present the park offers limited educational opportunities both formal and informal. In 2012 three primary schools used the park for environmental educational which was organised and managed by IBC Wildlife Team. The Wildlife Team also ran two events which attracted 72 people. The FoHP organised and managed six events which attracted around 500 people. The park was also independently used by community groups (see Table 5).

Informal education is also limited. Currently the park has information and notice boards at all the entrance to the park, a series of FOHP notice boards and three environmental interpretation boards relating to specific habitats within the park. There are no interpretation boards relating to the parks heritage at present. The only information that is obtainable about Holywells Park is to be found on IBC and FoHP website, though information is limited and not in-depth.

Future Provision

The vision is for Holywells Park to be an educational resource for all audiences, informally and formally. The park is to increase its formal and informal education facilities considerably and create hub of learning for SE Ipswich.

With the regeneration of the stable block and orangery numerous educational opportunities arise and can be realised. The stable block regeneration will create and new visitor complex with an education room for use by educational learners and community groups, and interpretation materials within the stable block showing how the stables were used, the Cobbold Family and the associated brewing industry. Interpretation will be visual, audio and tactile to encompass all three learning techniques.

Interpretation material will also be located around the park relating to its heritage and environment. Five interpretation boards about the park's heritage and seven interpretation boards about the parks environment will be placed in strategic locations within the park's landscape. The boards will form part of the trails being created around the park which include a heritage, nature, tree and geology trails. Every interpretation board with in the park will have a Quick Response Code which by using a smart phone will take the customer to a website giving more details, photos, sound bites and augmented realities about the subject. Each trail will be accompanied by a leaflet showing it route around the park and features to see.

An information leaflet will be produced about Holywells Park, its features, how to get to the park to inform and allow customers to plan a visit to the park. A series of leaflets will be produced about the park's wildlife, heritage, and health and wellbeing package. An biannual events leaflet will also be produced and promoted detailing all of Holywells Park's events and activities.

All of the above information will also be available on updated IBC's web pages and FoHP's website. All materials for the IBC website will be designed and available on IBC's website accessibility settings.

New information boards will be installed at all entrances with information maps showing where you are, bus stops and bus routes, information about responsible car parking, park opening times and key features within the park.

Formal education will be improved by creating partnership with local educational facilities and with the creation of TAP. This will involve primary, secondary and tertiary levels in education as well as community, youth, BAME and over 45s groups. The park will implement learning packages for primary schools, secondary schools, colleges and universities. Within the development stage of the project we have built relationships with educational learners and facilitators and community groups to achieve these outcomes. Electronic educational packages for Key Stage 1 & 2 with reference to the heritage and environmental context of the park will be created, specific projects for secondary schools, colleges and universities, develop a programme of Forest Schools and Bush Craft Skills alongside the creation of the Conservation Club and Horticultural Club which will teach volunteers management techniques in said fields.

6.12 Volunteering

Approach

The Council encourages the use of volunteers as a means of supporting and developing the local community. People have a variety of reasons for volunteering, from gaining valuable work experience and skills to help with finding future employment to 'giving something back' to their community. They also provide invaluable support to the Council for events, projects and services. However they should not be used as a substitute for staff providing essential services or used as 'free labour' to achieve economy or efficiency within services.

Volunteers are a vital resource at Holywells Park and with the implementation of the HLF project even more so. The questionnaire survey showed that park customers appreciated the work that FoHP and volunteers carried out in the park and 43 respondents put forward their name to volunteer in the future. Key areas where volunteers will be utilised within Holywells Park are:

- HLF work packages
- Management and maintenance of the park
- Conservation
- Horticulture
- Wildlife Surveys
- Visitor observation and questionnaire surveys
- Events and activities
- Interpretation
- Bee Keeping

Current Volunteering Activity

Currently volunteering at Holywells Park is achieved mainly through the FoHP. The Friends have a weekly work party of four volunteers that come in each Wednesday to carry out practical conservation maintenance task. The Friends also organise and manage six public events per annum within the park setting. The Wildlife Team bring volunteers into the park when tasks arise that need a professional input.

Future Volunteering Opportunities

Holywells Park will increase its volunteer base by offering opportunities in:

- Built heritage management
- Partnerships with educational learners
- Programme of weekly horticulture, conservation and maintenance tasks
- Creating the role of volunteer supervisors
- Creating Volunteer Gardening and Conservation Clubs
- Administration
- Events and Activities
- Training

The Community Engagement and Volunteering Officer will be responsible for co-ordinating and supporting volunteers in line with the park's Volunteer Policy (Appendix D). The Volunteer Work Plan (Appendix E) sets out the tasks and activities that will be carried out by volunteers during the period of the Parks for People lottery project and beyond.

6.13 Training

Approach

IBC invests in the training and the development of employees and volunteers. This is evident in the time, finance and opportunity given to employees and the efforts made corporately to allow this to happen.

There are clear business reasons for this:

- To build internal capacity to deliver and develop public services in support of Transforming Ipswich
- To recruit and retain skilled and talented people

Training and development is also important for maintaining accreditation as an Investor in People

Volunteering opportunities that will come to fruition from the project's success will inevitably require some training for tasks to be completed professionally to an expected standard and safety.

Current Training Provision

Training at Holywells Park at present is mainly restricted to staff. Current training includes:

- Health and Safety
- Legislation changes to policies
- Personal development as budget allows
- Wildlife identification and surveying
- Power tool i.e. chainsaw/brush cutter

FoHP and volunteer training consists of a tool talk at the start of each practical work party which includes manual handling, how to use tools safely, safe working distances and what to do if an accident occurs. Risk Assessments are also available for volunteers to view.

Future training provision

The regeneration of the park which will be involving participation with a wide range of volunteers will require a new programme of training, which is covered in the Activity Plan's Action Plan (Appendix F) and Training Plan (Appendix G).

6.14 Interpretation

Approach

The Interpretation Plan (Appendix H) for Holywells Park sets out how the history, heritage, significance and meaning of the park will be communicated to visitors to enrich their experience of this special place and provoke their interest in its future.

The Strategy sets out the results of research and consultation from which a set of interpretation aims, objectives, themes and key messages have been developed.

The delivery of the Interpretation Plan will be a key target for the CEVO and key stakeholders with local history knowledge.

It will be the role of the CEVO to commission the inclusive design work and production of materials that will deliver this Plan as part of the 2013-2018 restoration project.

Current Interpretation Provision

Interpretation is a vital component to the park and its success. However, it was found through stakeholder meetings, questionnaire surveys and one to ones that many people of Ipswich did not know where Holywells Park was. The many audiences that did use the park were solely there to use the play facilities, with some customers not even realising that there was a stable block and orangery in the park. It was found that little was known about the park's heritage and its importance to Ipswich or about its environment and biodiversity.

Future Interpretation Provision

The overall aim of the interpretation of Holywells Park will be to bring its story alive to visitors (real and virtual) and help them create its story in the future.

Updated interpretation is needed throughout the park and at outposts to inform and publicise the park to non-users and users of its location, heritage, environment and features that the park has to offer. As stated above, currently there is very little interpretation about or within the park.

The detailed design of interpretation materials and content for Holywells Park will respect the following principles:

- Engages people in the story in a variety of ways
- Primarily communicates ideas and feelings rather than information
- Focuses each piece of interpretation on or at most only a few ideas
- Is physically and intellectually accessible to all through a layered approach
- Provokes discussion and learning
- Provokes an emotional response and entertains
- Is of a scale that respects the intimacy of the site
- Uses materials sympathetic to the site
- Connects to features within the immediate surroundings
- Stimulates people to find out more.

Stakeholder Suggestions on Formats

The park will develop a series of interpretation materials which will include:

- Information about the park in literature/leaflets and on the IBC and FoHP websites.
- Information leaflets about:
 - Heritage of the park
 - Nature of the park
- Health and wellbeing package.
- Events in the park.
- Information signs with maps of the park at every entrance.
- Directional brown signs from the Ipswich Waterfront.
- Access friendly way marking posts within the park setting.
- Audio, visual and tactile aids for interpretation within the park.
- Victorian working stable and tack room exhibition.
- An exhibition about the Cobbold Brewing Industry.
- Exhibitions within the orangery.
- The creation of five trails around the park with interpretation boards.

Quick Response (QR) Codes and Audio points to include:

- Heritage
- Nature
- Fitness
- Geology
- Trees
- Heritage, environmental, cultural and health and wellbeing events and activities.
- Wildlife Whisper – using remote cameras within the park to capture wildlife that will be displayed through monitors at the stable block and on IBC website.

Please see the Interpretation Plan (Appendix H) for specific details relating to interpretation at Holywells Park.

7 Monitoring and Evaluation

Throughout the life of the project monitoring and evaluation will be undertaken and is seen as a vital tool for the project's success. This will involve:

- Green Flag Award Scheme
- Hall Aitken Monitoring and Evaluation Tables
- Visitor Observation Surveys
- Questionnaires
- Feedback forms
- Suggestion box
- Visitor book
- Reception desk

Information gathering will be co-ordinated by the Community Engagement and Volunteering Officer with the help of volunteers.

The baseline figures and targets, against which the achievement of the project will be judged, are set out in the Hall Aitken Monitoring and Evaluation Table (Appendix I).

Workshops will be held following the completion of the capital works programme to evaluate lessons learnt. Further workshops will be held at the end of the first years Action Plan activities to evaluate the benefits as anticipated have been achieved. Any lessons learned from the first year will be incorporated into the following year's Action Plan. A further workshop will be held at the end of year five.

8 Budget

The cost of events and activities for the project the budget is shown below. These costs have been collated from the Action Plan (Appendix F)

Cost Plan – Activity Costs

Community Engagement & Volunteer Officer and Project Support Officer	£	147,562
Training of Staff	£	1,500
Training for Volunteers	£	15,250
Volunteer Expenses	£	3,900
Interpretation Boards, Furniture, etc.	£	69,300
Printed materials	£	12,100
Events and Activity Programmes	£	121,932
Fees	£	3,000
Inflation	£	4,816
Contingency	£	16,799
Total Activity Plan Costs	£	396,159

9 Action Plan

The Action Plan (Appendix F) presents a detailed plan of what Holywells Park is going to research, develop and implement to engage people and communities, especially over 45s, BAME groups, single adults and teenager audiences, with learning, participation and conservation.

The main outcomes for the plan are to:

- Increase the range of audiences.
- Conserving and enhancing the heritage value of the park.
- Increasing the range of volunteers.
- Improving skills through knowledge and training.
- Improving management and maintenance.

Activities that the Action Plan offers are:

- Holi and Vaisakhia religious festivals.
- Working in partnership with the Bangladeshi community to organise events, activities and workshops.
- Family Fun Day events.
- World Picnic.
- Chopin piano recital.
- Polish picnic.
- Activities for over 45s and single adults.
- Heritage and wildlife guided walks.
- The implementation of a health and wellbeing package.
- i-play equipment.
- Volunteering Clubs.
- Training for Volunteers and staff.

10 Appendices

Appendix A - Parks and Open Spaces Structure Chart

Appendix B - Visitor Observation Survey and Park Questionnaire Results

Appendix C - Job Descriptions

Appendix D - Volunteer Policy

Appendix E - Volunteer Work Plan

Appendix F - Action Plan

Appendix G - Training Plan

Appendix H - Interpretation Plan

Appendix I - Hall Aitken Monitoring and Evaluation Table

Appendix A
- Parks and Open Spaces Structure Chart

Appendix B

- Visitor Observation Surveys and Park Questionnaire Results

**Visitor Observation Surveys and Park Questionnaire Results
Summer 2012**

Site Report: Holywells Park

February 2013

Alison Millward / Claire Jordan-Hawes



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Site Description

Holywells Park is situated just north of the Waterfront area, between Nacton Road and Cliff Lane. It has 67 acres of rolling grounds, ponds and woodlands. There is a state of the art play area, a water play feature, a Bowling Green and wildflower maze.

There are five entrances, a small car park off Cliff Lane and on street parking areas. Toilets are available at the Stable Block when the park is open.

Access by bus from all directions is easy but Ipswich railway station is a 20-25 minute walk away.

Holywells Park has been successful in its first round application to Heritage Lottery Fund for a programme of renovation will include restoration of the Stable Block and Orangery, providing improved visitor facilities. The evidence on current use collected through the observation survey will be used to justify the proposals that are put forward in the second round application.



Introduction

Two types of research were carried out for Holywells Park:

- Visitor Observation Survey (See Appendix B1 for the Survey template used)
- Park Questionnaire (See Appendix B2 for the Questionnaire and Appendix B3 for the Questionnaire Results)

The main purpose of the Visitor Observation Survey was to help us calculate an accurate estimate of visitors to the park and the activities they were engaged in. The Park Questionnaire asked questions about several topics relating to the park including frequency of visits to the park, areas of the park they visited, activities they currently participate in and those they would like to see in the future. In addition, as an optional question, we asked details about the individual which included age, ethnicity and postcode. The postcode details gave us a better understanding of where our park visitors had come from.

The Visitor Observation Surveys took place between Tuesday 24th July 2012 and Sunday 30th September 2012 incorporating the school summer holidays and the beginning of the autumn school term. These were mainly carried out by volunteers from the Friends of Holywells Park. 22 hours of surveys were carried out. These took place between 08:00 and 19:00 on weekdays and over the weekends relating to the opening times of Holywells Park. 2176 people were recorded on the Visitor Observation Surveys. These consisted of 392 groups and the other visitors were on their own.

The Park Questionnaire survey was completed by 408 individuals either online or a paper based version. These were completed between mid-August and the end of October 2012.

Please note that when reading the statistics for the Park Questionnaire below, that not all the questions were answered by the individuals completing the questionnaire. Hence the percentages may not always add up to 100%.

Visitor Numbers

Table 1: Visitor Numbers

Weekdays											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
No visits	33	44	239	66	179	83	228	55	211	63	43
Date	09/08/12	12/09/12	24/07/12	21/09/12	04/09/12	06/09/12	31/08/12	11/09/12	24/08/12	06/09/12	31/08/12

Weekends											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
No visits	27	23	49	91	44	57	44	260	204	98	35
Date	26/08/12	15/09/12	12/08/12	22/09/12	01/09/12	30/09/12	02/09/12	08/09/12	28/07/12	22/09/12	01/09/12

	School term time
	School holidays

	Total Number of Visits	Number of Hours	Average Visits per Hour	Visits per 12hr day	Days per year	Totals per year
Weekdays	1244	11.6	106.9	1,283	261	334,918
Weekends	932	11.4	81.5	978	104	101,732
Totals	2176	23.0	188.4	2,261	365	436,650

The visit numbers indicate that on average there were around 50 people per hour visiting Holywells Park, with peaks of more than 200 people per hour during weekdays in the summer school holidays and on Sunday afternoons.

One explanation as to why the park tended to be marginally busier during the week rather than at weekends, was that week day numbers were swollen with through-routers and commuters, and that local people may visit open spaces outside of Ipswich at weekends.

The total number of visits per year whilst substantial at **436,650** should still be regarded as a conservative estimate, given that observers could not record everyone passing through the park because of the size and wooded nature of the landscape. The numbers of people attending special events throughout the year (which in 2012 was estimated to be around 500 people – Information from Friends of Holywells Park) should also be taken into account.

From Question 2 of the Questionnaire ‘How often do you visit Holywells Park?’ almost the same number of people visited the park Weekly, Monthly or 2-3 time a year totalling 73.8% (260). 7.1% (25) of people were daily visitors to the park.

Visitor Profile

Allowing for the fact that certain features in parks attract a disproportionate number of people from those sectors of the catchment population attracted to them e.g. play areas and the like, and that there is usually free access to parks from early morning to late evening, suggests that (all other things being equal) the profile of visitors to parks ought to reflect the profile of the population living around them.

The table below shows the visitor profile characteristics for Gender, Age and Ethnicity for the 2012 Visitor Observation Survey (with and without the Play Area data), compared with the Park Questionnaire data and the 2011 Census Information for Ipswich.

The 2011 Census information for Ipswich showed an increase in population by 13.8% to 133,384 for the area, in the last 10 years. The median age remained at 36 years old.

The visitor profile for Holywells Park is highly skewed by the popularity of the Play Area. Whilst there were 2176 people observed in total, this number reduces by almost half to 1265 when you take away the people using the Play Area.

Table 2: Visitor Profile

Visitor profile characteristics	N-a = 2176 people observed in the 2012 Visitor Observation Survey	N-b = 1265 people observed in the 2012 Visitor Observation Survey minus the Play Area Figures	N-c = 408 Park Questionnaire	2011 Census Information for Ipswich
Gender				
Male	40.3%	48.1%	37.7%	49.8%
Female	59.7%	51.9%	62.3%	50.2%
Age				
0 - 4	11.5%	10.0%		7.0%
5 - 15	38.8%	16.8%	6.0%	11.6%
16 - 19	4.3%	10.3%	10.1%	6.5%
20 - 44	32.8%	35.8%	48.7%	37.0%
45 - 64	8.0%	18.4%	22.4%	23.6%
Over 65	4.7%	8.7%	11.9%	14.4%
Ethnicity				²
White	90.0%	89.6%	86.2%	88.9%
Mixed	1.8%	1.6%	3.9%	3.6%
Black	4.3%	3.5%	3.6%	2.3%
Asian	2.0%	4.4%		
Chinese	1.4%	0.4%	1.2%	4.3%
Other	0.5%	0.4%	0.6%	0.9%
With observable disability/reported long term limiting illness	0.9%	0.6%	7.2%	18%
Visiting Alone	7.8%	7.7%		
Visiting in a Group	92.3%	92.3%		
Visiting with a dog	9.2%	17.8%		

² Source: Office for National Statistics Website
Table KS201EW - 2011 Census: Ethnic group, local authorities in England and Wales

NB. The interpretation below relates to the full profile (column N-a in table 2) unless otherwise stated.

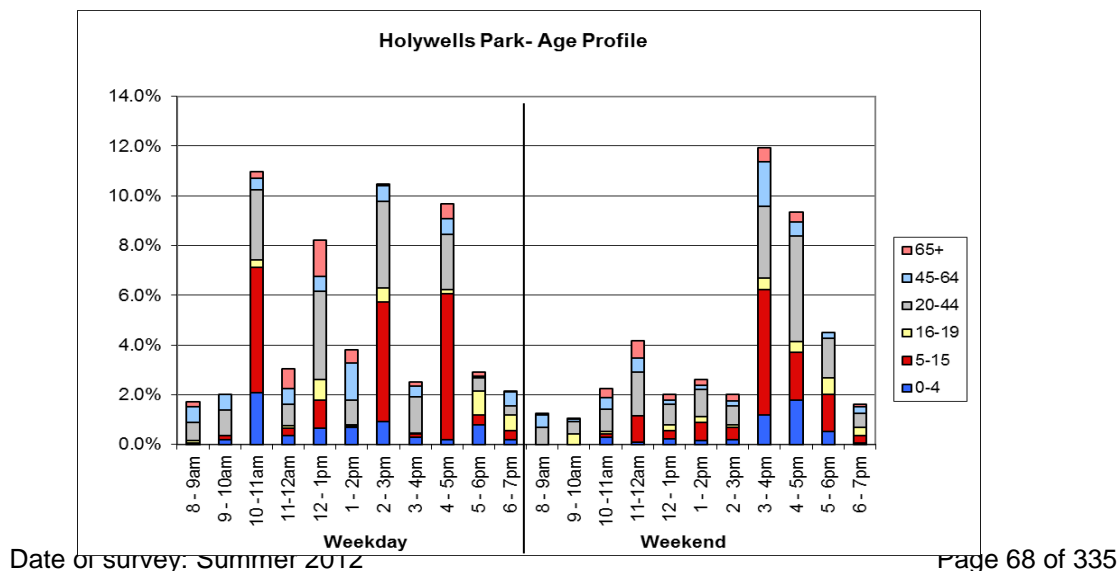
The higher percentage of females compared to males in the Holywells Park profile is notable. The numbers of females and the proportion of people visiting in groups were both undoubtedly swollen by those bringing young children to the Play Area midweek. Despite these effects we still believe the figures suggest that females felt sufficiently safe in this park to visit on a regular basis. There were also considerably more females than males completing the Park Questionnaire (column N-c in table 2) and the figures above show the similarity in male and female numbers for both the questionnaire and the survey.

The high percentage of Under 15s using the park was more than twice their proportion in the borough catchment and again probably a consequence of the popularity of the Play Area. Whilst this factor also clearly had a statistical effect on reducing the percentages of people in the 45 and over age groups, these percentages were still regarded as being significantly lower than in the borough catchment. The proportion of visitors with an observable disability was also extremely low and a cause for concern, as was the low percentage of people visiting on their own. Anecdotal evidence from the observers suggested that people from the older age groups may avoid the park in the height of the summer months when it is full of children, but return to it during the autumn.

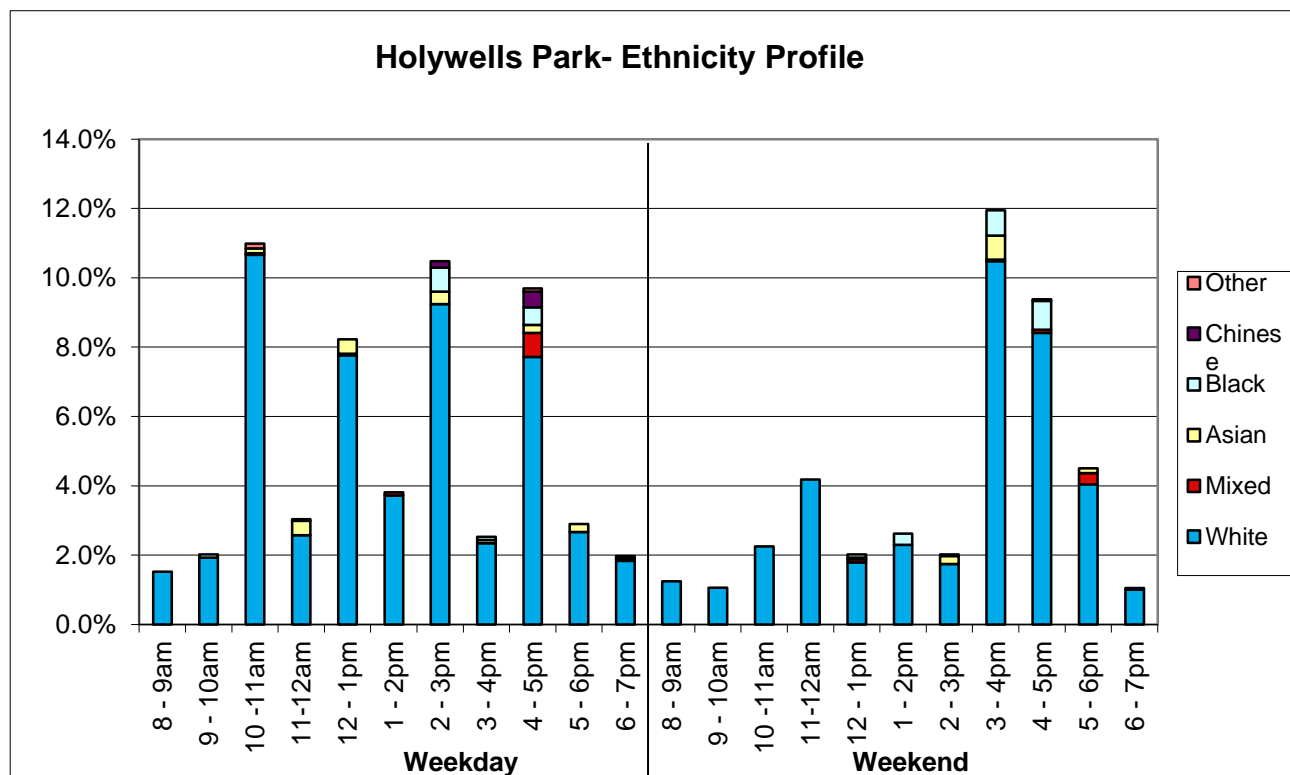
“some main paths are difficult for those with walking sticks/frames”

Q10.9

Just less than one in ten visitors were in the presence of at least one dog. This is a relatively low percentage compared to similar countryside-like parks around the UK but was not considered to be of concern.



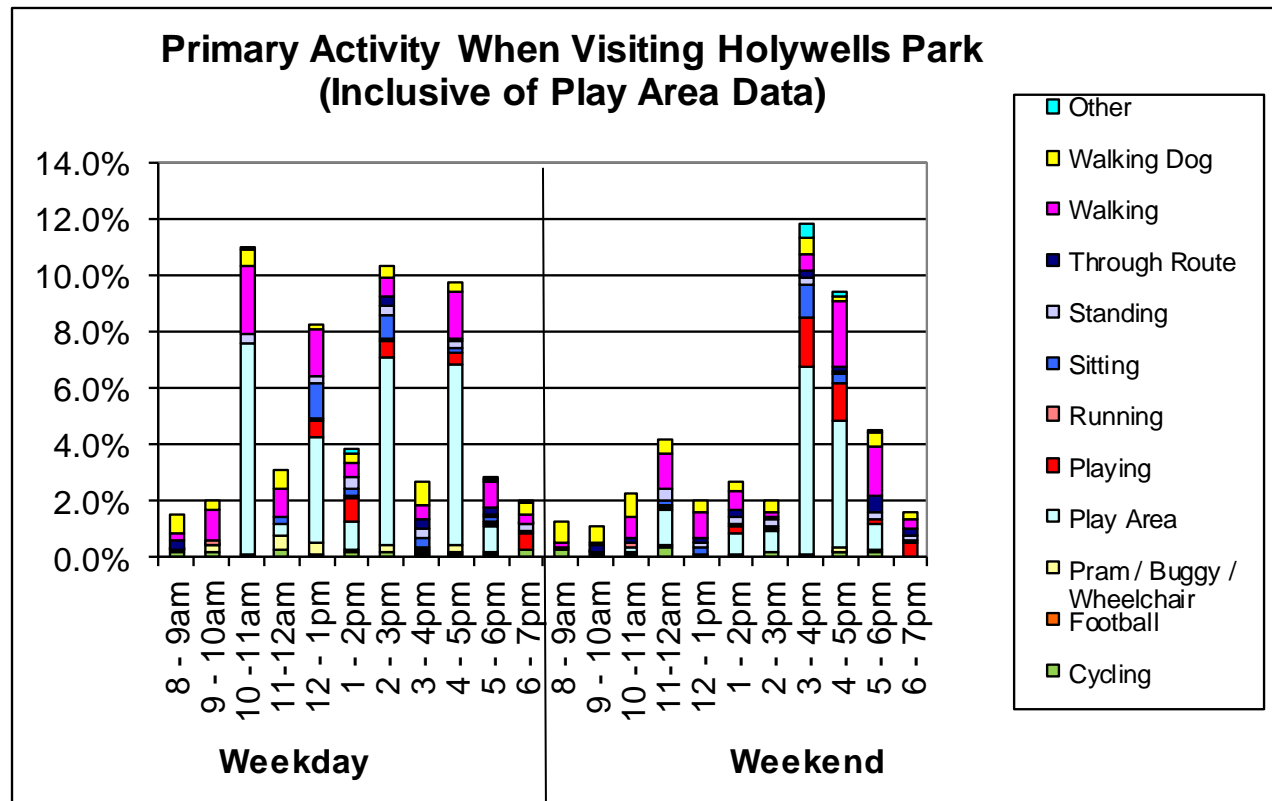
The profile of people from ethnic minority backgrounds was considered encouraging, given that there were a slightly greater proportion of visitors from these groups than resided in the population of the borough as a whole (looking at the 2011 Census figures). However, in 2001 the percentages of people from ethnic minority backgrounds in the two wards closest to the park (Priory Heath and Gainsborough) were 10% and 6% respectively. This suggests that perhaps more could be done to attract visitors to Holywells from these groups living close to the park. This information is not yet available for the 2011 Census Data.



Activity Profile

The following two graphs below show a pictorial representation of the activities for Holywells Park, both inclusive and exclusive of the play area data.

The predominant activity of the graph (inclusive of the play area data) is the 'Play Area' and of the graph below that (exclusive of the play area data) is 'Walking.'



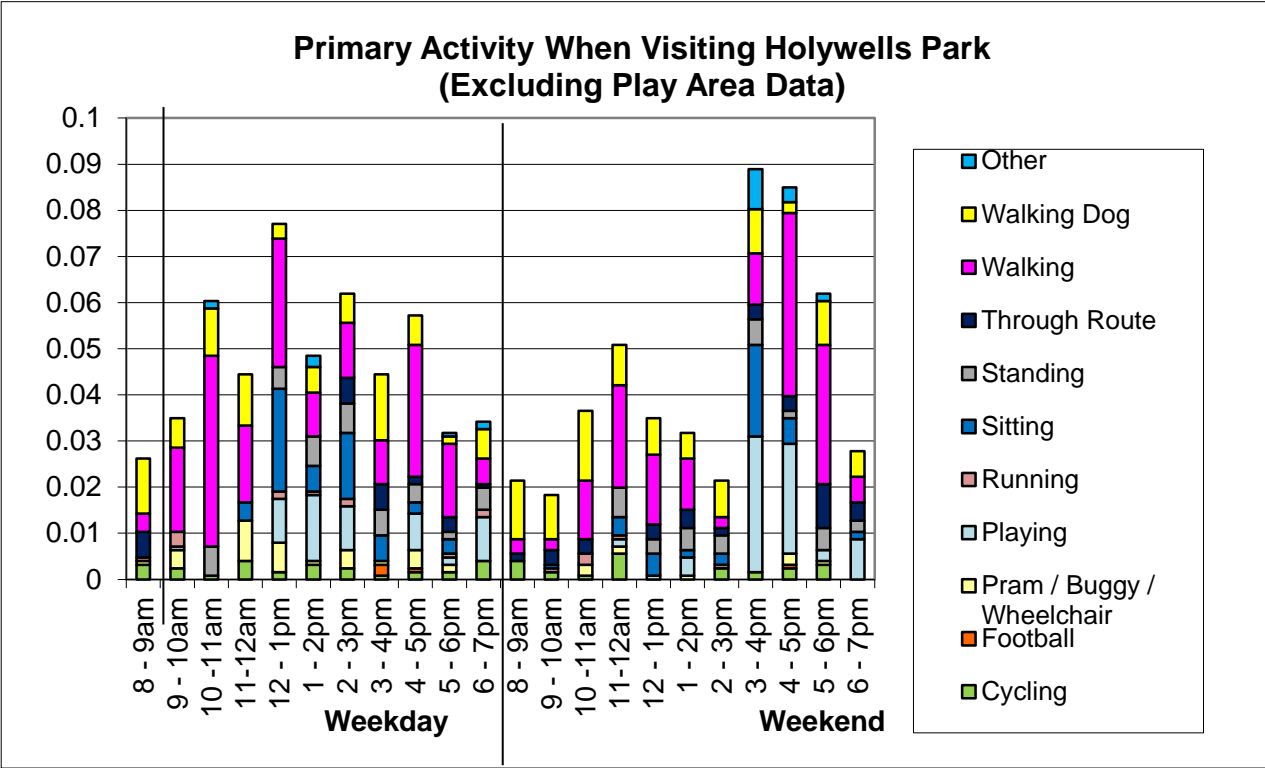


Table 3: Activity Profile Results

Activity	Total Inclusive of Play Area Figures Na = 2176	Total Excluding Play Area Figures Nb = 1265
In Play Area	53.6%	Not included in statistics
Walking	17.4%	34.5%
Walking dog	8.0%	17.8%
Playing (Outside the Play Area)	6.0%	12.4%
Sitting	3.1%	9.8%
Through Routing	3.1%	5.9%
Standing	2.9%	7.2%
Cycling	1.6%	4.7%
In pram / buggy / wheelchair	1.6%	3.9%
Football	1.3%	0.3%
Running	0.7%	1.5%
Other	0.6%	2.0%
Total	99.9%	99.9%

Table 3 above shows the percentages of visitors carrying out the different activities inclusive and exclusive of the Play Area Figures.

Table 4 shows the responses to Question 3 of the park questionnaire. Please note that as the respondents were able to tick up to 3 different places that they usually visited, these do not add up to 100%.

Table 4: Question 3 Results

Question 3 Which areas of the park do you usually visit? (Please tick up to 3 places)	Question 3 Totals
Stable Block / Walled Garden	27.6%
Canal Conservation Area	17.9%
Woodland	49.0%
Meadow	33.7%
Ponds	49.6%
Play Area / Water Play	52.5%
Through Route	27.6
Bowling Green / Pavilion	6.5%

Table 5 below shows the response's to Question 4 of the park questionnaire. Please note that as the respondents were able to tick up to 5 activities, hence the results will not add up to 100%.

Table 5: Question 4 Results

Question 4 What do you normally do when you visit the park? (Please tick up to 5 activities) Activity	Total Inclusive of Play Area Figures Na = 2176
Go for a Walk	60.6%
Walk the Dog	19.1%
Attend Events / Guided Walks	10.9%
See Birds & Wildlife	27.4%
Keep Fit / Improve Health	15.7%
Eat / Drink / Picnic	37.4%
Get some Fresh air	45.1%
Children / Family Outing	44.6%
Enjoy beauty – Flowers, trees	30.9%
Run / Jog	9.4%
Enjoy views	26.0%
Cycle	9.4%
Sport's / Games	11.4%
Relax, think, peace & quiet	28.9%
Meet friends	27.7%

In similar parks without play areas the combined total of people walking and walking the dog would typically account for 50% of the primary activity profile, and an even higher percentage on the more naturalistic types of green space such as commons and heaths. From Question 4 responses, 'Going for a walk' and 'Walk the dog' had a combined response of 79.7%

In the Activity Profile Table 3 above for Holywells Park it can be seen how the popularity of the Play Area dominates the profile of primary activity in the park (column Na). The profile in column Nb (excluding the visitors to the Play Area) is more in line with similar urban parks elsewhere. This is similarly reflected in the results for Question 3 (Which areas of the park do you usually visit?) where 52.5% selected Play Area / Water Play as one of the places they visited. The following most popular places in the rest of the park to visit were Ponds 49.6%, Woodlands 49.0% and the Meadow Area 33.7%.

Whilst it is good that significant numbers of children and their carers are being attracted into the park to use the Play Area, the observers were concerned that the overall profile suggested that the adults within the park were more passive than active. The impression had been gained that family groups attracted to the Play Area, rarely ventured out around the rest of the park before setting off for home, other than to feed the ducks. It therefore seemed that the adults supervising children in the Play Area were not taking advantage of the opportunity to take exercise in the park beyond the Play Area during a visit.

The observers noted 6% of visitors to be at play away from the Play Area (column Na). Whilst this included families playing Frisbee, bat and ball, only a few examples of children engaged in informal imaginative play activities such as tree climbing, pond dipping, paddling in the brook and the like were noted; and not as many as they might have hoped for, given the wealth of woodland, wildlife and other natural landscapes within the park. Having said that, when the figures for the Play Area visitors are removed, there appears to be a more normal profile. This is typical of the majority of similar parks.

The low proportions of people running and cycling (amounting to only 78 people (3.6%)) over the 22 hours of recording again suggested that the bulk of adults were relatively inactive users. This is also confirmed in the response's to Question 4 (What do you normally do when you visit the park?) where Run / Jog and Cycle were the least popular activities with only 9.4% for each.

Patterns of Use

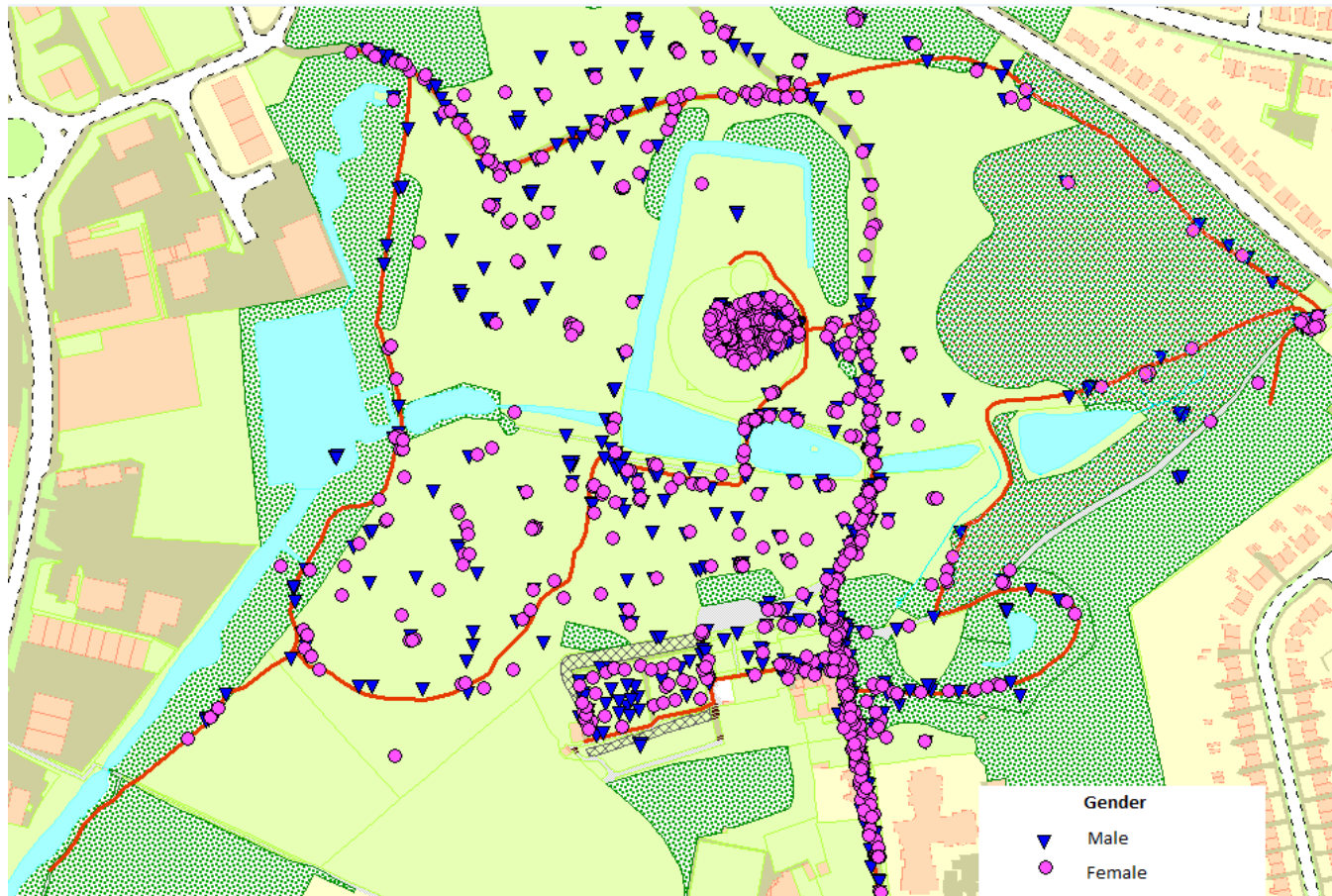
The following distribution maps of all visitors to Holywells Park illustrate the main concentration of visitors to Holywells Park were attracted to the Play Area. The use of the slopes to the west of the Play Area (typically for picnicking and informal ball games) is notable. However, the maps help to highlight a lack of creative play in the park as the Play Area dominates the playing activities.

The relatively low use of the walled gardens indicates there to be barriers to the use of this area. In speaking to visitors to the park, many did not know this area existed. The area to the north east of the Play Area known as Snow Hill also lacks visitors.

The older Age Groups stayed mainly on the paths and few explored the woodlands or grass areas of the park.

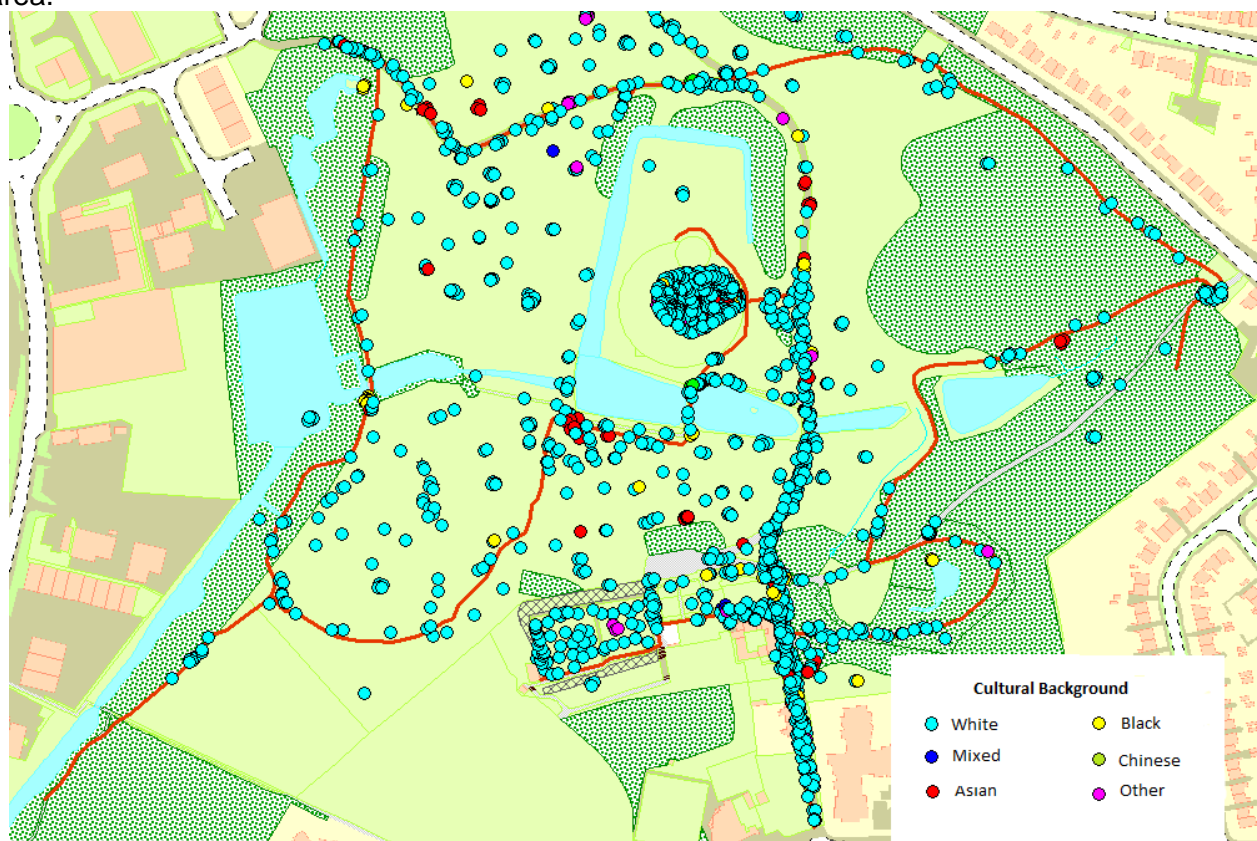
Map of Males and Females

The distribution map below for Females and Males in the park indicate similar distributions throughout the park.



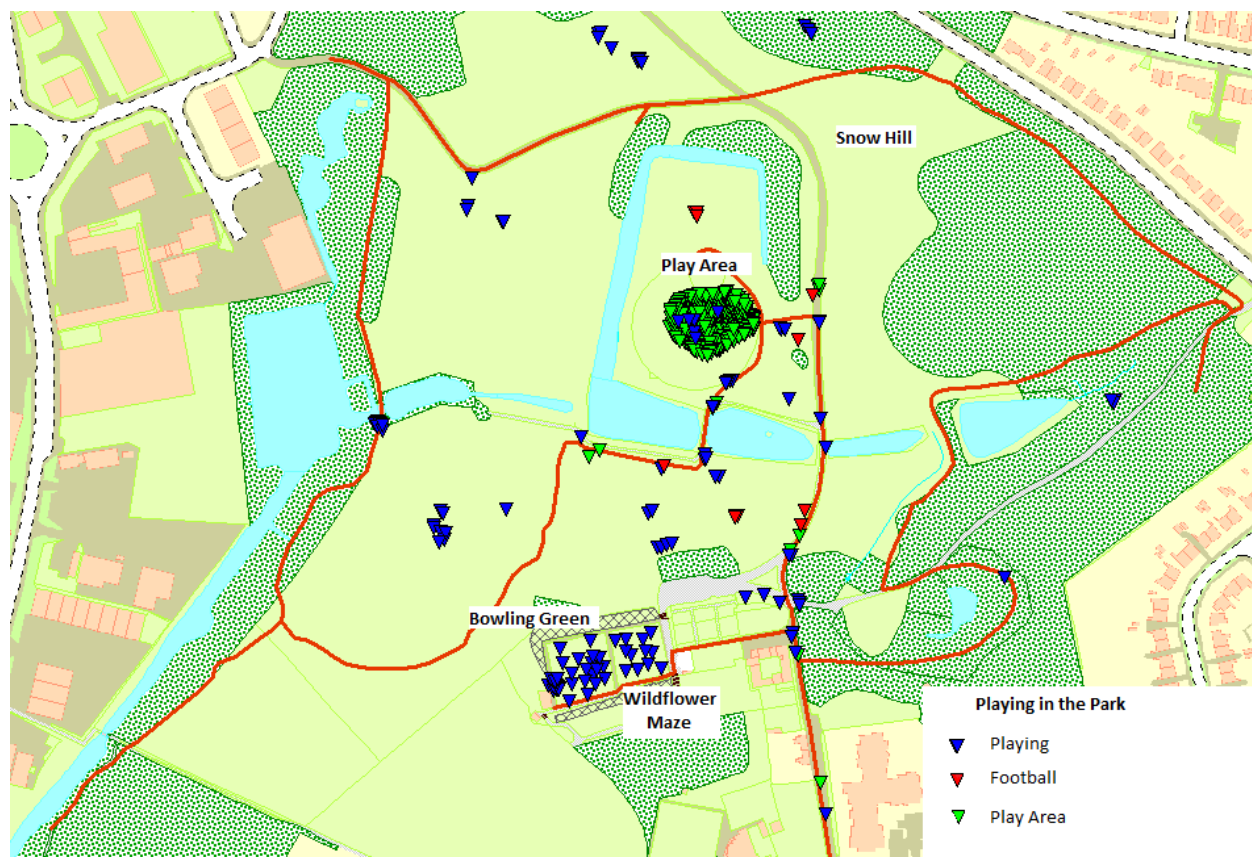
Map of Cultural Background

The map below show the distribution of people recorded in the Visitor Observation Surveys from different Cultural Backgrounds. The key at the bottom right hand side of the map show the Cultural Background categories. You can see that those people with a 'White' culture dominates the map and are spread throughout the park into the woodlands and on the grass areas. The ethnic minorities however are mainly seen along the paths and in the play area.



