

[2012-22]

Hammersmith Park Management Plan



**10 Years
Management and
Maintenance
Plan**

■■■ Hammersmith Park ■■■

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1 Introduction

Hammersmith Park has an illustrious history; its Japanese style garden, created in 1910 is the only surviving feature of the 140 acre Great White City exhibition site built in 1907.

This management plan has been produced to provide an overview of the vision, aims and objectives for Hammersmith Park and to describe how these will be achieved through the park's long term maintenance and management.

This report set out the aspirations for the park including continued community involvement, events and activities and achieving and retaining Green Flag Award status which we hope to deliver through an action plan over a ten year period.

Suggestions for how park management should be reviewed and improved are detailed in the 'Monitor and Review' section at the end of this document.

This management plan is not exhaustive and is to be read in conjunction with the London Borough of Hammersmith and Fulham (LBHF) Contract for Grounds Maintenance Services Specification (2008-2015) and the Parks and Open Spaces Strategy (2008-2018).

Park management is a continuous process that takes account of issues that arise. Therefore this management plan is a "live document" which will be updated annually. As well as being actively implemented it is essential that this strategy is reviewed and updated to ensure Hammersmith Park remains relevant to users needs, cared for and respected by all..

The objectives for the sustainable management and future development of the Park are structured around the eight key criteria set by the Green Flag Award:

1. Creating a Welcoming environment;
2. Providing a Park that is Healthy, Safe and Secure;
3. A Park that is Clean and Well Maintained;
4. Sustainable Management of Resources;
5. Appropriate Management of Conservation and Heritage Features;
6. Encouraging Community Involvement;
7. Marketing the Facility Effectively;
8. Implementation of Effective Management Strategies

2 Action Plan Progress Summary

Progress against the action plan projects in Section 5 of this Management Plan is summarised below. Projects are added to this list upon completion.

#	Description	Objective	Date Completed	Funding Source	Value
1	Complete Asset Condition Survey for Hammersmith Park and prioritise any upgrades linked to Play Football proposal. Price up necessary improvement to current access points.	2	10/2013	Capital	£75,000
2	Review Parks Asset Condition survey and highlight priority replacements to ensure continuity in site furniture. (4 bins & 4 benches installed)	5	03/2014	Revenue	£2,500
3	Tree planting to replace trees removed during the year and in response to resident's requests.	14	03/2013	Revenue	£1,000
4	Continued development of shrubs and borders to improve the horticultural quality of the site. Focus on Peace Garden. (Shrub Planting to Pond Perimeter + Future Improvement Plan in place)	14	10/2013	Revenue	£3,000
5	Increase the biodiversity within the park with more self-sustaining planting linked to developments in the Peace Garden and Play Football Development	22	10/2013	External Funding (Big Tree Plant)	£2,500
6	Advertising of Friends of Groups within the park, local press and well as council and external websites to promote local community involvement and at Park events. Support with new members drive.	26	04/2013	FOHP/ JGS/RA White City Estate	Staff time
7	Develop new ways of promoting and supporting volunteer work days	30	10/2013	Nippon club	Staff Time
8					

Refer Appendix 21: the Action Plan for the previous Year

3 Strategic Context

3.1 Introduction

This Management Plan articulates the vision for the improvement and management of Hammersmith Park and provides detailed objectives and action plans to direct Hammersmith and Fulham Parks and Recreation Team to achieve this vision over the next 10 years. The objectives of the management plan are aligned to the criteria for the Green Flag Award administered by Keep Britain Tidy.

Significantly, the objectives for all of the Management Plans for Hammersmith and Fulham's open spaces have been developed with the wider strategic objectives across the borough in mind. These objectives are defined in the Hammersmith and Fulham Community Strategy and Parks and Open Spaces Strategy.

3.2 Hammersmith and Fulham Community Strategy

The Hammersmith and Fulham Community Strategy's focus is on making improvements that matter to the local community. Developed in partnership with residents, local businesses, voluntary and community groups and the public sector, the Community Strategy puts residents first and provides a vision and framework for the future of the borough:

*To work with the Borough Partnership to **create a borough of opportunity for all.***

The key priorities are to:

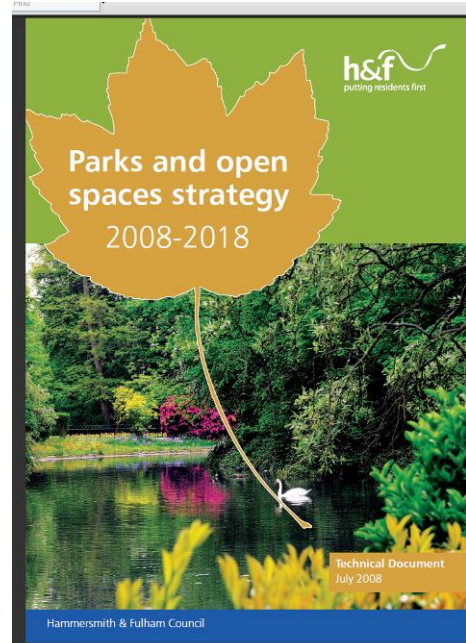
- Provide a top quality education for all;
- Tackle crime and antisocial behaviour;
- Deliver a cleaner, greener borough;
- Promote home ownership;
- Set the framework for a healthy borough;
- Deliver high quality, value for money public services;
- Regenerate the most deprived part of the borough.

3.3 Parks and Open Spaces Strategy

Hammersmith and Fulham's Parks & Open Spaces Strategy encompass all public and private open spaces across the borough including Parks, open spaces, housing open land and civic spaces. It is based on the results of audits, surveys and ongoing consultation and is aligned with key national and regional guidance on open space.

The purpose of the Strategy is to coordinate improvements in provision, quality, management, accessibility and to promote the use and enjoyment of Parks and open spaces to more individuals and groups in the community. Facilities will be improved in response to areas of deficiency identified in the 2006 Open Space Study (Supply) and the Residents Survey (2008).

The Parks and Open Spaces Strategy provides a framework for the delivery of services and future improvement actions for the London Borough of Hammersmith and Fulham, and our community partners and stakeholders involved in providing, managing and enjoying open spaces across the borough. This will



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involve working in partnership both within the council and with external partners and stakeholders, including local residents' and friends' groups. The Strategy will be monitored and reviewed annually to ensure we are working towards the Parks and Open Spaces vision.

The Strategy will be essential in:

- Presenting a framework for protecting and improving Hammersmith and Fulham's Parks and open spaces network;
- Raising standards of open space management and maintenance;
- Informing decision-making for the future of Parks and open spaces;
- Supporting policy development for open space in the borough's Local Development Framework and when negotiating planning obligations;
- Determining capital expenditure on Parks and open spaces;
- Linking into borough wide programmes such as ; Neighbourhood Renewal Areas and the Local Area Agreements;
- Working with partners such as Groundwork West London, Hammersmith Community Garden Association, Urban Studies centre and the Thames Strategy (Kew to Chelsea).

3.4 Significance of Hammersmith Park

As one of the borough's most intensively used open spaces, Hammersmith Park has a variety of facilities and features that assist the council in delivering a Borough of Opportunity.

The table below illustrates how Hammersmith Park contributes to Hammersmith and Fulham's wider strategic objectives.

Table 3.4 Hammersmith Park and Hammersmith and Fulham's Strategic Objectives

Top Quality Education for all	Tackling crime and antisocial behaviour	Cleaner Greener	Framework for Healthy Borough	High Quality Public Services
Playground for supervised play	Parks Constabulary Patrols	Lawn management improving local water, soil and air quality	School Use of Facilities	Accessible facilities for people living with disabilities.
Variety of habitat and wildlife	Accessible facilities for people living with disabilities	Accessible by Public Transport	Safe and accessible paths	Quality site furniture
Historical Interpretation	Inspected and well-maintained facilities	Good pedestrian access to all parts of the site	Well designed and accessible play areas for all people in the community	Community Events
Local history and heritage	Good policies and facilities for safe dog walking	Protecting local urban amenity	Developing health opportunities for the whole community	Sports Opportunities
	Engagement with the local community	Quadron on site park gardener		

The Hammersmith Park Management Plan is the method by which the Parks Department deliver the objectives set out in the Parks and Open Spaces Strategy.