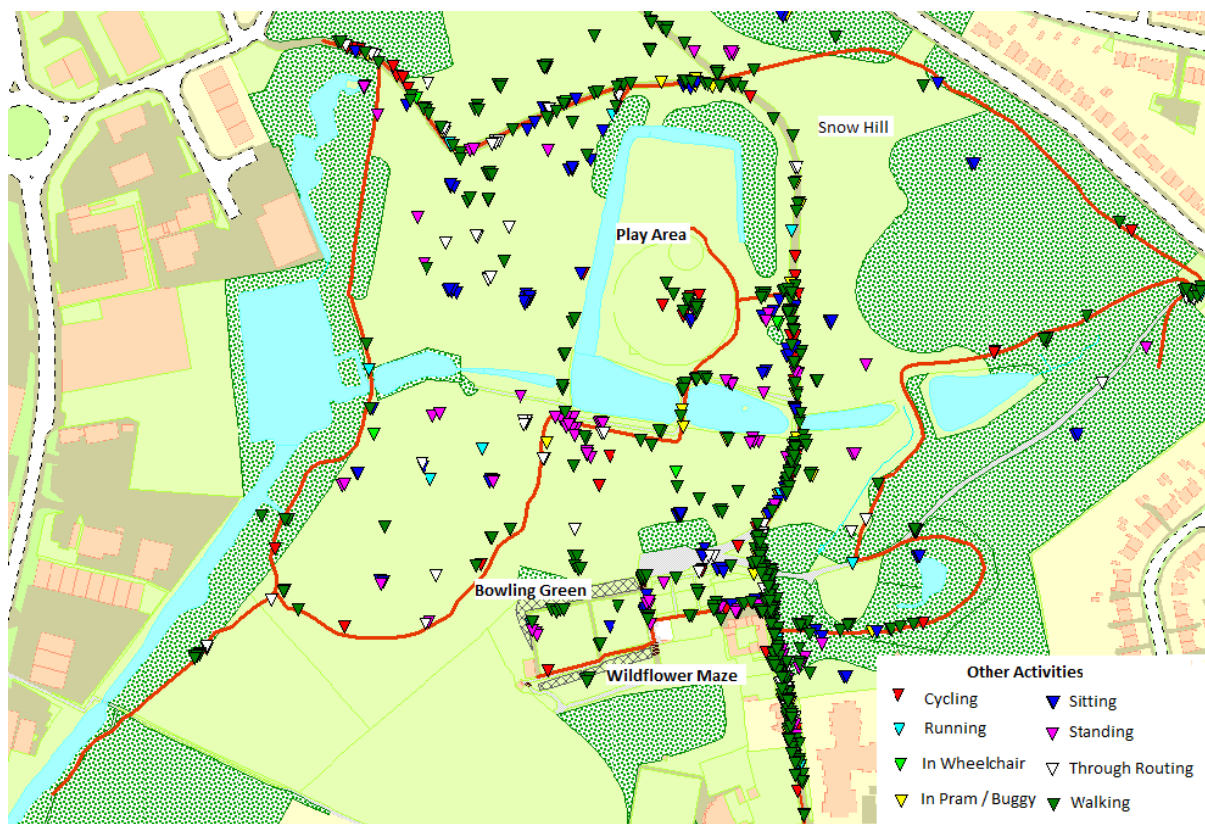
Map of People Playing

The map below shows the distribution of people playing in the park. It is clear that the Play Area is the most popular activity in Holywells Park. This is followed by people playing on the Bowling Green and playing in the Wildflower Maze. It is notable that not many people are creatively playing in other areas of the park.



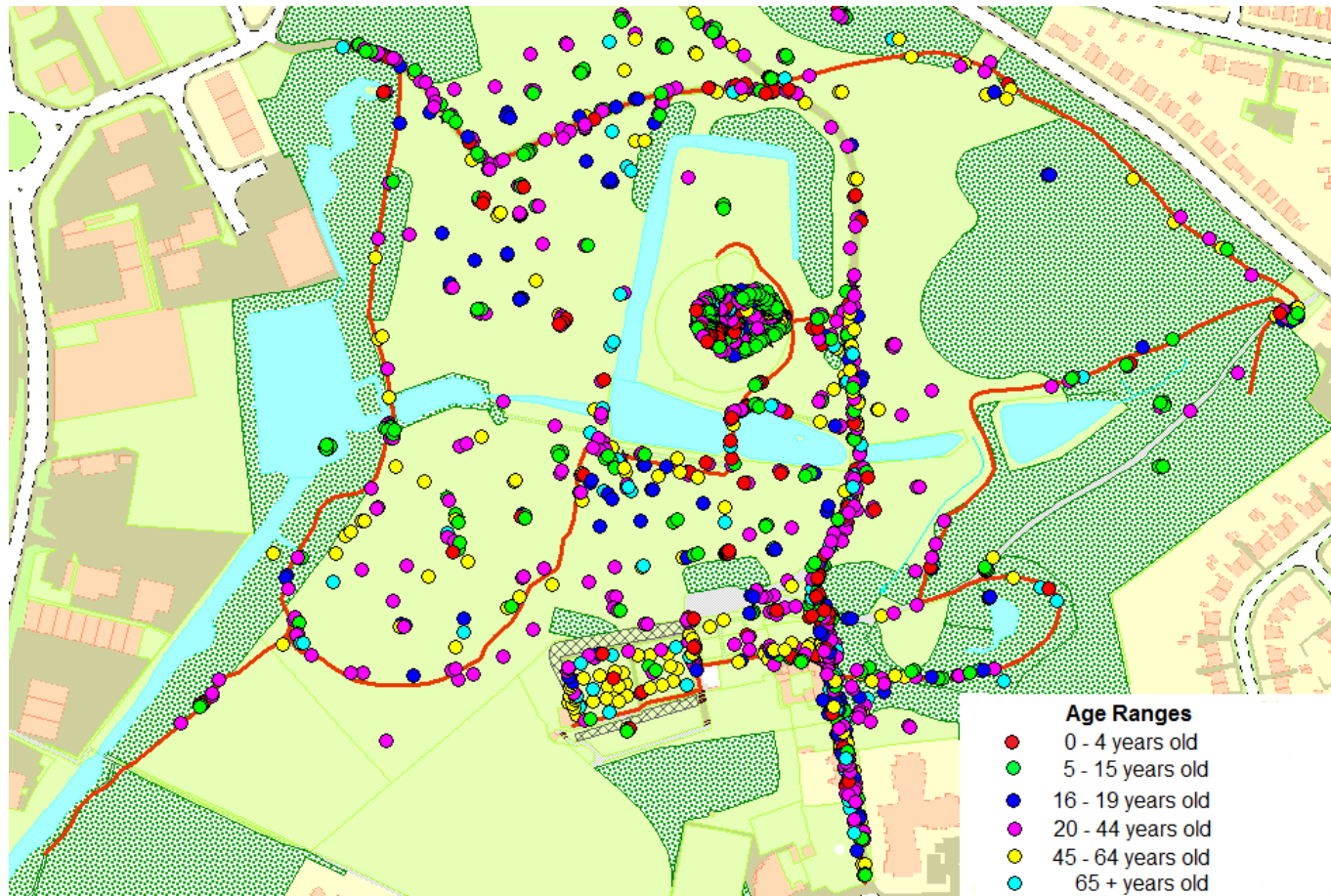
Map of Activities

The map below show the activities observed in the park excluding 'Dog Walkers' and people 'Playing'. It is clear that the predominant activity is walking and this activity is mainly along the paths. This map suggests that the through route from and to Myrtle Road entrance is the most well used entrance after upper Cliff Lane. This is significant because have asked us to do something to improve that entrance and access to it from the Waterfront direction.



Map of Age Categories

This map shows the distribution of the six Age categories.



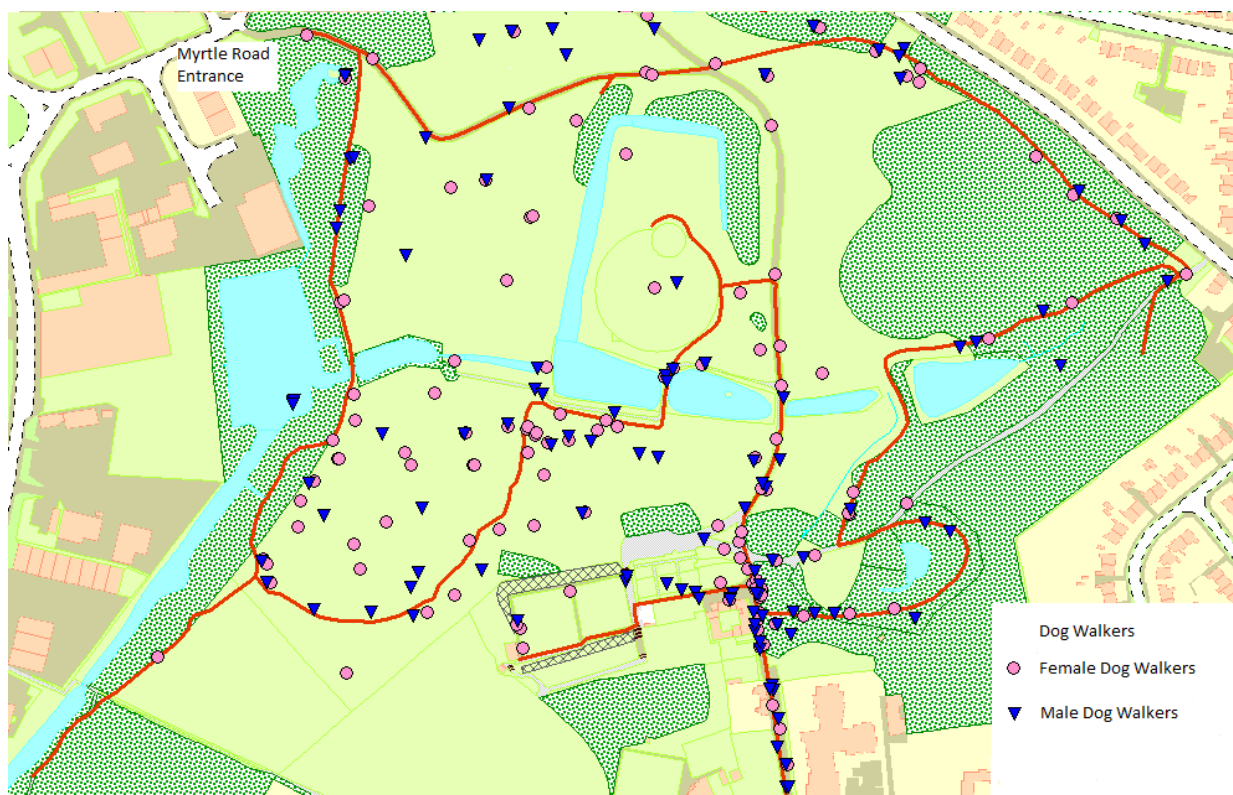
The 0-4, 5-15 and 20-44 Age groups were mainly situated in the Play Area with a scattering of people in the grass areas. Very few of the younger visitors were observed in the woodlands. There were fewer late teens, 16-19 years olds in the park as a whole and very few in the Play Area. This is possibly due to the upper age limit for using the Play Area being 14 years old. The popular activities for this age group were Walking, Walking the dog and Through Routing.

The 45-65 age group were happy to venture throughout the park and they were the main age group using the bowling green. The distribution of the older age group (Over 65's) indicated that few ventured away from the main paths, Play Area and Bowling Green. Only 7 people (0.07%) of the Over 65's were observed in the woodlands, possibly a sign they do not feel safe to be there or the steep terrain is too difficult for them to walk on.

Observers were surprised that the Dell was not as well visited as they had anticipated.

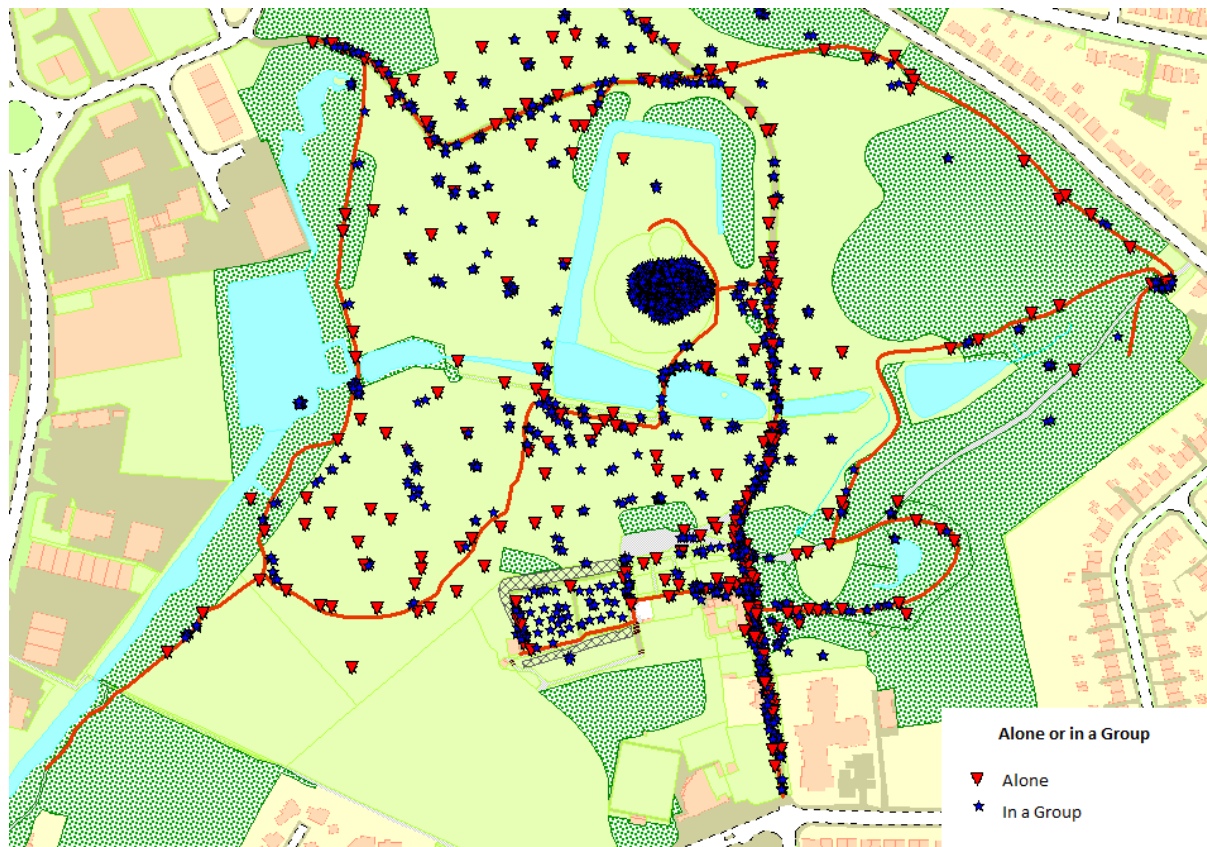
Map of Dog Walkers

The map below shows where female and male dog walkers were observed in the park. It is pleasing to see that there were approximately the same numbers of female and male dog walkers in the wooded and more secluded areas of the park. This shows females feel safe to walk in these areas with their dogs. It is interesting to see Dog Walkers are generally not seen on the busy section of path going round to Myrtle Road. It looks like most Dog Walkers come in via Upper Cliff Lane and indeed the car park but stick to the southern half of the park, keeping away from the play area.



Map of Alone or In a Group

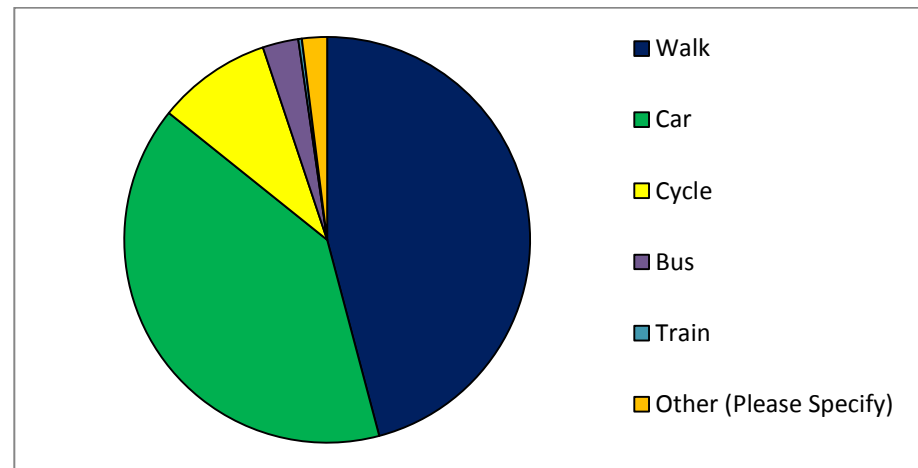
This map shows the distribution of visitors to the park coming on their own or in a group. It is pleasing to see a similar distribution for both groups.



Park Questionnaire Results

Travelling To and Accessing Holywells Park

Pie Chart 1 - Question 5 Responses – How do you usually travel to Holywells Park?



The pie chart above shows that most people (46.8%) walk to the park. This was closely followed by people taking the car (40.7%). There were no direct comments relating to the car park facilities in Question 5. The number of people cycling in or through the park was disappointing especially as the National Cycle Route 51 goes directly through the park. It would be good to encourage cyclists to stop and enjoy more of what the park has to offer - cycle stands in safe location may help to facilitate this.

“Would go more often if better transport”

Q12.11

In Q17. of the Park Questionnaire we wanted to collate information regarding how far people lived from Holywells Park which sits in the North West part of the IP3 postcode area, close to the border with IP4. We asked 'Q17. Please give your post code. (This is to assess how far you live from Holywells Park. We cannot identify your house number from this information.)'

Parts of postcodes IP2, IP3 and IP4 (see Appendix B4 – Map of Postcode Areas around Holywells Park) are all within a 1km radius of Holywells Park, however the River Orwell is a potential barrier to some people living in IP2 as they would have to walk around the river through Ipswich Marina to reach the park. 305 people responded to Q17 and the bar chart below shows 43.6%, most of the respondents, had an IP3 postcode followed by 20.3% of respondents living in the neighbouring IP4 area, both of which lay within the 1km radius of Holywells Park. Our furthest visitor from approximately 150 miles away was from Loughborough with an LE11 postcode and we also had a couple of visitors from London.

Bar Chart 1: Question 17 Responses - Please give your post code.
(This is to assess how far you live from Holywells Park. We cannot identify your house number from this information.)

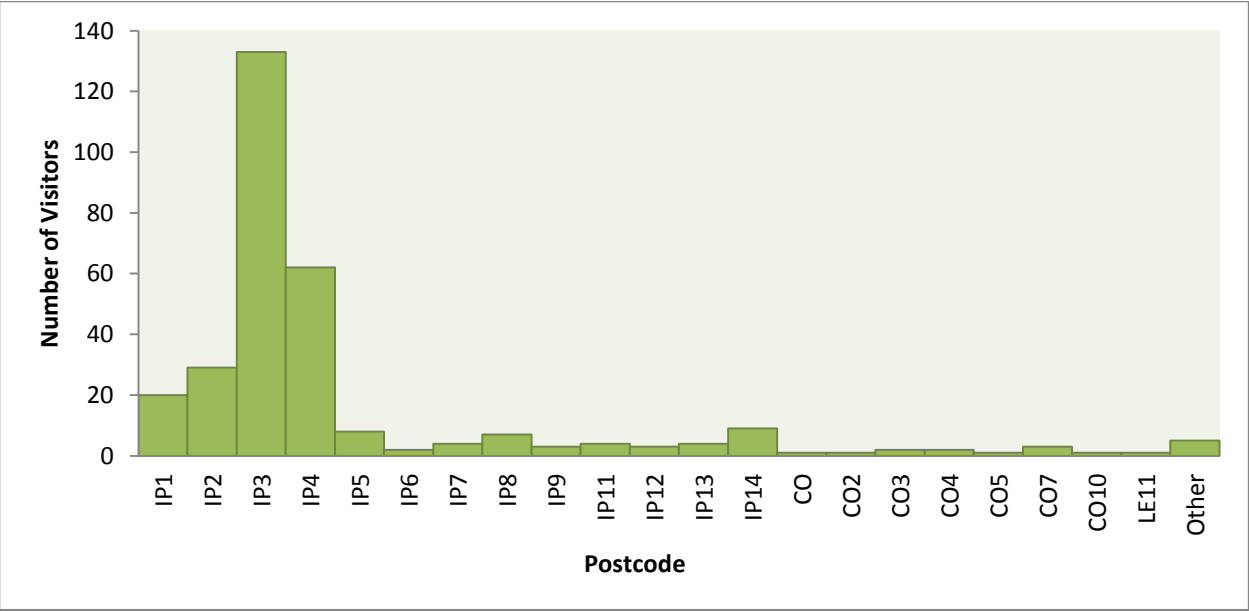
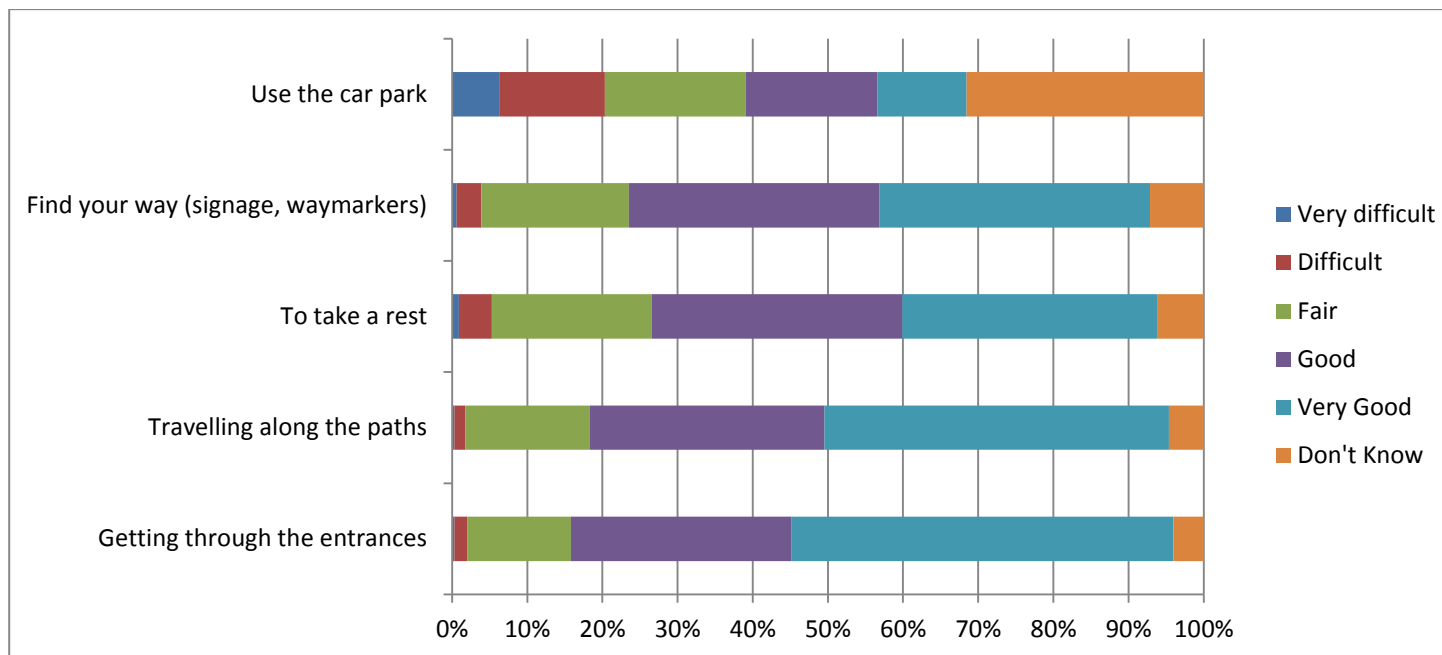


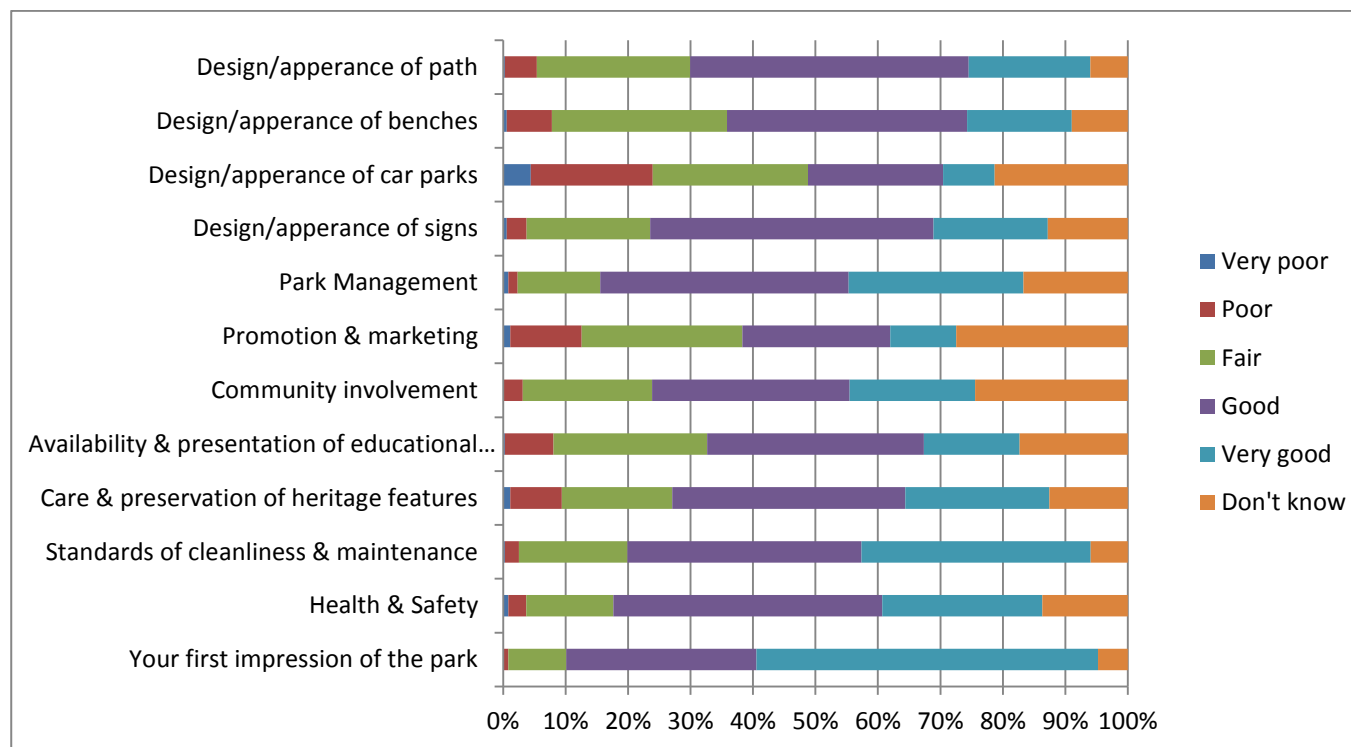
Table 6: Question 6 Responses - When accessing the park, how easy is it for you?



Overall in response to Question 6, for all areas other than car parking, the responses were in the main 'Good' or 'Very Good'. 'To take a rest' rated 'Fair' for 21.2% and for 'Find your way (signage, way markers)' at 19.6%. It is obvious from the results that the car park produced mixed responses with 20% of respondents saying the 'use of car park' is either 'Very Difficult' or 'Difficult'.

Visitor Satisfaction

Table 7: Question 7 Responses - How would you rate us on the following?



The majority of responses to Question 7, rated the various aspects of the park to be 'Good'. 54.6% of respondents said their 'first impression of the park' was 'Very good'. The 'Design / appearance of car parks' had the poorest ratings.

The following comments were made about the canals and Orangery:

- | | |
|---|-------|
| “Sad to see canals not flowing through the park as they used to” | Q7.7 |
| “The path along the canal area gets too muddy to walk along sometimes.” | Q7.21 |
| “corrugated sheeting over the conservatory is an eyesore” | Q7.12 |
| “Would like to see orangery become something usable” | Q7.26 |

In Question 8 of the Visitor Questionnaire we asked 'What, if any nuisance do you experience from other park users?' 112 people wrote comments of whom 30 wrote 'None.' The comments highlighted the main nuisance in the park (38%) to be related to dogs: dogs not on leads, dog fouling and out of control dogs scaring wildlife / people. Other concerns included the poor quality of existing toilets and lack of toilets near to the Play Area.

People wanted the Stable Block and Orangery to be restored and wildlife habitats to be improved. It was also commented upon that the advertising of park events could be dramatically improved. There were mixed comments about the existing car parking facilities. 2.7% of people mentioned their dislike to people smoking in the Play Area.

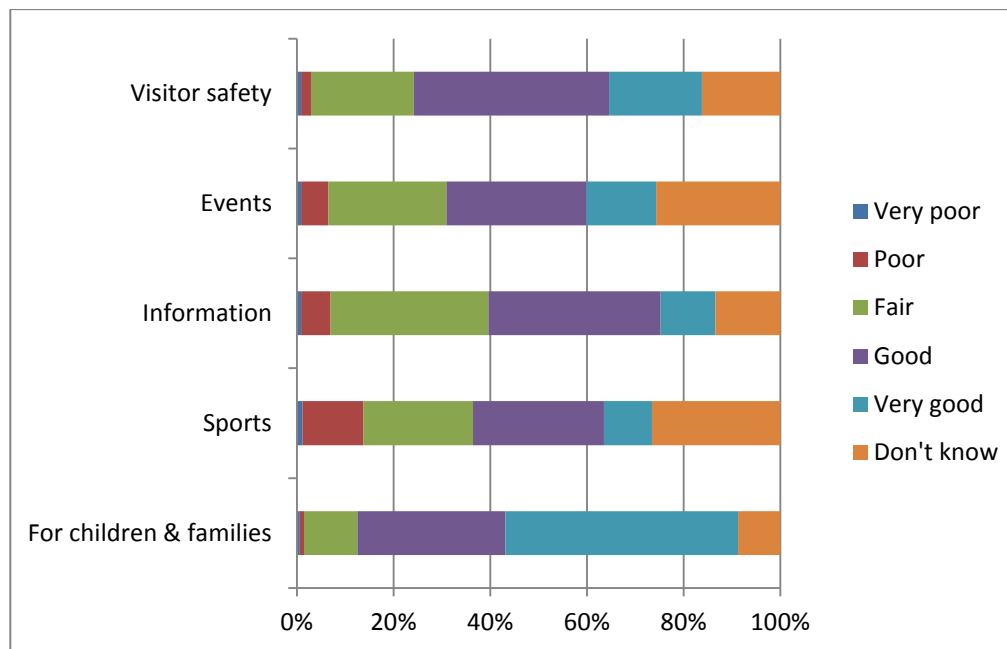
'Dogs off leads, dogs poo. Cigarette smoking in playground (by adults)'

Q8.3

'Dog owners leaving dog excrement and their dog's out of control scaring wildlife or jumping up at people. It's almost as if you are supposed to tolerate this.'

Q8.73

Table 8: Question 9 Responses - How would you rate the facilities / services we provide for the following?



It is clear from the bar chart above that the facilities at the park 'For children & families' is rated mainly as 'Good' and 'Very good', mainly due to the play area. Visitor safety also rated well. The highest 'Poor' rating was for 'Sports', however there were no comments in Question 9 as to how this could be improved or if indeed people wanted it to be improved. The following are a couple of related comments.

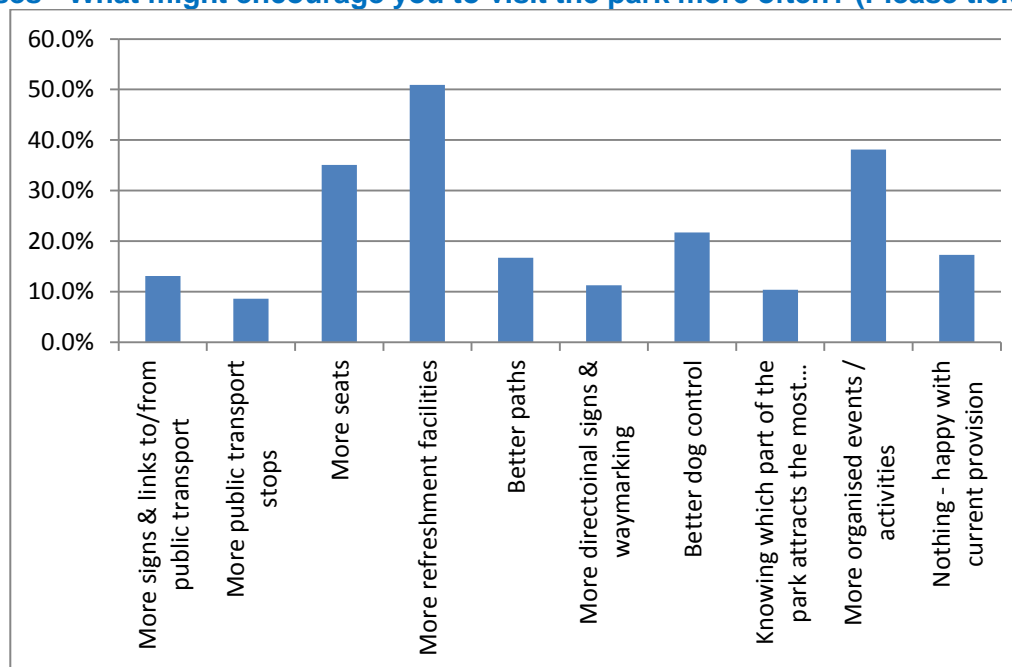
"Sports facilities i.e. basketball; tennis etc."

Q10.37

"More events please and advertising"

Q12.92

Table 9: Question 10 Responses - What might encourage you to visit the park more often? (Please tick up to 3 boxes)



This has been a very useful question to ask as it has allowed us to see what improvements we can make to the park to encourage visitors to frequent the park more often. 'Refreshment facilities' (50.9%), 'More organised events / activities' (38.1%) and 'More seats' (35.1%) were the top three items here.

"Cafe would be nice"

Q10.65

An improvement to and an increase in number to the toilets was the most popular request made in the comment.

"Toilets being nearer to play area. Quite away to run when child desperate"

Q10.15

"Better and more toilets, there is currently only one place to 'go' which is not good when you are at the other side of the park !"

Q10.50

Question 11

Question 11 drilled down further from question 10, asking “For the items you have ticked for question 10, please specify a location.”

- ‘More public transport from’ Felixstowe, Kesgrave and from town.
- ‘More seats’ were wanted throughout the park, but mainly in and around the play area, with picnic benches being suggested. Bench style seats at “more regular intervals throughout park” Q11.152 and “away from the play area” Q11.60.
- The most popular place for ‘More refreshment facilities’ was the Play Area (31 comments), Stable Block (18 comments,) followed by the Orangery (5 comments.)
- Comments were made for paths to be improved throughout the park. The woodland and canal area were specifically mentioned.
- People also requested for more ‘organised events’ to take place in the park.

Question 12

We are really pleased that 119 people took the time to comment on Question 12, the final park related question, which asked ‘Do you have any other views on how the park can be improved? Or any other comments.’ Improving and increasing the toilets being the most popular topic here.

There is a keen interest to improve the heritage buildings and raise the awareness of the history of the park. The following comments relate to this:

“Restoration of the old buildings in the Stable Block area.” Q12.5

“Open up conservatory. Sad to see it boarded up. Ideal for refreshments. More toilets urgently needed for children-long way from play area” Q12.17

“More interpretation and use of heritage and historical features” Q12.103

"I am very impressed by the beauty of the park and the provision for wildlife - more please :)
The history could be made from as its a great story
A really lovely park - well done!"

Q12.97

People are passionate about conservation and wildlife in the park:

"More conservation and protection for the wildlife"

Q12.7

"Try to keep the wild natural feel of the park"

Q12.3

"More wildflowers and natural habitats. some more trees. Signs for the wildlife that can be found in the park"

Q12.75

There are also many requests to see more activities and events taking place in the park:

"Larger annual events"

Q12.10

"More events and advertising"

Q12.27

"Simple refreshments would be welcome in the stable block particularly in the summer months"

Q12.22

We feel this comment summarises the general feelings about Holywells Park:

"Lovely park, great location, just need some TLC"

Q12.30

Car Parking Figures

Table 6: Car Parking Figures

Weekdays											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
Holywells Car Park	3	0	12	5	22*	11	17	12	17	4	0
Terrace	0	2	1	1	1	5	5	0	0	5	4
Date	09/08/12	12/09/12	24/07/12	21/09/12	04/09/12	06/09/12	31/08/12	11/09/12	24/08/12	06/09/12	31/08/12

Weekends											
Time period	8-9am	9-10am	10-11am	11-12am	12-1pm	1-2pm	2-3pm	3-4pm	4-5pm	5-6pm	6-7pm
Holywells Car Park	0	4	2	14	5	11	11	24*	17	10	2
Terrace	0	0	0	0	2	2	0	11	11	13	1
Date	26/08/12	15/09/12	12/08/12	22/09/12	01/09/12	30/09/12	02/09/12	08/09/12	28/07/12	22/09/12	01/09/12

	School term time
	School holidays
N*	Car park busy to overflowing with this number of cars

The car parking figures indicated that parking was heaviest during the week and in particular at lunchtimes. The Holywells Park car park was only busy to overflowing around school holiday lunchtimes during the week and in the school term time middle of the afternoon at weekends, reflecting the peaks in the numbers of visits during the week and at weekends. The observers noted that the parking on the public highways in and around the Cliff Lane entrance to the park was heaviest around lunchtimes during the week and during the school holidays.

Observers commented that some visitors prefer to avoid the crush in Holywells Park car park and leave their cars in the surrounding streets anyway. The figures (if typical) indicated that it should be possible to comfortably accommodate all the bowlers and the vehicles of people with disabilities in Holywells car park in the future.

Out of the 119 additional comments for Question 12 'Do you have any other views on how the park can be improved? Or any other comments.', 11 referenced the car park. There were also 9 comments from Question 10 'What might encourage you to visit the park more often? (Please tick up to 3 boxes)'

These showing varied thoughts about the parking in and around the park. Some people have safety as their priority, others would like to see the current parking facilities improved and some feel it is only during the summer months that parking problems occur.

- | | |
|--|--------|
| "Close the car park. Stop all motor access through any gate...." | Q12.84 |
| "...The entrance near Cliff Lane shops is a road and not safe. The hill leading from here is steep...." | Q12.88 |
| "the banning of cars and smoking" | Q10.47 |
| "A much larger car park is needed" | Q12.13 |
| "better provision for cars to free up surrounding roads which are severely inconvenienced by parking especially in school holidays" | Q12.15 |
| "i feel that the park is in desperate need of a bigger car park as it is used by not only the local people but others from further afield . as they park along cliff lane sometimes on the path as the road is used by local transport it can get very congested also they have been known to park on the pub car park which is only for pub customers .perhaps another play area would be good because the one that we have get very busy especially in school holidays " | Q12.41 |

- “Update car park facilities - level out surface, have CCTV & improve lighting in the car park. All help with safety.” Q10.3
- “Car park adequate, until (of course) school hols, and hot weather. Then overflow car park needed. Shop keepers and residents do get cross about parking in the streets near by.” Q12.91
- “Car parking is a problem during the warm weather!” Q12.76

Conclusions

- Annual visit numbers of 436,650 indicate that this park is well used in comparison with national figures for similar parks.
- Holywells Park was particularly popular with families of young children and their carers.
- The genders were represented fairly evenly in the visitor profile with a slightly higher percentage of females compared to males.
- The proportions of children and teenagers were much higher compared to those of the population in the borough catchment area.
- Very few people with an observable disability were seen in the park.
- The proportion of people over 45 years of age was also low and the majority of adult users appeared to be relatively inactive.
- The level of visits on weekdays was very slightly higher than that at weekends, which is atypical of similar parks elsewhere, where use at weekends can be typically twice as high as during the week. This was thought to be an effect of the popularity of the Play Area for pre-school children and the absence of the commuters and through routers at weekends.
- The majority of use is concentrated in and around the Play Area, with less than expected use made of the walled garden, meadow and canal areas.
- If the Holywells Park car park is to be restricted to people with disabilities and the bowlers, the figures indicated that there may be up to an additional 10 cars per hour to be accommodated in the surrounding streets.
- The route for subsequent Visitor Observation Surveys should be extended along the northerly section of path along the Bishops Hill boundary up to the entrance. Subsequent surveys should be conducted at the same time of year to enhance the comparability of findings. Observers should continue to distinguish between people passing through the park on the way to school, work and the town centre as opposed to walking around the park. Evidence of people taking a particular interest in the wildlife in the park should also be noted in the comments column.

- The Visitor Observation Survey should be completed in the summer season after completion of the capital works. In between times it may be sufficient to use gate counters for short periods to gauge levels of use.
- A set of actions are proposed in the table below which it is hoped would encourage more people from the under-represented groups (the over 45s, people with disabilities and from ethnic minority backgrounds) to visit the park and engage in more active pursuits and in the furthest flung parts of the park in particular.

Holywells Park Action Plan

Issues	Action	Desired outcome by
Low percentages of people from the older age groups (45+).	<ul style="list-style-type: none"> • Provide more seats in the walled garden, remove vehicles parked in front of the Stable Block which can bar safe pedestrian access to the walled garden. • Increase interpretation of the history of the park to attract this age group. • Run more wildlife related, physical and cultural events for this age group. • Install play equipment suitable for this age group e.g. Trim trail. 	Double the percentages of people from the older age groups to 25% by 2016.
Low percentage of people with observable disabilities.	<ul style="list-style-type: none"> • As above, but also provide and promote a low level access route from the Myrtle Road entrance along the canal to the meadow with more benches every 150m. • Increase disabled access from the Holywells Park car park to and around the Stable Block and through the walled gardens. • Install play equipment for disabled youngsters in the Play Area. • Organise volunteer transport to the park on 1 or 2 days a week for those with disabilities. 	3%-5% people with observable disabilities in the park by 2016.
Low percentages of visitor's from Asian backgrounds.	<ul style="list-style-type: none"> • Run more chaperoned events on fitness, food, music and horticulture for Asian women. 	5%-8% visitors from Asian backgrounds by 2016.

Issues	Action	Desired outcome by
Low percentage of people on their own	<ul style="list-style-type: none"> Organise special interest events on wildlife and history and at times that would attract sufficient people on their own not to make them feel out of place. 	Double percentage of people visiting on their own to 15% by 2016.
Low use of the parts of the park beyond the Play Area	<ul style="list-style-type: none"> Fingerposts at the Play Area pointing to other interesting parts of the park such as the walled gardens, canal, meadows, veteran trees etc. Maps of the park highlighting interesting areas, set into the tops of the picnic tables at the Play Area. Events to be located in a range of different locations throughout the park to encourage people to become more familiar with the whole park. Place cycle racks close to the entrance to the walled garden to increase visibility of this area. 	Increased density of use of areas in the park beyond the Play Area.
Inactivity amongst adult users	<ul style="list-style-type: none"> Promotion of interesting parts of the park beyond the Play Area through signage. Organisation of cycling, running, fitness and walking sessions for older adults. 	5% each for activity profiles for running and cycling by 2016.

Appendix B2 - Holywells Park HLF Restoration – Survey Monkey Questionnaire

Introduction

The Council is delighted to announce that the Holywells Park Heritage Lottery Fund application has been awarded a round one pass with a development grant to progress the project to the second round application stage. This application will be submitted in February 2013 and we would expect a final decision in June 2013.

We want to survey the public's views about the park now, during and after the restoration project.

Our aim is to make sure that the restoration brings benefits to people as well as the heritage.

We would therefore be grateful if you could complete this short survey which should take you about 10 minutes.

Thank you very much for your time.

The Data Protection Act 1998 ensures that the information you have provided will only be used for research or to produce statistics. This survey is being carried out by Ipswich Borough Council and is partly funded by the Heritage Lottery Fund. It aims to seek the public's views on the current management of Holywells Park and its visitors and how this could be improved. All responses will be fed into the plans and policies for future management of Holywells Park 's public open spaces. Any information provided will only be used by the Ipswich Borough Council to improve the care of the Holywells Park and its visitors. If you have indicated that you would like to take part in future consultation or find out about volunteer opportunities, your details will be added to a database. This will be managed by Ipswich Borough Council and the information you supply will not be supplied to other organisations.

FRIENDS OF
HOLYWELLS PARK



1. I can confirm that

- I am over 16.
- I am under 16 years old and have received permission from my parent or guardian to complete this survey.

2. How often do you visit Holywells Park?

- Less than once a year 2 or 3 times a year Weekly
 Once a year Monthly Daily

3. Which areas of the park do you usually visit? (Please tick up to 3 places)

- Stable Block / Walled garden Meadow Through Route
 Canal conservation area Ponds
 Bowling green / pavilion Woodland
 Play area / Water Play

4. What do you normally do when you visit the park? (Please tick up to 5 activities)

- Go for a walk Eat / drink / picnic Enjoy views
 Walk the dog Get some fresh air Cycle
 Attend events / guided walks Children / Family outing
 Sports / games See birds & wildlife
 Enjoy beauty flowers, trees Relax, think, peace & quiet
 Keep fit / improve health Run / Jog Meet friends

5. How do you usually travel to Holywells Park? (Please tick one box)

- Walk Cycle Train
 Car Bus

Other (please specify)

6. When accessing the park, how easy is it for you?

	Very difficult	Difficult	Fair	Good	Very good	Don't know
Getting through entrances						
Travelling along the paths						
To take a rest						
Find your way (signage, way markers)						
Use the car park						

7. How would you rate us on the following?

Very Difficult Fair Good Very Don't
difficult know

Your first impression of the park						
Health & Safety						
Standards of cleanliness & maintenance						
Care & preservation of heritage features						
Availability & presentation of educational information						
Community involvement						
Promotion & marketing						
Park Management						
Design/appearance of signs						
Design/appearance of car parks						
Design/appearance of benches						
Design/appearance of path						
Other Comments (please specify)						

8. What, if any, nuisance do you experience from other park users?

--

9. How would you rate the facilities / services we provide for the following?

Very Difficult Fair Good Very Don't
difficult good know

For children & families						
Sports						
Information						
Events						
Visitor safety						

10. What might encourage you to visit the park more often? (Please tick up to 3 boxes)

- More signs & links to/from public
- More organised events / activities
- More directional signs & way marking
- Nothing – happy with current provision
- Better dog control
- Knowing which part of the park attracts the most visitors
- Better paths
- Transport
- More public transport stops
- More seats
- More refreshment facilities

Other (please specify)

--

11. For the items you have ticked for question 10, please specify a location

More public transport from

More public transport stops at

More seats at

More refreshment facilities at

Better paths at

More signs at

Other

**12. Do you have any other views on how the park can be improved?
Or any other comments**

Holywells Park HLF Restoration

About you

We do not need to know your name, but in order to help us find out a bit more about the people who visit the park could you please let us know the following details:

13. Are you male or female?

- Male Female

14. What age range are you?

- Under 16 45-64
 16-19 Over 65
 20-44 Prefer not to say

15. Do you consider yourself to have a disability or long term illness that affects your use of open spaces?

- Yes No Prefer not to say

16. Which of the following best describes your ethnic group?

- White Black or Black British
 Chinese Other
 Mixed Prefer not to say
 Asian or British Asian

17. Please give your post code. (This is to assess how far you live from Holywells Park.

We cannot identify your house number from this information.)

18. Which, if any local groups do you belong to? (If none, please enter "None")

19. Would you like more information regarding volunteering at Holywells Park?

- Yes No

20. If yes, Please provide contact details

Name	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone number	<input type="text"/>
Email address	<input type="text"/>

The End

Thank you for taking the time to complete this survey.

Your views are important to us and will help shape the future of this park and how the community uses it.

If you have expressed an interest in volunteering and you have included your contact details, we will be in touch with you shortly.

Thank you very much for your support.



Appendix B3
– Holywells Park HLF Restoration
– Survey Monkey Questionnaire Results

Q1. I can confirm that		
Answer Options	Response Percent	Response Count
I am over 16	92.8%	371
I am under 16 years old and have received permission from my parent or guardian to complete this survey	7.3%	29
<i>answered question</i>		400
<i>skipped question</i>		8

Q2. How often do you visit Holywells Park?		
Answer Options	Response Percent	Response Count
Less than once a year	11.9%	42
Once a year	7.1%	25
2 or 3 times a year	26.4%	93
Monthly	24.4%	86
Weekly	23.0%	81
Daily	7.1%	25
<i>answered question</i>		352
<i>skipped question</i>		56

Q3. Which areas of the park do you usually visit? (Please tick up to 3 places)		
Answer Options	Response Percent	Response Count
Stable Block / Walled garden	27.6%	94
Canal conservation area	17.9%	61
Woodland	49.0%	167
Meadow	33.7%	115
Ponds	49.6%	169
Play area / Water Play	52.5%	179
Through Route	27.6%	94
Bowling green / pavilion	6.5%	22
<i>answered question</i>		341
<i>skipped question</i>		67

Q4. What do you normally do when you visit the park? (Please tick up to 5 activities)		
Answer Options	Response Percent	Response Count
Go for a walk	60.6%	212
Walk the dog	19.1%	67
Attend events / guided walks	10.9%	38
See birds & wildlife	27.4%	96
Keep fit / improve health	15.7%	55
Eat / drink / picnic	37.4%	131
Get some fresh air	45.1%	158
Children / Family outing	44.6%	156
Enjoy beauty - flowers, trees	30.9%	108
Run / Jog	9.4%	33
Enjoy views	26.0%	91
Cycle	9.4%	33
Sports / games	11.4%	40
Relax, think, peace & quiet	28.9%	101
Meet friends	27.7%	97
<i>answered question</i>		350
<i>skipped question</i>		58

Q5. How do you usually travel to Holywells Park? (Please tick one box)		
Answer Options	Response Percent	Response Count
Walk	46.8%	161
Car	40.7%	140
Cycle	9.3%	32
Bus	2.9%	10
Train	0.3%	1
Other (please specify)		7
<i>answered question</i>		344
<i>skipped question</i>		64

Number	Response Date	Other (please specify)	Categories
1	Oct 9, 2012 10:29 AM	Dont live here	
2	Oct 9, 2012 10:27 AM	Dont live here	
3	Oct 2, 2012 3:04 PM	Sometimes car too	
4	Sep 6, 2012 2:48 PM	scooter	
5	Sep 6, 2012 2:40 PM	taxi	
6	Aug 21, 2012 4:01 PM	MOBILITY SCOOTER	
7	Aug 20, 2012 1:29 PM	Run	

Q6. When accessing the park, how easy is it for you?

Answer Options	Very difficult	Difficult	Fair	Good	Very good	Don't know	Response Count
Getting through entrances	1	6	48	102	177	14	348
Travelling along the paths	1	5	57	108	158	16	345
To take a rest	3	15	72	113	115	21	339
Find your way (signage, waymarkers)	2	11	66	112	121	24	336
Use the car park	20	45	60	56	38	101	320
<i>answered question</i>							351
<i>skipped question</i>							57

Q7. How would you rate us on the following?

Answer Options	Very poor	Poor	Fair	Good	Very good	Don't know	Response Count
Your first impression of the park	0	3	33	108	194	17	355
Health & Safety	3	10	49	151	90	48	351
Standards of cleanliness & maintenance	1	8	61	132	129	21	352
Care & preservation of heritage features	4	29	62	131	81	44	351
Availability & presentation of educational information	1	27	85	120	53	60	346
Community involvement	0	11	72	110	70	85	348
Promotion & marketing	4	39	88	81	36	94	342
Park Management	3	5	46	138	97	58	347
Design/appearance of signs	2	11	68	156	63	44	344
Design/appearance of car parks	15	66	84	73	28	72	338
Design/appearance of benches	2	25	97	133	58	31	346
Design/appearance of path	1	17	82	149	65	20	334
Other (please specify)							43
<i>answered question</i>							355
<i>skipped question</i>							53

Number	Response Date	Other (please specify)
1	Oct 29, 2012 9:57 AM	very well kept park
2	Oct 29, 2012 9:41 AM	very good overall
3	Oct 18, 2012 11:36 AM	leaving dog waste
4	Oct 18, 2012 11:30 AM	Speeding cyclists not on designated paths
5	Oct 18, 2012 11:06 AM	More benches and disabled parking
6	Oct 18, 2012 10:15 AM	Could enlarge car park
7	Oct 18, 2012 9:51 AM	Improve toilets Sad to see canals not flowing through the park as they used to
8	Oct 18, 2012 9:45 AM	path from Cliff lane very steep, would be appreciated to have a few seats along the slope. residents at Holme Oaks are generally elderly and need places to rest on way up (Daughter writing this)
9	Oct 18, 2012 9:37 AM	not enough seats - no fences around ponds not good
10	Oct 18, 2012 9:30 AM	Presumably Health and Safety are happy with fences removed from ponds
11	Oct 18, 2012 9:24 AM	I feel concern that children could easily fall into ponds
12	Oct 18, 2012 9:22 AM	corrugated sheeting over the conservatory is an eyesore
13	Oct 18, 2012 9:13 AM	More seating would be useful for elderly using the park from Cliff Lane entrance
14	Oct 17, 2012 2:04 PM	Dog Mess
15	Oct 17, 2012 2:01 PM	Dog Mess
16	Oct 9, 2012 9:37 AM	Better toilets please
17	Oct 1, 2012 9:48 AM	Toilets - awful
18	Sep 27, 2012 11:31 AM	The car park isnt big enough - specially in school holidays. I nomarly park on the main nacton road.
19	Sep 18, 2012 2:09 PM	Too managed for me - not enough importance given to wildife & its county wildlife status.
20	Sep 13, 2012 9:06 PM	toilets not always open which is a problem for children
21	Sep 7, 2012 2:36 PM	The path along the canal area gets too muddy to walk along sometimes.
22	Sep 6, 2012 2:48 PM	toilets better, more benches
23	Sep 5, 2012 5:40 PM	More shade is desperately needed in the childrens play area, in the summer you cant stay long as it is too hot!

Number	Response Date	Other (please specify)
24	Sep 3, 2012 2:30 PM	The fact that the park is a County Wildlife Site is not made apparent to visitors (at least I haven't seen anything to say so). More needs to be made of this, and more about the species of wildlife in the park.
25	Sep 3, 2012 2:01 PM	Toilets poor need to be near playground
26	Sep 3, 2012 11:39 AM	Would like to see orangery become something usable
27	Sep 3, 2012 10:26 AM	Upper ponds should be developed
28	Sep 3, 2012 5:55 AM	Interpretation of history and features on boards - poor
29	Aug 28, 2012 8:50 PM	Bike Parking
30	Aug 28, 2012 12:02 PM	Toilets need improvements on facilities and cleanliness
31	Aug 28, 2012 11:47 AM	Not enough benches
32	Aug 28, 2012 10:39 AM	The toilets are disgusting and need more
33	Aug 28, 2012 10:27 AM	not enough car park space
34	Aug 27, 2012 3:23 PM	Yes to wildflowers and natural habitats. Vote for more trees.
35	Aug 27, 2012 7:55 AM	Not enough seating around park
36	Aug 23, 2012 3:31 PM	Toilets need cleaning
37	Aug 23, 2012 3:28 PM	Toilets need more and kept clean!!! always nasty
38	Aug 23, 2012 3:21 PM	Toilets are awful
39	Aug 23, 2012 3:08 PM	Toilets are disgusting
40	Aug 22, 2012 8:27 PM	It would be nice to have more benches or log seats throughout the park, but especially around the play area.
41	Aug 22, 2012 10:34 AM	Health and Safety? what is this?
42	Aug 21, 2012 7:57 PM	I was really interested by the history of the park - that I read about on the information boards - I thought more could be made of this - I also wanted to know what and when was going to happen to the buildings' restoration as I really hope it will be a well preserved and used part of the park and of Ipswich's great history.
43	Aug 20, 2012 2:15 PM	Toilets need up dating

Q8. What, if any, nuisance do you experience from other park users?

Answer Options	Response Count
	112
<i>answered question</i>	112
<i>skipped question</i>	296

Number	Response Date	Response Text
1	Oct 29, 2012 10:07 AM	Sometimes groups/individuals drinking alcohol leaving litter. general litter left often i suspect by children on the wat to school. dogs out of control amd being allowed/encouraged to go in ponds with all the disturbance damage to habitats and wildlife resulting
2	Oct 29, 2012 9:41 AM	there was a young by racing around on his motorbike, but nothing done
3	Oct 29, 2012 9:38 AM	Dogs off leads, dogs poo. Cigarette smoking in playground (by adults)
4	Oct 21, 2012 10:31 AM	Dogs off leads!
5	Oct 20, 2012 9:43 AM	Bad parking
6	Oct 18, 2012 11:32 AM	dog mess
7	Oct 18, 2012 11:06 AM	concerned about numbetr of cars broken into / cyclists racing on path. Would you hold yourself responsible if accident occurred? Over age youths intimidating for younger children . Dogs only off leads in designated areas
8	Oct 18, 2012 10:18 AM	Young people riding bikes
9	Oct 18, 2012 10:15 AM	Teenage boys in play area
10	Oct 18, 2012 9:45 AM	none
11	Oct 18, 2012 9:37 AM	car park too small, needs more space not on footpath in front of Holme oaks Court
12	Oct 18, 2012 9:27 AM	none
13	Oct 18, 2012 9:22 AM	concerned about speed of some cyclists who tear past without giving people warning
14	Oct 18, 2012 9:18 AM	none
15	Oct 18, 2012 9:13 AM	none
16	Oct 17, 2012 2:24 PM	None
17	Oct 17, 2012 2:16 PM	no
18	Oct 17, 2012 2:14 PM	None as a lot of users are friendly people and have friendly respect for the park

Number	Response Date	Response Text
19	Oct 17, 2012 2:11 PM	Dog mess. I'm a dog owner and it gives us all a bad name. We do sports on the grass. Kids play there. No excuse not to pick it up.
20	Oct 9, 2012 11:11 AM	None
21	Oct 9, 2012 11:07 AM	Dog poo in the field
22	Oct 9, 2012 10:52 AM	Dogs not on leads
23	Oct 9, 2012 10:43 AM	None
24	Oct 9, 2012 10:40 AM	n/a
25	Oct 9, 2012 10:34 AM	Car parking
26	Oct 9, 2012 10:16 AM	uncontrolled children / young people being loud
27	Oct 9, 2012 10:13 AM	Dog excrement on occasion.
28	Oct 9, 2012 10:09 AM	none
29	Oct 9, 2012 10:06 AM	None
30	Oct 9, 2012 9:46 AM	N/A
31	Oct 9, 2012 9:37 AM	none
32	Oct 9, 2012 9:28 AM	N/A
33	Oct 2, 2012 3:04 PM	Dog poo left
34	Oct 1, 2012 10:57 AM	Unruly dogs, occasional teenage anti-social behaviour.
35	Oct 1, 2012 9:48 AM	usual, dog poo etc. sometimes intimidating people around bowling green
36	Oct 1, 2012 7:16 AM	Some vandalism of park furniture has been witnessed in the past. On occasions heavy drinkers have been encountered leading to our family feeling intimidated.
37	Sep 29, 2012 9:52 AM	dogs off leads
38	Sep 27, 2012 11:53 AM	n/a
39	Sep 27, 2012 11:49 AM	drug using & drinkers 1) On one occasion a chap was running a radio controlled model beach buggy or similar, not on the path, but it denied the area he was using to me.
40	Sep 24, 2012 1:06 PM	2) Kids being kids! (But not generally any serious problems)
41	Sep 23, 2012 9:52 PM	Dogs not on leads

Number	Response Date	Response Text
42	Sep 20, 2012 5:51 PM	The combined foot paths and cycle ways are a nightmare whenever I use them, both as a pedestrian and a cyclist. The cycle ways don't link up sensible, and the roads are not wide enough for cyclists to pass in both directions unless there are no pedestrians on them at all.
43	Sep 18, 2012 2:09 PM	Loose dogs
44	Sep 7, 2012 2:36 PM	Occasionally dog owners not clearing up after their pets.
45	Sep 6, 2012 3:03 PM	Dog Poo
46	Sep 6, 2012 3:00 PM	None
47	Sep 6, 2012 2:57 PM	none
48	Sep 6, 2012 2:56 PM	dogs, bikes
49	Sep 6, 2012 2:53 PM	nope
50	Sep 6, 2012 2:51 PM	Dog poo, dogs off leash
51	Sep 6, 2012 2:48 PM	none
52	Sep 6, 2012 2:45 PM	Bad language, violence (4 teenager threatened)
53	Sep 6, 2012 2:40 PM	drug user leaving syringes
54	Sep 6, 2012 2:36 PM	No
55	Sep 6, 2012 8:02 AM	cyclists nearly knocking me down because have to use same path
56	Sep 6, 2012 12:10 AM	dog owners letting their dog foul then walking off
57	Sep 5, 2012 5:40 PM	none
58	Sep 3, 2012 2:30 PM	Not much really, as long as they clean up after their dogs, and clean up their litter and respect the natural areas. Worry about drug users and youth that may create a nuisance.
59	Sep 3, 2012 2:13 PM	Don't feel safe to visit alone
60	Sep 3, 2012 10:26 AM	Dogs, teenagers . . oh and dogs
61	Sep 3, 2012 9:49 AM	The only nuisance would be people who drop litter and let their dogs poo without picking it up. The standard 21st century nuisance of loud mobile phones and music devices. Nothing you can do about that though.
62	Sep 3, 2012 5:55 AM	
63	Aug 31, 2012 8:30 AM	Dogs off leads
64	Aug 28, 2012 7:09 PM	Occasionally - dog mess, though less than in many other parks
65	Aug 28, 2012 11:36 AM	cycling in play area

Number	Response Date	Response Text
66	Aug 28, 2012 10:34 AM	Kids throwing bark
67	Aug 28, 2012 10:32 AM	Children throwing bark
68	Aug 28, 2012 10:27 AM	Children throwing the bark
69	Aug 28, 2012 9:37 AM	None
70	Aug 28, 2012 8:35 AM	Don't use the park often enough to know
71	Aug 27, 2012 7:55 AM	leaving litter around
72	Aug 25, 2012 3:42 PM	Dog owners leaving dog excrement and their dog's out of control scaring wildlife or jumping up at people. It's almost as if you are supposed to tolerate this.
73	Aug 24, 2012 6:47 AM	Shouting, littering
74	Aug 23, 2012 9:12 PM	Dogs off the lead and not picking up dog mess.
75	Aug 23, 2012 6:39 PM	dogs racing up to you withiut a lead and owners laughing telling me how friendly their dog is!
76	Aug 23, 2012 3:31 PM	Scooters and bikes around water area.
77	Aug 23, 2012 3:28 PM	Children riding bikes n the water play area shoudn't be allowed as my baby got hurt from another child riding his bike.
78	Aug 23, 2012 3:11 PM	none
79	Aug 23, 2012 8:35 AM	Smoking, car usage none that I personally have encountered
80	Aug 22, 2012 8:27 PM	.
81	Aug 22, 2012 8:25 PM	People who do not clean up after their dogs.
82	Aug 22, 2012 7:03 PM	none
83	Aug 22, 2012 3:57 PM	Play area is too central and intrusive, should be tucked away somewhere
84	Aug 22, 2012 11:22 AM	Dogs off the lead - running upto people, especially young children. People using car park and road into the park (cliff lane entrance) are a nuisance and pose a danger to pedestrians.
85	Aug 22, 2012 11:03 AM	pedestrians.
86	Aug 22, 2012 10:55 AM	inconsiderate parking.
87	Aug 22, 2012 10:34 AM	Vandalism (lost shelter by bowling green because of kids, but holywells does not suffer as Landseer does (re - benches etc)

Number	Response Date	Response Text
		Crazy dogs. I don't mind dogs in general but some owners especially with more aggressive breeds could be a bit more cautious.
88	Aug 22, 2012 9:52 AM	Maybe there could be a bit of a park designated for book readers or people who want to relax, without dogs running over them or children shrieking and their parents screaming. Although that does not happen that often it's not a major issue, more an inconvenience.
89	Aug 22, 2012 8:25 AM	None
90	Aug 22, 2012 5:17 AM	None
91	Aug 21, 2012 11:29 PM	none
92	Aug 21, 2012 10:20 PM	dog mess at times
93	Aug 21, 2012 9:31 PM	Some verbal abuse from teenagers and people leaving litter. Also as someone who has an interest in the nature of the park i find it annoying to see people encouraging their dogs to jump into the ponds especially in the spring time when there are ducklings.
94	Aug 21, 2012 9:27 PM	none
95	Aug 21, 2012 8:47 PM	Occasionally being chased by dogs, when on my bike. Dog walkers need somewhere to go, and the park provides for this. I don't see that the park management can do anything about dogs chasing bikes, apart from asking dog owners to keep their dogs under better control.
96	Aug 21, 2012 7:57 PM	I am concerned to hear in the press of attacks in the park - and as a person who often walks alone - has put me off visiting this lovely park As I like to walk all over the park - not just in the mainly used/popular areas.
97	Aug 21, 2012 5:38 PM	None
98	Aug 21, 2012 4:02 PM	Older children in playarea that shouldn't be there.
99	Aug 21, 2012 3:55 PM	not controlling dogs properly especially when small children are around.
100	Aug 21, 2012 3:39 PM	As one who goes there to watch and photograph wildlife I am used to the normal park use but there are dog walkers that think there dogs can be off lead and roam around free, every step I take and before I kneel or lay to take a photograph you have to check for dog mess.
101	Aug 21, 2012 3:20 PM	Cyclists
		Litter
102	Aug 21, 2012 2:44 PM	

Number	Response Date	Response Text
		Dog control
103	Aug 21, 2012 2:14 PM	some dogs stray too far away from their owners
104	Aug 21, 2012 1:29 PM	No
105	Aug 21, 2012 7:37 AM	Dogs off leads!
106	Aug 20, 2012 2:09 PM	Older children on play equipment
107	Aug 20, 2012 2:05 PM	Cyclists goin to fast with out due care
108	Aug 20, 2012 12:01 PM	Very occasional problems with dog owners not picking up after their dog, allowing dogs to run wild where children are playing.
109	Aug 19, 2012 7:36 PM	Dog fouling
110	Aug 19, 2012 2:10 PM	Children riding bikes in play area. People smoking.
111	Aug 18, 2012 4:09 PM	The car parking should be increased by three times the cars, people travel distances to use the park and if the small car park is full you have problems, outside the park it can be, clamped, damaged and so it go's on, there is the space required within the park already it just needs to be sorted out so vehicles can enter it.
112	Aug 16, 2012 6:26 PM	Sometimes people dropping litter and leaving dog poo

Q9. How would you rate the facilities / services we provide for the following?							
Answer Options	Very poor	Poor	Fair	Good	Very good	Don't know	Response Count
For children & families	2	3	38	105	165	30	343
Sports	4	43	78	93	34	91	343
Information	3	21	112	122	39	46	343
Events	3	19	83	98	49	87	339
Visitor safety	3	7	72	137	65	55	339
Comments							25
<i>answered question</i>							347
<i>skipped question</i>							61

Number	Response Date	Comments
1	Oct 18, 2012 11:06 AM	toilets not good
2	Oct 18, 2012 9:51 AM	not enough car spaces especially in the school holidays
3	Oct 1, 2012 7:16 AM	Play area always presentable and toilets usually clean.
4	Sep 28, 2012 11:22 AM	Better cafe facilities on site would be good as would better provision of public wc's particularly near to the children's play area.
5	Sep 27, 2012 11:31 AM	The toilets are not very nice and need upgrading
6	Sep 27, 2012 9:45 AM	The FOHP events are great
7	Sep 20, 2012 5:51 PM	I would not take children into the park because of the combined foot paths and cycle ways; they are dangerous to use for both pedestrians and cyclists.
8	Sep 18, 2012 2:09 PM	Too much sports & kids - leave that to christchurch/landsear
9	Sep 13, 2012 9:06 PM	Toilets need to be improved plus need access to drinking water
10	Sep 7, 2012 2:36 PM	Toilets are terrible and access to them is not good.
11	Sep 6, 2012 2:56 PM	more info about the animals in the park
12	Sep 6, 2012 2:48 PM	CCTV, Duck Pond cleared out
13	Sep 3, 2012 2:01 PM	Playground and water feature are excellent. We have really enjoyed the Rangers events this summer, please don't spoil the wild areas of the park. Love all the woodland areas and enjoy long grass for insects.
14	Sep 3, 2012 10:26 AM	Please do not take my fair rating for sport as a wish for improvements in this area
15	Sep 3, 2012 9:57 AM	More Events Needed
16	Sep 3, 2012 9:49 AM	I Love all the events that FOHP do and I go to everyone
17	Aug 28, 2012 10:09 AM	Didn't know it was a public car park. Don't know of any events taking place in any park other than Christ church park. The potential of a park as a community space is invaluable. Outdoor education project, raising awareness, creating a community. These opportunities would be available for all the visitors of the park regardless age, nationality, sex...
18	Aug 22, 2012 9:52 AM	Hollywells Park could be as good or even better than Christchurch park. I can not believe that there is no coffee/food being sold on premises. On the other hand that may create the risk of more litter, nonetheless appropriate amount of bins should solve the issue. Branches sourced local produce (K grill bar, could be asked to cater, just next to the park is very good butcher too).
19	Aug 22, 2012 8:25 AM	I haven't seen any info on this around the park

Number	Response Date	Comments
20	Aug 21, 2012 8:47 PM	Toilets near the play park would be great. Better cycle parking near the play park also required. More seats for families in the play park. Make the existing benches level.
21	Aug 21, 2012 8:13 PM	Play facilities for children are great but lack of nearby toilets to main play area can cause issues
22	Aug 21, 2012 7:57 PM	see above - I put fair - as I don't believe there are many attacks - but enough to put me off visiting more often
23	Aug 21, 2012 7:08 PM	Wildlife aspects hav ebeen completely overlooked in this survey so far!
24	Aug 21, 2012 4:02 PM	There should be a low level fence around the pond to stop youngsters falling in.
25	Aug 18, 2012 4:09 PM	I have only entered the park for the pleasure of the children (12years) my grandson is 10yrs so he doe's look for a challange, always to the top of the park climbing frame etc.

Q10. What might encourage you to visit the park more often? (Please tick up to 3 boxes)

Answer Options	Response Percent	Response Count
More signs & links to/from public transport	13.1%	44
More public transport stops	8.6%	29
More seats	35.1%	118
More refreshment facilities	50.9%	171
Better paths	16.7%	56
More directional signs & waymarking	11.3%	38
Better dog control	21.7%	73
Knowing which part of the park attracts the most visitors	10.4%	35
More organised events / activities	38.1%	128
Nothing - happy with current provision	17.3%	58
Other (please specify)		70
<i>answered question</i>		336
<i>skipped question</i>		72

Number	Response Date	Other (please specify)
1	Oct 29, 2012 10:07 AM	micro brewery using historic water source
2	Oct 29, 2012 9:38 AM	Toilets, cafe or indoor seating area. toilets too far for young children and poor conditions
3	Oct 20, 2012 9:43 AM	Update car park facilities - level out surface, have CCTV & improve lighting in the car park. All help with safety.
4	Oct 18, 2012 11:26 AM	better toilet facilities
5	Oct 18, 2012 11:23 AM	Disabled toilets
6	Oct 18, 2012 10:43 AM	more secure parking
7	Oct 18, 2012 10:09 AM	More parking in the park to free roads
8	Oct 18, 2012 9:18 AM	would love tea, coffee etc facilities
9	Oct 18, 2012 9:13 AM	some main paths are difficult for those with walking sticks/frames
10	Oct 17, 2012 2:24 PM	aim for more articles in local median thus avoiding costly marketing

Number	Response Date	Other (please specify)
11	Oct 9, 2012 10:31 AM	TOILETS
12	Oct 9, 2012 10:29 AM	Never been so not sure
13	Oct 9, 2012 10:27 AM	Never been so not sure
14	Oct 9, 2012 9:37 AM	Better toilets/ more of them either side of park
15	Oct 2, 2012 3:04 PM	Toilets being nearer to play area. Quite away to run when child desperate
16	Oct 1, 2012 9:48 AM	better toilets, lovely playpark spoilt by lack of clean, attractive toilet facilities for children
17	Sep 28, 2012 11:22 AM	More car parking either within the park or nearby.
18	Sep 27, 2012 2:48 PM	Making the Stables and Orangery more recognised and accessible
19	Sep 27, 2012 9:45 AM	More advertising of the events
20	Sep 18, 2012 3:00 PM	better parking facilities
21	Sep 18, 2012 2:09 PM	less car parking, less obvious human structures waymarks, signs etc.
22	Sep 6, 2012 2:57 PM	better toilets
23	Sep 6, 2012 2:56 PM	some for people with children, about wildlife
24	Sep 6, 2012 2:45 PM	looks of the park
25	Sep 6, 2012 2:40 PM	Disco
26	Sep 6, 2012 2:23 PM	Permanent orienteering course
27	Sep 6, 2012 2:12 PM	Closer toilets to the children area
28	Sep 5, 2012 5:40 PM	More shelter/shade in childrens play area. The park desperately needs decent toilets. The ones at the stable block are dire. I cannot use them because of the air-freshener used there. I am allergic to the volatile chemical odours and use of the toilets in the park gives me breathing problems. This puts me off using the park.
29	Sep 3, 2012 2:30 PM	
30	Sep 3, 2012 2:13 PM	Higher visibility of park keepers to feel safe
31	Sep 3, 2012 2:01 PM	Toilets nearer to playground
32	Sep 3, 2012 10:26 AM	Having upper ponds cleared and developed
33	Sep 3, 2012 5:55 AM	Guided walks to celebrate what each season has to offer - 4 a year
34	Aug 28, 2012 11:47 AM	Toilets in childrens park area
35	Aug 28, 2012 11:41 AM	Better car parking and toilets
36	Aug 28, 2012 11:33 AM	play area more better
37	Aug 28, 2012 11:24 AM	Sports facilities i.e. basketball; tennis etc.

Number	Response Date	Other (please specify)
38	Aug 28, 2012 11:02 AM	more toilets
39	Aug 28, 2012 10:39 AM	More shading areas. Clean toilets
40	Aug 28, 2012 9:34 AM	better toilet facilities
41	Aug 27, 2012 3:23 PM	More wildflowers and natural habitats. More trees.
42	Aug 27, 2012 7:55 AM	more events for the public to encourage more use of the spaces
43	Aug 25, 2012 3:42 PM	Improvements in biodiversity and conservation area. Better wildlife information (noitce boards etc)
44	Aug 24, 2012 7:56 AM	Better parking. Toilets nearer play park
45	Aug 23, 2012 3:28 PM	toilets closer to play area and sitting areas
46	Aug 23, 2012 3:08 PM	Better toilet facilities
47	Aug 23, 2012 8:35 AM	the banning of cars and smoking
48	Aug 23, 2012 8:08 AM	more parking at busier times
49	Aug 22, 2012 9:31 PM	keep fit outdoor classes. vegetable plot.
50	Aug 22, 2012 8:27 PM	Better and more toilets, there is currently only one place to 'go' which is not good when you are at the other side of the park !
51	Aug 22, 2012 8:25 PM	More facilities for older children. Nature and wildlife walks and activities.
52	Aug 22, 2012 11:22 AM	Bigger and better car parking
53	Aug 22, 2012 11:03 AM	more swings for 10 year ols. More shade in play area
54	Aug 22, 2012 10:55 AM	Toilets next to play area
55	Aug 22, 2012 10:47 AM	better water park
56	Aug 22, 2012 10:34 AM	apart from two ticked. Less cutting down of trees
57	Aug 21, 2012 9:14 PM	an ice cream van.
58	Aug 21, 2012 8:13 PM	Toilets near kids play park
59	Aug 21, 2012 7:57 PM	more park keepers on patrol for safety - cycling locking areas - cycle tracks
60	Aug 21, 2012 7:08 PM	Improvements to the biodiversity
61	Aug 21, 2012 3:55 PM	more car parking
62	Aug 21, 2012 3:39 PM	The rangers / wardens have done a super job with the wildlife and its relationship with both the keen visitors and the general public, it could be that wildlife specific areas where no dogs are allowed may be beneficial
63	Aug 21, 2012 2:14 PM	more parking for cars

Number	Response Date	Other (please specify)
64	Aug 20, 2012 2:15 PM	better toilet facilities
65	Aug 20, 2012 2:09 PM	Cafe would be nice
66	Aug 20, 2012 1:55 PM	Toilet facilities near the park
67	Aug 20, 2012 1:46 PM	more car park spaces
68	Aug 20, 2012 1:36 PM	Need to do better in dog mess
69	Aug 20, 2012 12:01 PM	improved and / or more toilets
70	Aug 16, 2012 8:07 PM	Children allowed to fish on pond.

Q11. For the items you have ticked for question 10, please specify a locaton

Answer Options	Response Percent	Response Count
More public transport from	16.2%	28
More public transport stops at	6.4%	11
More seats at	48.0%	83
More refreshment facilities at	63.6%	110
Better paths at	20.8%	36
More signs at	13.9%	24
Other	13.3%	23
<i>answered question</i>		173
<i>skipped question</i>		235

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
1	Oct 29, 2012 10:14 AM			all over	play area, stable block	all over		
2	Oct 29, 2012 9:57 AM			anywhere, near playground				
3	Oct 29, 2012 9:44 AM			Stable Block				
4	Oct 20, 2012 9:43 AM			Terrace area overlooking slope / ponds	Orangery	From car park		
5	Oct 18, 2012 5:02 PM				the stable block			

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
6	Oct 18, 2012 11:37 AM			open grass areas				
7	Oct 18, 2012 11:36 AM			the park	everywhere			
8	Oct 18, 2012 11:32 AM				play area			
9	Oct 18, 2012 11:23 AM	Stoke Park + Felixstowe						
10	Oct 18, 2012 11:15 AM	Felixstowe						
11	Oct 18, 2012 11:14 AM	Town Centre			park			
12	Oct 18, 2012 11:12 AM				play area			
13	Oct 18, 2012 11:00 AM			trees				
14	Oct 18, 2012 10:53 AM			all round	key areas	woodlands		
15	Oct 18, 2012 10:50 AM	Kesgrave						
16	Oct 18, 2012 10:40 AM			picnic benches				
17	Oct 18, 2012 10:31 AM				anywhere			
18	Oct 18, 2012 10:26 AM				entrance			
19	Oct 18, 2012 10:18 AM			around the park	play area	around the park		
20	Oct 18, 2012 10:15 AM				play area			
21	Oct 18, 2012 10:12 AM			wooded areas				
22	Oct 18, 2012 10:09 AM	anywhere	near to park	anywhere	stable block			

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
23	Oct 18, 2012 9:56 AM			all round and more to watch bowls				
24	Oct 18, 2012 9:51 AM			walking areas	stable block and more toilets, open up conservatory			
25	Oct 18, 2012 9:47 AM				location in the sun			
26	Oct 18, 2012 9:45 AM			Cliff Lane into park				
27	Oct 18, 2012 9:41 AM			large grass area looking across pond and play area				less smelly toilets
28	Oct 18, 2012 9:37 AM			anywhere car park, stables to bowling green, near hills				
29	Oct 18, 2012 9:22 AM			under trees	anywhere			
30	Oct 18, 2012 9:18 AM							
31	Oct 18, 2012 9:13 AM			Cliff Lane (Hill approaching)	stable block	some surfaces difficult for elderly		

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
32	Oct 17, 2012 2:24 PM						Railway station / Bus station - info, for this park	
33	Oct 17, 2012 2:18 PM				at play area			
34	Oct 17, 2012 2:14 PM				near stable block		entrances and middle of park	
35	Oct 9, 2012 11:16 AM	central ipswich	central ipswich					
36	Oct 9, 2012 11:13 AM	woodbridge rd						
37	Oct 9, 2012 11:07 AM				ALL OVER THE PARK	PLAY AREA		
38	Oct 9, 2012 11:04 AM			all around the park				
39	Oct 9, 2012 10:52 AM				varius place			
40	Oct 9, 2012 10:40 AM	Town						
41	Oct 9, 2012 10:34 AM	Hospital						
42	Oct 9, 2012 10:31 AM				NEAR PLAY AREA			cleaner toilet
43	Oct 9, 2012 10:20 AM	Town centre						
44	Oct 9, 2012 10:16 AM	Ipswich			children play area			
45	Oct 9, 2012 10:06 AM	Kesgrave					around	
46	Oct 9, 2012 10:02 AM	Town		Throughout		Throughout		
47	Oct 9, 2012 10:00 AM	Crabbie St		Pond				
48	Oct 9, 2012 9:58 AM	Crabbie Street	Park		Ponds		Ponds	

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
49	Oct 9, 2012 9:52 AM					all round		
50	Oct 9, 2012 9:49 AM					all over	entrance	
51	Oct 9, 2012 9:46 AM			all over				
52	Oct 9, 2012 9:37 AM			various locations	various locations			either side of the park (toilets)
53	Oct 9, 2012 9:28 AM			paths top part of park	play area/ each entrance near playground	Felixtowe Rd Entrance	Paths	
54	Oct 2, 2012 3:04 PM					car park		
55	Oct 1, 2012 9:48 AM				main block?			as above re loos
56	Oct 1, 2012 7:16 AM					Alan Road entrance		
57	Sep 28, 2012 11:22 AM				play area			
58	Sep 27, 2012 2:48 PM			General, by ponds	Play area, Cliff lane entrance			
				Just offering a few more comfortable seats, maybe in quieter areas so you could go and get away from it all away from the play area				
59	Sep 27, 2012 2:33 PM				near the Cliff Lane entrance			
60	Sep 27, 2012 1:08 PM				main entrance			

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
61	Sep 27, 2012 12:32 PM				Stable block			
62	Sep 27, 2012 12:22 PM				Children's play area			
63	Sep 27, 2012 11:53 AM				car park entrance			
64	Sep 27, 2012 11:49 AM	town	entrances	woodland walks	seating area	wildlife		
65	Sep 27, 2012 10:38 AM						park openings	
66	Sep 27, 2012 10:34 AM				anywhere as I don't think there are any at present			
67	Sep 27, 2012 9:45 AM				The buildings and the play area			
68	Sep 24, 2012 1:06 PM			Edges of grassed areas in general along approach paths			Along the paths, and a clear map with paths shown generally upgrade signage and information	
69	Sep 23, 2012 11:05 AM	Improved PT information			play area and stable block pond and play area	nacton road entrance		
70	Sep 18, 2012 3:00 PM			just in general				
71	Sep 18, 2012 2:09 PM						less...	
72	Sep 13, 2012 9:06 PM				park in general			

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
73	Sep 7, 2012 2:36 PM				the centre of the park, toilets mainly, and a tap to supply drinking water for people with picnics and dog owners	the canal area		
74	Sep 6, 2012 3:03 PM					Canal Area		
75	Sep 6, 2012 2:53 PM				anywhere along the main path			
76	Sep 6, 2012 2:51 PM					canal area		
77	Sep 6, 2012 2:48 PM			all the park	stable block	all over	woods	
78	Sep 6, 2012 2:40 PM				stables			
79	Sep 6, 2012 2:29 PM			play area Waterplay, play area, sheltered seating garden area		everywhere	everywhere	
80	Sep 6, 2012 2:23 PM							
81	Sep 6, 2012 2:12 PM			all over regular intervals along the paths				nearer play area
82	Sep 6, 2012 8:02 AM			Childrens play		everywhere		
83	Sep 5, 2012 5:40 PM							

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
84	Sep 5, 2012 8:02 AM			area	Childrens Play Area			
85	Sep 5, 2012 6:18 AM				At Childrens park			
86	Sep 4, 2012 9:04 PM				Cafe at the stable block would make sense			More educational information on wildlife etc
87	Sep 3, 2012 2:30 PM	Cliff Lane	Park entrances	Everywhere.	Not particularly bothered about this, but tea stand would be useful.	No problem with paths most of it not good wiv pushchair	Cliff Lane	More seating, please.
88	Sep 3, 2012 2:24 PM							
89	Sep 3, 2012 2:21 PM				Orangery anywhere/stable block			
90	Sep 3, 2012 2:13 PM							more organised events like alexandra park
91	Sep 3, 2012 11:15 AM							
92	Sep 3, 2012 10:16 AM				near stable block or play area	Entrance near alan road		
93	Sep 3, 2012 9:57 AM				Childrens			

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
94	Sep 3, 2012 9:51 AM				Area the children bit			
95	Sep 3, 2012 5:55 AM				Nice to be able to get a coffee or tea	Nice if their was a circular path		
96	Sep 1, 2012 2:55 PM			in thge open by paths	centre of park	edge of park		
97	Aug 31, 2012 8:30 AM				The Conservatory	The Woodland		
98	Aug 28, 2012 8:50 PM	the cycle route to/from the stations		along the paths			interesting routes through bits that people wouldn't normally go to	
99	Aug 28, 2012 2:48 PM				Stable Block/Walled Garden			
100	Aug 28, 2012 12:02 PM			play area and surrounding grassland	Play area esp. coffee			
101	Aug 28, 2012 11:54 AM	Chantry	outside park					
102	Aug 28, 2012 11:51 AM			Central in play area	tea/coffee at play area		to indicate where attractions are other than play area.	