4 Hammersmith Park Key Site Information & Description

4.1 Site Details

Name	Hammersmith Park
Address	South Africa Road, Hammersmith, London, W12 7PS
Contacts	General enquiries: 020 8753 3226 or parks@lbhf.gov.uk
	Friends Groups: <i>Friends of Hammersmith Park</i>
Website	www.lbhf.gov.uk
Grid Reference	OS X (Eastings) 523084 OS Y (Northings) 180674
Designation	Public Open Space
Type of Park	Small local park / open space
Planning Significance	Designated Open Space
Ownership	London Borough of Hammersmith and Fulham
Parliamentary Constituency	Hammersmith
Size	2.9 Hectare
Legal Interest	Land registered to LBHF
Byelaws	LBHF parks and opens space applies to this site - See appendix 6
Access	Park is locked at dusk and reopened at 7:30am
Local Facilities	Tennis Courts and Multi Use court area Bowling Green Children's Play Area All weather football Pitch Water Play Facility (Decommissioned) Japanese Garden of Peace
Transport	Nearest tube stations are Shepherd bush Market and Woodlane The 283 bus from White City provides access to the park via South Africa Road and the 72 and 220 via Frithville Gardens.
Parking	No parking available on site. On street pay and display parking limited

4.2 Location

The park is 2.9 ha in extent and is situated on the south side of South Africa Road. The B.B.C. Television Centre lies to the east of the park, and Batman Close, which is part of the White City Estate, is on the west side; an entrance from Frithville Gardens leads into the southern part of the park. The park contains a lake, which is spanned by a park-horse bridge, and a rock water garden; amenities provided include tennis courts, a bowling green, playgrounds and an all

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weather football facility. An upgrade to this facility is planned for the site in 2012 (See appendix for Play Football proposal)



Figure 4.2 Location Map Hammersmith Park

4.3 Soils

Most of the borough of Hammersmith and Fulham is flat, lying on the flood plain of the Thames, with the land rising very gradually northwards.

The park is located in the London Basin and is sufficiently close to the Thames to be within the river alluvium. The soil is slightly acidic and is well supplied with nutrients.

4.4 Hydrology

Park falls under the general river Thames water basin. There are no surface water courses, but the Park contains a pond in the Japanese Peace Garden.

4.5 Trees, Flora and Fauna

The park has varied selection of trees, hedges, small areas of shrubs, ground cover, bulb planting and different grassed areas typical of municipal parks. They provide structure to the park, screening in some locations, food and habitat opportunities for wildlife and colour and interest throughout the year.

Trees

A selection of specimen trees can be found on site

Hedges and Shrubs

There are four types of hedges in the park

Bulb planting

Approximately 100 square metres of Crocus bulbs are planted in the Japanese Garden

Grass

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There are 3 different types of grassed areas in the park: a good quality fine turf in for the 1: bowling greens, 2: general amenity grass and 3: Conservation long grass, cut once per year. There are several different maintenance regimes for grass maintenance on site.

4.6 Facilities and Features

Hammersmith Park provides a range of facilities and services for formal and informal play, sport, and recreation and for all ages.

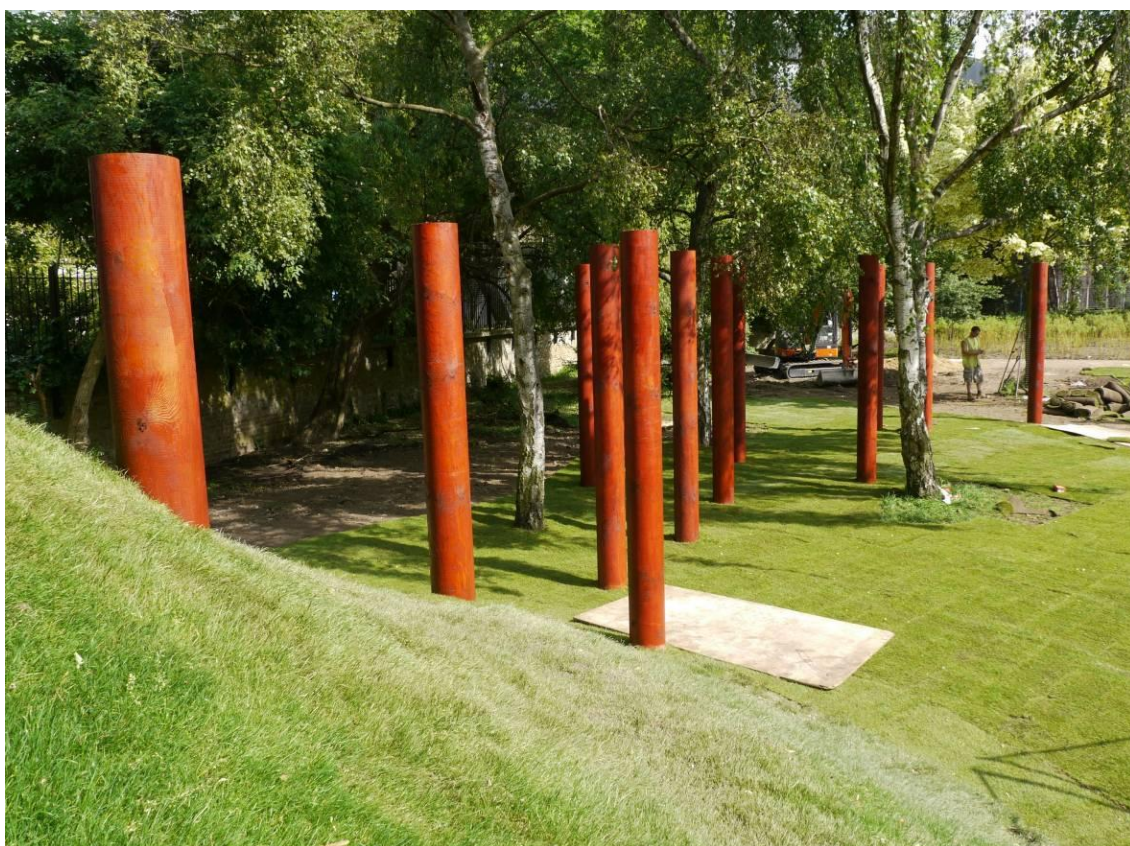


Children's Facilities

In 2010 under DCSF play pathfinder scheme upgrades were made to the existing toddler playground in the park to provide greater facilities for children 8+. These Japanese Inspired improvements included:

- 1) A "Zen" style rock garden to the North of the Peace Garden
- 2) 3 climbing mounds representing a Japanese mountain range.
- 3) Bespoke multi-play forest of Red Poles representing the use of Red in Japanese Architecture.
- 4) Living Willow Maze

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PICTURES OF JAPANESE INSPIRED PLAY IMPROVEMENTS

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Youth/Sports Facilities

The park serves the community and wider park users who are of varied income and cultural backgrounds. There are high numbers of young people (16-25 yrs) and elderly people (over 65 yrs) living in the area. The park currently provides:

- 2 Tennis Courts
- 1 Basketball Court
- 3 7 A Side Floodlight Football Pitches
- 1 Bowls Green

Photo of play football proposal overlaid onto map



park

Hammersmith Park is also the subject of a £2.1 million pound Capital Investment Project with Play Football to provide 3 7 a side and 8 5 a side floodlite all weather pitches, basketball area, pavilion, café, play area, car park all within landscape designed setting. (See Hammersmith Park All Weather Football Facility Proposal) LBHF residents consulted feel this facility will provide much needed modern facilities for the community now and in the future.



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CAFE & CAR PARK PROPOSAL FOR HAMMERMSITH PARK AS PART OF PLAYFOOTBALL PROPOSAL

4.7 Japanese Peace Garden

As well as an important historical feature in the park the Japanese Peace Garden has been designed in such a way to encourage interaction with the landscape as a pleasure ground.



Photo of Japanese garden of peace's interactive quality

Car Park

There is currently a small car park and works yard on site.

Recycling Facilities

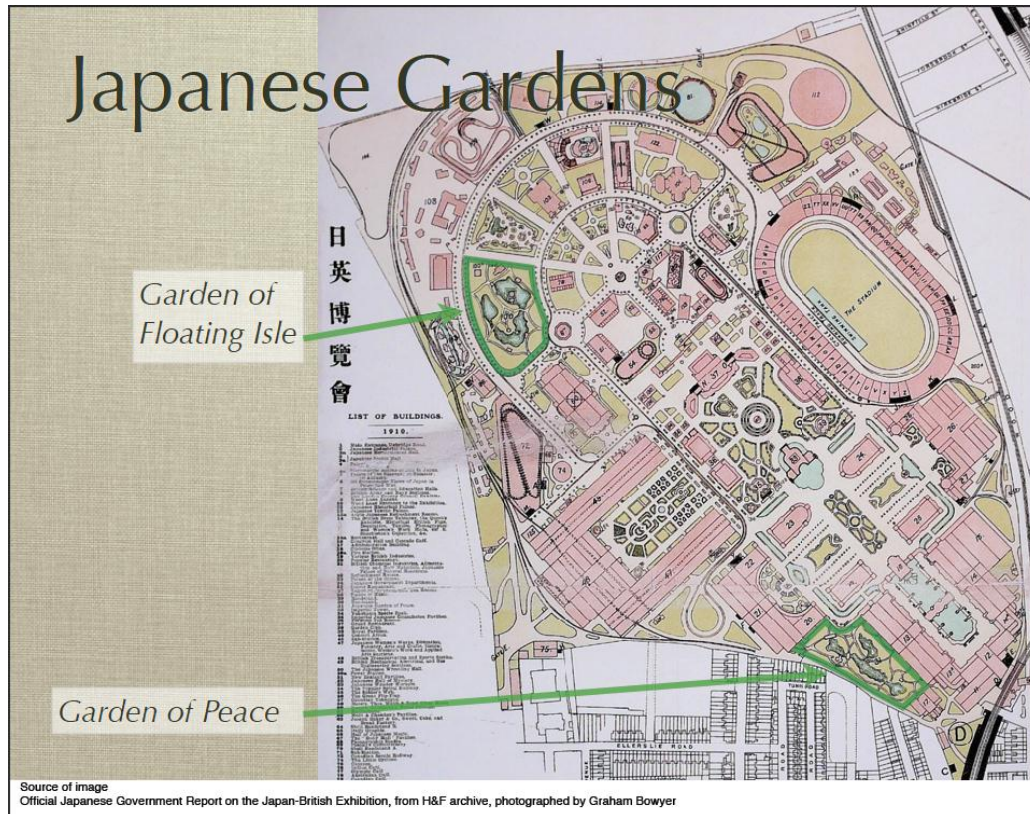
Currently the level of Green Waste generated on site is not enough to recycle green waste on site but in 2010-11 a designated site has been set up at Wormwood Scrubs which takes green waste from borough parks and processes it for use as mulch which is re used in the parks.

Toilets

There are currently no toilet facilities for use by park users, but the Play Football Development proposed for the site will include a café and toilets for parks patrons.

4.8 History of Hammersmith Park

The site of the a park appears to have been demesne land of the Manor of Fulham belonging to the farm known variously as Wormholt Wood Farm and Old Oak Farm* whose buildings lay to the south west. The Cowley Brick Works are shown as standing to the north of the site on the O.S. large scale map of 1894. The area between the site of the farm and Wood Lane became part of Imre Kiralfy's 'Great White City' which housed the Olympic Games of 1908.



Layout Plan for the Great Exhibition Japanese Exhibit

Exhibition halls, pavilions and a large stadium were set in expensive grounds, with the famous 'Flip-Flap', scenic railways and half a mile of artificial waterways, which led to a central lagoon known as the 'Court of Honour', the main part of which is now covered by the B.B.C. Television Centre, although a portion survives in Hammersmith Park. The total area, including railway sidings, extended for 200 acres. The buildings were first used for the Franco-British Exhibition of 1908, which was followed by a series of annual exhibitions, including the Japan-British Exhibition of 1910, in which the Japanese Garden stood where the rock garden in Hammersmith Park is sited. The Anglo-American Exhibition ended when war was declared in 1914; the premises were then taken over as accommodation for troops.

The series of international exhibitions which had made the White City famous was not revived after the war, although from 1921 the pavilions were used for the London section of the British Industries Fair. The stadium was again used for sporting events from 1927, when it was first used for greyhound racing. Most of the site rapidly became derelict, however, and in 1935 the L.C.C. decided to acquire for housing 49.5 acres of the site, which belonged to Shepherds Bush Exhibition Ltd. The compulsory purchase order was confirmed by the Minister of Health in January 1936, and building of the White City Estate commenced in 1938.

The remaining part of the exhibition grounds were requisitioned for military purposes during the Second World War. The L.C.C. decided in 1947 that the site, which consisted of approximately 26 acres, should be compulsorily purchased for housing, open space and other purposes; in 1949 it was found possible to acquire the site by agreement from Shepherds Bush Exhibition Ltd. For £155,000. The L.C.C. agreed to sell 12.8 acres of the land to the B.B.C. for

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development as a television centre in 1950. The Parks Committee of the L.C.C. announced in December 1952 that part of the site, an area of 7.5 acres, would shortly become available for an open space, and it was estimated that the cost of laying out the park would be £49,000.

Japanese Garden History

The Japanese Garden in Hammersmith Park is what remains of a much larger garden created for the 1910 Japan-British Exhibition in White City. 'The Garden of Peace'.

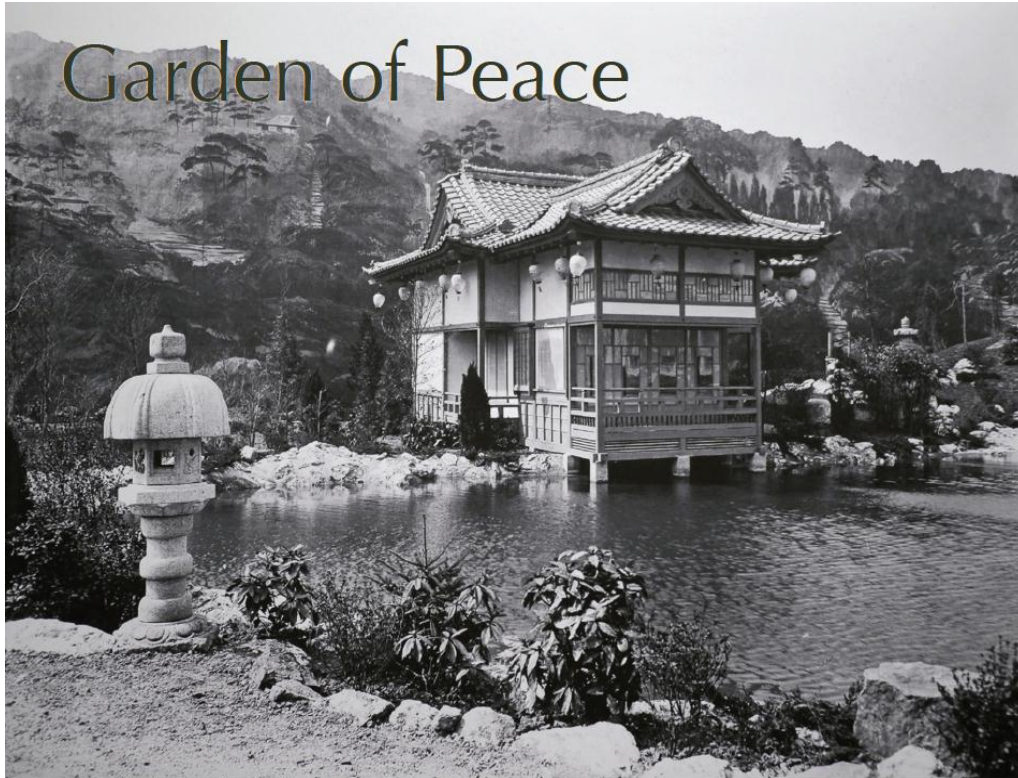


Image from H&F archive, photographed by graham Bowyer

Photo from the Great Exhibition showing the Garden of Peace

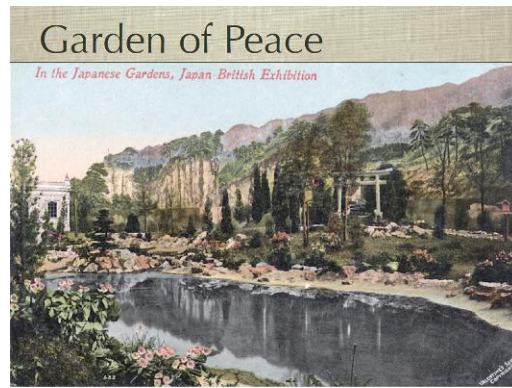
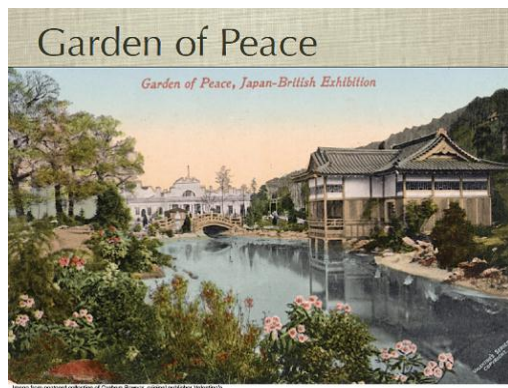
It is a unique place as it is the oldest traditional Japanese garden in a public place in Britain and has now been restored in accordance with the ancient principles and techniques that dictated its creation 100 years ago.