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
103	Aug 28, 2012 11:47 AM			Childrens play area	childrens play area			Childrens play area
104	Aug 28, 2012 11:33 AM			play area				
105	Aug 28, 2012 11:29 AM			Play area				
106	Aug 28, 2012 11:24 AM							anywhere on the green
107	Aug 28, 2012 10:39 AM			Outskirts of play area				Toilets near play area
108	Aug 28, 2012 10:32 AM			the edge of the park	the entrance			
109	Aug 28, 2012 10:27 AM				Kid area			
110	Aug 28, 2012 10:09 AM			General areas	Didn't know it has any at all in children area		To refreshments	
111	Aug 28, 2012 9:37 AM				around the park			nearer to play area
112	Aug 28, 2012 9:34 AM			Play area	Childrens area			
113	Aug 28, 2012 8:35 AM			along paths through the riverside walk				
114	Aug 27, 2012 3:23 PM			Walled garden & main walk ways			riverside walk	
115	Aug 27, 2012 7:55 AM			Around the lake	Stable Block area			
116	Aug 24, 2012 6:47 AM							
117	Aug 24, 2012 6:39 AM				In the park			
118	Aug 23, 2012 3:28 PM			Play area	Near play area			
119	Aug 23, 2012 3:21 PM				area toilets			
					yes			

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
120	Aug 23, 2012 3:11 PM			around childrens area	near park			
121	Aug 23, 2012 3:08 PM				Park			
122	Aug 23, 2012 9:03 AM				the stable block tea hut or similar in play area all year perhaps.			
123	Aug 23, 2012 8:08 AM							
124	Aug 23, 2012 7:01 AM	Town Centre	Gates to Park		Just somewhere in the park, there is none at the moment			
125	Aug 22, 2012 8:27 PM		Myrtle Road entrance	play area, generally throughout	stable block			
126	Aug 22, 2012 8:25 PM			Play areas. Around the park	Walled Garden Area aroundthe park			
127	Aug 22, 2012 7:56 PM							
128	Aug 22, 2012 7:03 PM							
129	Aug 22, 2012 5:33 PM						generally	
130	Aug 22, 2012 3:57 PM	waterfront tram between stoke bridge and holywells			Stable block			
131	Aug 22, 2012 12:23 PM			Various points within the park, including grassed areas	A cafe would be a real attraction	Through the main walkway - sometimes very muddy and uneven		

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
132	Aug 22, 2012 11:57 AM			along paths	I don't think there are any... near play area with free water fountain		I've never noticed any signs - need to be more prominent	
133	Aug 22, 2012 11:22 AM			Children's playground, pond				
134	Aug 22, 2012 11:08 AM				Near the gate in the middle of park	Near the woods, park Cliff Lane entrance		
135	Aug 22, 2012 11:03 AM			playground & grass	Near the childrens play area			
136	Aug 22, 2012 10:55 AM			spread throughout	the park			
137	Aug 22, 2012 10:47 AM							
138	Aug 22, 2012 10:39 AM				Near toilets	one across the pond area		
139	Aug 22, 2012 10:34 AM			Anywhere	Stable Block food/coffee carts, one of the buildings, refurbish orangery?		Why do you need signs at all?	Its a small park impossible to get lost!!
140	Aug 22, 2012 9:52 AM							
141	Aug 22, 2012 8:21 AM						outside the park	
142	Aug 22, 2012 12:38 AM			Along the				

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
143	Aug 21, 2012 10:36 PM			paths	all over the park only			Events - I have never known of any organised events over there
144	Aug 21, 2012 10:20 PM			on pathways and perhaps picnic benches all around	place to buy refreshments is in kiddies play area anywhere			
145	Aug 21, 2012 9:31 PM					Canal and woodland		
146	Aug 21, 2012 9:14 PM				ice cream, cafe etc.,			
147	Aug 21, 2012 8:47 PM			play park	play park			Tea/Coffee at playpark in winter!
148	Aug 21, 2012 8:13 PM							
149	Aug 21, 2012 7:47 PM	Centre of Ipswich	All entrances					
150	Aug 21, 2012 4:45 PM				near playground & toilets there	near myrtle rd entrance etc v bumpy		
151	Aug 21, 2012 4:02 PM				playarea			
152	Aug 21, 2012 3:55 PM			at more regular intervals throughout park				
153	Aug 21, 2012 3:20 PM			All round	play area Myrtle Road end			
154	Aug 21, 2012 2:14 PM							the pub car park, and the

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
155	Aug 21, 2012 2:01 PM	town centre			in the park			area next to it
156	Aug 21, 2012 1:29 PM	n/a	n/a	The childrens play area and near the pond	both ends of the park	The woodland area	entrance and exits	
157	Aug 21, 2012 1:18 PM	town centre	park entrance	around park	little cafe			
158	Aug 20, 2012 2:24 PM			General	Stable block			
159	Aug 20, 2012 2:15 PM				near play area			
160	Aug 20, 2012 2:09 PM				Near Childrens Area			
161	Aug 20, 2012 2:09 PM			around but outside the play area (field) and near the ponds	The Orangerie or the Stable block	The upper ponds	The canal conservation area and ponds to sign stable block and park exits	more dog waste bins near the conservation areas.
162	Aug 20, 2012 2:05 PM			Woodland/Pond Area				
163	Aug 20, 2012 1:46 PM				need more food/drink corner			thought toilet from children area slight far away also toilet was not clean. need baby changer organised events
164	Aug 20, 2012 1:12 PM			play area	play area			Toilets at play area
165	Aug 20, 2012 12:08 PM							

Number	Response Date	More public transport from	More public transport stops at	More seats at	More refreshment facilities at	Better paths at	More signs at	Other
166	Aug 20, 2012 12:01 PM	Lattice Barn/ Heath Road hospital						Clear area where dogs can run free
167	Aug 20, 2012 10:17 AM			Play Area	Play Area			
168	Aug 19, 2012 7:36 PM						Woodland Area	All around park
169	Aug 19, 2012 2:10 PM			play area	play area			
170	Aug 18, 2012 7:23 PM			playarea			every path	
171	Aug 18, 2012 4:09 PM				Just dotted about the park	Just to be able to buy a drink if required.		
172	Aug 16, 2012 8:07 PM							pond Found it difficult to book kids onto the pond dipping.
173	Aug 16, 2012 6:26 PM							

Q12. Do you have any other views on how the park can be improved? Or any other comments

Answer Options	Response Count
	119
<i>answered question</i>	119
<i>skipped question</i>	289

Number	Response Date	Response Text
1	Oct 29, 2012 10:07 AM	More wildlife, semi-natural areas and less fromal areas. Enhance biodiversity. prohibit duck feeding and control numbers. Take measures to drastically reduce rat and grey squirrel numbers. Control deer (muncjac) numbers. all do huge damage to wildlife, vegetation and habitats
2	Oct 29, 2012 9:57 AM	Thanks
3	Oct 29, 2012 9:31 AM	Try to keep the wild natural feel of the park
4	Oct 29, 2012 9:28 AM	Would like to see improvements to toilets
5	Oct 21, 2012 10:31 AM	Restoration of the old buildings in the Stable Block area.
6	Oct 20, 2012 9:43 AM	Would like to have somewhere to have a cup of tea & would attend music events - Salvation Army Band, classical music. Would be a nice place to have a wedding. The events need to be advertised more.
7	Oct 18, 2012 11:34 AM	More conservation and protection for the wildlife Don't kill squirrels.
8	Oct 18, 2012 11:26 AM	Encourage more wildlife
9	Oct 18, 2012 11:17 AM	Disabled toilets needed as comments above
10	Oct 18, 2012 11:06 AM	Larger annual events
11	Oct 18, 2012 10:50 AM	Would go more often if better transport
12	Oct 18, 2012 10:43 AM	better toilets near to play area
13	Oct 18, 2012 10:15 AM	A much larger car park is needed

Number	Response Date	Response Text
14	Oct 18, 2012 10:12 AM	1. Restore the hoggin paths which were grassed ocer for convenience of mower. Need to be able to circuit the park without wellies. 2. Clear scrub from top of Green Hill. Pre-hurricane it was a lovely spot
15	Oct 18, 2012 10:09 AM	better provision for cars to free up surrounding roads which are severely inconvenienced by parking especially in school holidays
16	Oct 18, 2012 9:56 AM	Please restore the orangery or hagv a cafe built. Some decent toilets. Also plenty of seats around the park. More people (especially elderly) would use it more. You have aprtments at end of Cliff Lane
17	Oct 18, 2012 9:51 AM	Open up conservatory. Sad to see it boarded up. Ideal for refreshments. More toilets urgently needed for children-long way from play area
18	Oct 18, 2012 9:41 AM	I was disappointed when i visited the walled garden recently. The flower beds were not very attractive and quite a few weeds in them, also the paths were full of more weeds. Could do with a makeover in the Autumn and Spring.
19	Oct 18, 2012 9:30 AM	I expect most people will say that they would like the orangery converted to pleasant tea rooms, of which I am another
20	Oct 18, 2012 9:22 AM	I believe we have plenty of wildlife spaces around Ipswich and would like to see more areas of grass properly maintained as it used to be
21	Oct 18, 2012 9:18 AM	Improved parking areas
22	Oct 18, 2012 9:13 AM	I have only lived in the area a year. Wouldn't have moved if no park-it's beautiful
23	Oct 17, 2012 2:24 PM	Simple refreshments would be welcome in the stable block particularly in the summer months
		Please keep doing what you do it is fantastic. As a resident of Pinewoodl enjoy coming here regularly (for Greenways and the Bike project as well as for the park itself)
		Toilets - never any hand wash
		New hand dryer
		Coffee place like at Christchurch Park
24	Oct 17, 2012 2:11 PM	A secure dog exercise area

Number	Response Date	Response Text
		Less dog mess
		Better drainage
		Small astro turf area
25	Oct 17, 2012 2:07 PM	More shelter
26	Oct 9, 2012 11:04 AM	more litter bins / dog litter bins
27	Oct 9, 2012 10:52 AM	More events and advertising
28	Oct 9, 2012 10:40 AM	No
29	Oct 9, 2012 10:06 AM	none
30	Oct 9, 2012 9:49 AM	Lovely park, great location, just need some TLC
31	Oct 9, 2012 9:28 AM	More bins and animal waste bins
32	Oct 2, 2012 3:04 PM	see 10 other & 11
33	Oct 1, 2012 11:29 AM	I personally would like to see toilets nearer the play area. As having 2 small children, its quite a trek from the play area to the stable block.
34	Oct 1, 2012 10:57 AM	Don't change things too much.
35	Oct 1, 2012 9:48 AM	as above,
36	Oct 1, 2012 7:16 AM	More frequently cut woodland paths
37	Sep 27, 2012 10:50 AM	I used to live by the park and visit it daily - I thought it was the most beautiful park because in parts (mostly around the edges) it was like being out in the country (with muddy tracks to follow), it gave one the feeling of being away from town, lost in a wilderness, even though Nacton Rd & Bishops Hill or Duke street, was just over the wall. It was in contrast to christchurch park which for want of better words - is just like a park ! Pretty but formal and landscaped with nice accessible paths access for all. I havent visited holywells park recently as I now live 20 miles away so it may have changed, but for me if it was completely landscaped and mown with tarmaced paths everywhere it would loose its magic. could the park offer youth attractions after school etc, ie: basketball courts, safe lit area to congregate,
38	Sep 27, 2012 10:38 AM	tree climbing (safety), how to use and when and on what tools ie: lawn mowers, shears etc. Invovlement with schools curriculum on the environment.

Number	Response Date	Response Text
39	Sep 27, 2012 7:55 AM	<p>Please look at drainage of the slopping grassland between the stable block and pond. Even in dry weather this area can be very boggy and not good to walk on</p> <p>The Orangery in the corrugated steel case is simply a disgrace to Ipswich's respect for heritage.</p> <p>The Park is a delight including both heritage areas (Stable Block, Orangery, Pond System) and natural areas (Eastern Fringe, Canal Area, NE Hilly Area, &c.). One hopes that the HLF project will leave the natural areas largely unaffected, or increase the ecological value, whilst kicking the jams as far as heritage is concerned, and improving access on the principal footpaths.</p>
40	Sep 24, 2012 1:06 PM	<p>The current toilet provisions are not good, and are in need of a jolly good overhaul.</p> <p>i feel that the park is in desperate need of a bigger car park as it is used by not only the local people but others from further afield . as they park along cliff lane sometimes on the path as the road is used by local transport it can get very congested also they have been known to park on the pub car park which is only for pub customers .perhaps another play area would be good because the one that we have get very busy especially in school holidays .</p>
41	Sep 18, 2012 3:00 PM	<p>Please don't loose the wildlife in the park.</p> <p>Don't loose the Greenways office in the stable block - they are a continuing social & environmental resource not a flash in the lottery HLF project.</p>
42	Sep 18, 2012 2:09 PM	Don't add expensive bells & whistles as IBC won't maintain them afterwards.... see other parks & play areas.
43	Sep 13, 2012 9:06 PM	A cafe like the one in Christchurch Mansion would be lovely

Number	Response Date	Response Text
		Better toilets would be a priority.
		Some benches along the canal route would be nice, maybe a raised wooden platform along the muddiest parts close to the myrtle road entrance.
		A refreshments cafe in the centre would be good in the summer; a bit like the ones Christchurch park has.
		A more inviting appearance to the areas around the stable block, walled garden and bowling green. I have never really walked round this part but only because I don't really know where you are supposed to go, or even if its open.
44	Sep 7, 2012 2:36 PM	
45	Sep 6, 2012 3:03 PM	More help in finding the more hidden wildlife e.g. grass snakes
46	Sep 6, 2012 3:00 PM	No I like a mix of wild meadows and meadow areas. Good for wildlife and people
47	Sep 6, 2012 2:48 PM	more dog bins
48	Sep 6, 2012 2:23 PM	weeding garden area, felt walled garden area was pleasant but could be improved. Took children to park for picnic, tried garden area, it rained and would have been nice to have shelter until rain passed
49	Sep 6, 2012 8:02 AM	the park needs new paths and signs and better positioned toilets, but the main charm of this park is its quietness and peacefulness, if you open it all up with wide cycle paths and lots of events it will certainly lose some of its unique character, however there is an undeniable need for renewal and refurbishment (especially in the area of the stable block and orangery), and better paths and signing would be a start.
		On the whole the park is a very nice place to visit and its clear to see that a lot of hard work goes into it.
50	Sep 6, 2012 12:10 AM	Unfortunately there will always be a few individuals that try to spoil it for everyone but this will always be an ongoing battle. So keep up all of the hard work so we can keep it in all its splendor. Well done
51	Sep 5, 2012 5:40 PM	More shade and shelter while in the childrens play area.
52	Sep 5, 2012 6:18 AM	Would love to see some organised events
53	Sep 4, 2012 9:04 PM	The park is an excellent place for nature, both fauna and flora and more educational information on these aspects would enhance the learning experience for families.

Number	Response Date	Response Text
54	Sep 4, 2012 10:59 AM	<p>Stable block is a bit run down and gloomy - it always seems to be shut up and no one has access to it unless you are attending a course in one of the rooms in the evening. However I have not been recently so this was my view from a few years ago. I used ot come to the park more when my children were small and used the splash pool.</p> <p>I think the park needs more information about wildlife on the natural areas, such as name labels on trees, and to make people aware of the importance of green (breathing spaces). It could have an education area for school classes to visit to learn about eco-systems and the importance of natural habitat in urban areas for our own survival (ie bees and pollinating insects). Maybe a (leaflet) link to other parks in the town.</p> <p>Could more surveys be done (eventually) to find out what species of plants and animals are present?</p> <p>On the formal garden and buildings side, more information about the history of the park and house/family.</p>
55	Sep 3, 2012 2:30 PM	More use of wild flowers, perennials and ornamental grasses in the formal planting,
56	Sep 3, 2012 2:27 PM	Better toilet area and educational facilities
57	Sep 3, 2012 2:21 PM	<p>Turn the Orangery into a cafe and any profits poor money back into park</p> <p>Tea room</p> <p>More toilet facilities</p> <p>water fountains</p>
58	Sep 3, 2012 2:13 PM	<p>Better cleared entrances at bottom of Bishops Hill (myrtle Road) too dark too many trees.</p> <p>Thde toilet block is grotty.</p> <p>New block needed near to children playground.</p>
59	Sep 3, 2012 2:01 PM	<p>Very hard to pesuade children to go up hill to grotty toilets.</p> <p>Holywells Park is the best Park in Ipswich because of the beautiful mix of wild area and designed ones. It a brilliant place to take photos. I lover the ducks!</p>
60	Sep 3, 2012 11:39 AM	

Number	Response Date	Response Text
61	Sep 3, 2012 10:26 AM	<p>Dredging lower canal area Better toilets and more of them.</p> <p>Social events to be organised here.</p>
62	Sep 3, 2012 9:57 AM	<p>Coffee/tea room or stall Restoration of crumbling features e.g. balustrade bridge, terrace, conservatory (already planned)</p> <p>Naturalistic quiet contemplation area around spings at head of ponds - nice to have rustic dredged up sarsen stones to sit on and access to stream and spring (e.g. keep vegetation clear - there is an ash seedling that needs removing at the moment right on the edge of the stream)</p> <p>Woodland planting in dell area e.g. Campion, Ferns, foxgloves, lily of the valley, honeysuckle, valerian</p> <p>Ornamentation of Rhododendron Valley with some specimen rhododendrons to add feature interest to walks.</p> <p>The conservatory as it is not really big enough to do anything with to be sustainable: either 1) build a modern orangery attached to it with veranda on the footprint of old Holywells ballroom. 2) Use it as Orangery (Citrus fruit collection) in winter and move potted plants outside in summer to turn it into a place where people could go - Why not make a window and entrance where the current toilets are in the stable block to link the cafe with the garden and also provide a view out from the block to deter trouble (Block was built with no windows over garden so rangers cannot see what's going on in park if trouble) 3) consider moving the conservatory to Christchurch park and attach it to new wing where it would be in keeping.</p> <p>The entrance from Nacton Rd/Alan Rd was the main drive to farmhouse before Holywells - ought to be made more of as a pedestrian entrance - needs an arrival area with seating signage and refuse bins. Views from this former drive need to be opened up and fence along edge removed or replaced with low wooded rustic style.</p> <p>Make a circular path - can be rustic with bark chips even so that joggers and do walkers can go round the perimeter of the park in all weathers.</p> <p>Punch windows and doorways into old walls of Holywells house footprint to link garden with terrace - lower walls as too high.</p>
63	Sep 3, 2012 5:55 AM	<p>Stainless steel or other form of information board with some of Holywells legends summarised eg. Rev Richard's</p>

Number	Response Date	Response Text
		Freston Tower and Elizabeth Cobbold's Holywells poem.
		Bring back a permanent Park Keeper best would be to live on site but where now lodges have been demolished.
64	Aug 28, 2012 8:50 PM	That's all I can think of off the top of my head. Hidden gems. Ability to explore.
65	Aug 28, 2012 12:02 PM	Wouldn't want too much development which would destroy the woodland nature of the park. Renovation of buildings would be good and possibly small museum with info of the parks history - my grand daughters suggestion! Better bigger cleaner modern toilets be great.
66	Aug 28, 2012 11:51 AM	(Like Abbey gardens) BSE
67	Aug 28, 2012 11:41 AM	Better toilets and car park
68	Aug 28, 2012 11:36 AM	More car parking
69	Aug 28, 2012 11:33 AM	better play area more benches
70	Aug 28, 2012 10:32 AM	more equipment for bigger children 10 - 14 years Have not noticed a lot of the other facilities as there is not enough signs.
71	Aug 28, 2012 10:21 AM	Unaware of car park. Have not noticed a lot of the other facilities as there is not enough signs.
72	Aug 28, 2012 9:44 AM	Un aware of car park
73	Aug 28, 2012 9:34 AM	better and cleaner toilets
74	Aug 28, 2012 8:35 AM	Better toilet facilities
75	Aug 27, 2012 3:23 PM	More wildflowers and natural habitats. some more trees. Signs for the wildlife that can be found in the park
76	Aug 27, 2012 7:55 AM	Car parking is a problem during the warm weather! More music events would be good
77	Aug 25, 2012 3:42 PM	Stop trying to create a sanitized park. They d on't all have to look like Christchurch.
78	Aug 24, 2012 8:23 AM	No, we love it as it is.
79	Aug 23, 2012 6:39 PM	make the orangery into a cafe - perfect for a cup of tea!

Number	Response Date	Response Text
		More toilets and seating areas. more play stuff for smaller children. The climbing frames like mite not be safe for younger children.
		Having clean toilets Please!
80	Aug 23, 2012 3:28 PM	Thank you Better Parking
81	Aug 23, 2012 3:21 PM	New/more toilets
82	Aug 23, 2012 3:14 PM	Toilets by the children play area apart from that a fantastic park
83	Aug 23, 2012 3:08 PM	Nice to see some toilet facilities at the playground. Can be very difficult when on your own to drag your kids/bags up the hill everytime.
84	Aug 23, 2012 8:35 AM	Close the car park. Stop all motor access through any gate. Knock down or redevelop the green house. With the University campus so close, a ' study ' area would be a great. this could be in the form of a box hedged area with bar style narrow tables and bench style seats. And I suppose that WiFi could be accessible:) with the new toilet facilities near by !!
85	Aug 22, 2012 8:27 PM	
86	Aug 22, 2012 8:25 PM	More areas for wildlife, Cafe, more play areas in the park for children.
		I think the park is a real attraction, especially for families. But, as someone who lives in Cliff Lane we experience real difficulties with parking. This is mainly during the summer season and causes traffic problems through people parking on both sides of the road. As this is now a main bus route, buses and large vehicles sometimes experience problems getting through and it's not safe given the number of young children using the park.
87	Aug 22, 2012 12:23 PM	Also as a regular user of the park I think it would really benefit from having a cafe selling refreshments and from the toilets being updated as they are somewhat dated and not at all attractive.

Number	Response Date	Response Text
		Toilets near playground.
		The entrance near Cliff Lane shops is a road and not safe. The hill leading from here is steep.
		More shade at play area.
		All weather football pitch/basketball court - away from playground
88	Aug 22, 2012 11:22 AM	Seperate dog park. I am fed up of dogs bounding up to and scaring my youn children. This goes for all parks, except for the park on ewbury Road which does have a dog park and this park i feel sets a precedent and could be followed by all Ipswich Parks.
89	Aug 22, 2012 11:03 AM	I would like to have a football pitch with real goals - this would encourage me and my friends to go more. A goal with a board that lights up the score when you get a goal. The car park is too small and doesn't have space markings so people park anywhere.
90	Aug 22, 2012 10:55 AM	Although I like the openness of the stream/river/water areas to look at, I don't like the worry that my child may accidently fall in.Some fencing would be great.
91	Aug 22, 2012 10:34 AM	Car Park adequet, until (of course) school hols, and hot weather. Then overflow car park needed. Shop keepers and residents do get cross about parking in the streets near by. It does seem odd to me given the obsession with health and safety today, that all the fences around ponds were removed.
92	Aug 22, 2012 10:21 AM	More events please and advertising

Number	Response Date	Response Text
		<p>To my mind lack events and facilities are major issues. There is couple of major work, refurbishing the buildings, to provide more facilities.</p> <p>What is important is to allow local business to profit from it. I would definitely not welcome Costa or Starbucks in the park. Ideally it should be for local people run by local people. So the improvements/ideas can be communicated and facilitated according to the needs of the park goers.</p> <p>Personally I would be happy seeing there little</p> <ol style="list-style-type: none"> 1. Community center, that would encourage people to brainstorm about the possibilities park can offer, and take active parts in improvements. 2. Museum, telling more about the history of the park and its inhabitants, maybe little gallery too. 3. Food and drink place, preferably promoting healthy food and allowing for local produce. 4. Outdoor gym facilities, so people can jog around the park and do little stops for cycling, pull ups etc. 5. Little pond for kids and adults to swim in/cool down, I am aware that someone was drowned the once and as a result it was closed. There is lots of health and safety precautions that could minimize significantly the risk. I.E. building fence around the area. and allowing only kids supervised by the adults, having at least one day with a lifeguard, using permaculture pond design methods to make it clean, safe and sustainable. <p>But more can be done,</p> <p>Maybe in future film screenings of less mainstream production would be possible. Film in the Park would draw a lot of people esp if well marketed. Maybe little theater performances, also workers of the park could be wearing more particular period themed clothes. Or even a dress up party event, bringing history closer in a more interactive way.</p>
93	Aug 22, 2012 9:52 AM	
94	Aug 22, 2012 8:25 AM	Give high priority to biodiversity and wildlife

Number	Response Date	Response Text
		The park has always had a problem with pathways. The paths lead you through the park from gate to gate and do not encourage you to wander around the park especially those who are less able or using a pushchair. Some of the paths along the canal area and in the woods change to a sea of mud during wet weather and further discourage people for enjoying the park for one of it's best assets, it's wildlife.
95	Aug 21, 2012 9:31 PM	Lso i would put a wooden bridge over the sluice at the end of the paddling pool pond as the paths either side encourage you to explore only to find you have to turn around and go back the way you came. It would also make this area a little safer.
96	Aug 21, 2012 9:27 PM	no I am very impressed by the beauty of the park and the provision for wildlife - more please :)
		The history could be made from as its a great story
97	Aug 21, 2012 7:57 PM	A really lovely park - well done!
98	Aug 21, 2012 7:47 PM	Long grass areas and areas protected for wildlife
		Really need to improve habitats for wildlife to improve biodiversity in the park, which means less formal plantings, more long grass and wilderness areas. Also more information about wildlife to encourage youngsters to appreciate it - there is less and less wildlife in this country, parks are often the only refuge for many creatures.
99	Aug 21, 2012 7:08 PM	Would like to see the orangy un- boarded and used
100	Aug 21, 2012 5:38 PM	Better awareness of events. They could be better promoted by email (as this survey was)
101	Aug 21, 2012 4:24 PM	I'm sure you know how valuable a habitat the park is for a wide range of wildlife, what ever you undertake please ensure that you maintain the balance, you have some reasonably rare species in the park which is a long term asset to the public and Ipswich as a whole. Its far more diverse than Christchurch Park and far enough from town not to have the same levels of issues.
102	Aug 21, 2012 3:39 PM	More interpretation and use of heritage and historical features
103	Aug 21, 2012 2:44 PM	visitor centre with education and museum artifacts, competitions. park ranger activities.
104	Aug 21, 2012 2:14 PM	Most doesn't need improving so keep it as it is - the current management team and wildlife rangers do a fantastic job!
105	Aug 21, 2012 7:37 AM	Update the buildings but be sensitive to the Park itself, one of the best for wildlife in the UK.
106	Aug 20, 2012 2:09 PM	Toilets Near Play Area

Number	Response Date	Response Text
		Updated (easier to clean) toilets.
		More seating near the ponds so that wild life can be viewed whilst seated.
		Refreshments available in the Orangerie or the Stable block.
107	Aug 20, 2012 2:09 PM	Perhaps a display area about the park in the Orangerie.
108	Aug 20, 2012 2:05 PM	More of what you are doing
109	Aug 20, 2012 1:36 PM	Ice cream vans
110	Aug 20, 2012 1:31 PM	toilets
111	Aug 20, 2012 1:29 PM	I would like to see better facilities for jogging and keep fit activities.
112	Aug 20, 2012 12:08 PM	Toilets at Play Area
		The changes made to the park so far have increased the number of times we have visited. When the weather is warm the water play area is superb. At other times of the year we love to see the changing seasons. The children always enjoy some time in the play area. Keep up the good work, this is a park for everyone, it would be great to see more things to do at the park. As the children get older I think the idea of trails and sports equipment is excellent as the challenges of the play area are outgrown.
113	Aug 20, 2012 12:01 PM	
114	Aug 19, 2012 7:36 PM	Designated wildlife area to attract wild birds etc.
115	Aug 19, 2012 2:10 PM	I saw the plans at the Waterfront event and think the open air theatre /performance area is a great idea
		This is a hard question, most of use are not park people we just come to look/use and exercise the kids and sit on the grass in the sun, and watch wild life, bee's, butterfly's, so we do need wild flowers large patches of them, at the bottom of the park the water way does need cleaning a great deal so that the water is clean for hopefully fish will arrive or be introduced.
116	Aug 18, 2012 4:09 PM	
		We live 3 minutes away walk. My 7 wants to lwarn to fish always asks. Maybe thia could be considered for a certain age and accompanied by a parwnt.. I think it would encourage more people to go. We like the park and as its close we feel it is safe.
117	Aug 16, 2012 8:07 PM	
		Car park could probably be more accommodating. Also make the car park free of tree stumps etc. Saw a friend lose there bumper on a stump!
118	Aug 16, 2012 6:27 PM	
119	Aug 16, 2012 6:26 PM	Tennis court?

Q13. Are you male or female?		
Answer Options	Response Percent	Response Count
Male	37.7%	127
Female	62.3%	210
<i>answered question</i>		337
<i>skipped question</i>		71

Q14. What age range are you?		
Answer Options	Response Percent	Response Count
Under 16	6.0%	20
16-19	10.1%	34
20-44	48.7%	163
45-64	22.4%	75
Over 65	11.9%	40
Prefer not to say	0.9%	3
<i>answered question</i>		335
<i>skipped question</i>		73

Q15. Do you consider yourself to have a disability or long term illness that affects your use of open spaces?		
Answer Options	Response Percent	Response Count
Yes	7.2%	24
No	87.1%	290
Prefer not to say	5.7%	19

<i>answered question</i>	333
<i>skipped question</i>	75

Q16. Which of the following best describes your ethnic group?		
Answer Options	Response Percent	Response Count
White	86.2%	287
Chinese	0.3%	1
Mixed	3.9%	13
Aisian or British Asian	1.2%	4
Black or Black British	3.6%	12
Other	0.6%	2
Prefer not to say	4.2%	14
<i>answered question</i>		333
<i>skipped question</i>		75

Q17. Please give your post code. (This is to assess how far you live from Holywells Park. We cannot identify your house number from this information)

Answer Options	Response Count
	305
<i>answered question</i>	305
<i>skipped question</i>	103

Number	Response Date	Response Text
1	Oct 29, 2012 10:21 AM	IP3 9DE
2	Oct 29, 2012 10:15 AM	IP3 8JN
3	Oct 29, 2012 10:10 AM	IP3 9DE
4	Oct 29, 2012 10:08 AM	IP3 0NG
5	Oct 29, 2012 9:54 AM	IP1
6	Oct 29, 2012 9:45 AM	IP4 2ET
7	Oct 29, 2012 9:42 AM	IP3 0QH
8	Oct 29, 2012 9:34 AM	IP4 2UW
9	Oct 29, 2012 9:29 AM	IP4 5BS
10	Oct 21, 2012 10:32 AM	IP2 9RE
11	Oct 18, 2012 5:04 PM	ip39lh
12	Oct 18, 2012 11:38 AM	IP3 9JG
13	Oct 18, 2012 11:36 AM	IP4
14	Oct 18, 2012 11:34 AM	IP3
15	Oct 18, 2012 11:32 AM	Genesis
16	Oct 18, 2012 11:29 AM	IP3 0HJ
17	Oct 18, 2012 11:28 AM	IP3
18	Oct 18, 2012 11:26 AM	IP8 3IG
19	Oct 18, 2012 11:22 AM	IP4
20	Oct 18, 2012 11:21 AM	IP11 2EA
21	Oct 18, 2012 11:19 AM	IP3 9DF
22	Oct 18, 2012 11:14 AM	IP11 2DR
23	Oct 18, 2012 11:12 AM	CO
24	Oct 18, 2012 11:10 AM	IP5 9JU

Number	Response Date	Response Text
25	Oct 18, 2012 11:09 AM	IP3 9LE
26	Oct 18, 2012 11:07 AM	ip3 9jx
27	Oct 18, 2012 11:02 AM	IP3
28	Oct 18, 2012 11:01 AM	Ip2 9BU
29	Oct 18, 2012 10:55 AM	IP5 2XH
30	Oct 18, 2012 10:54 AM	Athena Hall
31	Oct 18, 2012 10:52 AM	IP5 2XH
32	Oct 18, 2012 10:45 AM	IP12 7LA
33	Oct 18, 2012 10:43 AM	IP5 2DA
34	Oct 18, 2012 10:42 AM	IP4
35	Oct 18, 2012 10:36 AM	IP14 3HB
36	Oct 18, 2012 10:33 AM	Ip3
37	Oct 18, 2012 10:31 AM	IP3 0FR
38	Oct 18, 2012 10:29 AM	IP3
39	Oct 18, 2012 10:26 AM	IP3 0FR
40	Oct 18, 2012 10:25 AM	IP3 0FR
41	Oct 18, 2012 10:23 AM	IP1 4BJ
42	Oct 18, 2012 10:22 AM	IP1 3LU
43	Oct 18, 2012 10:20 AM	IP1 1QS
44	Oct 18, 2012 10:18 AM	IP3 8LA
45	Oct 18, 2012 10:16 AM	IP3 0QF
46	Oct 18, 2012 10:13 AM	IP3 0QF
47	Oct 18, 2012 10:09 AM	IP3 0QW
48	Oct 18, 2012 9:57 AM	IP3 0QF
49	Oct 18, 2012 9:54 AM	IP3 0QF
50	Oct 18, 2012 9:52 AM	IP3 0QF
51	Oct 18, 2012 9:47 AM	IP3 0PE
52	Oct 18, 2012 9:45 AM	IP3 0PE
53	Oct 18, 2012 9:42 AM	Ip3 0PE
54	Oct 18, 2012 9:37 AM	IP3 0PE
55	Oct 18, 2012 9:31 AM	IP3 0PE

Number	Response Date	Response Text
56	Oct 18, 2012 9:25 AM	IP3 0PE
57	Oct 18, 2012 9:23 AM	IP3 0PE
58	Oct 18, 2012 9:18 AM	IP3 0PE
59	Oct 18, 2012 9:15 AM	IP3 0NS
60	Oct 18, 2012 9:13 AM	IP3 0PE
61	Oct 18, 2012 9:09 AM	IP1 4EN
62	Oct 17, 2012 2:26 PM	IP8 3UB
63	Oct 17, 2012 2:19 PM	Severn Road
64	Oct 17, 2012 2:14 PM	IP3 8JU
65	Oct 17, 2012 2:11 PM	IP1 4AX
66	Oct 17, 2012 2:07 PM	IP3 94B
67	Oct 9, 2012 11:22 AM	ip2 0na
68	Oct 9, 2012 11:20 AM	IP4 5BH
69	Oct 9, 2012 11:19 AM	ip2 9su
70	Oct 9, 2012 11:16 AM	ip14 7uf
71	Oct 9, 2012 11:13 AM	iP4 4ER
72	Oct 9, 2012 11:11 AM	CO10 0YJ
73	Oct 9, 2012 11:10 AM	LE11 3BD
74	Oct 9, 2012 11:08 AM	IP4 1NY
75	Oct 9, 2012 11:05 AM	IP1 5PN
76	Oct 9, 2012 10:58 AM	ip3 0fr
77	Oct 9, 2012 10:57 AM	ip13dl
78	Oct 9, 2012 10:54 AM	lp15AU
79	Oct 9, 2012 10:52 AM	ip3 0fr
80	Oct 9, 2012 10:50 AM	ip4 1hy
81	Oct 9, 2012 10:48 AM	CO4 3FN
82	Oct 9, 2012 10:47 AM	ip7 7ne
83	Oct 9, 2012 10:46 AM	ip93ap
84	Oct 9, 2012 10:44 AM	IP3 8AU
85	Oct 9, 2012 10:43 AM	IP2 8EU
86	Oct 9, 2012 10:41 AM	IP2 0ES

Number	Response Date	Response Text
87	Oct 9, 2012 10:39 AM	ip4 2hp
88	Oct 9, 2012 10:36 AM	IP4 4NG
89	Oct 9, 2012 10:33 AM	IP4 1NS
90	Oct 9, 2012 10:30 AM	CO7 9NN
91	Oct 9, 2012 10:28 AM	CO7 0OZ
92	Oct 9, 2012 10:26 AM	IP14 2EL
93	Oct 9, 2012 10:25 AM	IP1 5QH
94	Oct 9, 2012 10:23 AM	CO5 0DQ
95	Oct 9, 2012 10:22 AM	IP7 7EG
96	Oct 9, 2012 10:17 AM	IP14 2BG
97	Oct 9, 2012 10:13 AM	IP4 2PA
98	Oct 9, 2012 10:11 AM	IP4 2PA
99	Oct 9, 2012 10:08 AM	lp32
100	Oct 9, 2012 10:05 AM	IP11 0RD
101	Oct 9, 2012 10:03 AM	IP1 3NZ
102	Oct 9, 2012 10:01 AM	IP3 8PX
103	Oct 9, 2012 9:59 AM	IP3 8BX
104	Oct 9, 2012 9:56 AM	CO4 5BU
105	Oct 9, 2012 9:53 AM	IP13
106	Oct 9, 2012 9:51 AM	IP16NS
107	Oct 9, 2012 9:47 AM	IP4 2UZ
108	Oct 9, 2012 9:44 AM	IP743AQ
109	Oct 9, 2012 9:39 AM	IP3 3AF
110	Oct 9, 2012 9:37 AM	IP3 9LE
111	Oct 9, 2012 9:34 AM	30 min walk
112	Oct 9, 2012 9:32 AM	IP4 2HT
113	Oct 2, 2012 3:05 PM	IP3 0QR
114	Oct 1, 2012 11:30 AM	IP3 0QL
115	Oct 1, 2012 10:58 AM	IP3 0NP
116	Oct 1, 2012 9:49 AM	ip4 1pn
117	Oct 1, 2012 7:17 AM	IP11 ORW

Number	Response Date	Response Text
118	Sep 29, 2012 9:52 AM	ip5
119	Sep 28, 2012 10:26 PM	IP8 4B
120	Sep 28, 2012 11:23 AM	IP1 3TE
121	Sep 28, 2012 11:20 AM	IP45hr
122	Sep 28, 2012 10:47 AM	IP8
123	Sep 27, 2012 2:48 PM	IP4 4BS
124	Sep 27, 2012 2:34 PM	IP3 0NH
125	Sep 27, 2012 1:10 PM	IP3 9HU
126	Sep 27, 2012 12:23 PM	IP4 5LT
127	Sep 27, 2012 11:54 AM	IP3 9LL
128	Sep 27, 2012 11:50 AM	ip3 9jt
129	Sep 27, 2012 11:32 AM	ip8 3ta
130	Sep 27, 2012 10:36 AM	ip4 1pb
131	Sep 27, 2012 9:46 AM	IP3 8HW
132	Sep 27, 2012 9:41 AM	IP2 9SW
133	Sep 27, 2012 7:56 AM	ip3 8qa
134	Sep 24, 2012 1:07 PM	IP3 0FE
135	Sep 23, 2012 9:53 PM	IP2 9BY
136	Sep 23, 2012 11:07 AM	ip39jn
137	Sep 20, 2012 5:51 PM	IP2
138	Sep 18, 2012 3:01 PM	ip3 0pb
139	Sep 18, 2012 2:10 PM	ip3
140	Sep 13, 2012 9:07 PM	IP3 9AT
141	Sep 9, 2012 9:40 PM	ip3
142	Sep 7, 2012 2:38 PM	IP3 8DH
143	Sep 6, 2012 3:05 PM	IP4
144	Sep 6, 2012 3:03 PM	IP3
145	Sep 6, 2012 3:01 PM	IP4 4BX
146	Sep 6, 2012 2:58 PM	IP3
147	Sep 6, 2012 2:54 PM	IP3
148	Sep 6, 2012 2:51 PM	IP3 8EN

Number	Response Date	Response Text
149	Sep 6, 2012 2:49 PM	IP3 0LZ
150	Sep 6, 2012 2:45 PM	IP3 0QF
151	Sep 6, 2012 2:37 PM	IP3 0HP
152	Sep 6, 2012 2:33 PM	IP3 0HS
153	Sep 6, 2012 2:30 PM	IP3
154	Sep 6, 2012 2:25 PM	IP3 9ET
155	Sep 6, 2012 2:23 PM	IP3 9AR
156	Sep 6, 2012 2:18 PM	IP3 0SH
157	Sep 6, 2012 2:15 PM	IP3 0HB
158	Sep 6, 2012 2:13 PM	IP3 0HA
159	Sep 6, 2012 8:02 AM	ip2 9ly
160	Sep 6, 2012 12:12 AM	ip2 0rw
161	Sep 5, 2012 5:41 PM	IP3 8ET
162	Sep 5, 2012 8:04 AM	co33hw
163	Sep 5, 2012 6:19 AM	C02 9RP
164	Sep 4, 2012 9:05 PM	IP3 9AN
165	Sep 4, 2012 11:00 AM	IP4 5WA
166	Sep 3, 2012 2:31 PM	IP4 5NA
167	Sep 3, 2012 2:28 PM	IP4 5QA
168	Sep 3, 2012 2:25 PM	IP4 2HT
169	Sep 3, 2012 2:21 PM	IP4 2HT
170	Sep 3, 2012 2:13 PM	IP3
171	Sep 3, 2012 2:02 PM	IP3 8BU
172	Sep 3, 2012 11:40 AM	IP3 9AH
173	Sep 3, 2012 11:16 AM	IP3 0FB
174	Sep 3, 2012 10:28 AM	IP3 9AH
175	Sep 3, 2012 10:19 AM	IP4 5HR
176	Sep 3, 2012 10:17 AM	IP4 1PA
177	Sep 3, 2012 9:58 AM	IP3 8AT
178	Sep 3, 2012 9:53 AM	IP1 4QA
179	Sep 3, 2012 9:49 AM	IP3

Number	Response Date	Response Text
180	Sep 3, 2012 5:56 AM	IP4 5BU
181	Sep 1, 2012 2:57 PM	ip4 f
182	Aug 31, 2012 8:30 AM	IP13SH
183	Aug 29, 2012 7:45 PM	IP45AU
184	Aug 29, 2012 3:38 PM	ip3
185	Aug 28, 2012 8:52 PM	IP2 8EU
186	Aug 28, 2012 7:09 PM	ip3
187	Aug 28, 2012 2:49 PM	IP3 8AT
188	Aug 28, 2012 12:06 PM	IP3 9PX
189	Aug 28, 2012 12:03 PM	IP4 4BP
190	Aug 28, 2012 11:55 AM	IP2 9NN
191	Aug 28, 2012 11:52 AM	IP14 1SH
192	Aug 28, 2012 11:47 AM	IP6 0DU
193	Aug 28, 2012 11:44 AM	IP3 9PX
194	Aug 28, 2012 11:42 AM	IP14 6RJ
195	Aug 28, 2012 11:38 AM	IP3 9EY
196	Aug 28, 2012 11:34 AM	IP8 3TE
197	Aug 28, 2012 11:29 AM	IP2 0SJ
198	Aug 28, 2012 11:25 AM	IP3 0RN
199	Aug 28, 2012 10:39 AM	IP3 9LA
200	Aug 28, 2012 10:35 AM	London
201	Aug 28, 2012 10:32 AM	London
202	Aug 28, 2012 10:27 AM	IP2 8GS
203	Aug 28, 2012 10:22 AM	IP3 9PG
204	Aug 28, 2012 10:12 AM	ip4 1qd
205	Aug 28, 2012 9:44 AM	IP3 9PG
206	Aug 28, 2012 9:40 AM	IP2 0TX
207	Aug 28, 2012 9:38 AM	IP4 4RB
208	Aug 28, 2012 9:35 AM	IP2 9UN
209	Aug 28, 2012 8:39 AM	IP4 3DH
210	Aug 27, 2012 3:24 PM	IP3 0LN

Number	Response Date	Response Text
211	Aug 27, 2012 7:56 AM	IP3 9LE
212	Aug 25, 2012 3:43 PM	IP3 0RE
213	Aug 24, 2012 2:32 PM	ip1 3pw
214	Aug 24, 2012 11:26 AM	ip124nf
215	Aug 24, 2012 8:23 AM	IP4 2PH
216	Aug 24, 2012 7:57 AM	IP7 8PX
217	Aug 24, 2012 6:48 AM	lp3 8aw
218	Aug 24, 2012 6:40 AM	lp4 5ux
219	Aug 23, 2012 6:40 PM	IP2 9DL
220	Aug 23, 2012 3:32 PM	IP14 6RT
221	Aug 23, 2012 3:28 PM	IP13 6QP
222	Aug 23, 2012 3:22 PM	IP14 6RQ
223	Aug 23, 2012 3:15 PM	IP12 2UH
224	Aug 23, 2012 3:12 PM	IP1 4AE
225	Aug 23, 2012 3:04 PM	IP2 0NX
226	Aug 23, 2012 9:04 AM	ip4 3bt
227	Aug 23, 2012 8:36 AM	ip30ph
228	Aug 23, 2012 8:09 AM	IP3 0EG
229	Aug 23, 2012 7:02 AM	IP38DL
230	Aug 22, 2012 9:32 PM	ip39af
231	Aug 22, 2012 8:26 PM	IP4 4LS
232	Aug 22, 2012 7:57 PM	IP4 1PU
233	Aug 22, 2012 7:03 PM	IP4 3BT
234	Aug 22, 2012 5:33 PM	ip3 0pj
235	Aug 22, 2012 3:58 PM	IP2 9AS
236	Aug 22, 2012 12:24 PM	IP3 0PD
237	Aug 22, 2012 11:58 AM	IP4 2QT
238	Aug 22, 2012 11:22 AM	IP4 3EZ
239	Aug 22, 2012 11:09 AM	IP3 0RW
240	Aug 22, 2012 11:05 AM	IP3 0RW
241	Aug 22, 2012 10:55 AM	IP3 0HW

Number	Response Date	Response Text
242	Aug 22, 2012 10:48 AM	IP3 0SF
243	Aug 22, 2012 10:45 AM	IP3 9NX
244	Aug 22, 2012 10:40 AM	IP3 0RL or IP3 0AL
245	Aug 22, 2012 10:35 AM	IP3 9JB
246	Aug 22, 2012 9:54 AM	IP3 9AF
247	Aug 22, 2012 8:26 AM	ip2 0af
248	Aug 22, 2012 8:22 AM	ip2 9ej
249	Aug 22, 2012 5:18 AM	IP3 0QW
250	Aug 21, 2012 11:29 PM	IP5 2NP
251	Aug 21, 2012 10:53 PM	IP1 6DL
252	Aug 21, 2012 10:37 PM	IP3 0AH
253	Aug 21, 2012 10:21 PM	IP4 1NP
254	Aug 21, 2012 9:32 PM	IP2 8EG
255	Aug 21, 2012 9:28 PM	IP4 4NR
256	Aug 21, 2012 9:15 PM	IP1 3NW
257	Aug 21, 2012 8:48 PM	ip39gp
258	Aug 21, 2012 8:14 PM	IP3 9GP
259	Aug 21, 2012 7:58 PM	IP2 8BJ
260	Aug 21, 2012 7:47 PM	ip4 1LT
261	Aug 21, 2012 7:09 PM	IP1
262	Aug 21, 2012 5:39 PM	IP3 ODN
263	Aug 21, 2012 5:08 PM	IP3 9DE
264	Aug 21, 2012 4:46 PM	IP3
265	Aug 21, 2012 4:25 PM	IP4 3NG
266	Aug 21, 2012 4:25 PM	ip8 3ew
267	Aug 21, 2012 4:03 PM	ip3 0qh
268	Aug 21, 2012 4:03 PM	IP1 2EG
269	Aug 21, 2012 3:55 PM	IP4 2SZ
270	Aug 21, 2012 3:40 PM	IP6 0JH
271	Aug 21, 2012 3:21 PM	IP3 9DS
272	Aug 21, 2012 3:13 PM	co3

Number	Response Date	Response Text
273	Aug 21, 2012 2:15 PM	IP5
274	Aug 21, 2012 2:15 PM	CO7
275	Aug 21, 2012 2:01 PM	ip4
276	Aug 21, 2012 1:34 PM	IP9 2QH
277	Aug 21, 2012 1:30 PM	IP4 2NU
278	Aug 21, 2012 1:19 PM	ip1
279	Aug 21, 2012 7:38 AM	IP2 9NY
280	Aug 20, 2012 2:26 PM	IP3 8RP
281	Aug 20, 2012 2:20 PM	IP14 6QQ
282	Aug 20, 2012 2:16 PM	IP4 4HL
283	Aug 20, 2012 2:10 PM	IP3 0NU
284	Aug 20, 2012 2:10 PM	IP38QD
285	Aug 20, 2012 2:02 PM	IP4 1FT
286	Aug 20, 2012 1:59 PM	IP2 9QU
287	Aug 20, 2012 1:55 PM	IP2 9HP
288	Aug 20, 2012 1:47 PM	IP5 2EL
289	Aug 20, 2012 1:39 PM	IP3 8HD
290	Aug 20, 2012 1:37 PM	IP4 4HW
291	Aug 20, 2012 1:32 PM	IP2 8DS
292	Aug 20, 2012 1:30 PM	IP42RE
293	Aug 20, 2012 1:27 PM	IP3 9GD
294	Aug 20, 2012 1:13 PM	IP3 0RB
295	Aug 20, 2012 12:10 PM	IP3 0NT
296	Aug 20, 2012 12:02 PM	IP4 5LU
297	Aug 20, 2012 10:19 AM	IP3 0NT
298	Aug 19, 2012 7:37 PM	IP2 9AU
299	Aug 19, 2012 2:10 PM	ip3 0nu
300	Aug 18, 2012 7:24 PM	IP4 5UR
301	Aug 18, 2012 4:12 PM	IP4 5UF
302	Aug 18, 2012 1:03 PM	lp92hl
303	Aug 16, 2012 8:09 PM	ip3 0bf

Number	Response Date	Response Text
304	Aug 16, 2012 6:27 PM	IP41BS
305	Aug 16, 2012 6:27 PM	lp3 8et

Q18. Which, if any local groups do you belong to? (If none, please enter "None")

Answer Options	Response Count
	180
<i>answered question</i>	180
<i>skipped question</i>	228

Number	Response Date	Response Text
1	Oct 29, 2012 10:15 AM	W.I. Assoc. of Women
2	Oct 29, 2012 10:10 AM	None
3	Oct 29, 2012 10:08 AM	FOHP, RSPB, SWT, IWG
4	Oct 29, 2012 9:54 AM	Ipswich Society
5	Oct 29, 2012 9:45 AM	Ipswich Society, Friends of Christchurch Park
6	Oct 29, 2012 9:29 AM	RSPB Ipswich & Woodbridge RSPB Groups, Suffolk
7	Oct 21, 2012 10:32 AM	Wildlife Trust.
8	Oct 20, 2012 9:43 AM	None
9	Oct 18, 2012 5:04 PM	none
10	Oct 18, 2012 11:38 AM	Genesis / Bowling Club
11	Oct 18, 2012 11:29 AM	Genesis
12	Oct 18, 2012 11:24 AM	library
13	Oct 18, 2012 11:22 AM	Suffolk wildlife trust
14	Oct 18, 2012 11:19 AM	Optua
15	Oct 18, 2012 11:12 AM	Genesis
16	Oct 18, 2012 11:10 AM	Suffolk Ramblers
17	Oct 18, 2012 11:07 AM	Neighbourhood Watch
18	Oct 18, 2012 11:02 AM	UCS
19	Oct 18, 2012 10:29 AM	UCS
20	Oct 18, 2012 10:18 AM	Holywells Bowls Club
21	Oct 18, 2012 10:16 AM	none
22	Oct 18, 2012 10:13 AM	Archaeology, Allotments, Humanists