In the 1950's when the original 'Garden of Peace' was partly demolished, the re-configuration was not true to a traditional Japanese style. A restoration project was commissioned in 1999 under the auspices of Groundwork which began the council's commitment to revive one of UK oldest Japanese Gardens in a public park. Another restoration project was undertaken in 2010, the objective was to reinvigorate the traditional aesthetic that makes the gardens so special. In old Japanese, garden design and rock setting share the same expression (Isi wo taten koto). This gives an idea of how fundamental the rock configurations are to the meaning of the garden. Hammersmith & Fulham Council commissioned Churchman Landscape Architects to rebuild a true Japanese 'Stroll Garden' as once stood here. This project has been developed in association with Japanese landscape architect Yoshi Uchida and engineer and traditional Japanese garden expert Saturo Izawa. Their direction of the traditional techniques of rock setting have returned the garden to harmony.

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Map: Showing site of the White City Great Exhibition site super imposed onto modern map of Hammersmith.



Postcards: From The Great Exhibition depicting “The Garden of Peace”

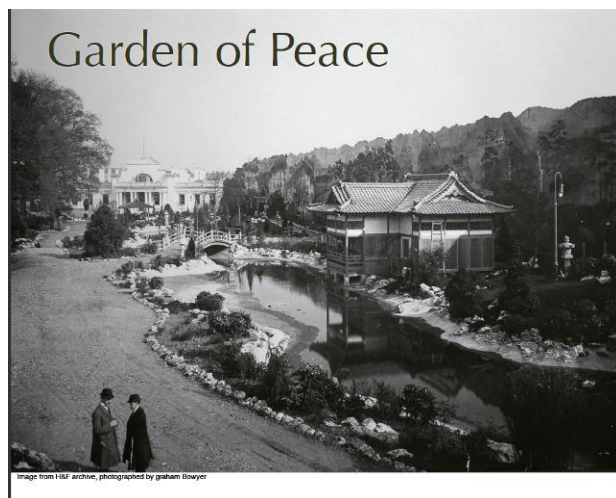


Photo: Showing “The Garden of Peace” in 1910. Now the site of Hammersmith Park.

4.9 Present User Profile

Hammersmith Park is an extremely popular park that serves a variety of users from all backgrounds. In the 2008 Resident survey Hammersmith Park was the 6th most popular park of the council's 52 open spaces. The mix of features and facilities and good transport links ensure that the park is a destination for residents in Hammersmith and Fulham.

The park serves a mixed community with a range of income and ethnic groups represented. There are high numbers of young people (16-25 yrs) and elderly people (over 65 yrs) living in the area.

4.10 Management Team

The Bi-Borough Parks team, located at Holland Park, coordinate the management of Hammersmith Park and green spaces across the borough. They are guided by the Open Spaces Strategy and the Parks Asset Management Strategy and Plan which are currently being developed.

The Bi-Borough Parks Manager has the overall responsibility for the ongoing development and maintenance of the borough's parks, open spaces, cemeteries, sports facilities and leisure centres.

The Bi-Borough Senior Project Manager is responsible for implementing the Strategic Vision for the borough's Greens and Open Spaces and delivering improvement projects in open spaces. Community Liaison work with local stakeholders, including Friends of Park's Groups, ensures that parks meet the current and future aspirations of all users to deliver capital projects and develop policies.

Grounds Maintenance operations are managed by the Bi-Borough Parks Manager who is responsible for managing the Grounds Maintenance Contract and small Parks and Cemeteries Team.

External contractors, Quadron Services Limited, undertake grounds maintenance in Hammersmith Park and report directly to the Bi-Borough Parks Manager. A dedicated work group based in the Green generally carries out the day-to-day management and maintenance. Quadron Services' Grounds Maintenance Manager oversees a workforce of 70 ground staff that provides the litter picking and horticultural works element to the Open Space and they place particular emphasis on the interface between Hammersmith and Fulham and the Green's users.

4.11 Security

The Bi-Borough Parks Police Service, based at Holland Park, patrol the Green and are responsible for enforcing the Green's Byelaws and providing a visual presence enhancing the sense of safety and security in Hammersmith Park. They are also responsible resolving anti-social or nuisance disputes and issuing fixed penalty notices for failing to pick up after dogs, littering and antisocial behaviour.

4.12 Stakeholders

There are a number of groups with which the council has been actively engaging, particularly recently.

- **Friends of Hammersmith Park**
- **The Japanese Garden Society**
- **The QPR Community Trust**
- **Hammersmith Homes Residents**

4.13 Activities and Events

There are a few activities that currently occur throughout the year, both informal and formal, that benefit the Park and wider community. These include the popular

- Hammersmith Park Garden Festival linked to the Japanese Garden of Peace,
- Japanese Garden Society Annual Pond Clean up with Nippon Ltd
- Queens Park Rangers F.C Extra Time programme at all weather courts and bowls club engaging over 55's in the area staying involved in sport.

4.14 Awards and Achievements

Hammersmith Park has the ambition to become a Green Flag status park within the near future. This will only be achieved, given the Council's current financial situation, through a vigorous programme of fund raising by Friends of Hammersmith Park the Japanese Garden Society and the efficient delivery of the envisioned projects like PlayFootball proposal to bring about the required changes to the fabric of the park.

4.15 Leases and Covenants

Site is owned by the Mayor and Burgesses of the London Borough of Hammersmith and Fulham.

The Council is currently undertaking work to outsource the All Weather Football facility to Play Football.

PlayFootball
The Offer Summary



- PlayFootball.net
- Capital Investment £2.1m
- 35 year agreement.
- A one-off capital payment of £75,000 to further develop the surrounding park
- Up to £5,000 to fund free bookings to provide alternative facilities to the existing users whilst the development is underway.
- A design which fully integrates with the surrounding of the park
- 3 x 7 side, 8 x 5-side. Flood light provision until 10pm
- Substantial free use through the provision of 1 five a side pitch and 1 seven a side pitch which will be accessible at no cost to registered local residents
- Discounted use for schools

5 Vision for Hammersmith Park

“To encourage healthier lifestyles, strong inclusive communities and



an appreciation of nature through the provision of an attractive, high quality space with facilities that are safe, clean, sustainable and accessible to all”.

6 What we want to achieve

This section presents the aspirations and actions for Hammersmith Park from 2012 – 2022. The format is closely aligned to the key criteria set by for the Green Flag Award. The current status of the Green, measured against the Green Flag criteria highlights current condition, recent development and areas for improvement. Objectives have been developed based on our assessment of the current status of the park. They define our intentions for achieving the vision for the park. The management actions that follow the objectives describe how we will allocate funding and resources and monitor our progress toward achieving our vision.

The Key Green Flag Criteria are:

- Creating a Welcoming Space

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- Ensuring the Park is Healthy, Safe and Secure
- Keeping the Park Clean and Well Maintained
- Sustainable Management of Resources
- Appropriate Management of Conservation and Heritage Features
- Encouraging Community Involvement
- Marketing the Facility Effectively
- Implementation of Effective Management Strategies

The vision and objectives for Hammersmith Park are aligned with and may be in addition to the Hammersmith and Fulham Community Strategy, the Council's corporate objectives, the 2008 Hammersmith and Fulham Parks and Open Space Strategy vision and objectives and the Parks Asset Management Strategy.

The Management Actions described in the following section include likely timeframes, responsibility for implementation, cost estimates and funding sources. Most of the Management Plan objectives have specific actions against them and have come about from any of the above mentioned inter-linked strategies. In some cases the objective relates to *how* we work. In these cases there will be no related actions. This information will be reviewed regularly and is expected to evolve as opportunities arise.

6.1 Creating a Welcoming Park

The overall impression for someone approaching and entering the site should be positive and inviting.

Features of particular importance are:

- *Good and safe access*
- *Effective signage to and in the park; and*
- *Equal access for all members of the community.*



6.1.1 Current Condition and Issues

Access and Transport Options

Hammersmith Park is accessible to wider community using a variety of transport modes (as mentioned in Section 4 above).

It is an open site but the Tennis courts are locked from dusk until 9.00am. The playground is signposted to be open for use between 7.30am and dusk. There is limited pay and display parking available in the surrounding streets.

Visitors travelling by London Underground can alight at White City underground station or Wood Lane station and the park is a short 5 minute walk.

The 283 bus stops on South Africa Road near the Park and the 72 and 220 stop on the white city side and can access from Frithville Gardens side these bus route runs frequently Monday to Sunday.

Pedestrian access to Hammersmith Park is via entrance on South Africa Road, Batman Close and Frithville Gardens.