Number	Response Date	Response Text
23	Oct 18, 2012 9:57 AM	St Lukes Ladies Group
24	Oct 18, 2012 9:54 AM	none
25	Oct 18, 2012 9:52 AM	Ladies Group at church
26	Oct 18, 2012 9:47 AM	none
27	Oct 18, 2012 9:45 AM	none
28	Oct 18, 2012 9:42 AM	none
29	Oct 18, 2012 9:37 AM	none
30	Oct 18, 2012 9:31 AM	St Lukes Church
31	Oct 18, 2012 9:25 AM	none
32	Oct 18, 2012 9:23 AM	none
33	Oct 18, 2012 9:18 AM	none
34	Oct 18, 2012 9:15 AM	FOHP
35	Oct 18, 2012 9:13 AM	FOHP
36	Oct 18, 2012 9:09 AM	SWT, IWG Greenways, Colchester Chess Club, Lawford
37	Oct 17, 2012 2:26 PM	Table Tennis lub
38	Oct 17, 2012 2:14 PM	Greenways
39	Oct 17, 2012 2:11 PM	British Military Fitness
40	Oct 17, 2012 2:07 PM	British Military Fitness
41	Oct 9, 2012 11:22 AM	none
42	Oct 9, 2012 11:11 AM	None
43	Oct 9, 2012 11:10 AM	none
44	Oct 9, 2012 11:08 AM	None
45	Oct 9, 2012 11:05 AM	None
46	Oct 9, 2012 10:58 AM	none
47	Oct 9, 2012 10:57 AM	none
48	Oct 9, 2012 10:54 AM	none
49	Oct 9, 2012 10:52 AM	none
50	Oct 9, 2012 10:47 AM	none
51	Oct 9, 2012 10:46 AM	none
52	Oct 9, 2012 10:44 AM	None

Number	Response Date	Response Text
53	Oct 9, 2012 10:43 AM	none
54	Oct 9, 2012 10:39 AM	none
55	Oct 9, 2012 10:36 AM	None
56	Oct 9, 2012 10:30 AM	None
57	Oct 9, 2012 10:28 AM	None
58	Oct 9, 2012 10:26 AM	None
59	Oct 9, 2012 10:25 AM	none
60	Oct 9, 2012 10:22 AM	None
61	Oct 9, 2012 10:17 AM	Volunteer Rainbows
62	Oct 9, 2012 10:13 AM	None
63	Oct 9, 2012 10:11 AM	None
64	Oct 9, 2012 10:03 AM	None
65	Oct 9, 2012 10:01 AM	None
66	Oct 9, 2012 9:59 AM	None
67	Oct 9, 2012 9:53 AM	None
68	Oct 9, 2012 9:51 AM	None
69	Oct 9, 2012 9:47 AM	None
70	Oct 9, 2012 9:37 AM	None
71	Oct 9, 2012 9:32 AM	None
72	Oct 2, 2012 3:05 PM	None
73	Oct 1, 2012 11:30 AM	None
74	Oct 1, 2012 10:58 AM	None
75	Oct 1, 2012 9:49 AM	none
76	Oct 1, 2012 7:17 AM	Ipswich local RSPB
77	Sep 28, 2012 11:20 AM	Local Neighbourhood Watch
78	Sep 28, 2012 10:47 AM	None
79	Sep 27, 2012 2:48 PM	None
80	Sep 27, 2012 2:34 PM	None
81	Sep 27, 2012 1:10 PM	None
82	Sep 27, 2012 11:50 AM	none
83	Sep 27, 2012 11:02 AM	none

Number	Response Date	Response Text
84	Sep 27, 2012 10:50 AM	none
85	Sep 27, 2012 10:36 AM	Suffolk Wildlife Trust - Friends of Christchurch Park - 2nd Ipswich Cub Group Leader
86	Sep 27, 2012 9:46 AM	None
87	Sep 27, 2012 7:56 AM	None
88	Sep 24, 2012 1:07 PM	Friends of Holywells Park.
89	Sep 23, 2012 11:07 AM	none
90	Sep 20, 2012 5:51 PM	MAG
91	Sep 18, 2012 3:01 PM	none
92	Sep 9, 2012 9:40 PM	FOHP
93	Sep 7, 2012 2:38 PM	None
94	Sep 6, 2012 2:54 PM	Boys Brigade
95	Sep 6, 2012 2:51 PM	None
96	Sep 6, 2012 2:45 PM	none
97	Sep 6, 2012 2:40 PM	Ipswich Mencap, Dance East
98	Sep 6, 2012 2:37 PM	None
99	Sep 6, 2012 2:30 PM	V4GLL
100	Sep 6, 2012 2:25 PM	None
101	Sep 6, 2012 2:23 PM	None
102	Sep 6, 2012 2:18 PM	None
103	Sep 6, 2012 2:15 PM	None
104	Sep 6, 2012 2:13 PM	None
105	Sep 6, 2012 8:02 AM	none
106	Sep 6, 2012 12:12 AM	none
107	Sep 5, 2012 5:41 PM	none
108	Sep 5, 2012 8:04 AM	Forum for Buill Environment
109	Sep 4, 2012 9:05 PM	None
110	Sep 4, 2012 11:00 AM	Ipswich Jaffa running club, School governor Copleston
111	Sep 3, 2012 2:31 PM	Ipswich Wildlife Group
112	Sep 3, 2012 11:16 AM	None

Number	Response Date	Response Text
113	Sep 3, 2012 9:58 AM	only playgroups
114	Sep 3, 2012 9:53 AM	Scouts
115	Sep 3, 2012 5:56 AM	None
116	Sep 1, 2012 2:57 PM	None
117	Aug 31, 2012 8:30 AM	fohp
118	Aug 29, 2012 7:45 PM	None
119	Aug 28, 2012 8:52 PM	None
120	Aug 28, 2012 2:49 PM	None
121	Aug 27, 2012 3:24 PM	none
122	Aug 27, 2012 7:56 AM	FoHP
123	Aug 25, 2012 3:43 PM	Ipswich Wildlife Group
124	Aug 24, 2012 2:32 PM	none
125	Aug 24, 2012 6:48 AM	None
126	Aug 23, 2012 6:40 PM	Bethesda baptist Church, Boys Brigade
127	Aug 23, 2012 9:04 AM	none
128	Aug 23, 2012 8:36 AM	None
129	Aug 23, 2012 8:09 AM	None
130	Aug 23, 2012 7:02 AM	None
131	Aug 22, 2012 8:28 PM	Voices. Gainsborough Community Library.
132	Aug 22, 2012 8:26 PM	RSPB IPSWICH, Suffolk wildlife group.
133	Aug 22, 2012 7:57 PM	Outdoor Group
134	Aug 22, 2012 3:58 PM	None
135	Aug 22, 2012 12:24 PM	None
136	Aug 22, 2012 11:58 AM	None
137	Aug 22, 2012 11:05 AM	Chess Club
138	Aug 22, 2012 9:54 AM	Ipswich Transition
139	Aug 22, 2012 8:26 AM	None
140	Aug 22, 2012 8:22 AM	CSMA & CSRF
141	Aug 22, 2012 5:18 AM	18th Scouts Committee
142	Aug 21, 2012 11:29 PM	Suffolk Wildlife Trust
143	Aug 21, 2012 10:53 PM	none

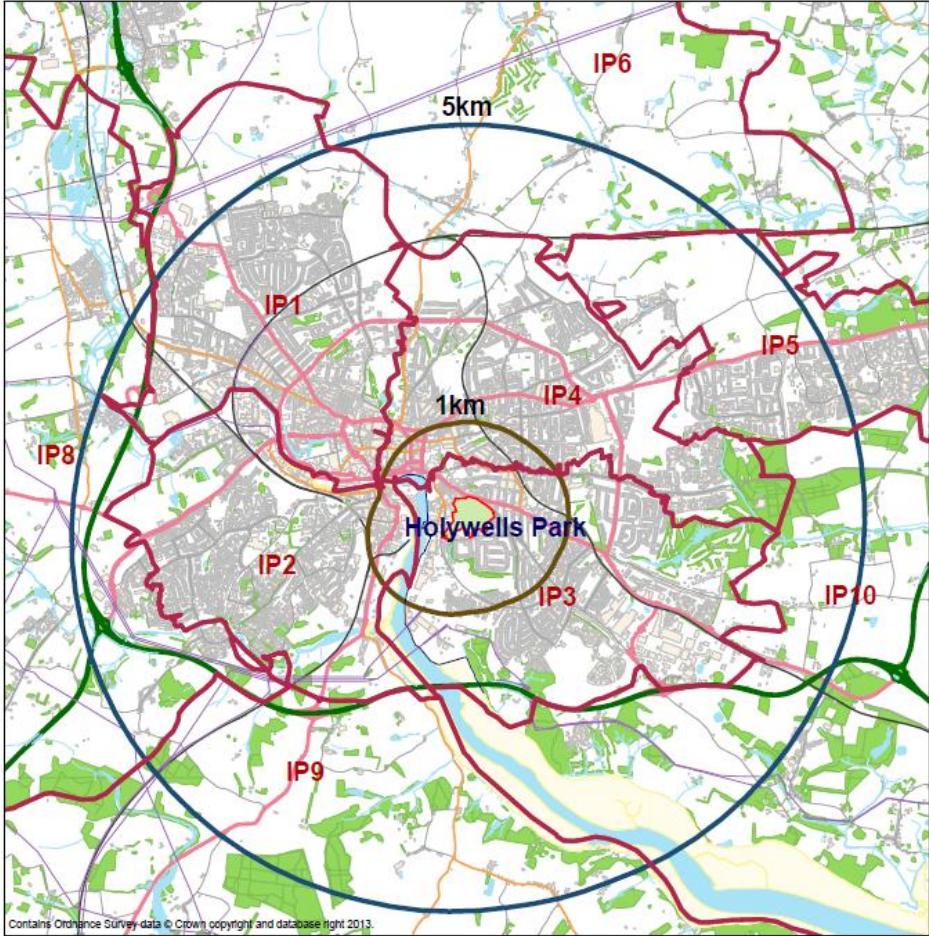
Number	Response Date	Response Text
144	Aug 21, 2012 10:37 PM	NONE
145	Aug 21, 2012 10:21 PM	none
146	Aug 21, 2012 9:32 PM	Friends of Christchurch Park
147	Aug 21, 2012 9:28 PM	none
148	Aug 21, 2012 8:48 PM	Cycle Ipswich
149	Aug 21, 2012 8:14 PM	Scout Group
150	Aug 21, 2012 7:58 PM	IWG
151	Aug 21, 2012 7:47 PM	IWG
152	Aug 21, 2012 7:09 PM	None
153	Aug 21, 2012 5:39 PM	None
154	Aug 21, 2012 4:46 PM	None
		River Action Group
		Suffolk Wildlife Trust
155	Aug 21, 2012 4:25 PM	National Trust
156	Aug 21, 2012 4:25 PM	none
157	Aug 21, 2012 4:03 PM	None
		Ipswich Society
158	Aug 21, 2012 4:03 PM	Ipswich Maritime Trust
159	Aug 21, 2012 3:55 PM	none
		Suffolk Ornithological Group, Local RSPB,
160	Aug 21, 2012 3:40 PM	Suffolk Wildlife Trust
161	Aug 21, 2012 3:21 PM	Suffolk wildlife group
162	Aug 21, 2012 2:15 PM	none
163	Aug 21, 2012 2:15 PM	none
164	Aug 21, 2012 1:34 PM	None
165	Aug 21, 2012 1:30 PM	None
166	Aug 21, 2012 1:19 PM	none
167	Aug 20, 2012 2:26 PM	IDHTS, ITS, MHAS
168	Aug 20, 2012 2:20 PM	1st Debenham Scout Group
169	Aug 20, 2012 2:10 PM	Suffolk Girlguiding
170	Aug 20, 2012 1:30 PM	None

Number	Response Date	Response Text
171	Aug 20, 2012 12:10 PM	Brownies
172	Aug 20, 2012 12:02 PM	None
173	Aug 20, 2012 10:19 AM	Brownies
		RSPB
174	Aug 19, 2012 7:37 PM	Suffolk Wildlife
175	Aug 19, 2012 2:10 PM	None
176	Aug 18, 2012 7:24 PM	None
177	Aug 18, 2012 4:12 PM	none.
178	Aug 16, 2012 8:09 PM	None
179	Aug 16, 2012 6:27 PM	None
180	Aug 16, 2012 6:27 PM	None

Q19. Would you like more information regarding volunteering at Holywells Park?		
Answer Options	Response Percent	Response Count
Yes	10.9%	34
No	89.1%	278
<i>answered question</i>		312
<i>skipped question</i>		96

NB. 'Q20. If yes, Please provide contact details' contains confidential information about people addresses.

Appendix B4
- Map of Postcode Areas around Holywells Park



Appendix C

- Job Descriptions



IPSWICH BOROUGH COUNCIL

Ipswich Borough Council
Job Description: (Grade 7 est. starting salary £27,808)
DRAFT
HOLYWELLS PARK PROJECT MANAGER

JOB TITLE: HOLYWELLS PARK PROJECT MANAGER
JOB NO: RESTORATION PROJECT
SERVICE AREA: PARKS & OPEN SPACES
LOCATION: HOLYWELLS PARK

MAIN PURPOSE OF JOB

To co-ordinate the implementation phase of the capital project to restore Holywells Park as part of the Heritage Lottery Fund Project to meet HLF requirements.

MAIN DUTIES:

1. To plan and manage the implementation of the historic parkland restoration project for Holywells Park.
2. To manage project budgets and resources.
3. To co-ordinate the gathering of data and manage the work inputs of members of the Holywells Park Restoration Project Team and directly manage the Community Engagement and Volunteering Officer and Project Support Officer.
4. Co-ordinate procurement of works and professional services.
5. To communicate and liaise with participating organisations and ensure the flow of information between the partners and other stakeholders. To actively manage all stages of consultation on the project, ensuring delivery of an effective public consultation plan; attend and participate in public meetings as necessary. Manage arrangements for the preparation, publication and circulation of consultation papers, meetings and events. Liaise with the media, outside organisations and the public.
6. To monitor and report on progress regarding project risks and progress against the project timetable, stages, milestones, scope and boundaries both internally and as required by external funders.
7. Co-ordinate the decision making process including exception reporting and the preparation of reports to the project team, relevant project and project board and relevant committees.

Such variations as may be required from time to time without changing the general character of the duties shown above or level of responsibility.



IPSWICH

BOROUGH COUNCIL

Ipswich Borough Council

Job Description: (Grade 8 est. starting salary £22,983)

DRAFT

HOLYWELLS PARK COMMUNITY ENGAGEMENT AND VOLUNTEERING OFFICER

JOB TITLE: HOLYWELLS PARK COMMUNITY ENGAGEMENT AND
VOLUNTEERING OFFICER
JOB NO: RESTORATION PROJECT
SERVICE AREA: PARKS & OPEN SPACES
LOCATION: HOLYWELLS PARK

MAIN PURPOSE OF JOB

Responsible for the effective development of Holywells Park, in particular as a community resource for learning, community participation and events.

To continue to enhance the provision of a broad spectrum of recreational opportunities, on a site of heritage merit, for regular and casual visitors and work with the community to deliver the aspirations of the Heritage Lottery Bid and it's ongoing development.

MAIN DUTIES:

1. Responsible for the production, promotion and development of Holywells Park educational facilities, the implementation of the Activity Plan, incorporating the Action, Volunteer, Training, Education, and Interpretation Plans together with an Events and Community Participation Programme, for the restoration project.
2. As a key member of the Holywells Park Restoration Team, to contribute to the implementation of the project proposals and lead and manage the education, community participation and events work carried out by the Holywells team and volunteers.
3. To effectively manage the relevant budgets for Holywells Park and continually review in conjunction with the Project Manager performance information and targets.
4. Responsible for the coordination and completion of the relevant work prescribed within the Management and Maintenance plan within the established timescale and all future updating and revision as required (and to the satisfaction of the Heritage Lottery Fund).
5. Development and maintenance of the various networks and partnerships with the Friends Group, schools, park users and other new and existing stakeholders to encourage acceptable and responsible behaviour and instil a custodial relationship for the facility; and to promote inclusiveness for all groups within the community.
6. Maintain, develop and promote Holywells Park as a major venue for volunteering, events, sports development and play, by liaison with all relevant groups and individuals. Recruit new volunteers organise and record training and development. Develop and promote the Well Being package of activities to health professionals.
7. Ensure all procedures and practices are undertaken in accordance with current Health & Safety requirements and Disability Discrimination legislation.

Such variations as may be required from time to time without changing the general character of the duties shown above or level of responsibility.



IPSWICH BOROUGH COUNCIL

Ipswich Borough Council
Job Description: (Grade 10 est. starting salary £17,230)
DRAFT
HOLYWELLS PARK PROJECT SUPPORT OFFICER

JOB TITLE: HOLYWELLS PARK PROJECT SUPPORT OFFICER
JOB NO: RESTORATION PROJECT
SERVICE AREA: PARKS & OPEN SPACES
LOCATION: HOLYWELLS PARK

MAIN PURPOSE OF JOB

To provide a range of support services to the Holywells Park Restoration Project Manager and Community Engagement and Volunteering Officer in respect of general and financial and contract administration, events, activity planning, technical support needs and public consultation work.

MAIN DUTIES

1. To provide general administrative support including:
 - general telephone enquiries
 - word processing and photocopying
 - maintaining filing systems
 - sorting, recording and distributing external and internal post
 - maintaining stock control systems, including controlled stationery
 - reconciliation of cash and income received
 - arranging meetings, distributing agendas and minute taking
 - calculating annual leave entitlements and maintaining records
 - raising invoices for debtors
2. To distribute and monitor Agresso transactions for approval. Resolve queries with suppliers and internal accounts team, including commitment information. Provide financial information for team, arrange journal transfers and ensure compliance with year-end procedures.
3. Compiling documents and computer databases involved in administering quotations and tenders. Administering the tender process in accordance with Council Standing Orders in consultation with service managers and Councillor Services. Liaising with successful and unsuccessful companies. Providing reports and information to Project Manager.
4. Managing and maintaining a variety of databases. Work with other officers on the development of web based information.
5. Work with other officers on public consultation and survey work relating to the project

Such variations as may be required from time to time without changing the general character of the duties shown above or the level of responsibility entailed.

Appendix D - Volunteer Policy

Holywells Park Volunteers – Policy



(The Clock Tower of the Stable Block at Holywells Park)

A volunteer is a person who offers their time, skills and knowledge for the benefit of others willingly and without being paid.

Ipswich Borough Council (IBC) and Holywells Park recognises its responsibilities and commitment both to its volunteer programme and to its individual volunteers. This policy will help to ensure fairness and consistency and will increase opportunities for heritage volunteering by people of all ages, abilities and backgrounds.

Application of this Policy will ensure that decisions are not made on an ad hoc basis, and that all volunteers are treated fairly, applying consistent standards and practices. It will enable volunteers to know where they stand, to know how they can expect to be treated, and where they can turn if they feel that things are going wrong.

The policy will also help ensure that paid staff, senior management and members fully understand why volunteers are involved, and what role they have within the Park and what they can do if they feel things are going wrong.

This policy also encourages interaction with 3rd party groups and organisations who will benefit by getting involved with volunteering in the park and in turn the park will benefit by having them on board.

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Definitions

CEVO Community Engagement and Volunteer Officer

IBC Ipswich Borough Council

Responsible Person The IBC employed person responsible for the volunteer/s

1.0 Policy

1.1 Why does IBC involve volunteers in Holywells Park?

- To create a sense of community ownership of the park.
- So that members of the public who enjoy and appreciate the Park can become more involved with the park and the park staff.
- To bring about improvements and enhancement to the Park that IBC would not otherwise be able to achieve, including a fuller and more varied events programme to the Park.
- To involve local people in decision-making and action for the future of the Park.
- To give IBC the opportunity to consult interested members of the public on park issues by using Park Managers observations, Survey Monkey feedback and website enquiries.
- To encourage the public to see Ipswich parks, and Holywells Park in particular, as places to engage with actively and not just as places to visit passively.

1.2 Cohesion with IBC's volunteering policy & CEO/Board of Trustees endorsement

It is the intention of Ipswich Borough Council to set up a Central Volunteer Service that will provide input and support directly to the volunteers of Holywells Park. The points and pledges made in this Policy are specific to Holywells Park and are endorsed and linked to the wider Ipswich Borough Council's Central Service.

1.3 Policy review and revision

This Policy will be reviewed on a regular basis to ensure the Policy is working for all parties and revisions/additions may be made where required. It is anticipated that this Policy will initially be reviewed six months following inception and then reviewed on an annual basis after that. The Holywells Park Community Engagement and Volunteer Officer will be responsible for this review process.

2.0 Management

2.1 Training, development and support

All volunteers will be given an induction and welcome letter as a guide to who to contact, staying safe and what to expect when working in the park.

In order to increase the quality of volunteering opportunities and to maintain a high and safe standard of work:

- All volunteers will receive relevant training to do the tasks requested.
- All volunteers will receive clear instructions at the beginning of each session or event, particularly if their work is to involve using tools and/or equipment.
- All volunteers who have significant dealings with the public (at events or information points) will receive appropriate training in customer care including Equality and Fairness Policy and young people awareness.
- Training, or information, sessions will be arranged where possible with other relevant professionals. These sessions should be regarded as additional for Park volunteers and not an essential part of their training.
- The standards expected for our services to encourage and support volunteers to achieve and maintain them will be explained.
- A The CEVO will meet with each volunteer regularly to discuss their volunteering role and successes and problems.
- IBC will to do its best to help volunteers develop their role.

2.2 Managing volunteers?

There will be several members of staff responsible for supporting volunteers in different aspects of Park activities.

- Richard Sharp – Community Engagement and Volunteer Officer
- Ground Maintenance Supervisor – Horticulture developments within Holywells Park
- Ranger – Greenways Countryside Project- Conservation works within Holywells Park
- Volunteer Leaders

Ipswich Borough Council intends to provide a Central Volunteer Service for the wider Council. Part of this service will be to provide notebook style handbooks for all stakeholders of the services namely: Managers, Volunteers and Administrators. These handbooks will be available to all Stakeholders of Holywells Park and will form the framework for the overall management and structure of volunteer services.

2.3 Termination of Placements

The roles, duties, tasks of volunteers will be terminated at the end of the assignment. In the case of single event activities, this could be at the end of the day or for longer term assignments, this would be at the request of the Volunteer or Holywells Park. The volunteer will be notified when the task is complete by a Responsible Person and where appropriate feedback will be taken using the Volunteer Post Activity Survey Form in Appendix D1.

Some volunteers may appreciate a Volunteering Certificate at the end of the placement which will be available upon request.

2.4 Insurance

Volunteers are covered by the Council's Employers Liability insurance whilst working on activities organised by IBC. In the event of an injury during the course of working for IBC, negligence on the part of the Council will have to be proved for a claim to be successful, hence it is important that roles or tasks are clear with risk assessments completed and acted upon.

Volunteers may only be left unsupervised where appropriate and only if appropriate measures are in place to ensure safety of the volunteers and the public such that clear tasks or roles are identified and demonstrable best practice code of conduct is in place and understood.

2.5 Risk Assessments

Parks and Open Spaces has in place a Health & Safety Management System and as such hold a library of generic and site Risk Assessments which are managed through QMIS (Quality, Environment and Health & Safety Management Information System). Risk Assessments are produced by trained and competent staff and volunteers and are reviewed on an annual basis. All Risk Assessments are available to all staff and volunteers. The Risk Assessments are assessed by ISO (International Organisation of Standardisation) annually of which IBC is accredited ISO 18,000,1.

All volunteer events and activities will be subject to a Risk Assessment which will be carried out by trained and competent staff or volunteers. If a specific Hazard is identified a new Risk Assessment will be carried out. For events and activities a check list will be completed on the day to identify any unforeseen hazards i.e. severe weather, unpredicted events along with a tool talk for the day.

2.6 How IBC will evaluate volunteers achievements

2.6.1 Profiling for skills

Volunteers will be profiled and their details held on a database to ascertain their own aspirations and goals for volunteering activities. Profiling will be through the use of a number of staged profiling forms that increase in detail as the volunteer progresses through the tier of Categories.

This profiling will encourage probing a little further into their 'normal' life to see what other skills they may possess and those they would be willing to use for volunteering purposes (such as set builder, electrician, HGV driver, chain saw certified, DBS checked, first aider etc).

Using this information, volunteers will be categorised as follows:

Cat 1 – Casual Cats (one-off Volunteers who want to attend just one event or very sporadic with time available. Can be asked to do simple tasks such as stewarding, low risk tasks, safe unskilled tasks, public information points, car parking.

All volunteers begin here with the application form which is in Appendix D5. These Cats are privy to non-confidential information. Profiling will ask what other skills they may possess that they can offer such as computer skills, telephone skills, driving etc. Their details will be entered on to a database and each activity/job/assignment will be recorded.

Cat 2 – Regular Cats (progressed from Cat 1, qualified by attending more than one activity in a 3 month period. As these cats are more experienced, they may want to begin to develop their skills for other tasks such as crowd control, money handling, entry control, setting up.

Where they express a desire to learn new skills, these aspirations will be profiled and evaluated once performed.

Confidentiality agreements may be signed at this stage. Profiling includes ascertaining their desire to become a Cat 3.

Cat 3 – Core Cats (Very experienced Cats, progressed from Cat 2. Profiled with a desire to be mentors, leaders, multi-skilled, machine users and possibly DBS checked.

Volunteers in this category should possess multiple skills required of a volunteer, sign a confidentiality agreement, be a leader or mentor of other Cats and be a regular volunteer (as agreed with their Responsible Person).

2.6.2 Evaluating the Cats

Where appropriate, it will be the responsibility of the Volunteer Manager to ensure valuation of each volunteer takes place following each event/session/activity or agreed period of time.

The evaluation/survey form shown in Appendix D1, is simple in its approach and will take just a few moments to complete so that the volunteer is not delayed unnecessarily. The evaluation/survey form may be tailored so that appropriate information can be gained from the volunteer to find out how they thought the task or event went for them and what they may want to progress to in the future. Regular volunteers who perform the same function repeatedly will be evaluated less often so as not to discourage the volunteer.

3.0 Budgets

3.1 Expenses

- In exceptional circumstances, volunteers will have agreed expenses reimbursed but will not be paid for any work in Holywells Park. Expenses may include travel to and from home to [the place of work] and during the volunteer's work under certain circumstances, but must be agreed between the volunteer and volunteer coordinator.
- Specialist clothing where this is required by IBC and provided by the volunteer

For information, the expense claim forms can be found in Appendix D2.

3.2 Evaluating the cost of using volunteers

Within the Activity Plan's Action Plan it is detailed the expenditure for volunteers. This includes the recruitment of volunteers, training of volunteers and volunteer leaders, the equipment that will be required by volunteers and expenses. Volunteer insurance is covered under Ipswich Borough Councils Insurance policies. The management of volunteers will be the CEVO and then the allotted supervisors for the tasks to be carried out. In the future it is IBC's aspiration to have a central volunteer coordinator to manage volunteers. Any administration works will be fulfilled by the CEVO.

4.0 Volunteer Needs

4.1 The types of roles volunteers can/will fulfil

Volunteering at Holywells Park will cover a wide spectrum of works. They will either be land based, events, office work or working from home. The list below details what areas of work volunteers will be able to be a part of:

- Site Management
- Event Management
- Organising Events
- Volunteer Leaders
- Practical conservation
- Horticulture
- Orchard Management
- Bee Keeping
- Management and Maintenance
- Capital projects
- Work Planning
- Maintenance of equipment
- Publicity, production and distribution
- Surveys
- Fundraising
- Education
- Guided walks
- Surveying/recording
- Demonstrating skills
- Archaeological contribution
- Computer skills
- Administration skills
- Preserving Heritage
- Reception area

4.2 A volunteer can expect:

- To be made to feel welcome.
- To be treated as equals as outlined in the Equality and Fairness Statement (Appendix D3)
- To be told in advance the type of work that is to be done, although the details may vary depending on weather conditions, available staff etc.
- That IBC will try to match each volunteer with tasks to suit their skills, abilities and interests.
- Always to be shown and told what to and how to do it safely and effectively.
- Every session will involve a Health and Safety briefing.
- Always to be told who is responsible for each project or activity and how to contact this person if they are not able to be present all the time.
- Sometimes to be working as a group, but sometimes in pairs or individually; for example taking a guided tour around the Park will only need one or two people but a gardening project can involve several people at the same time.
- To receive recognition for their contribution to IBC and the Park.

4.3 Volunteer's rights and responsibilities

- Volunteers should all expect equal treatment irrespective of sex, sexual orientation, race, colour, disability, marital status, religious beliefs or political beliefs.
- IBC will not tolerate offensive language, aggression or abusive behaviour towards anyone and will investigate and take any complaints seriously.
- Volunteers should feel valued for the time and effort freely given to Holywells Park.
- IBC expect all our volunteers to behave in a polite and respectful way. Volunteers working in Holywells Park are representing the Park and IBC and are asked to follow the organisation's procedures and standards, including health and safety and equal opportunities, in relation to staff, other volunteers and visitors.
- Volunteers should take care to follow all instructions given. This will ensure everyone can enjoy themselves safely, without the risk of causing injury to themselves or others, or damage to any plants, wildlife or property in Holywells Park.
- Volunteers should maintain confidential any confidential information of IBC and of its clients to which their volunteering gives them necessary access. IBC will keep the minimum data required for volunteers, securely and for the minimum time and dispose of such data in a secure manner according to its registration under the Data Protection Act.
- Volunteers will be subject to a Disclosure and Barring Service (DBS) check if required and appropriate to the role.

4.4 Complaints and Disciplinary Procedures

Ipswich Borough Council and Holywells Park take their responsibilities to volunteers very seriously and have procedures in place to allow any volunteer to raise a complaint if they feel it necessary. The complaint process is outlined in Appendix D4 and the full procedure and process is available for information and guidance upon request.

IBC will similarly take disciplinary action where it feels that a volunteer has breached or abused their position according to the guidelines of this policy.

The full complaints procedure is outlined in Appendix D4.

- IBC is committed to try to resolve fairly any problems, complaints and difficulties volunteers may have while they volunteer with us.
- If a volunteer has a complaint about a staff member or another volunteer, they should talk to the person concerned first to try to sort out the problem informally. If this does not settle the matter satisfactorily then the person with the grievance should raise it with their supervisor or if about the supervisor, with the designated line manager. The supervisor will investigate the problem and discuss with the volunteer what action if any to take. If this does not settle the matter then it must be referred to a higher person in IBC. The decision of this person will be final.
- Every stage of this process will be recorded and kept confidential.

5.0 Recruiting

5.1 Recruitment & Retention (add partnering with community orgs)

Holywells Park will endeavour to increase its volunteer base in a number of ways (please see below). IBC will make every effort to support volunteers from other cultures, language barriers, accessibility issues and the over 45s. Potential volunteers will be able to fill in an application form online or hard copy and will then be invited for an interview. Holywells Park will be working local volunteer organisations to help recruit volunteers. A code of conduct for volunteers is laid out in section 4.

Volunteers are a vital work source for Holywells Park. The aim is for the volunteers to have a sense of ownership of the park. Uniforms will be supplied along with any relevant training. Please see Training Plan within the Activity Plan. It is also hoped that visits to other parks will be arranged and having an annual volunteer celebration day at the park.

Holywells Park is also working with educational learners to develop the Activity Plan's Action Plan. The Park will be working in partnership with University Campus Suffolk, Suffolk New College, Kesgrave High School and Ipswich Academy. We will also endeavour to include local primary schools, where ever safe, into projects within the parks development.

- IBC will promote volunteering opportunities among local residents and users of the park by notices, press stories, events, local volunteer centres and appropriate websites such as www.do-it.org.uk
- Create a Holywells Park volunteer web page with a volunteer application (Appendix D5) form and volunteer information
- IBC will seek to broaden the diversity of our volunteer group by using existing community links and forging new ones.
- Taster sessions will be used as a way for people to try out the activities and join up as a volunteer if they enjoy it
- All will be offered (without any pressure) the opportunity to become a Friend of Holywells Park
- IBC will interview all people interested in becoming a volunteer to establish their areas of interest, skills and level of commitment so they can be matched with appropriate tasks and projects.
- All new volunteers will be introduced with an induction pack and checklist (Appendix D6), to the appropriate members of the Holywells team, an induction to the Park and the project and their rights and responsibilities as a volunteer with IBC [e.g. H&S, EO, expenses, training, support and recognition]

5.2 Health and Safety

- Volunteers will be made aware of their responsibilities for Health & Safety, and which member of staff to go to if they have any concerns. The appropriate team leader will give Health and Safety training at the beginning of each session of practical work and for public events involving volunteers.
- Whenever any tools and equipment are to be used there will be a reminder of the correct and safe way to use them at the beginning of every session.
- All volunteers will receive initial Health and Safety training with regular refresher training.
- IBC will provide volunteers with personal protective equipment as appropriate and ensure that it is used where necessary.
- Volunteers will be informed with whom they will be working and who is directly responsible for them every time they are working in the park. They will also be given the contact phone number of Park Patrol and the named individual who has responsibility for them on that day.
- Volunteers will be made aware of the first aid and emergency arrangements for the session or for the activity they are carrying out.

5.3 Equal Opportunities

As a major employer and provider of direct services, Ipswich Borough Council and Holywells Park has a responsibility for the promotion of policies to ensure; that all members of the community have fair and equal opportunity to obtain jobs and training with the Council; that services are planned and provided in a manner which is fair and sensitive to the diversity of needs in the community.

The Council has the general duty as set out in Section 71 of the Race Relations Act (Amendment) 2000, local authorities shall in carrying out its functions, have due regard for the need:

- a) To eliminate unlawful racial discrimination;
- and
- b) To promote equality of opportunity and good relations between persons of different racial groups.

The Council must also comply with the provisions of the Sex Discrimination Act of 1975 and the Equality Act 2010.

The Council sees the inequalities that exist in our society, and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, gender, nationality or national origin, marital status, disability, sexual orientation, age, trade union membership, religious belief or responsibility to dependents, and will continue to keep under review all its procedures and practices to ensure that no individual or group is put at a disadvantage either directly or indirectly by applying conditions or requirements which cannot be shown to be justified.

6.0 Volunteer Environment

6.1 Accommodating volunteers

The Holywells Park HLF project is to provide new volunteer accommodation and storage facilities. This will be purpose built in consultation with Friends of Holywells Park. It will be an all-weather facility with mess facilities and a meeting point. The new accommodation will be a focal point in the park for all volunteers. Within the development a new toilet block with a shower will be provided.

The park will also be providing Changing Places facilities for severely disabled volunteers and their careers.

7.0 Rewarding Volunteers

7.1 Motivation and recognition

Holywells Park recognises that people volunteer for a number of reasons. These can be in the areas of:

Ownership, involvement and commitment	Giving back to the community
Accomplishment	Learn new skills
Changing roles	Help others
Appreciation	Social time
Pride in Green Flag award	Improve career prospects

IBC will work hard to recognise and support all individual motivations for volunteering through profiling and feedback to ensure volunteer needs are met and volunteers are retained.

Holywells Park in particular will host an annual 'volunteer day' in the park to praise and thank the work of the volunteers.

8.0 Evaluation

8.1 Learning lesson's

IBC and Holywells Park are keen to ensure that all feedback and reviews are heard, taken seriously and are acted upon.

There are five main areas where feedback is garnered and lessons can be learned. These are:

1. Directly from volunteer feedback; 1-2-1s.
2. From the supervisor to the CEVO.
3. Feedback from 1 & 2 to discover if the task was worthwhile.
4. Informal appraisal for volunteers.
5. Formal appraisals for volunteer leaders.

The rationale for evaluating volunteer's time, experience and needs to complete tasks that they have been asked to do is so their experience can be improved through knowledge, training and friendships. It is intended that lessons are learnt in the effectiveness of volunteering and to increase a wider age range and BAME volunteers to the park.

9.0 Lasting Benefits

9.1 Legacy

Holywells Park believes its lasting legacy will be to provide a sense of community ownership and an active volunteer culture in the park, and to encourage public involvement and participation over and above normal enjoyment of the park. In turn, this should provide great benefits for the wider community.

The famous painter, Thomas Gainsborough often visited the park and is our most famous volunteer who gave his time to paint this landscape that captures the beauty and magnificence of the natural springs that run through the park.



Holywells Park Ipswich by Thomas Gainsborough, circa 1748

10.0 Investing in Volunteers

10.1 Achieving the Standard

Holywells Park and IBC are always looking to improve their volunteer management and are interested in the potential of achieving the 'Investing in Volunteers' standard.

IBC's intention to set up a central volunteer service to lead and assist Council departments on volunteering (including Holywells Park) will look to participate in the 'Investing in Volunteers' programme and ultimately work towards achieving the 'standard'.

Appendices

- Appendix D1 - Volunteer Post Activity Survey
- Appendix D2 - IBC Expense Form
- Appendix D3 - IBC Pledges
- Appendix D4 - IBC Complaints Procedure
- Appendix D5 - Volunteer Application Form
- Appendix D6 - Volunteer Induction Pack and Checklist

Appendix D1 – Volunteer Post Activity Survey

Thank you for volunteering your time with Holywells Park. This was a truly memorable year for Culture & Leisure events and activities in Ipswich, which could not have been achieved without you.

In order to continue improving the 'volunteer' experience, would appreciate your feedback via the following survey questions.

Please tick where appropriate:

1. I was satisfied with the Pre-Event contact information from the organisers.
 Strongly agree Agree Disagree Strongly disagree

2. What could HP have done better?

3. If there was volunteer briefing (s) prior to the event was this useful.
 Strongly agree Agree Disagree Strongly disagree

4. I was very happy with my volunteer role at the event.
 Strongly agree Agree Disagree Strongly disagree

5. I was clear who my Team Leader was on the day and they supported me in my role.
 Strongly agree Agree Disagree Strongly disagree

6. I felt that the volunteers were well looked after on the day of the event.
 Strongly agree Agree Disagree Strongly disagree

7. I felt that the work of the volunteers was appreciated on the day.
 Yes No Could be better

8. I would be keen to be involved as a volunteer again.
 Strongly agree Agree Disagree Strongly disagree

9. What is the one thing you would change about volunteering in the future?

10. Please use the space below to make any comments about volunteering in general.

Thank you for providing us with your feedback.

Appendix D3 – IBC Pledges

Holywells Park is committed to Equality and Fairness

OUR 10 PLEDGES

1. IBC will treat everyone with dignity, respect and fairness.
2. IBC will not discriminate on the grounds of race, sex, disability, age, faith, sexual orientation, gender reassignment, pregnancy/maternity or marriage/civil partnership.
3. IBC will ensure our services and buildings are accessible to all where possible.
4. IBC will assess the equalities impact of our policies, projects and services.
5. IBC will ask any contractors and partners delivering services on our behalf to state their commitment to equality and diversity and to ensure they comply with the law.
6. IBC are committed to open recruitment and employee development.
7. IBC will create a working environment that is free of bullying and discrimination and encourage our employees to respect each other's' values, beliefs, identities and cultures.
8. IBC will provide equality and diversity training to employees, councillors and volunteers as appropriate.
9. IBC will ensure the principles in our Equality & Diversity Policy are embedded in everything we do.
10. IBC will monitor our progress on equality and diversity issues.

Appendix D4 – IBC Complaints Procedure

Stage 1 Informal Complaint

If you are not happy with any part of our service, please make contact with the team manager responsible for the area you are concerned about. You can make a complaint by telephone, in person, via our website or in writing.

The council is committed to resolving complaints quickly in the area where they have arisen either by putting things right or by giving you an explanation.

Stage 2 Formal Complaint

If you are not satisfied with the response you received, you can ask for a more senior employee to investigate your complaint. You should complete the attached complaints form and mark this for the attention of the 'department **Head of Service**'. You will receive an acknowledgement of your complaint within three working days and a full response within 20 working days. Should the investigation take longer to carry out the Head of Service will inform you of this in writing and provide you with reasons.

Stage 3 Formal Complaint

If you are still unhappy with the outcome of stage 2, you can write to the most senior officer in the council, the Chief Executive, who will investigate your complaint. The Chief Executive will acknowledge your complaint within three working days and provide you with a full response within 20 working days.

Stage 4 Ombudsman

If you remain unsatisfied you can contact the Local Government Ombudsman Local Government Ombudsman, The Oaks, No 2 Westwood Way, Westwood Business Park, Coventry CV4 8JB.

If you complain to the Ombudsman it will assist you if you have followed the council complaints procedures first. Telephone 0845 602 1983

You can collect a leaflet about the Ombudsman at any of our reception desks, or request a copy by telephone, writing or emailing.

Appendix D5 – Volunteer Application Form

Ipswich Borough Council will at all times comply with the requirements of the Data Protection Act 1998. Any personal data given to us by you will only be used for the purposes stated.

Title: _____

Full name: _____

Postcode: _____

Gender: _____

Age Group (please tick):

16-25

26-40

41-50

51-65

66+

Telephone number (home): _____

Telephone (mobile): _____

Email: _____

Preferred method of contact (please tick all that apply):

Telephone

Email

Text

Meetings

Social networking

Employment status (please tick):

Unemployed

Employed Part-Time

Employed Full-time

Retired

Student

At what times are you available for volunteering (please tick all that apply):

Flexible

Daytime

Evenings

Weekdays

Weekends

Weekly

Regularly

One-off

Are you aware of any medical condition (s) which may affect your ability to undertake volunteering activities with us? _____

Are you aware of any allergies which may affect your ability to undertake volunteering activities with us? _____

What type of duties, tasks or events would you like to be involved in (please tick all that apply):

- (CAT 1)
 - Conservation Stewarding Guiding Driving
 - Computer Skills Progression to CAT 2
- (CAT 2)
 - Public Crowd control Money handling Entry control
 - Activity set up Administration Marketing
- Progression to CAT3
- (CAT 3)
 - Mentor Supervisor Machine use Park advisor

Please give details of an emergency contact

Name.....
Relationship.....
Tel.....Mobile.....

Where did you find out about this opportunity?

Appendix D6 – Volunteer Induction Pack and Checklist

1. Induction checklist

2. Information about your organisation

- General information about the organisation's aims, objectives and projects
- Mission statement
- Constitution
- Business Plan (if there is one)
- Annual Report (if there is one)
- Brochures and leaflets about your organisation
- Contact lists for key contacts
- Role descriptions for key staff, trustees and volunteers

3. Volunteer Policy

- Philosophy of volunteering within the organisation
- Role of the volunteers within the organisation
- Recognising and respecting the contribution of volunteers
- Equality and diversity
- Code of conduct for volunteers
- Recruitment
- Induction
- Support and supervision
- Training and development
- Performance appraisal (if relevant)
- Expenses
- Discipline
- Grievances
- Child Protection / Vulnerable Adults Policy (if relevant)

4. Role description for the volunteer (if relevant)

5. Policies and Procedures

- Equality and Diversity Policy for Volunteers
- Disciplinary Policy and Procedure for Volunteers
- Grievance Policy and Procedure for Volunteers
- Confidentiality Policy
- Health and Safety at Work Policy
- Fire Evacuation Procedure
- ICT Policy
- Dress Code (if applicable)

6. Miscellaneous

- Expense claim form
- Health and Safety Information (about risks in your workplace, VDUs, manual handling etc.)
- Acronyms / Jargon List

Name of New Volunteer			
Date of commencement		Date of completion	
Person responsible for induction			

Issue	Comments	Volunteer Signature	Inductor Signature
Personnel Issues			
Hours			
Agreed attendance times			
Claiming expenses			
Building Issues			
In/Out Board			
Tour of premises			
Location of other staff / volunteers			
Tea / coffee arrangements			
Location of equipment and stationery			
Booking procedures for rooms and equipment			
First Aid Box, Accident Book & nominated persons			
Fire procedure and equipment			
Security alarm			
Last Out/First In Procedures			
Where to park			
Telephone system/protocol			

Issue	Comments	Volunteer Signature	Inductor Signature
Overview of Organisation			
Explanation of Aims and Objectives			
Explanation of activities			
Explanation of organisational structure			
Governance / Trustees / Committees			
Copy of latest Annual Report			
Copy of latest Business Plan			
Copies of relevant brochures			
Copies of latest publications			
Website			
Introductions to staff/volunteers			
Roles of staff members and volunteers			
Membership information			
Policies & Procedures READ & UNDERSTOOD			
Confidentiality policy			
Data protection policy			
Dress code			
E-mail policy			
Equality and Diversity policy			
Grievance and Disciplinary policy and procedures			
Harassment policy and procedures			
Health and Safety policy			
Induction policy			

Issue	Comments	Volunteer Signature	Inductor Signature
Lone Working policy			
Learning policy			
Volunteer policy			
Other Policies and Procedures			
IT equipment			
Post			
Job and Work Programme			
Role Description			
Supervision			
Accountability			
Staff/volunteers you will be working with			
Committees you will be working with			
External people you will be working with			
Volunteer meetings			
Learning needs			
Other matters			
Post-Induction Interview (Monitoring the Induction Process)			

Appendix E
- Volunteer Work Plan

Volunteer Work Plan

Introduction

This Volunteer work plan sets out the tasks and activities that will be carried out by volunteers during the period of the Parks for People lottery project and beyond. The Volunteer and Training policies that back up this plan can be found in the Activity Plan Appendices D & F respectively.

Targets

The Delivery of the Capital Works, the Management and Maintenance Plan and the Activity Action Plan are all reliant on the ethos of volunteering. Volunteering has a strong connection with Holywells Park mainly through the work of the Friends of Holywells Park. However, due to the extent of the forthcoming programmes a wider base of volunteers will be required.