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All entrances are wheelchair accessible and footpaths link all areas and points of interest in the park.

Signage and Information

The size, layout and variety of features in Hammersmith Park require careful consideration

Over the years, as signage design and messages have changed, more signage has been added. Unfortunately this signage, mostly highlighting prohibited activities, has contributed to visual clutter throughout the park. The Signage Improvement Project aims to remove this unnecessary clutter to improve the welcoming feel of the park and encourage responsible park use through a consistent information format. Flyposting is also a significant issue in the borough's parks and open spaces. This is addressed in the next chapter of the management plan.



Photo of Entrance Signage



Site Facilities and Furniture

The standardisation of all our furniture is important to provide a consistent approach to our maintenance and create a house style for the park and make the site more welcoming.

Good quality, durable benches, waste bins and dog bins are located conveniently around the site. An asset management plan has been developed to ensure that there is a continuous programme of maintenance, adequate provision and replacement of all our assets. While there may be community wishes to increase the number of benches in some areas of the park, it is expected that the Asset Management Plan and supporting documents will better depict the current need in the park for further future considerations.



Photo of some of the Park Furniture on site

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The design and condition of shrub beds planting, trees, facilities and features in Hammersmith Park contribute to the visitor experience and satisfaction with the open space.

Surfacing in Hammersmith Park includes tarmac, gravel and concrete footpaths as well as stepping stones in Peace Garden that link all areas and points of interest in the park. Safety matting is also present in the playground and safety grass has recently been installed around the 3 mounds after the original turf surface which showed signs of excess wear.



Photo of Turf v Safety Grass in use on the Mounds

The facilities and features are accessible to visitors with pushchairs or those in wheelchairs or with other mobility impairments.

6.1.2 Objectives

- 1 . Enhance boundary treatments, gates and access paths to allow for the most appropriate access arrangements in Hammersmith Park.
- 2 . Ensure fencing, gates and access paths are maintained to a consistently high standard.
3. Improve the signage situation in and around the Park, remove clutter and provide better directional and interpretive signs within the Park.
4. Meet the accessibility requirements of all users.
5. Provide everybody with a range of high quality, well-maintained and relevant facilities that are accessible, safe, and clean.

6.1.3 Management Actions

#	Description	When	Who	Budget (£000)	Source	Secured
Objective 1. Enhance boundary treatments, gates and access paths to allow for the most appropriate access arrangements in Hammersmith Park.						
1	Review entrance at South Africa Road. Potential to improve under The PlayFootball proposal	2014/15	Parks Development	£20K	Capital	Yes
Objective 2. Ensure fencing, gates and access paths are maintained to a consistently high standard.						
2	Complete Asset Condition Survey for Hammersmith Park and prioritise any upgrades linked to Play Football proposal.	complete	Parks Development	£24K	Capital	Yes
3	Price up necessary improvement to current access points.	complete	Parks Development	Staff time	Capital	Yea

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#	Description	When	Who	Budget (£000)	Source	Secured
Objective 3. Improve the signage situation in and around the Green, remove clutter and provide better directional and interpretive signs within the Park						
4	Update agreed LBHF parks signage at main and secondary access points on site in line with other LBHF parks.	Complete	Parks Development	£5K	Capital	Yes
5	Work with Park Friends and Japanese Garden Society on updating interpretative signs at Hammersmith Park potential link to Play Football Café.	Delayed due to playfootball 2014/15	Parks Development	£5K	Capital	Yes
Objective 4. Meet the accessibility requirements of all users						
6	Review access arrangements to all park facilities to ensure all facilities accessible to park users. Linkage to potential PlayFootball development.	2014/15	Parks Development	?	Capital	?Yes
Objective 5. Provide everybody with a range of high quality, well-maintained and relevant facilities that are accessible, safe and clean.						
7	Review Parks Asset Condition survey and highlight priority replacements to ensure continuity in site furniture.	2013/14	Parks Development	£5K	Capital	Yes

6.2 A Healthy, Safe and Secure Park

The park or green space must be a healthy, safe and secure place for all members of the community to use. Relevant issues must be addressed in management plans and implemented on the ground. New issues which arise must be addressed promptly and appropriately. Particularly important issues include:

- *Equipment and facilities must be safe to use;*
- *The park must be a secure place for all members or the community to use or traverse;*
- *Dog fouling must be adequately dealt with;*
- *Health and safety policies should be in place, in practice and reviewed; and*
- *Toilets, drinking water, first aid, public telephones and emergency equipment where relevant (e.g. lifebelts by water) should be available on or near the site and clearly signposted.*



Photo: Playground in Hammersmith Park

6.2.1 Current Conditions and Issues

Safety and Security of Parks Visitors

The Parks Resident Survey in 2008 indicates that safety and quality facilities are important factors influencing how all park and open spaces are used in the borough. We recognise this and prescribe safety by design principles wherever possible throughout the Park.

A well-used open space is often a safer public space and the greater the perception of safety. Anti-social behaviour has been regularly reported, particularly in the Playground and North of the tennis courts. Muggings are not unknown within the last five years. The existing Serco Yard and old water play area known to be used by drug dealers who take advantage of its dilapidated state of this area. If these facilities continue to deteriorate this will make this problem worse; it is well known that poorly maintained facilities encourage greater crime and anti-social behaviour.

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The council has adopted a new set of open space byelaws, which have been agreed by the Secretary of State in 2011. These provide a more comprehensive set of regulations for improving nuisance and anti-social behaviour across all of our open spaces.

It is widely accepted that encouraging a greater level of use of a public space provides more natural surveillance and reduces people's sense of fear. Improving sightlines, minimising hiding places and blind spots where possible, especially around entrances shall remain key priorities of our development programmes.

Due to the number of visitors, and partners working visibly within the Park, security in the park has improved remarkably in the past few years. The site benefits from having a fixed gardening team on site based in the park.

The most sustainable solution for future safety and security on the park is to ensure that Hammersmith Park is a well-used and respected facility. With trained static staff and sensible management of planting and trees, we can provide a safe and secure facility for the local community. Incorporating the local knowledge and expertise of our partners is essential to ensure effective management and development of the Green. Our partners in this goal include:

- Quadron Services Limited;
- Parks Constabulary;
- Local Metropolitan Police Beat Manager;
- Friends of Hammersmith Park;
- The Japanese Garden Society
- Hammersmith Homes Residents from White City Estate
- Safer Neighbourhood Teams.

Collaborative partnerships between service providers, enforcement agencies and customers is very important for the continued effective management and enjoyment by all of our open spaces.

Maintenance work is undertaken all year round to ensure that the site is kept clean and safe. Contact information is available on the notice boards and Grounds Maintenance Staff are able to respond quickly to any relevant safety issues arising.

Asset Lifecycle Management

The Parks Asset Management Strategy and Plan will guide the planning, acquisition, maintenance, renewal and disposal of assets as laid out in the yearly Works Plan that will also feed into asset specific lifecycle management. The Works Plan has been based on a primary assessment of Council's parks hard assets including:

- The physical condition of existing assets.
- Forecasted asset life expectancies in years.
- Forecasted valuation of existing assets.
- Projected annual maintenance costs for each asset category.

This new Asset Management Plan includes Lifecycle analysis which will continue to highlight the most effective and safe outdoor furniture for parks over time. The primary assessment undertaken is planned to be repeated every three years to pick up on slowly failing assets and any assets that may be missed by other teams patrolling the parks on a more regular basis.

Inspection Regimes

Inspections and monitoring is a collective responsibility. Parks Constabulary, the local community, and the Small Works Team all report any issues to the relevant council department. Grounds Maintenance Monitoring Officers perform more formal inspections of the site on a regular basis. (Appendix 1) Inspection schedule

More systematic inspection of the park is by Grounds Maintenance Monitoring Officers who assess Hammersmith Park on a monthly basis as part of the service's Key Performance Indicator reporting. This is an assessment of the contractor Quadron Services Limited's

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performance against the specification of the Grounds Maintenance Contract. The condition of seats, litterbins etc is undertaken on a daily basis by Parks Constabulary

Unsafe facilities are repaired or replaced immediately to ensure user safety and discourage vandalism. Quadron Services Limited are contracted to report defects on a weekly basis.

The council fulfils its legal obligations to regularly inspect and maintain trees in our parks by carrying out a full survey of all trees in parks every three to four years. There are also more frequent, less detailed inspections of trees in areas of higher public use such as along footpaths and around sports pitches and play areas.