The targets are to deliver the Capital works within a three year period commencing in 2013; the Management and Maintenance and Activity Actions Plans with five years commencing in 2013. It is the intention that volunteering will become so embedded in the management of the park that the delivery of the latter two plans will be sustainable for the foreseeable future.

Volunteer Profiles

The following work plan will demonstrate how Ipswich Borough Council will do this. The strategy for recruiting and retaining volunteers can be found in section 5.1 of the Volunteer Policy (Appendix D in Activity Plan). The following is a list of the potential methods of recruitment that will be investigated:

- Volunteer Ipswich & Suffolk Coastal
- Suffolk Association of Volunteer Organisations
- Ipswich Council for Voluntary Services
- Community Service Volunteers
- Ipswich Borough Council website, multimedia and press
- www.do-it.org.uk
- Events
- Local press
- Notices
- Friends of Holywells Park

The following is a list of types of volunteers that the project needs to attract:

- Friends Of Holywells Park
- Friends of Ipswich Museum
- Greenways Countryside Project
- Teenagers
- Over 45s
- Single Adults
- BAME groups
- Green Light Trust
- Realise Futures
- Groundwork East
- Prince's Trust
- Tertiary Education Students
- Secondary Education students

Training

Training, development and support will be provided to all volunteers in order to increase the quality of volunteering opportunities and to maintain a high safe standard of work (sec. 2.2 Volunteer Policy). Opportunities for training within the project are described in the Training Plan (Appendix G) and Action Plan (Appendix F). It is the aim of the project to train volunteers to become self-sustaining with a certain number being trained in leading work parties and frontline duties as outlined in Appendix E of the Activity Plan. Frontline volunteers will be trained in 'customer care' as follows:

- Customer care
- Safe guarding
- Handling aggression
- Cultural differences awareness
- Equality and diversity
- First Aid at Work

Training will be provided in house, by third party organisations and education providers.

Supervision

Holywells Park volunteers will be supervised by:

- Community Engagement & Volunteer Officer (CEVO)
- Ground Maintenance Staff (GM)
- Wildlife Team
- Greenways Countryside Project (Greenways)
- Volunteer Leaders
- Specialist supervision e.g. Groundwork East, Green Light Trust, Realise Futures, educational activities
- Suffolk New College (SNC)

The volunteering needs for the project are outlined in Table 1 and are split into the following work streams

- Capital works Delivery
- Maintenance Plan Delivery
- Events and Activities Delivery

Table 1 Volunteer Delivery Work Programme

NB. Reference column relates to reference points within the Activity Action Plan and Work Categories. Where there is more than one volunteer group or supervisor for a specific task it is because it's envisaged that each volunteer group will be assisting in the task.

Ref	Task	Volunteers	Training	Supervision
CAPITAL WORKS DELIVERY				
L1 3.25	<ul style="list-style-type: none"> Maze Planting Grasses and perennials Roses 	<ul style="list-style-type: none"> FoHP Gardening Club Suffolk New College 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Planting techniques 	<ul style="list-style-type: none"> GM SNC Volunteer leader
L2 3.25	Terrace Planting <ul style="list-style-type: none"> Shrubs Perennials Topiary 	<ul style="list-style-type: none"> FoHP Gardening Club Suffolk New College 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Planting techniques 	<ul style="list-style-type: none"> GM SNC Volunteer leader
L5 3.25	Cliff Lane entrance – planting <ul style="list-style-type: none"> Shrubs Perennials 	<ul style="list-style-type: none"> FoHP Gardening Club 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Planting techniques 	<ul style="list-style-type: none"> GM Volunteer leader
L6 3.25	Nacton Road - Planting and tree work <ul style="list-style-type: none"> Shrubs Perennials Raise tree canopy 	<ul style="list-style-type: none"> FoHP Gardening Club Conservation Club 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leader Planting techniques Tree work skills 	<ul style="list-style-type: none"> GM Arboriculture Team Wildlife Team Volunteer leader

Ref	Task	Volunteers	Training	Supervision
L10 3.18 3.19 3.21	Footpath restoration	<ul style="list-style-type: none"> • FoHP • Conservation Club • Ground work East • Green Light Trust • ASDA 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Training volunteer leader • Resurfacing techniques 	<ul style="list-style-type: none"> • Greenways • 3rd party org. • Volunteer leaders
L12	Pond Work – tree	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Brush cutter • Chainsaw 	<ul style="list-style-type: none"> • Greenways • Wildlife Team • Volunteer leader
L13 3.25	Recreate lower section of early 20 th century garden	<ul style="list-style-type: none"> • FoHP • Gardening Club • SNC 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Planting techniques 	<ul style="list-style-type: none"> • GM • SNC • Volunteer leader
L17 3.25	Refurbish ornamental shrubberies (Mansion Garden) <ul style="list-style-type: none"> • Shrubs • Perennials 	<ul style="list-style-type: none"> • FoHP • Gardening Club • SNC 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Planting techniques 	<ul style="list-style-type: none"> • GM • SNC • Volunteer leader
L19 3.25	Re-create the wetland gardens (Dell Gardens) <ul style="list-style-type: none"> • Clearance work • Resurface footpath • Planting – exotic plants 	<ul style="list-style-type: none"> • SNC 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Planting techniques • Footpath maintenance • Clearance works 	<ul style="list-style-type: none"> • GM • SNC • Volunteer leader

Ref	Task	Volunteers	Training	Supervision
L20 3.24	New Park Furniture – rustic benches <ul style="list-style-type: none"> • Manufacture • Installation 	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Basic carpentry 	<ul style="list-style-type: none"> • Greenways • Volunteer leaders
L21 3.23	Install New signage – interpretation <ul style="list-style-type: none"> • Heritage • Environment 	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders 	<ul style="list-style-type: none"> • Greenways • Volunteer leaders • CEVO • Wildlife Team
L22	Material and vehicle storage yard <ul style="list-style-type: none"> • Remove wood piles 	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Wildlife identification & recording of reptiles 	<ul style="list-style-type: none"> • Greenways • Wildlife Team • Volunteer leader
L25 3.20	Ice House renovation works	<ul style="list-style-type: none"> • FoHP • FoIM • Cliff Lane Primary School 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders 	<ul style="list-style-type: none"> • Archaeological Team • Greenways • Volunteer leaders
N34 3.15	Trim trail installation (and other trails)	<ul style="list-style-type: none"> • FoHP • Conservation Club • Groundwork East • Asda 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders 	<ul style="list-style-type: none"> • Greenways • Volunteer leaders
3.16	Orienteering course installation	<ul style="list-style-type: none"> • FoHP • Conservation Club • Suffolk orienteering Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders 	<ul style="list-style-type: none"> • Greenways • Volunteer leaders

Ref	Task	Volunteers	Training	Supervision
3.17	Measured Mile installation	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders 	<ul style="list-style-type: none"> • Greenways • Volunteer leaders
N38	Woodland Management	<ul style="list-style-type: none"> • FoHP • Conservation Club • Green Light Trust • Green Gyms 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Chainsaw • Brush cutter 	<ul style="list-style-type: none"> • Greenways • Wildlife Team • Volunteer leader
N48 3.22	Outdoor classroom creation	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Hurdle fence making 	<ul style="list-style-type: none"> • Greenways • 3rd parties
MAINTENANCE WORKS DELIVERY				
3.26	Maze Area <ul style="list-style-type: none"> • Weeding • Pruning • Re-planting • Border edging 	<ul style="list-style-type: none"> • FoHP • Gardening Club • Suffolk New College 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Planting techniques • Pruning 	<ul style="list-style-type: none"> • GM • SNC • Volunteer leader
3.26	Terrace Area <ul style="list-style-type: none"> • Weeding • Pruning • Topiary • Re-planting • Border edging 	<ul style="list-style-type: none"> • FoHP • Gardening Club • Suffolk New College 	<ul style="list-style-type: none"> • Tool and safety talk • Training volunteer leaders • Planting techniques • Pruning • Topiary 	<ul style="list-style-type: none"> • GM • SNC • Volunteer leader

Ref	Task	Volunteers	Training	Supervision
3.26	Cliff Lane entrance <ul style="list-style-type: none"> Weeding Pruning Re-planting 	<ul style="list-style-type: none"> FoHP Gardening Club 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Planting techniques Pruning 	<ul style="list-style-type: none"> GM Volunteer leader
3.26	Nacton Road <ul style="list-style-type: none"> Weeding Pruning Re-planting 	<ul style="list-style-type: none"> FoHP Gardening Club 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Planting techniques Pruning 	<ul style="list-style-type: none"> GM Volunteer leader
3.26	Ornamental shrubberies <ul style="list-style-type: none"> Weeding Pruning Re-planting Border edging 	<ul style="list-style-type: none"> FoHP Gardening Club SNC 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Planting techniques Pruning 	<ul style="list-style-type: none"> GM Volunteer leader
3.18 3.19 3.21	Footpath maintenance	<ul style="list-style-type: none"> FoHP Conservation Club Ground work East Green Light Trust 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Resurfacing techniques 	<ul style="list-style-type: none"> Greenways 3rd party org. Volunteer leaders
	Pond Work <ul style="list-style-type: none"> Grass and reed cutting Coppicing Pond weed removal 	<ul style="list-style-type: none"> FOHP Conservation Club 	<ul style="list-style-type: none"> Tool and safety talk Training volunteer leaders Pond Ecology 	<ul style="list-style-type: none"> Greenways Volunteer Leader

Ref	Task	Volunteers	Training	Supervision
3.26	Dell Garden <ul style="list-style-type: none"> • Footpath maintenance • Weeding • Pruning • Re-planting 	<ul style="list-style-type: none"> • SNC 	<ul style="list-style-type: none"> • Tool and safety talk • Planting techniques • Pruning • Exotic plant identification 	<ul style="list-style-type: none"> • SNC
	Rustic furniture <ul style="list-style-type: none"> • Monitor • Repair 	<ul style="list-style-type: none"> • FoHP 	<ul style="list-style-type: none"> • Tool and safety talk • Basic carpentry 	<ul style="list-style-type: none"> • Volunteer leader
EVENTS AND ACTIVITIES DELIVERY				
3.9	Surveyors of Observation Visitors Survey	<ul style="list-style-type: none"> • FoHP 	<ul style="list-style-type: none"> • Observation survey training • IT Skills inc. map info 	<ul style="list-style-type: none"> • CEVO • Project Support Officer
3.10	Surveyors for wildlife surveys	<ul style="list-style-type: none"> • FoHP • Conservation Club • Local natural historians • Wildlife organisations 	<ul style="list-style-type: none"> • Species identification • Recording and monitoring techniques • Using specialist equipment 	<ul style="list-style-type: none"> • Wildlife Team • 3rd parties
3.13	Programme of: <ul style="list-style-type: none"> • Heritage projects • Environmental projects • Multimedia projects • Project management for educational learners 	<ul style="list-style-type: none"> • UCS • SNC • Kesgrave High School 	<ul style="list-style-type: none"> • Training provided by educational establishments 	<ul style="list-style-type: none"> • CEVO • Educational establishments

Ref	Task	Volunteers	Training	Supervision
3.14	Archive of Parks heritage	<ul style="list-style-type: none"> • FoHP • FoIM • UCS 	<ul style="list-style-type: none"> • Research • Document care • Recording • Cataloguing 	<ul style="list-style-type: none"> • CEVO • Educational establishments • Colchester and Ipswich Museum • Conservation and urban design
1.1	Design information leaflets about Holywells Park	<ul style="list-style-type: none"> • UCS 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO
1.2	Development of Holywells Park website	<ul style="list-style-type: none"> • UCS • SNC 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO
1.3	Design trail leaflets for Holywells Park	<ul style="list-style-type: none"> • UCS 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO
2.1	Exhibition for Stable Block	<ul style="list-style-type: none"> • UCS 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO
2.2	Design a series of interpretation boards	<ul style="list-style-type: none"> • UCS 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO
2.3	Development of Quick Response Codes	<ul style="list-style-type: none"> • UCS • SNC 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO
4.5	Re-create Cobbold Mansion as 3d computerised virtual model	<ul style="list-style-type: none"> • SNC 	<ul style="list-style-type: none"> • Training as part of course work 	<ul style="list-style-type: none"> • CEVO

Ref	Task	Volunteers	Training	Supervision
1.9	Health Walk Leaders	<ul style="list-style-type: none"> • FOHP • Volunteers 	<ul style="list-style-type: none"> • Live Well Suffolk 	<ul style="list-style-type: none"> • Live Well Suffolk
	FoHP Events <ul style="list-style-type: none"> • Leaders • Event organisers • Event preparation • Stewards 	<ul style="list-style-type: none"> • FOHP 	<ul style="list-style-type: none"> • Customer Care • First Aid • Fire marshal • Risk Assessments 	<ul style="list-style-type: none"> • CEVO
1.16	Heritage events <ul style="list-style-type: none"> • Leaders • Event preparation 	<ul style="list-style-type: none"> • FoHP • FoIM • Local historians 	<ul style="list-style-type: none"> • Customer Care • First Aid 	<ul style="list-style-type: none"> • CEVO
1.17	Natural heritage events <ul style="list-style-type: none"> • Leader • Event preparation 	<ul style="list-style-type: none"> • FoHP • Conservation Club • Local natural historians • Conservation organisations 	<ul style="list-style-type: none"> • Customer Care • First Aid 	<ul style="list-style-type: none"> • CEVO • Wildlife Team
1.18	Holywells Fun Days <ul style="list-style-type: none"> • Stewards 	<ul style="list-style-type: none"> • FoHP • Volunteers 	<ul style="list-style-type: none"> • See Sec 4.1 Appendix F 	<ul style="list-style-type: none"> • CEVO • Arts and Entertainment
1.20	Holi and Vaisakhi Festivals <ul style="list-style-type: none"> • Stewards 	<ul style="list-style-type: none"> • FoHP • Volunteers 	<ul style="list-style-type: none"> • See Sec 4.1 Appendix F 	<ul style="list-style-type: none"> • CEVO • Arts and Entertainment
1.21	World Picnic <ul style="list-style-type: none"> • Stewards 	<ul style="list-style-type: none"> • FoHP • Volunteers 	<ul style="list-style-type: none"> • See Sec 4.1 Appendix F 	<ul style="list-style-type: none"> • CEVO • Arts and Entertainment
1.23	Chopin Recital <ul style="list-style-type: none"> • Stewards 	<ul style="list-style-type: none"> • FoHP • Volunteers 	<ul style="list-style-type: none"> • See Sec 4.1 Appendix F 	<ul style="list-style-type: none"> • CEVO • Arts and Entertainment

Ref	Task	Volunteers	Training	Supervision
4.11	Orchard Management <ul style="list-style-type: none"> • Grass cutting • Grafting • Pruning • Budding • Identification 	<ul style="list-style-type: none"> • FoHP • Conservation Club 	<ul style="list-style-type: none"> • Grafting • Pruning • Budding • Identification of fruit trees • Management 	<ul style="list-style-type: none"> • Suffolk Traditional orchard Project
4.12	Bee Keeping	<ul style="list-style-type: none"> • FoHP • Conservation Club • Gardening Club 		<ul style="list-style-type: none"> • Boundary Farm • Jim Lomax

Appendix F - Action Plan

Holywells Park Activity Plan

Action Plan

Audience Categories

Access groups	GP Referrals
BAME groups	Local Residents
Community groups	Over 45s
Day Visitors	Single Adults
Educational Learners; schools, colleges, universities	Volunteers
Families	Waterfront resident's and audience
Fitness groups	Youth groups

Key for Stakeholders

BAME	Black, Asian, Minority & Ethnic Groups	FoIM	Friends of Ipswich Museum
BMF	British Military Fitness	ISIA	Indian and Suffolk Indian Association
BSC	Bangladeshi Support Centre	IWG	Ipswich Wildlife Group
BTO	British Trust of Ornithology	SOC	Suffolk Orienteering Club
CEVO	Community Engagement and Volunteer Officer	SOG	Suffolk Ornithological Group
CFWA	Chinese Family Welfare Association	SWT	Suffolk Wildlife Trust
DAB	Disabled Access Board	TAP	Teachers Advisory Panel
FoHP	Friends of Holywells Park		

HLF Aims

C	Conservation
L	Learning
P	Participation

NB: Lead Resource for activities and events is listed at top of each list and in bold

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.1	<p>Design and Print information leaflets about Holywells Park to allow all park users to plan a visit to the park.</p> <p>Leaflets to include information of how to get to the park, new resources and features of the park that have been achieved through HLF, bus routes and bus stops around the park and information about responsible car parking.</p> <p>Leaflets to be provided at Holywells Park reception, through IBC front of house outlets including Tourist Information Office, sport centres and libraries and other partnership organisations.</p>	<ul style="list-style-type: none"> All Audiences 	<p>Access to information will allow potential visitors to make an informed choice about visiting the park.</p> <p>Wider marketing will promote the park as a visitor destination.</p>	<ul style="list-style-type: none"> CEVO Design Team Print Unit Students Volunteers UCS FoHP 	<p>Research and design: £1,000 Print Run of 5,000: £500</p>	<p>2013-2014 Research and design leaflets 2014-2015 Print 5000 copies</p>	<p>Attract a wider audience of BAME, access, over 45s family, community and school groups into the park</p>	<p>Visitor Questionnaire Feed Back forms Observation survey</p>	P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.2	<p>Develop appropriate online information to allow all users to plan a visit to the park. Information to be provided through:</p> <ul style="list-style-type: none"> • IBC website • FoHP website • Facebook • Twitter <p>All materials will be designed and available on IBCs website accessibility settings.</p> <p>Website to go live simultaneously with Holywells Park Leaflet in 2014</p>	<ul style="list-style-type: none"> • All Audiences 	<p>Access to information will allow potential visitors to make an informed choice about visiting the park.</p> <p>Wider marketing will promote the park as a visitor destination.</p>	<ul style="list-style-type: none"> • CEVO • Suffolk New College • University Campus Suffolk • Design Team • FoHP 	<p>Design: £1000 Production: £500</p>	<p>2013: Research and design format of website 2014 : Stream website</p>	<p>Attract a wider audience of BAME, access, over 45s family, community and school groups into the park.</p>	<p>Visitor Questionnaire Feedback forms Observation survey</p>	<p>P, L</p>

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.3	<p>Develop a series of information/guide leaflets for Holywells Park about its wildlife, trees, heritage, geology and health and wellbeing package.</p> <p>The leaflets will be informative and educational which will contain a map showing trails around the park and highlight specific features relating to each leaflet and the location of QR codes and interpretation boards for further information on the specific trails.</p> <p>Leaflets to be provided at Holywells Park reception, through IBC front of house outlets including Tourist Information Office, sport centres, GP practices, and libraries and other partnership organisations.</p> <p>Information will be available on IBC web site and its accessibility settings.</p>	<ul style="list-style-type: none"> All Audiences 	<p>Access to information will allow potential visitors to make an informed choice about visiting the park.</p> <p>Wider marketing will promote the park as a visitor destination</p>	<ul style="list-style-type: none"> CEVO IBC Wildlife Team Arboriculture Team Colchester and Ipswich Museum Geosuffolk Live Well Suffolk FoHP Volunteers 	<p>Research and design of 5 activity leaflets: £2,000</p> <p>Print run of a 5000 leaflets per topic: £2,000</p>	<p>2013-2014 Research and design leaflets</p> <p>2014-2015 Print a leaflets and disseminate</p>	<p>Attract a wider audience of BAME, access, over 45s family, Health and wellbeing, community and school groups into the park.</p>	<p>Visitor Questionnaire</p> <p>Feedback forms</p> <p>Observation survey</p>	<p>C, P, L</p>

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.4	<p>Design and print a Holywells Park events leaflet detailing what events and activities will be held at Holywells Park. The leaflet will be a bi-annual issue for summer and winter months.</p> <p>Leaflets to be provided at Holywells Park reception, through IBC front of house outlets including Tourist Information Office, sport centres, GP practices, and libraries and other partnership organisations.</p> <p>Information will be available on IBC web site and its accessibility settings.</p>	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Increase knowledge about park Audiences to use other parts of the park 	<ul style="list-style-type: none"> CEVO FoHP Wildlife Team Arts and Entertainment 	Design and print biannually for 4 years	2013-2014 £750 2014-2015 £750 2015-2016 £750 2016-2017 £750	Attract a wider audience of BAME, access, over 45s family, Health and wellbeing, community and school groups into the park.	Visitor Questionnaire Feedback forms Booking form Observation survey	C, P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.5	<p>Work in partnership with Ipswich Buses to promote public transport to and from Holywells Park.</p> <p>Buses to display 'Holywells Park' as a destination promote family tickets and endeavour to improve bus stop locations.</p> <p>Real time digital timetable at bus stops and on buses to include Holywells Park as a major destination.</p>	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Increased physical activity level 	<ul style="list-style-type: none"> CEVO Ipswich Buses Councillors FoHP 	No Cost	<p>2013-2014</p> <p>In dialogue with Ipswich buses and local Councillors to improve bus transport to and from the park.</p>	<p>Increase numbers of people using public transport to and from Holywells Park.</p>	<p>Visitor Questionnaire Through Bus Companies monitoring any increase in bus tickets purchased for Holywells Park Feedback form</p>	P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.6	<p>Develop pedestrian links with Ipswich Waterfront to Holywells Park. Ipswich waterfront is set around Ipswich's historic dock yard which has undergone a regeneration project including a marina, college, university, bars and restaurants. The waterfront is 1 km away from Holywells Park and is to become the waterfront park. Tourist brown signs and a more pedestrian friendly approach to the park from the waterfront will be designed and implemented</p> <p>The park will also work with the Arts and Entertainment Team to recognise and advertise Holywells Park through events and activities that link up with events held at the waterfront. This will include guided nature and heritage walks from the waterfront to Holywells Park on the Maritime Festival weekend in August, an event that attracts 45,000 people.</p> <p>Holywells events and activities will also be advertised in 'Waterfront Life' a weekly resident's magazine.</p>	<ul style="list-style-type: none"> Waterfront residents and audience 	Improved access to the park.	<ul style="list-style-type: none"> CEVO Planning Highways Arts and entertainment Communication and Marketing Team FoHP Volunteers 	No Cost	2013-2014 Create dialogue with Planners and Highways on how to improve access from waterfront to Myrtle Road entrance. Work with the Arts and Entertainment Team.	Increase awareness of park to waterfront users and promote walking to the park from the Waterfront facilities.	Visitor Questionnaire Feedback survey Observation survey	P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.7	Design and install information maps at all entrances to the park showing where you are, bus stops and bus routes, responsible car parking, park opening times and key features within the park.	<ul style="list-style-type: none"> All Audiences 	Improved and increased access to the park.	<ul style="list-style-type: none"> CEVO Ipswich Buses FoHP 	Design of 5 boards £1,000 Production of boards £1,500	2013-2014 Design boards 2014-2015 Production and installation of boards	Increase number of customers using entrances within the park other than Cliff Lane entrance.	Visitor Questionnaire Feedback form	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.8	<p>Purchase and install a trim trail exercise circuit around the park offering physical activity for the whole community with explanatory information of how the trail can be used. Utilising nine items of equipment using different muscle groups with individual signs provided for each activity, pictorially explaining how to use the activity, with suggested repetitions for different abilities.</p> <p>This will form part of the 'Holywells Park Health and Wellbeing Package'</p>	<ul style="list-style-type: none"> • GP Referrals • Over 45s • Fitness groups • BAME groups • Youth groups • Community groups • Educational Learners • Single Adults • Waterfront residents and audience • Families • Day Visitors • Local residents 	<ul style="list-style-type: none"> • Providing an accessible exercise circuit offering physical fitness for all age groups with the community 	<ul style="list-style-type: none"> • CEVO • BMF • FoHP • Volunteers • Greenways • Live well Suffolk • Active lives 	Included in capital works	2014-2015 Purchase equipment and install equipment.	<p>British Military Fitness to use Trim trail one night a week throughout the year as part of their training.</p> <p>Two schools a year to use equipment.</p> <p>Record Over 45s and BAME groups using trim trail.</p>	<p>Observation survey</p> <p>Visitor Questionnaire</p> <p>Trim Trail Evaluation Form – electronic & paper versions</p> <p>BMF register sheets</p>	P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.9	<p>Develop a programme of Health Walks at Holywells Park with Live Well Suffolk and ActivLives.</p> <p>Health Walks are low impact, guided walks that enable you to increase or maintain your levels of physical activity in a supportive, sociable environment.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'</p>	<ul style="list-style-type: none"> GP and physiotherapist referrals: Heart or stroke patients, minor mental health, low self-esteem, early retirement or redundancy bereavement, diabetics and obese. Over 45s BAME groups Single Adults Local residents Waterfront residents 	<ul style="list-style-type: none"> Revitalising Gives more energy Reduces stress and improves sleep Keeps heart 'strong' Reduces blood pressure Helps manage your weight 	<ul style="list-style-type: none"> CEVO Live Well Suffolk Active lives Volunteer health walk leaders FoHP Volunteers 	<p>Pedometers: £50</p> <p>Blood pressure monitors £100</p> <p>Hi-vis tabards £20</p> <p>Stopwatches: £50</p> <p>Pulse monitors:£30</p>	<p>2013-2014</p> <p>Train 2 volunteers to be Health Walk leaders</p> <p>2014-2015</p> <p>Holywells Health Walks will commence.</p>	<p>One session of 15 customers per month throughout the year.</p>	<p>Health Walk Register sheet</p> <p>Participant feedback</p>	P

Outcome 1: Increasing the range of audiences									
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1.10	<p>Develop a training programme of Nordic Walking at Holywells Park.</p> <p>Introduced in 1933 in Finland, people found that Cross Country Skiers were more fit in Summer than in Winter, because they were using their ski poles to move across land with no snow, in fact walking instead of skiing, which was improving their general fitness, strengthening muscles and improving their heart rates. The poles used today are lightweight to enable all age groups; particularly older people enjoy a new stability, giving them the confidence to walk at a good pace, without the fear of falling. The poles are strapped on, even allowing arthritis sufferers to take part.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'.</p>	<ul style="list-style-type: none"> • GP and physiotherapist referrals • Over 45s • BAME groups • School groups • Youth groups • Fitness groups • Local residents • Waterfront residents 	<ul style="list-style-type: none"> • Weight Loss • Cardiovascular • Knee joint and back problems • Improves heart rate • Balance • Bladder control • Improving general fitness • Strengthening muscles • Arthritis 	<ul style="list-style-type: none"> • CEVO • Active Lives 	10 Leki Poles £450; 10 Exerstrider Poles £540; 2 Paws £92; 4 packs Strap Replacements £212.80 10 packs Nordic Walking Registration Cards £50	2014-2015 Purchase equipment and training sessions to commence.	10 customers per 6 week training course with 5 training courses per year.	Participant feedback	P,L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.11	<p>Create a "Measured Mile" with male and female age related rating charts. Scoring will be age-adjusted standards (listed in minutes and seconds) for men and women, which will be based on information collected from the Cooper Institute, American Council on Exercise and other sources.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'</p>	<ul style="list-style-type: none"> • GP and physiotherapist referrals • Over 45s • BAME groups • Fitness groups • Single Adults • Families • Community groups • Local residents • Waterfront residents • Day visitors 	<p>Measure aerobic (cardiovascular) fitness level based on how quickly you are able to walk a mile at moderate exercise intensity.</p>	<ul style="list-style-type: none"> • CEVO • Greenways • FoHP • Volunteers • Live well Suffolk • Active lives 	<p>4 posts: £200 Control markers £40 Information board: £200 Design cost £200</p>	<p>2014-2015 Design, produce and install information board and control markers. Purchase and install posts and control markers.</p>	<p>Record Over 45s and BAME groups using trim trail.</p>	<p>Observation survey Visitor Questionnaire</p>	<p>P</p>

Outcome 1: Increasing the range of audiences									
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1.12	<p>Tai Chi training using the Orangery, performance area and other outdoor spaces.</p> <p>Tia Chi sessions will be free open classes for all to join in and will form part of Holywells Park Health and Wellbeing package.</p>	<ul style="list-style-type: none"> GP and physiotherapist referrals Over 45s Single Adults BAME groups Community groups Buggy Fitness Local Residents Waterfront residents 	<ul style="list-style-type: none"> Improves muscle strength, Flexibility, balance Aerobic condition. <p>Helpful for several medical conditions;</p> <ul style="list-style-type: none"> Arthritis Low bone density Breast cancer Heart disease and failure Hypertension Parkinson's disease Sleep problem Stroke (Harvard Health Publications) 	<ul style="list-style-type: none"> CEVO CFWA Live well Suffolk Active lives 	£4,200 to hold Tia Chi session from 2013 to 2018	<p>2013-2014 £300 for 10 taster sessions in park setting</p> <p>2014-2015 As above</p> <p>2015-2016 £1200 to hold Tia chi Sessions in the orangery for 40 weeks a year</p> <p>2016-2017 As above</p> <p>2017-2018 As above</p>	10 people/session for 40 weeks of the year.	Attendance Register Sheet	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.13	<p>Develop the concept of Green Therapies with experienced leaders through a range of practical projects, giving the opportunity to tackle physical jobs in the outdoors.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'.</p>	<ul style="list-style-type: none"> GP and physiotherapist referrals Over 45s Single Adults 	<ul style="list-style-type: none"> Improve strength and stamina Practical skills Improve confidence Benefits local green spaces. 	<ul style="list-style-type: none"> CEVO Wildlife Team Volunteer supervisors Local GPs TCV Live well Suffolk Active lives Realise Futures 	<p>£12,200 to work in partnership with TCV to gain accreditation and Greenways project.</p>	<p>2014-2015 £5000 to work with TVC to develop programme and gain accreditation</p> <p>2015-2016 £2,400 for Green Gym supervisors</p> <p>2016-2017 As above</p> <p>2017-2018 As above</p>	<p>One half a day sessions each week throughout the year with 5 customers per session.</p>	<p>Register Sheet</p>	<p>C, P, L</p>

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.14	<p>Install I-Play, revolutionary outdoor play equipment that is dynamic and innovative designed in conjunction with a leading sports and health research company with the aim of breaking the cycle of sedentary activity resulting in rising childhood obesity.</p> <p>There are six games to choose from and an I-play community play day will be developed to increase community engagement and fitness by holding I-play events.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'.</p>	<ul style="list-style-type: none"> All Audiences 	<p>Designed to attract and engage a user group which is more accustomed to playing computer games than participating in physical activity though can be used by all age groups and abilities.</p> <p>A wide range of unique activity switch designs are used to maximise muscle activation and ensure improvement of fine and gross motor skill development of a wide audience including wheelchair users.</p>	<ul style="list-style-type: none"> CEVO Contractors FoHP 	<p>Maintenance: £2,500 over 5 years</p> <p>Installation covered in capital costs</p>	<p>2014-2015 Installation of I-play.</p> <p>2015-2016 Create and develop events around I-play</p> <p>2016-2017 As above</p> <p>2017-2018 As above</p>	<p>One organised event base around I-play per year.</p> <p>2 school groups per year.</p> <p>Used at least once a day.</p>	<p>Observation</p> <p>Survey</p> <p>Visitor Questionnaire</p> <p>Feedback form</p> <p>Visitor Book</p> <p>Downloadable reports of usage.</p>	P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.15	<p>Create an orienteering course at Holywells Park which Suffolk Orienteering Club will use on a weekly club night based at Holywells Park. The club will use the course once a week when daylight permits and use educational room for meetings.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'.</p>	<ul style="list-style-type: none"> Suffolk Orienteering Club Community Groups Educational learners Youth groups British Military Fitness BAME groups Local residents Waterfront residents and audience Families Day visitors 	<p>Mental challenges, fun, lifetime skills, physical activity, excitement, builds self-confidence, enhances team building, improves map reading, teaches a lifetime sport, provides mental challenges, provides physical challenges.</p>	<ul style="list-style-type: none"> CEVO Suffolk Orienteering Club FoHP Volunteers Greenways 	<p>15 posts: £750 15 Control signs £150 Design Maps: £100 Print 1000 waterproof maps: £400</p>	<p>2013-2014 £100 Design course and controls. 2014-2015 £1,300 Purchase equipment and install posts and controls.</p>	<p>SOC to use the course 30 times a year Community groups use the course 10 times a year.</p>	<p>Observation survey Visitor Questionnaire Booking forms SOC records of usage Observation Survey</p>	P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.16	Develop a range of heritage events/activities for Holywells Park <ul style="list-style-type: none"> • Museum outreach days (including Victorian day) • Heritage Days • Exhibitions • Hurdle making • History walks • Beer Brewing • Horses in the stables • Open days of Ice House • Orangery Plant Day • Conservation events 	<ul style="list-style-type: none"> • Educational learners • BAME groups • Over 45s • Access groups • Families • Day visitors • Single Adults • Local residents • Waterfront residents and audience • Community groups • Youth groups 	<ul style="list-style-type: none"> • Family learning and engagement • Greater understanding of Parks heritage • Community engagement • Heritage education • Health and wellbeing • Family participation 	<ul style="list-style-type: none"> • CEVO • Colchester and Ipswich Museum • Local Historians • FOHP • Volunteers 	£3,000 for materials, equipment, guest speakers, specialists.	2015-2016 £1,000 2016-2017 £1,000 2017-2018 £1,000	20 customers per event	Booking forms Attendance Record Sheets Feedback Forms for events	C, P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.17	Develop a range of Natural heritage events/activities within Holywells Park. <ul style="list-style-type: none"> • Bug Hunts • Pond dipping • Bat walks • Moth Night • Butterfly walks • Dawn Chorus • Wildflower walks • Bird walks • Bird ringing • Fungi • Tree identification • Reptiles • Photography • Bee Keeping • Suffolk Wildlife Trust 'Watch' group • Orchard Open days • Geology walks 	<ul style="list-style-type: none"> • Educational learners • BAME groups • Over 45s • Access groups • Families • Day visitors • Single Adults • Local residents • Waterfront residents and audience • Community groups • Youth groups 	<ul style="list-style-type: none"> • Family learning and engagement • Greater understanding of the park's natural history • Community engagement • Environmental education • Health and wellbeing • Family participation 	<ul style="list-style-type: none"> • CEVO • IBC Wildlife Team • MABG • SOG • BTO • SARG • FoHP • Volunteers 	£3,000 for materials, equipment, guest speakers, specialists	2015-2016 £1,000 2016-2017 £1,000 2017-2018 £1,000	20 customers/event/year	Booking forms Attendance Record Sheets Feedback Forms for events	C, L, P

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.18	<p>Develop a programme “Hollywells Family Fun Days” activities to be held on each Wednesday of the school holidays to entice customers away from the play area and into the rest of the park. Events will include:</p> <ul style="list-style-type: none"> Wildlife day Heritage day Activity day Family entertainment/picnic day Petting zoo Movie Day 	<ul style="list-style-type: none"> Families Youth groups BAME groups Community groups Day visitors Access groups Local residents Waterfront residents and audience 	<ul style="list-style-type: none"> Family learning and engagement Community engagement Environmental education Heritage education Health and wellbeing Family cohesion and participation 	<ul style="list-style-type: none"> CEVO IBC arts & entertainment FoHP Volunteers Wildlife groups Colchester and Ipswich Museum Sports development Dance East 	<p>Wildlife Day: £500 Heritage Day: £500 Activity Day: £500 Family Day: £500 Petting Zoo: £500 Movie Day: £2,000 Total = £4,500 per year for 5 years: £22,500</p>	<p>2013-2014 £4,500</p> <p>2014-2015 £4,500</p> <p>2015-2016 £4,500</p> <p>2016-2017 £4,500</p> <p>2017-2018 £4,500</p>	150 customers / event / year	Attendance Record Sheet Feedback forms for events	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.19	<p>Work with and promote SWT Watch group days at Holywells Park.</p> <p>For children who want to get involved on a regular basis there are also Wildlife Watch Groups which meet outdoors once a month. They can be found across Suffolk including at the Education Centres and are a great way to get really involved (Children do not have to be members to attend).</p>	<ul style="list-style-type: none"> • Families • Youth groups • BAME groups • Community groups • Day visitors • Access groups • Local residents • Waterfront residents and audience 	<ul style="list-style-type: none"> • Environmental education • Care of natural heritage in park 	<ul style="list-style-type: none"> • SWT 	No Cost	2013 onwards	Monthly weekend group meetings	Feedback form	P, C, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.20	<p>Holywells Park to hold a Vaisakhia and Holi Festival in 2014 with the aim to hold Diwali festival in 2015</p> <p>The festival of Vaisakhi is celebrated on 13th or 14th April by the Sikh communities around the world. It is also celebrated with equal fervour by other communities.</p> <p>Sikh devotees generally attend the Gurdwara before dawn with flowers and offerings in hands.</p> <p>Processions through towns take place. The Holy Book is normally carried in front, with the congregation singing hymns with music. This ends in a large public place where a fair takes place, with food and traditional Punjabi dance called Bhangra.</p> <p>All the communities in Suffolk will be invited to join the festivities sharing Punjabi/Indian food, music and participate in Bhangra dancing. It is expected to bring in an audience of up to 5,000 visitors</p>	<ul style="list-style-type: none"> All Audiences BAME groups 	<ul style="list-style-type: none"> Community engagement Encourage many community groups from Asian background to use Holywells Park Family participation Raising awareness of cultural diversity 	<ul style="list-style-type: none"> CEVO Ipswich and Suffolk Indian Society Sikh Gurdwara IBC Arts and Entertainment Team FoHP Volunteers 	<p>£30,000 to help towards the organisation, management, production of the Vaisakhia Festival for 4 years.</p>	<p>2014-2015 £7,500</p> <p>2015-2016 £7,500</p> <p>2016-2017 £7,500</p> <p>2017-2018 £7,500</p>	<p>Increased percentage of BAME communities using park</p>	<p>Number Counts Feedback Forms for events Observation survey</p>	<p>P, L</p>

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.21	Hold a World Picnic at Holywells Park with many different cultures and communities sharing world foods. It is anticipated that this event will attract 2,000 visitors to the park.	<ul style="list-style-type: none"> All audiences BAME groups 	<ul style="list-style-type: none"> Community engagement Encourage many community groups from around the world to use Holywells Park Family participation Raising awareness of cultural diversity Encourage community cohesion 	<ul style="list-style-type: none"> CEVO Bagledshi Support Centre ISIA Chinese Family Welfare Association Zimbabwe Women's Group FoHP Volunteers 	£9,000 towards the organisation, management and production for the World Picnic over 3 years which will include food stalls, demonstrations and performances.	2015 -2016 £3,000 2016-2017 £3,000 2017-2018 £3,000	Increased percentage of BAME communities using park.	Attendance record sheet	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.22	<p>Work in partnership with the Bangladeshi Support Centre to develop and implement events and activities that will attract BAME groups. Projects:</p> <ul style="list-style-type: none"> • Exhibition of Curry and Culture Heritage Project • Cycling proficiency tests • Lawn Bowls taster sessions • Install Kabbadi pitch • Henna workshops • Cooking workshops • Hold Karim competition • Saturday activities for 6-12 year olds • Health and guided walks for Bangladeshi men and women • Summer bug hunt and pond dipping finished with a picnic 	<ul style="list-style-type: none"> • BAME groups • Over 45s • Youth groups • Bangladeshi men • Bangladeshi women • Bangladeshi families 	<ul style="list-style-type: none"> • Community engagement • Encourage many community groups from Asian background to use Holywells Park • Family participation • Raising awareness of cultural diversity • Encourage community cohesion 	<ul style="list-style-type: none"> • CEVO • Bangladeshi Support Centre • FoHP • Genesis • Holywells Park bowls Club • Ground Maintenance • Suffolk Wildlife Trust • Live well Suffolk • Active lives • CFWA 	£1,200 to install and maintain a Kabbadi pitch and an annual family event.	<p>2013-2014 £300</p> <p>2015-2016 £300</p> <p>2016-2017 £300</p> <p>2017-2018 £300</p>	5 events and 5 activities per year from 2013 to 2018	<p>Booking forms</p> <p>Observation</p> <p>Survey</p> <p>Feedback form</p>	P, L, C

Outcome 1: Increasing the range of audiences									
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1.23	<p>Present an annual Chopin Recital at Holywells Park performance area with dignitaries from the polish community being invited.</p> <p>This will be a pilot event and form part of the park's celebratory opening events with the aim of holding it in future years working with the Polish Community.</p>	<ul style="list-style-type: none"> BAME groups Over 45s Single Adults Families Day visitors Local residents Waterfront residents and audience 	<ul style="list-style-type: none"> Community engagement Encourage many community groups from Eastern European background to use Holywells Park Family participation Raising awareness of cultural diversity 	<ul style="list-style-type: none"> CEVO The Ipswich Polish Club IBC Arts and Entertainment Team FoHP volunteers 	£3,597.80 towards the organisation, management and production of the recital	2015-2016 £3,597.80	100 tickets sold	Number Counts Feedback Forms for events	P
1.24	<p>Develop the concept and implementation of Wildlife Whisperer at Holywells Park.</p> <p>Wildlife cameras will be installed around the park relaying footage on to a website and into the café/reception area of the stable block.</p>	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Greater understanding of the park's wildlife. 	<ul style="list-style-type: none"> CEVO IBC wildlife team Wildlife Whisperer FoHP 	£9,500 towards cameras, nest boxes, infrastructure and installation, audio visual monitor and on-line streaming.	2013-2014 Development of the project. 2014-2015 Installation and implementation of the project.	Develop new audiences One primary school a year to do a project using the Wildlife Whisperer	Feedback Forms	L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.25	Develop a programme of activities to attract older people into the park. <ul style="list-style-type: none"> • Coffee mornings • Talks • Picnics • Guide walks • Tea dance • Exercise • Flower pressing • Gardening club 	<ul style="list-style-type: none"> • Over 45s • BAME groups • Disability groups • Local residents • Community groups • Residents of Holme Oak Court • Waterfront residents and audience 	<ul style="list-style-type: none"> • Community Engagement 	<ul style="list-style-type: none"> • CEVO • FoHP • Volunteers • Speakers 	£3,000 to accommodate events and activities over 3 years from 2015-2018	2015-2016 £1,000 2016-2017 £1,000 2017-2018 £1,000	12 events pa	Register Sheets Feedback form	P, L
1.26	Promote performance area to theatre companies, local drama groups, schools, colleges through meetings, development and production of information leaflet.	<ul style="list-style-type: none"> • Local theatre companies • Armature dramatic Societies • Educational learners 	<ul style="list-style-type: none"> • Community Engagement 	<ul style="list-style-type: none"> • CEVO • Arts and Entertainment • Cultural development 	£500 for development and promotion	2013-2014 £250 design and development 2014-2015 Print leaflets	6 events per year between 2015-2018	Record of attendance sheets	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.27	Develop and implement a downloadable pack for event organisers at Holywells Park inc. parks' terms and conditions.	<ul style="list-style-type: none"> Potential event organisers 	<ul style="list-style-type: none"> Enjoyment of activity in the park's setting 	<ul style="list-style-type: none"> CEVO Rangers IBC events team 	£500	2014-2015 Work with partners to develop and implement packages.	10 self-initiated events/activities per year from 2015 onwards	Record of attendance sheets	P, L
1.28	Promotion and advertising of events and activities at Holywells Park.	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Community Engagement Enjoyment of activity in the park's setting 	<ul style="list-style-type: none"> CEVO 	Design and production of Flyers over 3 years: £600 Design and production of poster over 3 years: £600 Design and production of 4 Banners:£400	2014-2015 Design and produce banners 2015-2016 £400 Design and produce specific flyers and posters 2016-2017 As above 2017-2018 As above	Attract a wider audience of BAME, access, over 45s family, community and school groups into the park	Visitor Questionnaire Feed Back forms Observation survey	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.29	Work in partnership with Arts and Entertainment to include and hold events at Holywells Park within Ipswich's IP-Art festival.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Community Engagement Enjoyment of activity in the park's setting 	<ul style="list-style-type: none"> CEVO Arts and Entertainment 	No Cost	2013-2014 Create dialogue and explore the possibilities of bring IP-Art into Holywell Park.	Attract a wider audience of BAME, access, over 45s family, community and school groups into the park.	Visitor Questionnaire Feed Back forms Observation survey	P
1.30	FoHP to hold six events at Holywells Park. Events will be: <ul style="list-style-type: none"> Scarecrow Day Tea Party History Walk Bug Hunt Bat Walk Apple Day 	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Community Engagement Enjoyment of activity in the park's setting 	<ul style="list-style-type: none"> FoHP CEVO Park Manager 	No Cost	2013-2018 Six events per annum for 5 years.	Attract a wider audience of BAME, access, over 45s family, community and school groups into the park.	Visitor Questionnaire Feed Back forms Observation survey	P, L

Outcome 1: Increasing the range of audiences									
Ref:	Activity: Detailed Description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
1.31	<p>The regeneration of the stable block as a visitors centre with a café and education room.</p> <p>The café will be a hub for many events and activities and a social gathering place and the education room a space for meetings, talks and informal and formal education.</p>	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Community Engagement Enjoyment of activity in the park's setting 	<ul style="list-style-type: none"> Capital Works Team 	<p>£14,000: Equipment and furniture for café and education room.</p>	<p>2014-2015 Purchase furniture for education room and café area.</p>	<p>Attract a wider audience of BAME, access, over 45s family, community and school groups into the park.</p>	<p>Visitor Questionnaire Feed Back forms Observation survey</p>	<p>P, L</p>

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.1	Develop artefacts and interpretation materials within the stable block showing how the stables were used, the Cobbold brewing industry and recreate tack room displaying equine equipment which would have been used for the horse and carriages at the stable block. The exhibits will include visual, audio and tactile learning.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Conserving and understanding local heritage Learning outcomes 	<ul style="list-style-type: none"> CEVO UCS Cobbold Family Trust Suffolk Horse Society Colchester and Ipswich Museum service FoIM FoHP TAP Volunteers 	£18,000 for investigating, purchasing, organising, managing and producing artefacts and interpretation.	2013-2014 £2,500 Research and design 2014-2015 £9,500 for the development and implementation of audio and audio visual interpretation £2000 for artefacts for stable £2000 for artefacts for Cobbold family and brewery industry £2000 for artefacts for Tack room.	From 2015 three school groups visits per year. three community group visits per year 100,000 audience visits per year.	Observation survey Visitors book Feedback / Comment Forms	L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.2	Design and install a series of interpretation boards about heritage and environment of Holywells Park. Boards will include: Heritage; <ul style="list-style-type: none"> • Cobbold Family • Brewing Industry • Margaret Catchpole • Stables • Tack Room • Timeline • Well heads • Ice House • Medieval park • Gainsborough • Geology/Spring Environment: <ul style="list-style-type: none"> • Woodland habitat • Orchard • Butterflies • Stag beetles • Deadwood Habitat • Wildlife at Night • Audio Bird 	<ul style="list-style-type: none"> • All Audiences 	<ul style="list-style-type: none"> • Conserving and understanding local heritage • Learning outcomes 	<ul style="list-style-type: none"> • CEVO • Wildlife Team • Colchester and Ipswich Museum • Cobbold Family Trust • Suffolk Horse Society • Geosuffolk • Records Centre • FoHP • FoIM • Local historians • Volunteers 	£18,000 to design, and produce 18 interpretation boards.	2013-2014 Research £2,500 Design £4,500 2014-2015 Production £13,000 Installation: Volunteer time.	100 positive feedback forms per year.	Feedback forms Visitors book	L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.3	Design, develop and install Quick Response Codes for each of the above mentioned interpretation boards. The Codes will compliment information presented on boards taking the user to a website with more information, photos, sound bites and augmented realities. QR Codes will also be used to supplement trails around the park and positioned at key locations around the Cobbold Mansion which was knocked down to depict pictures of the mansion and how it looked.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Conserving and understanding local heritage Learning outcomes 	<ul style="list-style-type: none"> CEVO SNC UCS Kesgrave High School Volunteers FoHP 	£5,000 to research and develop QR codes, website material in conjunction with SNC and UCS	<p>2013-2014 Research and development</p> <p>2014-2015 Production of QR codes alongside interpretation boards.</p>	5,000 hit on website per year.	Number of hits on website Feedback form Visitor book	P, L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.4	<p>Design, develop and install a series of Trails around Holywells Park. These are to include:</p> <ul style="list-style-type: none"> • Nature • Heritage • Geology • Tree • Art <p>Each trail will be accompanied with a supportive information leaflet.</p> <p>Information will be available on IBC web site and its accessibility settings.</p>	<ul style="list-style-type: none"> • All Audiences 	<ul style="list-style-type: none"> • Conserving and understanding local heritage • Learning outcomes 	<ul style="list-style-type: none"> • CEVO • Wildlife Team • Ipswich and Colchester Museum • Local historians • Geosuffolk • Arboriculture Team • FoHP • FoIM • DAB 	No Cost	<p>2013-2014 Design trails</p> <p>2014-2015 Install trails</p>	1 guided tour for each trail per year.	<p>Observation survey</p> <p>Feedback forms</p> <p>Visitor book</p> <p>Booking forms</p>	C, P, L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.5	Develop electronic Educational Package for Key Stage 1 & 2 with reference to the historic context and environment of the park.	<ul style="list-style-type: none"> Educational learners Families Community groups 	<ul style="list-style-type: none"> Greater understanding of the park's heritage and the environment. 	<ul style="list-style-type: none"> CEVO TAP Cliff Lane Primary School Colchester and Ipswich Museum Local Historians IBC Wildlife Team Suffolk Wildlife Trust 	£1000 for the design, development and implementation.	2014-2015 Development 2015-2016 Available on IBC website.	10 self-led visits by formal educational learners per year.	Feedback Forms	P, L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.6	<p>Create three outdoor classroom/gathering places.</p> <p>Classroom 1. Designed by Art Students from UCS and installed by volunteers to be formal sheltered outside learning space which is lockable.</p> <p>Classroom 2 Informal 30 log seat circle surrounded by hurdle fencing for environmental education, storytelling events and a tranquil area.</p> <p>Classroom 3. Informal 30 log seat circle next to wildflower meadow and pond for school and community group environmental education. Will also serve as a gathering place.</p>	<ul style="list-style-type: none"> Educational learners Community Groups Forest Schools 	<ul style="list-style-type: none"> Outside learning environment Gathering places Areas of tranquillity 	<ul style="list-style-type: none"> CEVO Greenways Volunteer Leaders Volunteers FoHP Groundwork East ASDA 	<p>Classroom 1. £4,000 for material: timber, seating, Perspex</p> <p>Classroom 2. 30 Oak logs: £2,400 Hurdle Fence: £,1000</p> <p>Classroom 3. 30 Oak logs £2,400</p>	<p>2014-2015 Classroom 1 Purchase materials and construct.</p> <p>2013-2014 Classroom 2 Purchase materials and construct</p> <p>Classroom 3 Purchase materials and construct.</p>	<p>3 schools to use per year. 3 Community groups to use per year 3 Forest Schools to use per year £ bush craft schools to use per year. Areas used as gathering places.</p>	<p>Observation Surveys School booking forms Forest School bookings Branching out bookings</p>	

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.7	<p>Develop and implement a 'Sense of Place' project.</p> <p>1 - Sense of Place short film about the journey of the space Planning, workshops, equipment, mobile film trailer in Holywells Park, production and delivery on DVD of a 3-5 minute community led film for showing at launch event and possibly at IFTT.</p> <p>4 x Short informal workshops in the park with residents and people with stories and memories of the history of the space as discussed.</p> <p>4 x Mobile Trailer days in the park with local people and their stories.</p> <p>This will record, using film and photography, how the stable block, orangery and park landscape is at present, through the delivery stage, project completion and opening ceremony. This will be collated and presented on a DVD</p>	<ul style="list-style-type: none"> • Educational learners • FoHP • Volunteers 	<ul style="list-style-type: none"> • Greater understanding of the park's heritage 	<ul style="list-style-type: none"> • CEVO • Suffolk Horse Society • CSV media • Colchester and Ipswich Museum • Primary schools • Community groups • Volunteers • FoHP 	£6,000 to accomplish project 1 and 2 as described in activity description.	<p>2013-2014 £3000</p> <p>2014-2015 £3000</p>	<p>4 community group and schools to take part in project and create a CD. Record at least 10 sound bites. A comprehensive CD showing the regeneration of Holywells Park.</p>	<p>Creation of 5 CDs Feedback forms</p>	C, P, L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.7 Cont.	<p>2 - Pictures and Audio Recording DVD</p> <p>Working with IBC team to produce a short 3-10 minute DVD film with photographic images and sound recordings.</p> <p>CSV to consult on equipment and quality needed for project.</p> <p>The project will include working with schools and community groups to record their experience and reactions of the park using digital cameras and voice recorders. The results are collated into a DVD for viewing at the Opening Ceremony.</p>								

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.8	<p>Develop a programme of Forest Schools at Holywells Park.</p> <p>A Forest School is an innovative educational approach to outdoor play and learning in a woodland environment aimed at Primary School children.</p>	<ul style="list-style-type: none"> Local Schools Community groups BAME groups 	<ul style="list-style-type: none"> Greater understanding of the park's wildlife and natural environment 	<ul style="list-style-type: none"> CEVO Suffolk Wildlife Trust 	No Cost	<p>2013-2014 SWT will hold Forest Schools at Holywells.</p> <p>2014-2018 Forest schools will increase as outside classrooms develop and teacher taster sessions are available, see 4.14</p>	3 six week sessions per year.	Booking forms Register sheets	C, P, L
2.9	Develop a programme of events for bush craft skills and a programme for disaffected youth from local schools.	<ul style="list-style-type: none"> Schools Disaffected youth Community Groups BAME groups Youth groups Corporate business 	<ul style="list-style-type: none"> Skills for life Greater understanding of the parks natural environment Team Work 	<ul style="list-style-type: none"> Branching Out Morland Primary School CEVO 	No Cost	2013-2018	1 course per year	Booking forms Register sheets	C, P, L

Outcome 2: Conserving and enhancing the heritage value of the park									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
2.10	MABG to supply and install a bat rehabilitation home in the leaf yard for bats that have been found injured and need to recover.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Greater understanding of the park's natural environment Increased knowledge of bats Bat care courses 	<ul style="list-style-type: none"> CEVO MABG 	No Cost	2014-2015 Install container into leaf yard 2015-2018 Rehabilitate bats and have open days, education and events.	1 bat walk per year 1 course per year.	Booking forms Feedback form	C, P, L
2.11	An exhibition of Lady Elizabeth Cobbold's Valentine Scherenschnitte in the Orangery, art of paper cutting design. Also demonstrations and courses on paper cutting to be held in the Orangery	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Greater understanding of the Cobbold Family and heritage of the park Personal development skill 	<ul style="list-style-type: none"> Cobbold Family Trust Lois Cordelia Buelow-Osborne 	No Cost	2015 Exhibition and demonstrations 2016-2018 Courses	1 course per year	Booking forms Feedback forms	C,P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.1	Develop and implement a programme of weekly conservation and horticultural tasks.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Personal skill development Socialising Increase knowledge of conservation, horticulture, the park's natural environment and heritage landscape 	<ul style="list-style-type: none"> CEVO Wildlife Team Greenways Ground maintenance FoHP Volunteer leaders 	£3,900 for volunteer subsistence expenses i.e. tea, coffee, milk, sugar biscuits (£15/week)	2013-2014 £780 2014-2015 £780 2015-2016 £780 2016-2017 £780 2017-2018 £780	One task per week per year	Register sheet 1-2-1s Meeting with supervisors Appraisals	C, P, L
3.2	Develop and implement the role of 'Holywells Park Volunteer Leaders' to run and supervise volunteer work parties and events.	<ul style="list-style-type: none"> Volunteers FoHP Educational learners 	<ul style="list-style-type: none"> Sense of pride and belonging Personal skill development 	<ul style="list-style-type: none"> CEVO Greenways Human Resources Ground Maintenance Wildlife Team 	See 4.1	2013-2018	Train 2 per year throughout the life of the project	Register sheet 1-2-1s Meeting with supervisors Appraisals	C, P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.3	<p>Develop and implement Holywells Park Gardening club. Volunteers will be supplied with PPE and logoed tops.</p> <p>The Gardening Club will be held each Wednesday of the year and be supervised by Ground Maintenance Staff.</p> <p>Through knowledge and training FoHP and long-term volunteers will be able to run and supervise Gardening Club activities and fundraising events.</p>	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Personal skill development Socialising Increase knowledge of horticulture and the park's heritage landscape 	<ul style="list-style-type: none"> CEVO Ground Maintenance SNC FOHP 	£2,300 for equipment, logoed tops and renewables.	<p>2013-2014 £1,500</p> <p>2014-2015 £200</p> <p>2015-2016 £200</p> <p>2016-2017 £200</p> <p>2017-2018 £200</p>	5 volunteers per week to attend each club for 50 weeks per year for 5 years.	<p>Register sheet 1-2-1s</p> <p>Meeting with supervisors</p> <p>Appraisals</p>	P, L, C

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.4	<p>Develop and implement 'Holywells Park Conservation Club'. Volunteers will be supplied with PPE and logoed tops.</p> <p>The Conservation Club will be held each Wednesday of the year and be supervised by Greenways Staff.</p> <p>Through knowledge and training FoHP and long-term volunteers will be able to run and supervise Conservation Club activities and fundraising events.</p>	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Personal skill development Socialising Increase knowledge of Conservation and the park's natural environment 	<ul style="list-style-type: none"> CEVO IBC Rangers Greenways FoHP 	£2,300 for equipment, logoed tops and renewables	<p>2013-2014 £1,500</p> <p>2014-2015 £200</p> <p>2015-2016 £200</p> <p>2016-2017 £200</p> <p>2017-2018 £200</p>	5 volunteers per week to attend Club for 50 weeks of the year.	<p>Register sheet</p> <p>1-2-1s</p> <p>Meeting with supervisors</p> <p>Appraisals</p>	P, L, C
3.5	Improve visitor welcome & reception experience.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Warm welcome Information point One to one interaction 	<ul style="list-style-type: none"> CEVO Volunteers FoHP Educational learners 	See 4.2	2015-2018	Team of 10-12 volunteers	<p>Feedback form</p> <p>Visitors book</p> <p>Green Flag assessment</p>	P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.6	Develop and implement a strategy for FoHP and volunteers to lead a programme of heritage and environment guided walks.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Increased understanding of the park's, history and natural environment 	<ul style="list-style-type: none"> CEVO Wildlife Team Volunteers FoHP Specialist individuals and groups 	£1,000 for materials including bat detectors, field guides, pond dipping and sweep nets, bug pots, pond dipping trays.	2013-2014 £500 2014-2015 £125 2015-2016 £125 2016-2017 £125 2017-2018 £125	FoHP and volunteers to lead 5 guided walks per year from 2013 - 2018	Feedback forms Register sheet 1-2-1s Meeting with supervisors Appraisals	P, L
3.7	Develop and implement the role of volunteers to support events and activities at Holywells Park.	<ul style="list-style-type: none"> FoHP Volunteers 	<ul style="list-style-type: none"> Community Engagement Personal skill development 	<ul style="list-style-type: none"> CEVO All Audiences Arts and Entertainment Wildlife Team FoHP Colchester and Ipswich Museum 	See 4.1, 4.2, 4.7, 4.12	2013-2018 Train 10 volunteers	Train 2 volunteers per year Six FoHP events per year.	Volunteer register	P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.8	<p>Develop and implement a strategy for FoHP and volunteers to be trained and to lead a programme of Health Walks.</p> <p>Training will be provided through Live well Suffolk.</p> <p>This will form part of 'Holywells Park Health and Wellbeing Package'.</p>	<ul style="list-style-type: none"> FoHP Volunteers 	<ul style="list-style-type: none"> Personal skill development Improved Health and Wellbeing 	<ul style="list-style-type: none"> CEVO Live well Suffolk Active Lives 	No Cost	<p>2013-2018 Train Volunteers</p> <p>2014-2018 Volunteers to lead Health Walks.</p>	Team of 4 volunteers holding 2 health walks/month.	Register sheet	P
3.9	Develop and implement a team of volunteers to conduct Holywells Park's Observation Visitor Surveys.	<ul style="list-style-type: none"> FoHP Volunteers Educational learners 	Knowledge of; <ul style="list-style-type: none"> Visitor numbers Gender Age Cultural background Activity 	<ul style="list-style-type: none"> CEVO Project support officer FoHP Volunteers 	See 4.7	<p>2013-2018 One observation survey per year.</p>	Create a team of 5 volunteers.	Visitor Observation Surveys	P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.10	<p>Develop and implement a team of volunteers to conduct wildlife surveys within Holywells Park.</p> <p>Surveys will include:</p> <ul style="list-style-type: none"> • Golden Hoverfly • Breeding and resident birds • Nest box • Flowering Plants • Fungi • Reptiles and Amphibians • Bird Ringing • Small mammals • Butterfly and moths • Bats 	<ul style="list-style-type: none"> • FoHP • Volunteers • Educational learners • Wildlife Team • Parks and Open Spaces dept. • Suffolk Biological Record Centre 	<ul style="list-style-type: none"> • Increased knowledge of Holywells Park flora and fauna • Assists with Holywells Park Wildlife Management Plan • Up to date Species lists • Aids long-term monitoring 	<ul style="list-style-type: none"> • CEVO • FoHP • IWG • BTO • SOG • MABG • SARG • Butterfly Conservation • Volunteers 	£1,000 to purchase specialised equipment or training for FoHP and volunteers.	<p>2013-2014 £500</p> <p>2014-2015 £125</p> <p>2015-2016 £125</p> <p>2016-2017 £125</p> <p>2017-2018 £125</p>	644 hours of survey per year.	Completed wildlife surveys Hall Aitken Monitoring and Evaluation Table	C, P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.11	Create a programme with Groundwork East for corporate volunteer days in partnership with Suffolk Chamber of Commerce to undertake management and maintenance task.	<ul style="list-style-type: none"> • Corporate • Small and medium enterprises • Local businesses • Local residents • Community groups 	<ul style="list-style-type: none"> • Team building • Improved local green space • Personal skill development 	<ul style="list-style-type: none"> • CEVO • Groundwork East • Wildlife Team • Volunteer leader 	No cost	2013-2018	2 projects a year	2 task a year	C, P, L
3.12	Create a programme of works with Asda supermarket staff to undertake management and maintenance tasks.	<ul style="list-style-type: none"> • Asda staff 	<ul style="list-style-type: none"> • Team building • Improved local green space • Personal skill development • 	<ul style="list-style-type: none"> • CEVO • FoHP • Greenways • Volunteer leader 	No cost	2013-2018	2 tasks per year	2 tasks a year	C, P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.13	Working in partnership with educational learners to develop and implement a programme of environmental, heritage, multimedia and project management tasks.	<ul style="list-style-type: none"> • Educational learners 	<ul style="list-style-type: none"> • Increased knowledge of Park • Project Management Skills • Work experience • Introduction and appreciation of the natural environment • Potential volunteers 	<ul style="list-style-type: none"> • CEVO • Kesgrave High School • SNC • Otley College • UCS 	No cost	2013-2018	2 projects per year	2 projects a year completed	C, P, L
3.14	Create and manage an archive of the park's heritage. This is to catalogue artefacts etc. in order to make the archival collection more widely accessible to the general public.	<ul style="list-style-type: none"> • FoHP • FoIM • Educational learners • Volunteers 	<ul style="list-style-type: none"> • Increased knowledge of the park's heritage. • Catalogue of the park's heritage and artefacts 	<ul style="list-style-type: none"> • CEVO • Colchester and Ipswich Museum • The Cobbold Family Trust • Local Historians • FoHP • FOIM • Volunteers • Educational learners 	£10,000 for the purchase of a laptop, software, website developments boxes, paper and storage.	2013-2014 £3000 2014-2015 £1000 2015-2016 £500 2016-2017 £250 2017-2018 £250	Completing an up to date catalogue of Holywells Park artefacts	Find new artefacts	C, P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.15	Installation of the Trim Trail in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Ground work East • ASDA 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Health and Wellbeing 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer Leader • FoHP 	Cost of project included in volunteer time.	2014/15	Installation completed by 2015.	Project Schedule	P, L
3.16	Installation of the orienteering course in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Suffolk Orienteering Club 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Health and Wellbeing 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer leader • Suffolk Orienteering Club • FoHP 	Cost of project included in volunteer time.	2014/15	Installation completed by 2015.	Project Schedule	P, L
3.17	Installation of the Measured Mile in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer leader • FoHP 	Cost of project included in volunteer time.	2014/15	Installation completed by 2015.	Project Schedule	P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.18	Repair of footpaths through woodland in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Educational learners • Ground work East • ASDA 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Improved accessibility 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer Officer • FoHP 	Cost of project included in volunteer time.	2013-2015	Repairs completed by 2015.	Project Schedule	C, P, L
3.19	Install new bridges and resurface footpath along canal path in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Educational learners • Ground work East • ASDA 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Improved accessibility 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer leader • FoHP 	Cost of project included in volunteer time.	2014	Installation completed by 2015.	Project Schedule	P, L
3.20	Excavation of the Ice house in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Educational learners 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Increased knowledge of Park's heritage 	<ul style="list-style-type: none"> • CEVO • SCC Archaeological Depart. • Volunteer Officer • FoHP 	Cost of project included in volunteer time	2014/15	Excavation completed by 2015.	Project Schedule	C, P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.21	Install new footpath to I Play Equipment in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Ground work East • ASDA 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Health and wellbeing 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer leader • FoHP 	Cost of project included in volunteer time.	2014	Completed by 2015.	Project Schedule	P, L
3.22	Creation of outdoor classrooms in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Ground work East • ASDA • Educational learners 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Outdoor education facilities 	<ul style="list-style-type: none"> • CEVO • Educational learner • Greenways • Volunteer leader • FoHP 	Cost of project included in volunteer time.	2014	All outdoor classroom installed by 2015.	Schedule of works	P, L
3.23	Installation of interpretation boards in line with the delivery programme.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Ground work East • ASDA • Educational learners 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Increased knowledge of park 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer leaders • FoHP 	Cost of project included in volunteer time.	2014	All benches installed by 2015.	Schedule of works	P, L

Outcome 3: Increasing range of volunteers									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
3.24	Installation of informal benches in line with the delivery programme	<ul style="list-style-type: none"> • FoHP • Volunteer Conservation Club 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising 	<ul style="list-style-type: none"> • CEVO • Greenways • Volunteer leaders 	Cost of project included in volunteer time	2014	All benches installed by 2015	Schedule of works	P, L
3.25	Implement the planting of the Maze, Dell and herbaceous borders in line with the delivery programme	<ul style="list-style-type: none"> • FoHP • Volunteers • Gardening Club • Educational learners • Groundwork east • ASDA 	<ul style="list-style-type: none"> • Community Engagement • Personal skill development • Socialising • Restoring historical planting 	<ul style="list-style-type: none"> • CEVO • Ground Maintenance • Volunteer leader 	Cost of project included in volunteer time	2014/15			C, P, L
3.26	Management and maintenance of the Maze, Dell and herbaceous borders	<ul style="list-style-type: none"> • FoHP • Volunteers • Gardening Club • Educational learners • Groundwork east • ASDA 	<ul style="list-style-type: none"> • Community engagement • Personal skill development • Socialising 	<ul style="list-style-type: none"> • CEVO • Ground Maintenance • Volunteer leader 	Cost of project included in volunteer time	2014/15			C, P, L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.1	Develop the role of Volunteer Leaders. Training to include: <ul style="list-style-type: none"> • Team building • Leadership • Customer Care • Safe Guarding • Handling Aggression • Cultural differences awareness • Equality and diversity • Manual Handling • First Aid at Work • Specialist training 	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Gardening Club 	<ul style="list-style-type: none"> • To lead groups of volunteers • Maintenance and management of the park • Better experience of the Park 	<ul style="list-style-type: none"> • CEVO • Greenways • Ground Maintenance • Wildlife Team • Human Resources 	First aid at work: £4,000. Specialist training: £2,000	2013-2014 £600 2 First Aiders £1,500 Specialist training 2014-2015 £600 2 First Aiders 2015-2016 £600 2 First Aiders £1,500 Specialist training 2016-2017 £600 2 First Aiders 2017-2018 £600 2 First Aiders	Train 2 volunteers per year throughout the life of the project.	Training Plan	C, P, L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.2	<p>Develop and implement a training strategy for frontline volunteers and staff.</p> <p>Training to include:</p> <ul style="list-style-type: none"> • Customer Care • Safe Guarding • Handling Aggression • Cultural differences awareness • Equality and diversity • First Aid at work • Manual Handling 	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Gardening Club • Staff 	<ul style="list-style-type: none"> • Better experience for customers to the park • Management and maintenance of park 	<ul style="list-style-type: none"> • CEVO • Greenways • Ground Maintenance • Wildlife Team • Human Resources 	£1,500 for staff First Aid Training	<p>2013-2014 £300</p> <p>2014-2015 £300</p> <p>2015-2016 £300</p> <p>2016-2017 £300</p> <p>2017-2018 £300</p>	Train 5 volunteers per year	Training Plan	L
4.3	<p>Designing and implement learning packages for primary schools, colleges and universities.</p> <p>Learning packages to include environmental and heritage education, project management, graphic virtual modelling, using multi-media in a park setting and heritage management.</p>	<ul style="list-style-type: none"> • Educational Learners 	<ul style="list-style-type: none"> • Achieve learning outcomes • Learning about natural environment • Learning about local heritage 	<ul style="list-style-type: none"> • CEVO • Wildlife Team • TAP • Kesgrave High School • Ipswich Academy • SNC • Otley College • UCS • FoHP • Volunteers 	£1,000 for materials to support programme of projects.	<p>2013-2014 £200</p> <p>2014-2015 £200</p> <p>2015-2016 £200</p> <p>2016-2017 £200</p> <p>2017-2018 £200</p>	To complete all HLF related interpretation projects with educational learners by summer of 2015	Interpretation completed and installed by summer 2015	L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.4	Working in partnership with UCS with a FdA and BA degrees in Heritage Management. See Appendix F1 for proposed prospectus.	<ul style="list-style-type: none"> • Educational Learners 	<ul style="list-style-type: none"> • Work experience • Achieve qualification • Increasing knowledge about the heritage sector • Personal skill Development 	<ul style="list-style-type: none"> • CEVO • UCS 	No Cost	2013-2018	2 projects a year	2 projects a year completed	L
4.5	Working in partnership with SNC and UCS to create a 3d virtual model of the Cobbold Mansion that was knocked down in 1962. Appendix F2	<ul style="list-style-type: none"> • SNC • UCS 	<ul style="list-style-type: none"> • Work experience • Personal skill development • Achieve qualifications 	<ul style="list-style-type: none"> • CEVO • SNC • UCS • Colchester and Ipswich Museum • Cobbold Family Trust 	No Cost	2013-2014	2 projects a year	2 projects a year completed	L
4.6	Working in Partnership with SNC and Kesgrave High School to create QR codes for interpretation at Holywells Park. Appendix F3	<ul style="list-style-type: none"> • SNC • Kesgrave High School 	<ul style="list-style-type: none"> • Work experience • Personal skill development • Achieve qualifications 	<ul style="list-style-type: none"> • CEVO • SNC • UCS • Colchester and Ipswich Museum • Cobbold Family Trust 	No Cost	2013-2014	2 projects a year	2 projects a year completed	L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.7	Training for conducting, inputting and analysing data, and producing maps which show survey data from Observation Visitor Surveys.	<ul style="list-style-type: none"> FoHP Volunteers 		<ul style="list-style-type: none"> CEVO Project support officer FoHP 	No Cost	2013-2018	Train 5 volunteers per year	Register sheet Training plan Personal files	L
4.8	Training in Archiving of documents and artefacts. To include collection and gathering of material/information, scanning and document care, and cataloguing information.	<ul style="list-style-type: none"> Local historians Educational learners Volunteers FoHP 	<ul style="list-style-type: none"> Preservation of and access to archive material Increase knowledge of heritage of the park 	<ul style="list-style-type: none"> CEVO Colchester and Ipswich Museum Conservation & urban design officer UCS FoHP FoIM Volunteers Local Historians 	£500	2013-2014 £250 2014-2015 £250	Train 2 people	Training Plan	C, P, L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.9	Develop and implement a training strategy for recording specific taxonomic groups within Holywells Park.	<ul style="list-style-type: none"> FoHP Volunteers Conservation Club Gardening Club Educational Learners Community groups 	<ul style="list-style-type: none"> Personal skills development Increase knowledge of recording techniques Increase knowledge of park's flora and fauna 	<ul style="list-style-type: none"> CEVO Wildlife Team FOHP IWG BTO SOG MABG SARG Butterfly Conservation 	£2,000 for specialised course, lectures, field studies etc.	2013-2014 £400 2014-2015 £400 2015-2016 £400 2016-2017 £400 2017-2018 £400	5 surveys completed	Species recording lists for different Taxa	C, P, L
4.10	Increase skills in practical conservation, horticulture, natural history and heritage management.	<ul style="list-style-type: none"> Volunteers FoHP Educational learners Conservation Club Gardening Club 	<ul style="list-style-type: none"> Personal skills development 	<ul style="list-style-type: none"> CEVO Wildlife Team Greenways Ground Maintenance SNC Otley College UCS Conservation & urban design officer 	£1,000	2013-2014 £200 2014-2015 £200 2015-2016 £200 2016-2017 £200 2017-2018 £200	Develop 2 volunteer leaders per year	Tasks completed by volunteer leaders running tasks	C, P, L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.11	<p>Develop and implement a training plan for the management of Holywells Park orchard including grafting, pruning and budding.</p> <p>Course will be open to the public and use the education room and orchard.</p>	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Gardening Club • Educational Learners • Over 45s • BAME groups • Single Adults • Day visitors • IBC Staff 	<ul style="list-style-type: none"> • Increase knowledge of traditional orchards • Increase knowledge of management techniques in managing orchards 	<ul style="list-style-type: none"> • CEVO • Suffolk Traditional Orchard Project 	No Cost	<p>2013-2015 Informal training at orchard</p> <p>2015-2018 Formal courses to be held.</p>	2 courses per year	2 trained volunteers in orchard management	

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.12	<p>Develop and implement a bee keeping training course with Boundary Farm, Saxfield Suffolk.</p> <p>Training will include talks held at the Stable Block/orangery in 2015-18.</p> <p>Courses will include honey, bee biology, rearing Queen honey bees, managing bees throughout the year, buying bees to stock your hives, controlling pests and diseases, swarming and absconding also the dances honeybees perform to let other bees in the colony know where the food sources are.</p>	<ul style="list-style-type: none"> FoHP Volunteers Conservation Club Gardening Club Educational Learners Over 45s BAME groups Single Adults Day visitors IBC Staff 	<ul style="list-style-type: none"> Increase knowledge of bees and their importance Increase knowledge of bee keeping techniques Personal skill development 	<ul style="list-style-type: none"> CEVO Boundary Farm Michael Dowry Jim Lomax 	<p>Courses: £50 per person</p> <p>Talks: £50</p> <p>Equipment: £500</p>	<p>2013-2014 £500 Equipment £100 Training</p> <p>2014-2015 £100 Training</p> <p>2015-2016 £100 Training £50 Talk</p> <p>2016-2017 £100 Training £50 Talk</p> <p>2017-2018 £100 Training £50 Talk</p>	Train 5 volunteers over a period of 5 years.	2 trained volunteers in bee keeping	C, P, L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.13	Develop and implement training in Information Technology to assist in office work and reception duties.	<ul style="list-style-type: none"> FoHP Volunteers Over 45s 	<ul style="list-style-type: none"> Personal skills development 	<ul style="list-style-type: none"> CEVO Project Support Officer Geo Info Systems Officer IT dept. 	No Cost	2013-2018	2 volunteers trained per year.	2 trained volunteers per year	C, P, L
4.14	Forest School Taster Days for primary school teachers to explore and gain knowledge of Forest Schools.	<ul style="list-style-type: none"> Teachers Community Group Leaders 	<ul style="list-style-type: none"> To gain first-hand experience of forest schools To encourage the use of Forest Schools at Holywells Park Outdoor learning for students Personal skills development 	<ul style="list-style-type: none"> CEVO SWT 	£200 per course for 20 participants and to run 4 courses.	2013-2014 £400 2014-2015 £400	2 groups per year.	One primary school per year using park for Forest Schools	P, L

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.15	Teacher training on environmental education and how to use Holywells Park as an educational resource.	<ul style="list-style-type: none"> • CEVO • Teachers • TAP • Wildlife Team 	<ul style="list-style-type: none"> • To enable teachers to use the park as an environmental resource. • Personal skill development 	<ul style="list-style-type: none"> • CEVO • SWT 	£200 per course and to run 4 course.	2013-2014 £400 2015-2016 £400	Train 2 teachers per year 2 primary schools using the park for independent visits	Observation survey Feedback forms	C, P, L
4.16	Training in developing interpretation materials.	<ul style="list-style-type: none"> • FoHP • Volunteers • Educational learners 	<ul style="list-style-type: none"> • Increase knowledge to customers about Holywells Park 	<ul style="list-style-type: none"> • CEVO • Project support officer • Colchester and Ipswich Museum 	No Cost	2013-2016	Train 2 volunteers per year	Completed projects from educational learners	P, L
4.17	Bat identification, care and survey technique courses to be run by MABG at the education room.	<ul style="list-style-type: none"> • FoHP • Volunteers • Conservation Club • Gardening Club • Educational Learners • Community groups 	<ul style="list-style-type: none"> • Increased knowledge in Bat Identification, ecology, recording and monitoring. 	<ul style="list-style-type: none"> • CEVO • MABG • FoHP 	No Cost	2015-2018 One course per year	1 course per year	Booking forms Course feedback forms	C, L, P

Outcome 4: Improving skills through knowledge and training									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
4.18	Entry 2 and Entry 3 Awards and certifications in Practical Environmental and Conservation Skills (see Appendix F4)	<ul style="list-style-type: none"> Green Light Trust 	<ul style="list-style-type: none"> Increased knowledge in horticulture, landscape and conservation principles Personal Skill Development 	<ul style="list-style-type: none"> Green Light Trust 	No Cost	2013-2018 Two course per year	Two course per year	Working in partnership with Green Light Trust	C, P, L
4.19	John Muir Environment Award: The Award is open to all, and is the educational initiative of the John Muir Trust. Four Challenges are at the heart of each John Muir Award; discover - explore - conserve - share	<ul style="list-style-type: none"> Disaffected youth Youth Groups Schools 	<ul style="list-style-type: none"> It encourages awareness and responsibility for the natural environment , in a spirit of fun, adventure and exploration. Personal Skill development 	<ul style="list-style-type: none"> Branching Out 	No Cost	2013-2018 One course per year	One course per year	Working in partnership with Branching Out	C, P, L

Outcome 5: Improving management and maintenance									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
5.1	Provide a volunteer coordinator.	<ul style="list-style-type: none"> All volunteers 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> CEVO 	No Cost	2013-2018	Increase number of volunteers	Volunteer data base	C, P, L
5.2	Implement Training Plan	<ul style="list-style-type: none"> Volunteers Educational learners Staff 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> CEVO Greenways Human Resources Specialised Trainers 	See Training Plan	2013-2018	Increase training of volunteers See training plan	Register sheet 1-2-1s Meeting with supervisors Appraisals	C, P, L
5.3	Implement Management and Maintenance Plan	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> IBC 	Use of volunteers See training Plan	2013-2018	Review management and maintenance plan every 6 months	Feedback forms	L
5.4	Implement Conservation Management Plan.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> IBC 	Use of volunteers See training Plan	2013-2018	Review Plan 6 monthly	Feedback forms	L
5.5	Develop and create a park inspection regime survey.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> CEVO Park Manager 	No Cost	2013-2018	Review survey monthly	Feedback forms	L

Outcome 5: Improving management and maintenance									
Ref:	Activity: detailed description	Audience(s)	Benefits for People	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation	HLF aims C, P, L
5.6	Develop and create a customer Feedback form about their visit to Holywells Park.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> CEVO Park manager FoHP Volunteers 	No Cost	2013-2018	Review monthly	Feedback forms	L
5.7	Suggestion Box at reception area.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> CEVO Park Manager FoHP 	No Cost	2015-2018	Review weekly	Suggestion Box	L
5.8	Visitors Book at reception.	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Enjoyment of visitors to a well maintained park. 	<ul style="list-style-type: none"> CEVO Park Manger FOHP 	No Cost	2015-2018	Review daily	Visitor Book	L

Appendix F1 - FD/BA Management in the Heritage Sector

Aims

Foundation Degree

- Enable students to have a critical understanding of the concepts and characteristics of the Heritage Sector.
- Enable students to develop knowledge and skills of appropriate theories, principles and practice of management within the Heritage sector.
- Give students the opportunity to apply knowledge in practical situations.
- Enable students to develop essential skills through reflective practice.
- Enable students to read, analyse and reflect critically and contextually upon primary and secondary sources relevant to the Heritage Sector.
- Enable students to demonstrate an understanding of the structure, operation and organisation of the public, private and not-for-profit sectors and their activities in the context of the Heritage Sector.

BA Honours

- Enable students to demonstrate vocationally relevant managerial skills and knowledge by exposure to professional practice in the Heritage Sector.
- Enable students to evaluate and apply vocationally relevant concepts associated with the operational and strategic management of financial, human and physical resources with the framework of the Heritage sector.
- Enable students to enhance lifelong learning skills and personal development to contribute to society at large.
- Enable students to read, develop an understanding of the varieties of approaches to understanding, constructing, and interpreting the past; and, where relevant, a knowledge of concepts and theories.
- Enable students to develop an understanding of comparative perspectives, which may include the ability to compare the histories of different countries, societies, or cultures.

Learning Outcomes: FdA/BA Management in the Heritage Sector Level 4

A4 Knowledge and Understanding

A1. An understanding of the nature and role of the heritage industry sector and components; and the key dynamics of this sector at a local, national and international level.

A2. Articulate relevant trends, issues and social changes, which effect the development of the Heritage sector.

A3. Identify appropriate project planning and the management of a strategy to meet objectives.

A4. Knowledge of the main business management functions and awareness of the activities, techniques and objectives, which characterise those functions.

B4 Cognitive

B1 A coherent development of argument, analysis and sequencing of ideas.

B2 Evidence of an emerging ability to apply knowledge and understanding appropriately within a business context in the Heritage sector.

B3 Understanding of the need to locate, analyse and critically evaluate relevant literature.

B4 The development of self-evaluation and interpretation with reflective discussion.

C4 Practical Skills

C1 Use appropriate communication and media techniques to present information to an audience.

C2 Effective and accurate use of language and referencing at an appropriate academic level.

C3 The ability to participate in work-based study and apply relevant knowledge and skills in practice.

C4 An understanding of the application of relevant theory to practice.

D4: Key Skills

D1 The development of effective time management and independent learning to meet set targets.

D2 Develop effective communication skills through the use of appropriate media.

D3 Demonstrate the ability to work independently and in a team to deliver agreed outcomes.

D4 Understand the use of relevant skills to work effectively in practice.

Level 5

A5: Knowledge and Understanding

- A1. A thorough knowledge and critical understanding of the main management theories and techniques in the context of the Heritage sector.
- A2. Knowledge and evaluation of the main issues and concerns within the Heritage sector.
- A3. A critical understanding of the main components of developing effective practice in the Heritage sector.
- A4 A critical understanding of the relevant research techniques and interpretation in the Heritage Sector.

B5: Cognitive

- B1 The ability to present, evaluate, and interpret information, to develop lines of argument and make relevant judgements in accordance with theories and concepts of their subject(s) of study.
- B2 A good level of understanding and appropriate incorporation of the wider context of the topic under study and the application of these principles in a practical environment.
- B3 To be able to evaluate the use of and apply knowledge and understanding appropriately within a business context in the Heritage sector.
- B4 To analyse and interpret through self-evaluation with reflective discussion.

C5: Practical Skills

- C1 Use a range of information gathering techniques to develop critical analysis and Evaluation.
- C2 Carry out self-appraisal, communicating the results accurately and reliably, and with structured and coherent arguments.
- C3 Effectively apply theory to practice to develop critical analysis and propose solutions within their field of study and in a practical context.
- C4 Participate in work based study, using appropriate communication skills and knowledge to provide positive outcomes.

D5: Key Skills

- D1 Demonstrate understanding of formal methods of enquiry and select and **justify** appropriate methods to investigate academic or work-based problems.
- D2 Demonstrate effective communication and negotiation skills within a team or leading a team.
- D3 Reflect on how research findings have, and can, inform and enhance professional practice.
- D4 Providing a clear logical presentation of information through a range of communication methods to specialist and non-specialist audiences.

6A Knowledge and Understanding

- A1. A comprehensive and critical understanding of the theories and techniques in the heritage sector management.
- A2. A critical understanding of the methods of acquisition, interpretation and analysis of information appropriate to the Heritage sector.
- A3. A critical awareness of the ethical issues in the context of heritage sector management.
- A4. A critical awareness of the global environment, including economic, cultural and sustainability factors that influence the development and management in the Heritage sector.

6B Cognitive Skills

- B1. Evaluation of the importance of subject specific facts, theories, paradigms, principles and concepts in relation to their ability to explain and solve problems.
- B2. Critical analysis and interpretation of data and a detailed understanding of the strengths and weaknesses of the data and textual analysis techniques employed.
- B3. Analysis and synthesis of information and the presentation of a structured and evidential reinterpretation of the information, which can be used to give an insight into issues relevant to the professional context of the heritage sector.
- B4. A capacity to develop a reasoned and well-structured argument.

6C Practical Skills

- C1. Skills and techniques to apply the theories and principles underpinning current professional practice within the heritage sector.
- C2. The management of information effectively in a range of media.
- C3. Abilities from a management perspective of both domestic and international heritage sector planning and development.
- C4. Flexible and creative approaches to problem solving.

6D Key Skills

- D1. An in depth understanding of the employment of a range of contemporary heritage sector specific skills in professional practice.
- D2. Learning, communication and information gathering skills required for further progression in the field of heritage management.
- D3. Communicate clearly and appropriately, demonstrating a sense of audience.
- D4. Leadership, team work and time management skills that reflect a critical awareness of effective management in the Heritage sector.

Appendix F2 - BTEC Level 3 Diploma/ Extended Diploma in IT

Course Length: Two years

Course Level: 3

Course Code: MCI43F1/MCI33F1

What you need to join the course:

Normally a profile of four GCSEs at grade C or above (including English and Maths) or a Level 2 Diploma plus Functional Skills.

Course content:

Subjects covered include: computer systems, impact of IT on business systems, organisational systems security, e-commerce, IT technical support, database design, web design, developing computer games and human computer interface.

Students may also gain a nationally recognised CISCO qualification.

Progression Opportunities:

The BTEC Level 3 Extended Diploma is equivalent to three A Levels, allowing for progression to higher education (e.g. an IT related degree). The course prepares students for entry into careers such as IT user support, software management, analysis and design and network administration.

Appendix F3 - A 'hands on' approach to teaching Project Management in secondary schools

Overview

This APM accredited course is designed to give students an introduction to project management, skills and competencies through a 'hands on' approach. It is aligned with the Issue 5 APM 'Body of Knowledge'.

The UK needs good project managers in all sectors of the economy so introducing students early to the skills required to be a good project manager should not only be of benefit as they pursue their chosen careers but also equip them for further project management qualifications (e.g. the APM Introductory Certificate in Project Management) or enable them to incorporate the skills into other areas. Project management is also a life skill and can be applied to any transient project like organising a party to delivering the London 2012 Olympics!

It is designed to engage students through real projects or project scenarios and is currently being taught to year 12/13 as an optional enrichment subject at Kesgrave High School Academy. It requires about 20 – 30 hours of teaching time combined with extra work students are asked to do on delivering a real project and delivering a final presentation.

Success Criteria

- 1. Goal Setting** I have explained what a Goal statement is with an example
I have described why a goal statement is important
- 2. S.M.A.R.T. objectives** I have explained what S.M.A.R.T. objectives are and why it is important for them to be 'SMART'
- 3. Project Scoping** I have shown how to scope a project and why it is important to do so. I have shown an example.
- 4. Project Scheduling** I have explained what project scheduling and affinity grouping is and how to do this with a project team.
I have shown an example of a project schedule.
- 5. Stakeholder Management** I have explained the importance of stakeholder management
I have shown an example of a stakeholder chart.
- 6. Risk Management** I have explained what a risk is and how to build them into a milestone plan. I have explained how to rank them with a Likelihood/Impact grid.

The key criteria are outlined above. In addition, brainstorming (using the 'yellow sticky' approach), leading a small team, presenting & communicating skills are all practised throughout the course.