Playground Safety

ARD Playgrounds are specialists in the inspection, repair and maintenance of children's play areas; working closely with Hammersmith and Fulham Council on our outdoor play facilities. Playground equipment is inspected by ARD quarterly with any defaults recorded and reported. Fixes are then undertaken either by ARD or the Small Works team. (See Appendix 15) ARD Play Inspection for Hammersmith Park

The playground in Hammersmith Park is designed for children of the ages 2 years to 11 years. All playground equipment in the park is surrounded by safety surfacing which complies to BSEN1177, The recent play upgrades in 2010 have added Safety Grass on the mounds and sand gravel mix in the Zen rock garden which add an element of managed risk in play encouraged by Play England (Policy Briefing 6 Play England Managing Risk in Play Provision)

Parks Constabulary

The Parks Constabulary was established to reduce crime and antisocial behaviour in the boroughs parks and open spaces. The team is comprised of 1 Inspector, 20 Constables and 3 Sergeants providing a uniformed patrol service for the borough's 54 parks, open spaces and cemeteries.

There is a dedicated Parks Constable for Hammersmith Park who has in-depth local knowledge of the site's issues and also aims to build closer liaison with residents. The constabulary operates 365 days a year. Patrolling commences at 6am daily and finishes at 12.30am during the summer months and at 10pm during the winter months. In practice it is very difficult to make contact with the Police between 12 midnight and 7 a.m. The parks constabulary's duties include:

- Locking and unlocking the park;
- Dealing with fly-tipping in the park;
- Reporting crime within the park;
- Detaining offenders;
- Assisting the Metropolitan Police at Fulham Football Club matches in the nearby area;
- Enforcing byelaws;
- Security at park events such as fireworks, the University Boat Race and flower shows;
- Assisting with the Junior Citizens' Project;
- Training the borough's street wardens;
- Attending park user group meetings;
- Safety checks on play equipment;
- Lost property;
- Truancy patrols;
- Recovery of hypodermic needles;
- Recovery of stolen motorcycles;
- Securing the landing site for the Helicopter Emergency Service (HEMS);
- Assisting the borough's emergency planning unit during major incidents such as major gas leaks and terrorist attacks;

- Rounding up of stray dogs within parks.

Enquiries about our Parks Constabulary should be directed to:

Inspector Stan Davies
Stamford House
25 Cathnor Road
London
W12 9PA
Telephone: 020 8740 3417, Fax: 020 8740 3418
Email: parksconstabulary@lbhf.gov.uk

Hammersmith Park is mostly an open park however the tennis courts and basketball area are locked and unlocked by the Constabulary.

This is a busy park, in summer especially, and is very popular with families with young children who use the playground daily, with many children from the surrounding schools and local White City Estate visiting the park on a regular basis. The playground is part of an inspection programme carried out by constabulary.

Encouraging Responsible Dog Ownership

Dogs and dog owners are significant users of the Park. At their best they bring life and energy to the Green and their owners provide surveillance during early mornings and late evenings.

It is extremely important, however, that dogs are controlled as they can also cause problems if their owners are irresponsible; over the years owners have also been known to train their dogs in inappropriate behaviours by simulating attack behaviours on trees.

The children's play area is a designated dog free area in the park to protect the health and safety of children from dog fouling and dangerous dogs.

Managing dog waste is also a significant issue across the borough's parks and open spaces. Dog bins in the park are emptied by Quadron and regular inspections address the disposal of stray dog waste.

The Park is a designated Dog Control Zone. The control of Dogs in the borough is the responsibility of the Parks Constabulary and Police. The following dog control orders took effect in Hammersmith and Fulham on 15 March 2007. Failure to comply with these orders will mean a £75 fine or prosecution.

- Fouling of Land by Dogs Order;
- Dogs on Leads by Direction;
- Dogs on Leads Order;
- Exclusion of Dogs Order;
- Maximum Number of Dogs Order.



Council Good dog guide:

It is essential that dog owners act responsibly by:

- Picking up after their dogs immediately. This is a legal requirement under the Dogs (Fouling of Land) Act 1996 which is now superseded by the dog control zone and Environmental protection act legislations
- Keeping an eye on their dogs at all times, preventing them from causing a nuisance or entering spaces that are obviously not designed for them such as playgrounds.
- Respecting other Green users.
- Respecting the trees and equipment on the Green, not allowing their dogs to maul or damage them.

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The Parks Constabulary is responsible for the coordination of a proactive programme of dog education and enforcement with relevant agencies.

Dog walkers represent 20% of visits all visits to parks and open spaces across Hammersmith and Fulham. Therefore the safety of Green users relies heavily on responsible dog owners and effective enforcement against dog fouling, irresponsible owners and dangerous dogs.

Borough Action for Responsible K9s (BARK) is a multi-agency group that proactively tackles irresponsible dog owners. BARK is a joint project between the Council, H&F Homes, local 'Safer Neighbourhood' Police, the Mayhew Animal Home and the RSPCA. It is responsible for promoting responsible dog ownership in the borough and for tackling dangerous dogs. Feedback from local Brook Green residents indicates that this site is of only limited practical use.

BARK operates regular proactive patrols of the borough to educate the community on dog health and welfare, responsible partnership and dog related legislation. We also visit properties where we have been made aware of a dog related welfare complaint or environmental concern such as fouling or noise or where we suspect a banned type dog is being kept.

Anti-social behaviour in parks

As with all open parks in large cities, there are problems with antisocial behaviour such as drunks, drug users, vandals and rough sleepers who all have the ability to cause safety concerns to themselves and others by defecating and urinating in the public, discarding sharps and other litter unsafely, breaking equipment and generating noise nuisance.

While councils undertake much more comprehensive programs to combat the issues associated with drug and alcohol abuse, homelessness and civil disobedience, the parks department focuses its efforts on providing parks that are safe, clean, accessible to all and welcoming. Therefore, we take our responsibility to design and administer parks in a way that will provide this seriously while trying to ensure we do not merely shift problems to other areas. The Parks Department consult with the Safer Neighbourhoods team in order to investigate viable design options for reducing litter, noise and safety issues created by anti-social behaviour in our parks. The Parks Constabulary are also instrumental in caring for our parks in this way. 5 successful Mayor of London's "**Safer Parks Awards**" in 2011 and reducing crime stats in many parks, shows that their engagement with community partners on crime is working

Owing to the position and layout of the park passive surveillance is limited closest to the BBC site but residents from the local White City Estate on the Batman Close perimeter provide essential eyes and ears for Hammersmith Park.

LBHF Parks Recorded Incidents – Parks Police Service			
PARK Name	2013	2014	2015
Bentworth Road	0	0	
Bishops Park	98	117	
Brook Green	13	11	
Cathnor Park	3	7	
Eel Brook Common	15	26	
Frank Banfield Park	17	31	
Furnival Gardens	15	34	
Godolphin Road	7	4	
Gwendyr Gardens	19	26	
Hammersmith Park	11	16	
Hurlingham Park	12	19	
Lillie Rec	14	24	
Marcus Garvey	9	12	
Norland North	5	4	

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Normand Park	23	47	
Parsons Green	3	3	
Ravenscourt Park	76	143	
South Park	28	35	
Shepherds Bush Green	22	28	
St Johns Church	0	0	
St Pauls Open Space	0	1	
St Peters Square	2	4	
Starch Green	2	1	
Wendell Park	5	7	
Wormholt Park	12	20	
William Parnell Park	5	8	
Wormwood Scrubs	58	62	
Margravine Cemetery	22	25	
Incidents include all Crime, Byelaw & ASB detected & dealt with by Parks Police Service during the calendar year			

Table: Showing Parks Constabulary crime stats for LBHF Parks 2009-11

How our Contractors Manage Health and Safety

Quadron Services undertake the operational grounds management and maintenance of the Borough's Greens and open spaces.

The Health and Safety at Work Act 1974 imposes a statutory duty on employers to ensure in so far as is reasonably practicable the health and safety and welfare of their employees whilst at work and any other person who may be affected by their business activities. It is therefore our policy to comply, through normal operational activity, with the 1974 Act, all applicable Regulations and other legal requirements relating to health and safety.

Health & Safety is amongst the measurable indicators of overall business performance, and our contractors will therefore constantly seek to improve their Health & Safety performance (see Appendix 7) QSL Health and Safety Policy

Employees also have a statutory duty to take care of themselves and others who may be affected by their acts and omissions. To enable these duties to be carried out, it is our intention to ensure that responsibilities for Health and Safety matters are effectively defined, assigned, accepted, understood and fulfilled at all levels within the council and users of our services.

The Company's Health & Safety Policy will be reviewed at least annually, and revised as and when necessary. All employees have a responsibility to comply with the provisions for the organisation and arrangements for health and safety as set out in the Company's Health & Safety Policy manual.