Section	Content	Resources menu
1	<p>Introduction 1 – 2 lessons</p> <p>Overview of the project management process. Get students to brainstorm on their own, then in pairs or groups and come up with ideas on 'what is a project?' Review against slide 8.</p> <p>Take the students through a video of an event e.g. a wedding video, some footage of the Olympics. Get students to come up with the key activities, issues, barriers and risks associated with this project and put these onto flip chart paper or use yellow 'Post-Its' and get them posted onto brown paper on the wall.</p>	<p>Master presentation (BOK aligned) Issue 1 PowerPoint slides 1 – 9</p> <p>Slide 7 post it exercise</p> <p>A suitable case study (e.g. video of a wedding, some video of 2012 Olympics)</p>
2	<p>Project Management behaviours and competencies – affinity grouping 1 lesson</p> <p>Take students through a brainstorming exercise using yellow 'Post-Its' and 'affinity grouping' as shown on slide 11. One student needs to be nominated as leader but MUST be taught that this does not mean they stand at the front and write up all the ideas. Affinity grouping works best when the leader steps back and facilitates. The rest of the team put their ideas up and then start to group them. Getting students off their chairs and collaborating at a flip chart or wall is key to getting shared ideas and buy in/ownership. A KEY skill for any project manager. Review against the list on slides 13 & 14.</p>	<p>Slides 10 – 15 Yellow 'Post-Its' (Super Stickies are best!) and flip chart or brown paper stuck on the wall</p>

Section	Content	Resources menu
3	<p>Concept phase – initiating a project 1 – 2 lessons</p> <p>Go back to the yellow ‘post its’ you have of the case study and get students to discuss and group into SMART objectives using the ‘affinity grouping’ technique. Get them to come up with the end objective (project GOAL). It is key they articulate objectives and the GOAL as ‘When we have....’ To get them into the mindset that all objectives must be SMART to be of any use. If not the project becomes ‘woolly’ and leads to misunderstandings and usually, failure.</p> <p>Select a project manager to lead the students through a scoping exercise using their objectives and GOAL to review the project scope. They can use slide 14 and agree a project scope to ensure they have not missed anything or included an objective that is not in scope (e.g. for a wedding, the stag do might be outside the scope and be a separate project). Get the project manager to present back to you the project scope and objectives including end objective (GOAL) – slide 19.</p> <p>Discuss if they are SMART or not and if they could be improved. Again, encourage the leader to facilitate not dominate/take charge. Discuss how that makes them feel and if the others feel a sense of ownership or felt they have had their say.</p>	<p>Slides 16 – 19 Yellow ‘Post-Its’ from the case study (section 1)</p>

Section	Content	Resources menu
4	<p>Project Definition phase – producing a project schedule 3 lessons at least</p> <p>Once a project scope, end objective (GOAL) and other key objectives have been agreed, the students can learn how to produce an outline project schedule based on the objectives and all the key activities, issues, risks and barriers they have thought about. At this stage it is probably best to revisit the original case study or introduce another scenario using a video or their own experience (e.g. organising a year 11 prom or a big family celebration).</p> <p>Go through the slides and they will need to understand what a risk is. Risks must be considered at this stage so mitigation activity can be scheduled in if needed. Issues are risks that have happened and need to be dealt with now. Select another student to be the project manager and get the team (or teams if you have a large group – ideal team size is 7) to brainstorm using yellow 'Post-Its' and the affinity grouping technique on a large area of brown paper stuck on the wall. They should initially put their ideas onto yellow 'post its' on all the key activities (ideally written as 'when we have....' With a clear/SMART outcome), issues, barriers and risks and put the post it's onto the brown paper.</p> <p>The project manager should then manage an affinity grouping exercise (slide 27 & 28). Each group of ideas that form a natural grouping to the team is then grouped together under one post it that summarises all the activities, issues and risks. They should write it as 'when we have....' Statement with a clear/SMART outcome.</p> <p>These groups with a clear outcome can then be arranged into a time line with dependencies shown as lines. Use pencil initially as their ideas will change. If the project has a clear end date, then they can work back from the end date fitting the key activities into a project schedule. When they do their real project, each activity grouping will need an owner in the team (ideally NOT the project leader/manager whose time will be needed on managing the overall project, risks and stakeholders).</p> <p>This is the crux of any project so it is worth spending time on this. They should have the agreed GOAL and project scope on display all the time so they can keep focussed on what they agreed. It is too easy to stray from the original GOAL and scope, especially when there is a real customer looking on!</p>	<p>Large pieces of brown paper joined and stuck on the wall to take yellow 'Post-Its'. Group of the 'Post-Its' form the main activities each with a clear outcome linked in a sequence to achieve the end GOAL. Original case study video or a new one to keep students interested.</p> <p>Slides 20 -32</p>

Section	Content	Resources menu
5	<p>Project Definition phase – stakeholder analysis and organising the team. 1 - 2 lessons</p> <p>Review the slides and describe how real teams are formed and usually ‘contracted’ in a real situation. The key area for these 2 lessons is for students to identify the key stakeholders and develop a stakeholder chart or ‘responsibility matrix’ for the chosen case study.</p> <p>Choose a student to be the project manager and for them to lead the team (again the emphasis is on facilitate not do all the work in a didactic way!). The project manager can manage in any way they choose but make available brown paper, flip chart or a whiteboard.</p> <p>The project manager should present the stakeholder chart back to you and review it with the team.</p>	Slides 33 – 37
6	<p>Project Definition phase – establishing control. 1 lesson</p> <p>This topic is designed to teach students how to establish project control processes. This primarily means how progress will be reviewed and reported and how issues and risks will be managed.</p> <p>The students could be given the task of discussing what sort of processes they would put in place and be asked to justify why. They should use their stakeholder chart to help. Split the students into small groups for this exercise. You can then review this against the usual reporting processes that are put in place including review meetings, issue and risk logs and RAG reporting. You could also touch on the importance of change control; especially on key activity outcomes and project scope.</p> <p>These processes will be important to the students when they start their own real project.</p>	Slides 38 - 45

Section	Content	Resources menu
7	<p>Project Implementation – Risk Management 1 lesson</p> <p>Students need to know how to identify risks, how to manage them and why risk management is key to a successful project outcome.</p> <p>Review the slides and then choose a student to be the project manager to facilitate the analysis of the risks in their case study project and to detail at least 2 high priority risks with associated mitigation or avoidance activities. Get the project manager to present their risk matrix and top 2 risks and actions/activities for mitigation or avoidance back to you.</p>	Slide 46 - 52
8	<p>Undertaking a real project. Several lessons depending on the project. May run concurrently with some of the teaching depending on timescales.</p> <p>Although evidence of students demonstrating their understanding of the key course criteria may be evident in some of the lessons taught, the introduction of a real project is where lots of evidence can be obtained and recorded in the course 'Criteria Evidence Log'.</p> <p>The teacher should facilitate but NOT drive in any way. Students must be free to make their own mistakes, as this is the most powerful way of learning. Keep reminding the team of what they have learnt and to apply it. They should not be tempted to 'just do it' as most people are.</p> <p>The project should complete with some sort of presentation to the customer.</p> <p>If a real project is not available, there are scenarios that can be used where teachers play roles. Contact Kesgrave High School Academy if you need one.</p>	<p>Real project with a real customer if possible. Potential ideas:</p> <ul style="list-style-type: none"> - School projects e.g. Wind Turbine feasibility for the school (head teacher as the customer) - Organising a school event - Contact the local chamber of commerce for any small companies that have projects that they have not had time to look at. - Community projects.

Section	Content	Resources menu
9	<p>Final Presentation 1 lesson</p> <p>For students to be able to demonstrate they can meet the course criteria they should be asked to prepare a presentation on a project of their choosing. Either one they have worked in through the course of something else they are interested in (I have seen one on a stag do for example). They must be able to demonstrate all the criteria through their chosen project including a scope diagram, GOAL and objectives, a schedule, stakeholder chart and risk analysis. It makes it more meaningful if you can get the school Senior Management Team and one or two governors to be the audience.</p> <p>Use the presentations to complete the student's individual 'Criteria Evidence Log'.</p> <p>If there is sufficient evidence shown then certificates can also be awarded at the end.</p>	<p>Students prepare in their own time for the last lesson.</p>

Appendix F4

- Entry 2 and Entry 3 Awards and Certificates in Practical Environmental and Conservation Skills

This is an outdoor, 'hands-on' course that covers a range of practical skills, using a diverse range of tools and techniques as well as developing participant's knowledge in relation to horticulture, the landscape and wildlife conservation principles. Participation in the course also encourages and develops team working and communication, with a strong emphasis on project planning (using appropriate tools and methods) and health & safety.

Entry Level 2 Award in Practical Environmental and Conservation Skills

Entry Level 3 Award in Practical Environmental and Conservation Skills

Entry Level 3 Certificate in Practical Environmental and Conservation Skills

Assessment Internal assessment, internal and external moderation. **Grading** Pass

Progression

These qualifications sit within Foundation Learning and are suitable for learners pre and post 16 who are engaged in a personalised learning programme. Learners could progress from Entry Level 2 to Level 1 and then onto a Level 2 qualification in Environmental Conservation or onto an Apprenticeship. Centres should be aware that reasonable Adjustments which may be permitted for assessment may in some instances limit a learner's progression into the sector. Centres must, therefore, inform learners of any limits their learning difficulty may impose on future progression.

ABC Sector Land Based / Environmental

QCDA Tier 2 Sector 03.4 Environmental Conservation

Support from sector bodies These qualifications are supported by Lantra, the Sector

Skills Council for the Environmental and Land-based Sector.

Modules covered include;

- Recognise common trees and plants.
- Recognise use and care for tools used in conservation.
- Maintain a footpath.
- Maintain a fence.
- Plant an area to attract wildlife.
- Communicate with others at work.
- Recognising trees and plants and their importance to wildlife.
- Edge and repair footpath.
- Maintain an area of habitat.
- Develop skills for using and maintaining hand tools.
- Tree planting and staking.
- Shred waste vegetation.
- Plant flower bulbs for naturalisation or bedding.
- Plant young trees.
- Introduction to dry stone walling.
- Assisting with planting and establishing plants.
- Assisting with the transport supplies of physical resources within the work area.

Qualification Teaching Environment Checklist

Organisation:		Location:			
		Date:			
AWARD	ABC Entry Level Award in Practical Environment and Conservation Skills Entry 2	ABC Entry Level Award in Practical Environment and Conservation Skills Entry 3	ABC Entry Level Certificate in Practical Environment and Conservation Skills Entry 3	ABC L1 Awards in Practical Environmental and Conservation Skills	ABC L1 Certificate in Practical Environmental and Conservation Skills
Requirement	Learners must achieve a minimum of 7 credits. 1 credit from A, minimum 3 credits B, remaining credits from B or C.	Learners must achieve a minimum of 8 credits. 2 credit from A, plus a minimum 3 credits B, remaining credits from B, C or D.	Learners must achieve a minimum of 16 credits. 2 credit from A, plus a minimum 8 credits B, remaining credits from B, C or D.	Learners must achieve a minimum of 9 credits. This will include 5 credits from the mandatory units.	TO BE CONFIRMED
LINKED UNIT	Unit Group Credit Value				
Recognising Trees and Plants	A1	C1	C1		
Recognise, use and care for tools used in conservation	B2	C2	C2		
Maintain a footpath	B3	C3	C3		
Maintain a fence	B2	C2	C2		
Plant an area to attract wildlife	B2	C2	C2		
Communicate with others at work	B1	C1	C1		
Recognising Trees and Plants and	C2	A2	A2		

LINKED UNIT	Unit Group Credit Value				
their importance to wildlife					
Edge and repair footpath	C3	B3	B3		
Maintain an area of habitat	C3	B3	B3		
Horticulture: Developing skills for using and maintaining hand tools	C3	B3	B3		
Horticulture: Tree planting and staking	C3	B3	B3		
Shred waste vegetation	C2	B2	B2		
Horticulture: Plant flower bulbs for naturalisation or bedding	C3	B3	B3		
Plant young trees	C2	B2	B2		
Show visitors around a wildlife area	C2	B2	B2		
Introduction to dry stone walling		D2	D2		
Assist with planting and establishing plants		D3	D3		
Assist with the transport supplies of physical resources within the work area		D2	D2		
Principles of transporting supplies of physical resources within the work area		D1	D1		
Principles of maintaining structures and surfaces		D2	D2		
Hedge laying			D3		
Health and Safety for Environmental Studies				A2	
Team Work in Environmental Studies		D3	D3	A3	
Principles of planting and establishing plants		D2	D2		
Practical Skills for Grassland Areas			D5	B5	

LINKED UNIT	Unit Group Credit Value				
Practical Skills for Woodland Areas				B6	
Practical skills for footpath and surfacing work			D5	B5	
Practical skills for ponds and wetland areas			D5	B5	
Practical skills for Coastal Areas				B4	
Practical skills for hedgerows				B5	
Prepare and erect post and timber fencing				B4	
Practical skills for ditches				B5	
Practical skills for dry stone walling				B6	
Practical skills for steps and gates				B6	
Access and security in the Countryside				B5	
Collect, sort and process material for recycling					
Load and unload physical resources within the work area					
Transport physical resources within the work area					

Appendix G

- Training Plan

Appendix G - Training Plan

1 Introduction

This training plan is prepared in support of the Heritage Lottery, Parks for People Fund to restore, improve and enhance Holywells Park in Ipswich. The Training Plan is submitted as part of the Council's application to underpin the Park Conservation Management Plan, 10 Year Management & Maintenance Plan, Activity Plan and Business Plan.

The project can be summarised in the following vision statement:

The vision for Holywells Park is to create a multicultural and multi-age audience for the park where bespoke events, activities and education will occur for the whole community.

By 2015 visitors to Holywells Park will have an increased knowledge about the heritage and environment of the park and be able to access all the historic buildings and landscapes. There will be a wider range of cultural, heritage and environmental events and a health and wellbeing package for visitors to enjoy attracting a wider audience into the park. The audiences that will be increased are over 45s, BAME groups, single adults, access groups and teenagers.

IBC invests in the training and the development of employees and volunteers. This is evident in the time, finance and opportunity given to employees and volunteers and the efforts made corporately to allow this to happen.

There are clear business reasons for this:

- To build internal capacity to deliver and develop public services in support of Transforming Ipswich.
- To recruit and retain skilled and talented people.

Training and development is also important for maintaining accreditation as an Investor in People.

2 Aims

The specific aims of the policy are:

- To target training resources at IBC priorities.
- To enable employees to raise requests to pursue a formal qualification.
- To protect equality of access to training and development.
- To establish processes for the evaluation of investment in development.

The ultimate goal of these aims is effective training and development. The following sections of the policy expand on each aim in turn.

3 Targeting resources

Individual appraisal will be used to assess what training is required and when. An individual appraisal is the forum where managers and employees/volunteers examine skills needs in relation to job role and performance objectives and agree personal development plans. Agreed training will be funded from the service area technical training budget, through one of the corporate training programmes or the Heritage Lottery Parks for People Fund.

Where a team's needs exceed the available budget, priority is given thus:

- Training to meet immediate service needs, especially legal compliance.
- Training to meet future service needs.
- Training which develops an employee in an area which is supportive of their role, rather than central to their role.

Details of the appraisal process are contained in the Employee Review and Development Policy.

The Activity Plan supports 'Transforming Ipswich' and the Biodiversity and Open Space Policy/Strategy 2013 - 2023 and outlines IBC's broad Strategy for development against a six-factor Skills Framework:

- Community Leadership
- Leadership
- Management Development
- Technical/occupational
- Core Skills
- Skills for Life

The plan draws on data from service workforce plans and picks up organisational priorities for the coming three years.

4 Equality of Access

IBC is committed to ensuring equality of access to appraisal, training and development and further support. This is applicable to all groups within the workforce with careful consideration to issues of gender, ethnic origin, hours of work, age, disability, sexual orientation and faith.

A cornerstone to this is commitment to Investors in People which sets clear standards for consistent appraisal, transparency of decision making and equality of access. This is further supported through using competencies, which are explicit statements of what is expected of individuals in their work, and by the organisational approach to planning of training through the corporate training plan.

The development of programmes and funding policy are brought under the overarching equalities policies of the organisation and will be subject to an Equality Impact Assessment once a process is agreed at IBC.

Line managers are required to record the team's training and development through HR4U as a basis for monitoring equality of access. At a corporate level, departments which arrange training are responsible for recording attendance at that training through HR4U, for example HR will record attendance at Employee Development

and Capable Manager Programme or Health and Safety will record attendance at H&S courses. The IBC Equalities and Diversity Steering Group will consider reports from this data.

5 Evaluation of Investment

Managers review training and development with individuals through appraisal and personal/team briefing with the aims of assisting in the application of learning to the workplace and evaluating the value for money of the activity in question. This occurs through face-to-face discussion before, during and after the training.

HR assesses return on investment at corporate level. A section in each year's corporate training plan reviews activity, expenditure and impact for the previous year against each of the main budget lines.

Training budgets, corporate and service technical training budgets, are reviewed annually and set to reflect prospective needs and priorities. In addition, growth bids may be proposed where additional resources are required to meet identified needs.

HR centrally monitors Training Agreements and their enforcement should the employee leave.

6 Equality and Diversity Statement

Ipswich Borough Council is committed to taking effective action to eliminate discrimination and to promote equality of opportunity and diversity in all that it does both as an employer and as a service provider. We believe that all people are entitled to be treated with dignity and respect and we are determined to ensure that both our employees and everyone entitled to use our services receive fair and equitable treatment.

7 Training Opportunities

The project presents many opportunities of training within the local community due to the nature of the project. Consultations have indicated a high level of demand for training in elements of the heritage management, project management, horticulture, interpretation and conservation within local educational establishments. There are opportunities for both formal and informal learning within the project and every (reasonable and safe) opportunity will be taken to allow people this sort of learning opportunity.

The Delivery of the Capital Works, the Management and Maintenance Plan and the Activity Action Plan are all reliant on the ethos of volunteering. Volunteering has a strong connection with Holywells Park mainly through the work of the Friends of Holywells Park. However, due to the extent of the forthcoming programmes a wider base of volunteers will be required. The capital works, horticulture, conservation and interpretation works have been carefully evaluated to make sure that wherever feasible and safely possible volunteers will be able to participate.

Below is a table that identifies the training that is needed to meet the outcome within the Activity Plan.

Table 1 Training opportunities identified within the Parks for People project

Ref:	Aspect of Project	Trainees	Training Needs	Method of training
4.1	<p>Volunteer Leaders</p> <ul style="list-style-type: none"> • Key volunteer to be able to lead work parties 	<ul style="list-style-type: none"> • FoHP • Conservation Club • Gardening Club • Event stewards 	<ul style="list-style-type: none"> • Team building • Leadership • Customer Care • Safe Guarding • Handling Aggression • Cultural differences awareness • Equality and diversity • Manual Handling • First Aid at Work • Health and Safety at Work • Risk Assessments • Specialist training 	<ul style="list-style-type: none"> • Ipswich Borough Council Human Resources • St Johns Ambulance • Otley College
4.2	<p>Frontline Volunteers and Staff</p> <ul style="list-style-type: none"> • Reception • Events • Practical work 	<ul style="list-style-type: none"> • FoHP • Conservation Club • Gardening Club • Event stewards 	<ul style="list-style-type: none"> • Customer Care • Safe Guarding • Handling Aggression • Cultural differences awareness • Equality and diversity • Manual Handling • First Aid at Work 	<ul style="list-style-type: none"> • Ipswich Borough Council Human Resources
4.4	<p>Heritage Management</p> <ul style="list-style-type: none"> • FD/BA Management in the Heritage Sector 	<ul style="list-style-type: none"> • Educational learners 	<p>Foundation Degree</p> <ul style="list-style-type: none"> • Enable educational learners to have a critical understanding of the concepts and characteristics of the Heritage Sector. • Enable educational learners to develop knowledge and skills of appropriate theories, principles and practice of management within the Heritage sector. • Give educational learners the opportunity to 	<ul style="list-style-type: none"> • University Campus Suffolk

Ref:	Aspect of Project	Trainees	Training Needs	Method of training
			<p>apply knowledge in practical situations.</p> <ul style="list-style-type: none"> • Enable educational learners to develop essential skills through reflective practice. • Enable educational learners to read, analyse and reflect critically and contextually upon primary and secondary sources relevant to the Heritage Sector. • Enable educational learners to demonstrate an understanding of the structure, operation and organisation of the public, private and not-for-profit sectors and their activities in the context of the Heritage Sector BA Honours. • Enable educational learners to demonstrate vocationally relevant managerial skills and knowledge by exposure to professional practice in the Heritage Sector. • Enable educational learners to evaluate and apply vocationally relevant concepts associated with the operational and strategic management of financial, human and physical resources with the framework of the Heritage sector. • Enable educational learners to enhance lifelong learning skills and personal development to contribute to society at large. • Enable educational learners to read, develop an understanding of the varieties of approaches to understanding, constructing, and interpreting the past; and, where relevant, a knowledge of concepts and theories. • Enable educational learners to develop an understanding of comparative perspectives, 	

Ref:	Aspect of Project	Trainees	Training Needs	Method of training
			which may include the ability to compare the histories of different countries, societies, or cultures.	
4.5	3D graphic virtual modelling <ul style="list-style-type: none"> The Cobbold Mansion 	<ul style="list-style-type: none"> Educational learners 	<ul style="list-style-type: none"> Google Sketch Up 	<ul style="list-style-type: none"> University Campus Suffolk Suffolk New College
4.6	Quick Response Codes <ul style="list-style-type: none"> Interpretation Materials 	<ul style="list-style-type: none"> Educational learners 	<ul style="list-style-type: none"> FD/BA Management in the Heritage Sector BTEC Level 1 for IT Users BTEC Level 2 Diploma in Information Technology BTEC Level 3 Diploma/Extended Diploma in Information Technology 	<ul style="list-style-type: none"> University Campus Suffolk Suffolk New College
4.7	IT Training <ul style="list-style-type: none"> Inputting and analysing data Map production Publications 	<ul style="list-style-type: none"> FoHP Conservation Club Gardening Club 	<ul style="list-style-type: none"> Mapinfo Microsoft Office Web pages 	<ul style="list-style-type: none"> Geographic Information Systems Officer CEVO Project Support Officer
4.8	Archiving of materials	<ul style="list-style-type: none"> Local historians Educational learners Volunteers FoHP FOIM 	<ul style="list-style-type: none"> Collection and gathering of material and information. Scanning Document care Cataloguing information 	<ul style="list-style-type: none"> Colchester and Ipswich Museum Conservation & urban design officer University Campus Suffolk
4.9	Recording taxonomic groups	<ul style="list-style-type: none"> FoHP Conservation Club Gardening Club 	<ul style="list-style-type: none"> Species Identification Surveying techniques Monitoring techniques 	<ul style="list-style-type: none"> Wildlife Team FOHP IWG

Ref:	Aspect of Project	Trainees	Training Needs	Method of training
		<ul style="list-style-type: none"> Public 		<ul style="list-style-type: none"> BTO SOG MABG SARG Butterfly Conservation
4.10	Practical conservation and horticulture	<ul style="list-style-type: none"> FoHP Conservation Club Gardening Club 	<ul style="list-style-type: none"> Tool Talks Woodland Management Meadow Management Pond Management Orchard Management Access Management Plant Identification Planting techniques Bedding management and maintenance Pruning Rural crafts 	<ul style="list-style-type: none"> Wildlife Team Greenways Ground Maintenance Suffolk Traditional Orchard Project
4.11	Fruit tree training	<ul style="list-style-type: none"> FoHP Conservation Club Gardening Club Public 	<ul style="list-style-type: none"> Identification Pruning Grafting Budding 	<ul style="list-style-type: none"> Suffolk Traditional Orchard Project
4.12	Bee Keeping	<ul style="list-style-type: none"> FoHP Conservation Club Gardening Club Public 	<ul style="list-style-type: none"> Honey Bee biology Rearing Queen honey bees Managing bees throughout the year Buying bees to stock your hives Controlling pests and diseases Swarming and absconding Dances honeybees perform to let other bees in the 	<ul style="list-style-type: none"> Michael Dowry Boundary Farm, Saxtead Ian McQueen Suffolk Bee Keepers

Ref:	Aspect of Project	Trainees	Training Needs	Method of training
			colony know where the food sources are.	
4.15	Using Holywells Park as an environmental education resource	<ul style="list-style-type: none"> • Teachers • FoHP 	<ul style="list-style-type: none"> • Habitats • Bug hunts • Pond dipping 	<ul style="list-style-type: none"> • Suffolk Wildlife Trust
4.16	Interpretation Materials	<ul style="list-style-type: none"> • FoHP • FoIM • Educational learners 	<ul style="list-style-type: none"> • Interpretation boards • Leaflets • Audio and audio visual • Tactile learning • QR Codes • 3d graphic virtual modelling 	<ul style="list-style-type: none"> • CEVO • Colchester and Ipswich Museum • University Campus Suffolk • Suffolk New College • Community Volunteer Service
4.17	Bat Courses	<ul style="list-style-type: none"> • FoHP • Conservation Club • Gardening Club • Public 	<ul style="list-style-type: none"> • Identification • Survey Techniques • Ecology • Care 	<ul style="list-style-type: none"> • Mid Anglian Bat Group
4.18	ABC Awards	<ul style="list-style-type: none"> • Green Light Trust customers 	<ul style="list-style-type: none"> • Entry Level 2 Award in Practical Environmental and Conservation Skills • Entry Level 3 Award in Practical Environmental and Conservation Skills • Entry Level 3 Certificate in Practical Environmental and Conservation Skills 	<ul style="list-style-type: none"> • Green Light Trust
4.19	John Muir Environment Award:	<ul style="list-style-type: none"> • Disaffected Youth • Youth Groups • Schools 	<ul style="list-style-type: none"> • It encourages awareness and responsibility for the natural environment, in a spirit of fun, adventure and exploration. 	<ul style="list-style-type: none"> • Branching Out

Ref:	Aspect of Project	Trainees	Training Needs	Method of training
4.20	Health Walks	<ul style="list-style-type: none"> • FoHP • Volunteers 	<ul style="list-style-type: none"> • Health and safety • People skills • Attend Training Day 	<ul style="list-style-type: none"> • Live well Suffolk
4.21	Nordic Walking	<ul style="list-style-type: none"> • All Audiences 	<ul style="list-style-type: none"> • Attendance of training course 	<ul style="list-style-type: none"> • Activlives

8 Training Providers

Training providers that have been identified in Table 1 method of training are presented in Table 2 below.

Table 2 Training and Training Providers for Holywells Park

Training	Providers
Heritage management	<ul style="list-style-type: none"> • University Campus Suffolk • Colchester and Ipswich Museum, • Ipswich Borough Council
Volunteer leadership	<ul style="list-style-type: none"> • Ipswich Borough Council • Greenways Countryside Project • Wildlife Team • Ground Maintenance
Frontline staff and volunteers	<ul style="list-style-type: none"> • Ipswich Borough Council
Practical conservation and horticultural skills	<ul style="list-style-type: none"> • Greenways Countryside project • Wildlife Team • Ground Maintenance • Otley College • Suffolk New College
IT training	<ul style="list-style-type: none"> • Ipswich Borough Council • University Campus Suffolk • Suffolk New College
Archiving	<ul style="list-style-type: none"> • Colchester and Ipswich Museum • Friends of Ipswich Museum • University Campus Suffolk
Conducting surveys	<ul style="list-style-type: none"> • Wildlife Team

Training	Providers
	<ul style="list-style-type: none"> • Natural History groups • Suffolk Ornithological Group • British Trust for Ornithology • Butterfly Conservation • Suffolk Reptile and Amphibian Group • Mid Anglian Bat Group • County Wildlife Recorders
Teacher training for forest schools and environment education at Holywells Park	<ul style="list-style-type: none"> • Suffolk Wildlife Trust
Orchard management	<ul style="list-style-type: none"> • Peter Read: Suffolk Traditional Orchard Project
Bee Keeping	<ul style="list-style-type: none"> • Michael Dowry; Boundary Farm, Saxtead • Suffolk Bee Keeping Society, Ipswich

Appendix H - Interpretation Plan

Interpretation Plan

The table below details topics of interpretation and interpretation materials that will be used to bring alive Holywells Park's heritage and wildlife. The Ref. column cross references those in the Action Plan (Appendix F) of Activity Plan.

Table 1 Interpretation Plan for Holywells Park

Ref	Aim	Audience	Topic	Objectives	Media
1.1	Production of Information leaflets about Holywells Park	All Audiences	Information of how to get to the park, new resources and features of the park that have been achieved through HLF, bus routes and bus stops around the park and information about responsible car parking.	Access to information will allow potential visitors to make an informed choice about visiting the park. Wider marketing will promote the park as a visitor destination.	<ul style="list-style-type: none"> Folded A3 colour leaflet
1.2	On line Information	All Audiences	<p>Develop appropriate online information to allow all users to plan a visit to the park.</p> <p>All materials will be designed and available on IBC's website accessibility settings.</p>	<p>Access to information will allow potential visitors to make an informed choice about visiting the park.</p> <p>Wider marketing will promote the park as a visitor destination.</p>	<p>Information to be provided through:</p> <ul style="list-style-type: none"> IBC website FoHP website Facebook Twitter
1.3 2.4	Production of leaflets to support trails through the park	All Audiences	Heritage Trail	To guide and support the trail identifying key features along its route.	<ul style="list-style-type: none"> A4 folded colour leaflet

Ref	Aim	Audience	Topic	Objectives	Media
			Nature Trail	To guide and support the trail identifying key features along its route.	<ul style="list-style-type: none"> • A4 folded colour leaflet
			Tree Trail	To guide and support the trail identifying key features along its route.	<ul style="list-style-type: none"> • A4 folded colour leaflet
			Art Trail	To guide and support the trail identifying key features along its route.	<ul style="list-style-type: none"> • A4 folded colour leaflet
			Health and wellbeing package	A leaflet to support Holywells Park health and well-being package identify equipment, events and activities that will occur in the park.	<ul style="list-style-type: none"> • A4 folded colour leaflet
1.4	Production of events leaflet	All Audiences	Holywells Park is to hold a series of events and activities annually throughout the life of the project and beyond. The events are aimed at attracting a wider audience into the park.	This leaflet will be a one stop shop detailing all events and activities that will be happening. These will be produced twice a year.	<ul style="list-style-type: none"> • A4 folded colour leaflet
1.7	Information Maps	All Audiences	Information maps for the existing notice boards strategically placed at each entrance to the park showing where you are, bus stops and	To provide customers information that they may require to ease their visit to the park.	<ul style="list-style-type: none"> • Printed media on Interpretation boards with text and images.

Ref	Aim	Audience	Topic	Objectives	Media
			routes, opening times key features in the park and local car parks.		
1.8	Trim Trail	All audiences	A map of the trail and its equipment will be installed at the beginning of the trail and each piece of equipment will have a guide of how many repetitions for beginners, intermediates and advanced.	To allow user to see the outlay of the course the equipment they will encounter and how to use it safely.	<ul style="list-style-type: none"> • Interpretation board with text, images.
1.11	Measured Mile	All Audiences	Signage showing a map and times to achieve when walking the measured mile in relation to gender and age.	To show where measured mile is and detail times that customers should be achieving, thereby encouraging improvement.	<ul style="list-style-type: none"> • Interpretation board with text, images.
1.14	I-Play	All Audiences	Revolutionary play equipment	Signage detailing how to use the equipment and its different games.	<ul style="list-style-type: none"> • Interpretation board with text, images
1.15	Orienteering Course	All audiences	Provide information about the fifteen point orienteering course	Create a new facility within the park that will attract visitors of all ages	<ul style="list-style-type: none"> • Online information • Water proof maps
1.31 2.1	To develop Stable Block into a Visitor	All Audiences	Stable exhibition The stable Block would have	To bring stables back to life and to show how they	<ul style="list-style-type: none"> • Historic artefacts

Ref	Aim	Audience	Topic	Objectives	Media
	Centre.		been a hive of activity with riding horses and carriage horses with their carriages coming and going. Horses and riding were passions of Lady Elizabeth Cobbold.	were once used. The audience will be able to walk into the stables and touch, feel, hear and see the interpretation, with the aim of bringing horses back into the stable for a couple of weekend throughout the summer months.	<ul style="list-style-type: none"> • Interpretation boards • Audio • Historic sound bites • Audio visual • Tactile learning
			Cobbold Exhibition The Cobbold family have a long history in Ipswich from the Tolly Cobbold Brewery, which is why they bought Holy Wells park for its spring water, to Ipswich Town Football Club.	A range of interpretation relating to the Cobbold Family and Holywells Park, the brewing industry and the people who worked for the Cobbolds at Holywells Park.	<ul style="list-style-type: none"> • Historic artefacts • Interpretation boards • Audio • Historic sound bites • Audio visual • Tactile learning
			Tack Room The tack room would have been the responsibility of the stable boys and girls. Information will be displayed about the life of a stable hand. Interpretation will include dressing up clothes.	To bring the tack room back to life and how it was used when the stables were operational.	<ul style="list-style-type: none"> • Historic artefacts • Interpretation boards • Audio • Historic sound bites • Tactile learning
			Education Room Part of the old carriage shed, an area is set aside for learning	An area for meetings, informal and formal education for schools and	<ul style="list-style-type: none"> • Tables • Chairs • Projector

Ref	Aim	Audience	Topic	Objectives	Media
			and meetings. This will be divided with a sliding/folding partition from rest of carriage shed, i.e. the new café. All heritage features will be retained and illustrated as part of the story of how the building was used.	community groups to use.	<ul style="list-style-type: none"> • Interpretation boards
			Café Part of the old carriage shed an area set aside for refreshment, gathering and meetings. All heritage features will be retained and illustrated as part of the story of how the building was used.	An area for socialising, refreshments, formal and informal education and meetings. The café will be especially important as an end of health walk gathering place.	<ul style="list-style-type: none"> • Tables • Chairs • Interpretation boards • Wildlife Whisperer
			Reception This will be the initial entry point to the building and park and will be focal point for all information about the park.	To ensure that the visitors are fully aware of all of the attractions of the park and are fully informed of the latest events and activities.	<ul style="list-style-type: none"> • Interpretation boards • Wildlife Whisperer
			Wildlife Whisperer Be able to view and listen to wildlife within the park without disturbing it allowing to view its	Wildlife cameras will be installed around the park in nest boxes and strategic locations at night	<ul style="list-style-type: none"> • Cameras • Nest boxes • Audio visual monitor

Ref	Aim	Audience	Topic	Objectives	Media
			natural behaviour. Allow close up 'accessibility' to wildlife.	and day, relaying footage on to a website and audio visual equipment into the café/reception area of the stable block.	<ul style="list-style-type: none"> On-line streaming
	Restoration of the Orangery	All Audiences	The only surviving part of the Cobbold mansion the Orangery was an area where Lady Elizabeth Cobbold spent much of her time. Interpretation will include the plants that were grown, the unique flooring and its pond.	The Orangery will be a multi-functional area for use of all audience. Exhibitions, courses and display will be held here.	<ul style="list-style-type: none"> Table Chairs Display boards Interpretation boards
2.2	Interpretation Boards	All Audiences	Natural Heritage Woodland To form part of the Nature Trail.	Explaining the ecology of woodland with its associated flora and fauna.	<ul style="list-style-type: none"> Interpretation board with text, images and QR Code.
			Natural Heritage Orchard To form part of the nature trail.	Explaining the ecology of traditional orchards and their associated flora and fauna.	<ul style="list-style-type: none"> Interpretation board with text, images and QR Code.
			Natural Heritage Brimstones and butterflies To form part of the nature trail.	Explaining the ecology of butterflies found at Holywells Park.	<ul style="list-style-type: none"> Interpretation board with text, images and QR Code.

Ref	Aim	Audience	Topic	Objectives	Media
			Natural Heritage Dead wood To form part of the nature trail.	Explaining the importance of dead wood as a habitat and its associated flora and fauna especially stag beetles.	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code.
			Natural Heritage Wildlife at Night To form part of the nature trail.	Giving information about what species are active at night in Holywells Park.	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code
			Natural Heritage Birds of Holywells Audio point To form part of the nature trail.	Eight sound bites of different birds within the park which can be changed throughout the seasons.	<ul style="list-style-type: none"> • Audio equipment
			Heritage Cobbold Family Stable block; to form part of the heritage trail.	Working with the Cobbold Family Trust to produce a series of boards explaining the history and ventures of the Cobbold family.	<ul style="list-style-type: none"> • Interpretation board with text, images
			Heritage Margaret Catchpole; to form part of the heritage trail.	Interpret Margaret Catchpole (14 March 1762 – 13 May 1819), a British adventuress, chronicler and criminal, born in Suffolk, she	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code

Ref	Aim	Audience	Topic	Objectives	Media
				worked as a servant for the Cobbolds before being convicted of stealing a horse from the Cobbold family and later escaping from Ipswich Gaol. Following her capture she was transported to Australia.	
			Heritage Time line of the park's history; to form part of the heritage trail Stable block	A visual depiction of major events and activities at Holywells Park.	<ul style="list-style-type: none"> • Interpretation board with text, images
			Heritage Well Heads; to form part of the heritage trail.	Explaining about the park's water systems and at the point in the park where the Cobbolds divided the water source for its own brewing industry and to sell water to the people of Ipswich.	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code
			Heritage Ice House; to form part of the heritage trail	Explaining about the construction and use of the ice house.	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code.
			Heritage Medieval usage of the park; to	Explaining land occupancy and usage	<ul style="list-style-type: none"> • Interpretation board with text,

Ref	Aim	Audience	Topic	Objectives	Media
			form part of the heritage trail On location	within the medieval period of the park.	images and QR Code.
			Heritage Thomas Gainsborough; to form part of the heritage trail	Interpretation board explaining who Thomas Gainsborough was at the location that is conjectured to be the place where he drew/painted 'Hollywells Park'.	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code.
			Geology Holywells has unique geology and is recognised for this through its Regionally Important Geological Site (RIGS) designation. The geology of the site is the reason for its spring and pond system and why the Cobbold Family bought the land for its fresh water to aid its brewing industry.	Explain about the parks geology and its importance to Ipswich	<ul style="list-style-type: none"> • Interpretation board with text, images and QR Code
	Model of Mansion	All audiences	Work in partnership with Suffolk New College to create a 3D virtual graphic model of the old Cobbold Mansion. The Mansion was demolished in 1962 due to wood rot.	Recreate model of mansion so people can understand what it looked like and its setting in the park.	<ul style="list-style-type: none"> • Google sketch • Audio visual display

Ref	Aim	Audience	Topic	Objectives	Media
2.5	Electronic Education Packages	Primary Schools Youth groups	Learning packages relating to the wildlife and heritage of the park so children and community groups can come to the park and use it as an educational resource.	To aid in Key Stage 1 & 2 learning, support community group learning and to make projects available.	<ul style="list-style-type: none"> Internet
2.7	<p>Sense of Place</p> <ul style="list-style-type: none"> Sense of Place short film about the journey of the space Pictures and Audio Recording DVD 	All Audiences	<p>The project will include working with schools and community groups to record their experience and reactions of the park using digital cameras and voice recorders. The results will be collated into a DVD for viewing at the Opening Ceremony.</p> <p>A record, using film and photography, of how the stable block, orangery and park landscape is developed from the present, through the delivery stage, project completion and opening ceremony. This will be collated and presented on a DVD.</p>	<p>Record sound bites, photography and video clips of people's memories of the park, what they think of the park today and future developments to the park. Also to record all development within the project.</p> <p>To be collated onto a DVD and shown at opening ceremony and used as part of audio visual display at stable block.</p>	<ul style="list-style-type: none"> DVDs Mobile film Trailer Video cameras Voice recorders Audio Visual displays
2.10	Bat rehabilitation Area	All Audiences	Working in partnership with the Mid Anglian Bat Group to provide an area for injured bats to recover.	Open Access days Bat Course	<ul style="list-style-type: none"> Guided walks Seminars

Appendix I
- Hall Aitken Monitoring and Evaluation Table

Appendix I – Hall Aitken Monitoring and Evaluation Table (Baseline)

Notes

- 'Baseline' is taken from the Summer 2012 Visitor Observation Survey.
- '% in identified area/1 km catchment area' is taken from the 2011 Ipswich Census Data which covers Ipswich town as a whole, rather than the wards within a 1km radius of the park as at the time of writing this, that level of detail was unavailable.
- Targets are by 2016 unless otherwise stated.

KEY: Complete before work starts on site (or earlier if known) Complete each year to show actual progress

PARKS FOR PEOPLE MONITORING DATA REPORTING SHEET						
PROJECT	Holywells Park, Ipswich, Suffolk					
OUTCOME 1 - INCREASING THE RANGE OF AUDIENCES						
	Baseline	Target (By 2016)		Actual 2010/11	Actual 2011/12	Notes
Visitor Counts	436,650	500,000				Total number of person visits per year A target increase in numbers through having more events and activities within Holywells Park.
Visitor surveys	1	1				Number of visitor surveys undertaken per year
Visitor Profile						
% male	40.3%	Same				
% female	59.7%	Same				
% White British	90.0%	85.0%				
% BAME	10.0%	15.0%				
% disabled	0.9%	3.0%-5.0%				

	Baseline	Target		Actual 2010/11	Actual 2011/12	Notes
Largest age group visiting	5-15 year olds	Increase Over 45s to 25%				Insert age group that most use the park
Smallest age group visiting	16-19 year olds	Same				Insert age group that least use the park
Most popular reason for visiting	Play Area	Visitor Centre				
Least popular reason for visiting	Football	Football				
Overall satisfaction with the park	Good	Good – Very Good				

Hard to reach groups (select from list below)	% in identified area/1 km catchment area	% from baseline visitor survey	Target % (By 2016)	Actual 2010/11	Actual 2011/12	Notes
BAME	11.1%	10.0%	15.0%			To work out your hard to reach groups, compare your area profile (i.e. that of your defined catchment) with your visitor profile to determine any under-represented groups. Only complete data for identified hard to reach groups.
Over 50s	See Over 45s below					
Young people (Under 24)	See 16-19 year olds below					
Disabled people	18.0%	0.9%	3.0%-5.0%			
Other (please list below)						
16-19 year olds	6.5%	6.7%	Same			
Over 45s	38.0%	19.1%	25.0%			
Asian visitor's	4.3%	3.0%	5.0%-8.0%			
Lone people	N/A	11.6%	15.0%			
Inactive adults – Running	N/A	0.9%	5.0%			
Inactive adults – Cycling	N/A	2.7%	5.0%			Baseline figures relate to all age categories.

OUTCOME 2 - CONSERVING AND ENHANCING OUR DIVERSE HERITAGE						
	Y/N	Target (By March 2015)		Actual 2010/11	Actual 2011/12	Notes
Repair/restoration of buildings	Y	2 Mar 2015				Number of buildings being repaired/restored ⁵ 1. Orangery 2. Stable Block
Repair/restoration of historic features	Y	3 Mar 2015				Number of historic features being repaired/restored (e.g. Bridge, monument, bandstand, fountain etc) 1. Ice house 2. Historic entrances 3. Pond network
Number of buildings to be brought back in active use	Y	1 Mar 2015				Number of buildings to be brought back in active use 1. Orangery
Enhancement of landscape features	Y	3 Mar 2015				Percentage of park area benefitting from horticultural improvement such as tree management, replacement planting, lawn drainage, removal of inappropriate planting. 1. Tree management 2. Replacement planting 3. Removal of inappropriate planting
Re-construction of lost features	Y	2 Mar 2015				Number of lost features to be reconstructed (e.g. railings, bridges, fountains, bandstands, avenues, vistas) 1. Lower Terracing balustrade 2. Restoration of historic vista
Improvements to infrastructure	Y	45% Mar 2015				Percentage of park path and road system to be repaired

	Y/N	Target (By March 2015)		Actual 2010/11	Actual 2011/12	Notes
Nature conservation - habitat protection/creation	Y	5 Mar 2015				Yes/No 1. Lowland Meadows 2. Water bodies 3. Wood Pasture and Parkland 4. Traditional Orchards 5. Lowland Mixed Deciduous Woodlands
Nature conservation - species protection/management	Y	154 Mar 2015				Yes/No 1. Birds X 42 2. Amphibians X 4 3. Reptiles X 1 4. Invertebrates X 104 5. Alien Invasive Species - 1 6. Mammal X 2
Nature conservation - biological recording/surveys	Y	10 Mar 2015				Yes/No 1. Extended Phase 1 Habitat Survey 2. Bat Survey 3. Water Vole Survey 4. Small Mammal Ecology Survey 5. Reptile & amphibian Survey 6. Dragonfly Surveys 7. Bird Survey 8. Fish Survey 9. Tree Survey 10. Flora and fauna Survey
Buildings or features removed from 'at risk' register	N	N/A				Number of listed buildings and/or scheduled monuments to be removed from a statutory 'at risk register'

Photographs taken 14 February 2013



1. Stable Block at Holywells Park showing weathered cobbles and buildings.



2. Stable Block at Holywells Park showing diesel tank for park vehicle use and weathered stable doors.



3. Walled Garden showing flower beds at Holywells Park with a wall on the northern side blocking the vista to the park.



4. Western side of Orangery wrapped in corrugated steel for health and safety reasons.



5. Current Maze at Holywells Park showing collapsing paving slab retaining wall.



6. Lower Terrace of the old Holywells Mansion currently used for parking by the Bowls Club with unsympathetic planting to historic views of the park.



7. Muddy and eroded paths at Holywells Park. Master plans show a new footpath in this area running parallel to the pond network.



8. Muddy and eroded paths running parallel to the moat at Holywells Park.



9. Entrance Gates at Myrtle Road.



10. Dominant tree canopy at Myrtle Road entrance which creates a dense leaf canopy reducing natural light and creating heavy leaf fall.



11. Bishops Hill entrance to Holywells Park.



12. Nacton Road Entrance to Holywells Park.



13. Nacton Road entrance showing brick piers, eroded pathway with encroaching vegetation.



14. The Dell area with fallen tree, silted water body, muddy paths and intruding bamboo.



15. Pond 2 showing weathered balustrade and successional vegetation.



16. Pond 1 with fallen trees, logs and branches in silted up pond.



17. Current vehicle driveway and pedestrian footpath into Holywells Park from Cliff Lane entrance showing erosion and excessive parking.



18. Cliff Lane entrance with wrought iron gates.

OUTCOME 3 - INCREASING THE RANGE OF VOLUNTEERS

	Baseline	Target (By 2016)		Actual 2010/11	Actual 2011/12	Notes
Number of volunteers	14	88				Number of individual volunteers per year
Number of volunteer hours	1800	3400 per annum				Total volunteer hours per year
Number of male volunteers	5	12				
Number of female volunteers	9	12				
% White British	100.0%	95.0%				
% BME	0%	5.0%				
Largest age group volunteering	Over 45's	Same				Insert age group that most number of volunteers fit in
Smallest age group volunteering	Under 45's	Same				Insert age group that least number of volunteers fit in
Volunteering activities	Baseline	Target (By 2016)		Actual 2010/11	Actual 2011/12	Notes
Management	14	14				Total number of volunteers per year
Maintenance	5	20				Total number of volunteers per year
Horticulture	2	15				Total number of volunteers per year Pruning the orchard
Retail	0	2				Total number of volunteers per year
Capital works	0	0				Total number of volunteers per year
Access	0	10				Total number of volunteers per year Upkeep of footpaths and gated entrances.
Marketing	1	2				Total number of volunteers per year
One off events	6	25				Total number of volunteers per year

Hard to reach groups (select from the list below)	Baseline	Target (By 2016)		Actual 2010/11	Actual 2011/12	Notes
BAME	0	10				To work out your hard to reach groups, compare your area profile with your volunteer profile to determine any under-represented groups.
Over 50s	See Over 45s below					
Young people (under 24)	See 16-19 year olds below					
Disabled people	0	2				Jobs within the Reception Area and Café.
Other (please list below)						
Over 45s	14	20				
16-19 year olds	0	20				

OUTCOME 4 - IMPROVING SKILLS AND KNOWLEDGE THROUGH TRAINING						
	Baseline	Target		Actual 2010/11	Actual 2011/12	Notes
Number of staff trained		2				Per year
Number of volunteers trained	0	50				Per year
Work experience placements	0	0				Number of placements offered per year
Qualifications	1	30				Number of qualifications gained per year
Park used by 3rd party as training venue	5	12				Number of times park is used by 3rd parties per year Additional 3 rd Parties - Primary Schools X 2 - University College Suffolk - Suffolk New College - Kesgrave High School - Forest Schools - Bush Craft

OUTCOME 5 - IMPROVING MANAGEMENT AND MAINTENANCE						
	Baseline	Target		Actual 2010/11	Actual 2011/12	Notes
Green Flag score	70-74	75+		70-74	70-74	NB Green Flag pass mark is 66