There have been no reported incidence of injuries or accidents report by our contractors or to the members of the public for this site.

The operational safety of tree contractors when working in parks is closely monitored. Any tree company working without the correct safety precautions and equipment would have their contract cancelled. Risk assessments are made by the Arboriculture Officer when specifying work and by the contractor before carrying it out.

Health and Safety around trees

Where management of trees is necessary the priority for management of the borough's trees is public safety. Tree pruning, felling and planting will always be guided by the health and safety of the public, council officers and our contractor's employees.

Management of the tree population (the number, density, species choice and location) is important to ensure the safety and perceived safety of park users (e.g. trying not to obscure lamp columns or obstruct emergency access routes.) The management of individual trees is also important to ensure the safety of the public (e.g. to ensure they have no major defects such

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as fungal decay that might cause structural failure of the trunk or branches.) Pruning of park tree branches where these might obstruct the adjacent highway or paths and play areas within the parks is done routinely. Basal growth' (tree shoots that grow at the bottom of some types of tree) is cut 3 times each year to help keep sight lines clear, and to make it easier for pedestrians to pass. During storm conditions parks are usually closed to prevent public access for safety reasons

Signage Safety Information

Signage is an important tool for communicating to the public and sharing information. There is signage installed at park entrance and within the park mostly to ensure safe and responsible use of the park: They outline the parks do's and dont's (Byelaws) such as keeping the park tidy and the requirement that Green users use the bins and dog bins provided. The Parks Constabulary contact details and other relevant services are also displayed.

Information for emergency contacts, public telephones, hospital, and local services is planned to be provided on the new main park signage in 2012

Where there are any defects or dangerous structure the public will be informed by a public notice and area cordoned to prevent access or use if necessary.



Signage: Interpretation signage in “The Garden of Peace”

Encouraging Healthy Lifestyles

Hammersmith and Fulham Council have developed the Sport, Health and Physical Activity Strategy to provide a plan that encourages healthier communities through getting involved in sport. The Sports and Physical Activity Strategy sets out the Council's plans to:

- Promote and encourage participation in sport and physical activity and the involvement of local people in the staging of the Olympic and Paralympics London Games in 2012.
- Use sport and physical activity to assist people in improving their physical and mental health through the adoption of healthier lifestyles.
- Create pathways for personal development at all levels in a wide range of sports activities via sports clubs and governing bodies

Hammersmith Park provides ample opportunities for formal and informal sports and active lifestyles. Active participation in sport, health and physical activity contributes to:

- Developing sporting, health and fitness skills for children young people and adults;
- The enjoyment of life in the borough;
- The health fitness and well being of our community.

Hammersmith Park is an important borough facility where Hammersmith and Fulham Council can promote healthy living through the practical provision of play facilities, tennis and basketball courts which is complemented with the many informal recreational uses that occur in the park.

Dog walking, walks, Tai Chi in the Peace Garden all play a role in encouraging healthy living in the area.



Info: Hammersmith Park Playfootball.com proposal to benefits the local community.

During 2012 The Play Football Capital Investment Project will provide the biggest investment to sport and the fabric of the park to date with over £2 million being invested in 11 all weather courts, pavilion, café and ancillary sports provision (See Appendix 17)

6.2.2 Objectives

6. All park facilities, features and trees to be inspected regularly and maintained providing a safe, secure and inclusive space.
7. Work with local residents, parks constabulary, police and other stakeholders to increase informal surveillance of the park and enforce park byelaws.
8. Address all safety issues promptly and effectively through timely monitoring and reporting.
9. Encourage responsible dog ownership through education, and active enforcement by Parks Constabulary.
10. Reduce anti-social behaviour however is appropriate.
11. Enforce safe working practices to protect all park staff and visitors.
12. Review safety signage to ensure the safety messages are being clearly understood.
13. Encourage healthy lifestyles through Park facilities.

6.2.3 Management Actions

#	Description	When	Who	Budget (£000)	Source	Secured
Objective 6. All park facilities and features to be maintained providing a safe, secure and inclusive space						
	Four monthly inspections by Small Works Team.	On going	Parks Ops	Nil	Revenue	Yes
	Audit of park facilities and features as part of the Asset management plan	Complete	LBHF Asset Team	£5K	Revenue	Yes
	Audit of park play ground facilities and features and repair/replace as soon as possible	On going	Parks Ops / Small Works Team	?	Revenue	?
Objective 7. Work with local residents, parks constabulary, police and other stakeholders to increase informal surveillance of the park and enforce park byelaws.						
	Schedule regular meetings with	Bi-annual	Parks	Staff		

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stakeholder groups		Development	time		
Encourage use of GreenSTAT to gather information about issues in the park	discontinued	Parks / Friends	Staff time		
Objective 8. Address all safety issues addressed promptly and effectively through timely monitoring and reporting					
Use of CONFIRM system to record reported safety issues within the park and report to relevant party to rectify.	Ongoing	Parks Ops	Staff time		
Grounds Maintenance contractors reporting of incidents as and when they happen	Ongoing	Parks Ops	Staff time		
Ensure complaints are addressed promptly.	Ongoing	Parks Ops	Staff time		
Objective 9. Encourage responsible dog ownership through education, and active enforcement by Parks Constabulary;					
Continue to support BARK initiatives and ensure publicity is given wherever possible	On going	Parks Const	Staff time		
Ensure signage is clear and concisely explains responsible dog ownership	Ongoing	Parks Const	£2k	Capital	Yes
Objective 10. Enforce safe working practices to protect all park staff and visitors					
Contractors to work within GM contract specification and existing H&S policies.	Ongoing	QSL	Staff time	Contract Budget	Yes
Implement the Health and Safety Policy. Review all staff training and update as necessary	Ongoing	QSL	£9k	Contract Budget	Yes
Objective 11. Reduce anti-social behaviour however appropriate.					
Continue to work with the Parks Constabulary and Safer Neighbourhoods Team to make parks safer	On going	Parks Const	Staff time		
Investigate design options for assets to reduce antisocial behavioural issues where new assets are required Designing Out Crime	On going	Parks Development	?	Capital	Yes
Objective 12. Review safety signage to ensure the safety messages are being clearly understood					
Update of borough wide signage	On going	Parks Development	?		
Undertake review of signage and make changes where required	On going	Parks Development	?		
Objective 13. Encourage healthy lifestyles through Park facilities.					
Investigate the possible introduction of further facilities or provision for sport within the park through the Play Football proposal	2014/15	Parks Development	£75,000	Capital	Yes

6.3 A Well Maintained and Clean Park

For aesthetic as well as health and safety reasons issues of cleanliness and maintenance must be addressed, in particular:

- *Litter and other waste management issues must be adequately dealt with;*
- *Grounds, buildings, equipment and other features must be well maintained; and*
- *A policy on litter, vandalism and maintenance should be in place, in practice and regularly reviewed.*



6.3.1 Current Condition and Issues

In order to keep abreast of community views about Hammersmith Park toward the management and maintenance of open spaces Hammersmith and Fulham council carried out a major review of the parks and open spaces service in 2006/07 and updated the 1998 resident survey in 2008. Also, the Grounds Maintenance Operations contract was market tested during 2007. Quadron Services won the tender to supply Grounds Maintenance Services to the Borough's park, open spaces and cemeteries in 2007.

Park users are also able to place a request for maintenance on any issue they note within the parks via the phone numbers posted on the Park signage. This is explained further below. We also encourage park users to use an online reporting system to report a problem with a tree in a park.

Litter and Waste Management

Hammersmith Park is used extensively by a variety of groups and individuals and litter is a serious management issue, especially during the weekend when the park is not staffed. A quality standard has been set in the grounds maintenance contract specification which is based on the Environmental Protection Act 1990 grades and also provides response times to return a site to acceptable standards.

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Litterbins are emptied on a daily basis and are not permitted to remain filled for more than 24 hours. Contract staff also litter pick across the park and undertake regular inspections to address the disposal of stray dog waste. The Parks team work closely with the Constabulary and Communications team to educate, inform and enforce the council's litter policies.

Sustainable waste management is a high priority for the Council and Hammersmith Park has a role in demonstrating its feasibility across the parks network. The Parks Department is currently investigating options to install recycling facilities in the Park.

Green waste is currently removed from the site as per the contract agreement with the grounds maintenance team. A borough wide green waste facility is currently in use at Wormwood Scrubs to collect, process and reuse green waste within the borough.



Inspection and Maintenance operations

To ensure that Hammersmith Park maintains its high standard of grounds maintenance the site has its own work plan. Routine inspections specifically to ensure the site is safe, secure and tidy is undertaken by the Constabulary. Our contractors and Park Staff are directly responsible for a wide range of maintenance and horticultural operations in the green. A recent site survey developed as part of the Parks Hard Asset Management Plan has allowed the Parks Department to undertake a stock take of all hard assets in Hammersmith Park and other parks in the Borough.

The ground maintenance contract specification also provides a comprehensive and detailed description of the tasks and expected quality of services for maintaining all of the council's open space. (Appendix 1 and 2)

The council fulfils its legal obligations to regularly inspect and maintain trees in public places by carrying out a full survey of all trees in parks every three to four years. Trees are pruned every three to four years if required, although some larger trees are pruned more regularly. Occasionally trees work is undertaken if they need attention before they are next due to be pruned.

The Small works team are employed to undertake any reactive maintenance in Hammersmith Park and also undertake inspections of the park on a regular basis.

Graffiti

All graffiti whether reported by the public or by council officers is actioned by the Cleaner Greener team who will remove offensive graffiti within 24 hours and other less offensive within 72 hours. There is a hotline advertised on site and information to report all issues on the park entrance signage.

Flyposting

"Flyposting" is a significant management issue in Hammersmith Park and across the rest of the network. Flyers advertising commercial and community events and services regularly appear

tied to railings and attached to trees. This practice is unsightly and contributes to a sense of clutter and untidiness in the park.

In order to reduce the prevalence of fly posting the Parks and Recreation Service has designed a new temporary notice holder for official notices of works, events, meetings and warnings.

6.3.2 Objectives

14. Ensure high standards of maintenance for play areas, lawns, trees and shrubs, user facilities and park features.

15. Provide adequate facilities for the disposal of visitor's rubbish and dog waste including further recycling opportunities and green waste opportunities.

16. Discourage vandalism and graffiti through education, innovative design of facilities and building community alliances.

17. Monitor the maintenance programme to ensure improvements can be celebrated and weaknesses addressed.

6.3.3 Management Actions

#	Description	When	Who	Budget (£000)	Source	Secured
Objective 14. Ensure high standards of maintenance for play areas, lawns, bedding areas, trees and shrubs, user facilities.						
	Conduct full tree condition survey and produce a tree management plan for the park to maintain a safe and healthy tree stock within the park.	2014/15	Arb Team	£2k	Revenue	Yes
	Conduct a full site hard asset survey of condition and repair value	Complete	Parks Dev	£30k	Revenue	Yes
	Tree planting to replace trees removed during the year and in response to resident's requests.	On going	Arb Team	?	Revenue	?
	Maintenance to be carried out in line with existing GM contract specifications.	On going	Parks Ops	Staff time		
	Continued development of shrubs and borders to improve the horticultural quality of the site. Focus on Peace Garden	2013/14	Parks Dev	£10k	Capital	Yes
	Develop a pallet of assets to be used in any replacements of assets to gain consistent types over time.	Agreed 2013	Parks Dev	£1k	Capital	Ni
	Use recent Pond Survey 2009 to price upgrade of pond system in line partnership with Japanese Garden Society	Agreed 2013	Parks Dev	Staff time	Revenue	Nil
Objective 15. Provide adequate facilities for the disposal of visitor's rubbish and dog waste including further recycling opportunities and green waste opportunities.						
	Research and implement Borough wide green waste management regime at Wormwood Scrubs	Complete	QSL / Parks Dev	£24K	Contract	Yes
Objective 16. Discourage vandalism and graffiti through education, innovative design of facilities and building community alliances.						

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#	Description	When	Who	Budget (£000)	Source	Secured
	Promote responsible behaviour in parks through poster campaigns	2014-15	Parks Const	£5k	Capital	NoNo
Objective 17. Monitor the maintenance programme to ensure improvements can be celebrated and weaknesses addressed.						
	Implement and review the Asset Management Plan on a 3 year basis to monitor condition deterioration of assets with planned maintenance	On going	Parks Dev	Staff time		
	Continue to monitor grounds maintenance by Park Operations staff	On going	Parks Ops	Staff time		

6.4 Achieving Sustainable Management of Resources

Methods used in maintaining the green space and its facilities should be environmentally sound, relying on best practice according to current knowledge. Management should be aware of the range of techniques available to them, and demonstrate that informed choices have been made and are regularly reviewed. Specifically:

- *An environmental policy or charter and management strategy should be in place, in practice, and regularly reviewed;*
- *Pesticide use should be minimised and justified;*
- *Horticultural peat use should be eliminated;*
- *Waste plant material generated in the park should be recycled;*
- *High horticultural and arboricultural standards should be demonstrated; and*
- *Energy conservation, pollution reduction, waste recycling and resource conservation measures should be used.*



6.4.1 Current Condition and Issues

Policy Context

Parks are the lungs of urban developments. They play a key role in many aspect of sustainability issues. Many of Hammersmith and Fulham’s environmental policies with regard to protecting local biodiversity, amenity, air, soil and water quality are contained within H&F Unitary Development Plan and the future Local Development Framework. However, Hammersmith and Fulham’s corporate vision underlines the importance of environmental sustainability in the achievement of the Council’s wider objectives which are based on the principles of Reduce, Re-use and Recycle - we wish to deliver our Biodiversity Action Plan.

As the ground maintenance for Hammersmith Park is outsourced most of the implementation of our sustainability policies are built into the contract for Quadron. They were chosen as borough’s contractor for their similar attitude to sustainability. They are ISO 14001 accredited

organisation which assures us compliance to an approved environmental management systems. (Appendix 8) QSL Environment and Sustainability Policy.

Tree Policies

Trees are highly valued in the borough, and every season more are planted where appropriate. The borough's tree policy is central to our commitment to make the borough a green and pleasant place. The Policy and principles have been developed to guide the management of trees throughout LBHF including:

- Maintaining the existing tree cover in parks and open spaces.
- Planning for the replacement of old trees with new tree planting.
- Where appropriate, increase tree cover with new tree planting to provide trees for the future.
- Ensuring new trees planted will survive in the current environment (including the effects of climate change)
- Recognise that trees in parks are a valuable wildlife habitat and ensure that tree management contributes to biodiversity.
- Work on trees - where this will be detrimental to the health of the tree or tree removals are only undertaken where necessary such as when they are dead, diseased, dangerous or causing a legal concern (such as damage to neighboring properties).
- Ensure that trees are considered as part of development proposals in parks, or when management plans are created or reviewed, to reflect the importance of trees within the parks.

Trees in parks and open spaces are important as they:

- Help to create pleasant surroundings and contribute to park users' sense of security and well-being.
- Ameliorate environmental extremes by reducing air temperature in summer and increasing air temperature in winter.
- Intercept rainfall, slow run-off and reduce the risk of floods.
- Improve air quality by filtering particulate pollutants out of the air.
- Play a crucial role in sequestering the atmospheric carbon dioxide that fuels global warming.
- Encourage wildlife.
- Provide shelter and shade for park users.
- Are often the largest trees in a neighborhood.
- Are attractive throughout the seasons helping create a sense of time and place.
- May have historic or commemorative value.
- Can be used as an educational resource.
- Can help define an informal area for play.
- Contribute to local distinctiveness and the visual amenity of the area.
- Improve mental and physical health.
- Reduce anti-social behavior.
- Increase the value of adjacent property (i.e. House prices can be between 10 to 25% higher when near a park)
- Tree Officers ensure that the trees we are planting now will thrive in the face of a changing climate and also help us cope with the predicted warmer temperatures and changes in weather patterns we will experience for the rest of the century. Trees also act as a carbon sink and can help reduce the carbon dioxide levels in the atmosphere that cause global warming.

Air Quality Action Plan Measure 26 of the Air Quality Action Plan 2002-2005 states: Trees in parks help to reduce particulate pollution and we will promote the use of trees to help improve local air quality.

The draft Biodiversity Action Plan 2004-2006 states that the adjoining nature of trees in parks creates a series of linked habitats.

The Unitary Development Plan policy EN26 states: The council will continue to plant appropriate trees in suitable locations. Normally native species should be planted. If felling is necessary trees must be replaced with other suitable species, normally native species. Newly-planted trees must be nurtured until well-established, and subsequently maintained.

Pesticide and Peat Use.

Council and its contractors do not use peat based products in the park. It sources bedding plants and compost that are verifiably peat free.

We have adopted a policy to reduce the use of pesticides in the maintenance of all parks and open spaces (Appendix 14) Pesticide Reduction Policy.

In keeping with LBHF's aspirations to reduce the use of chemical treatments and to achieve Green Flag status alternative methods of weed and pest control is used where possible.

The aim is to reduce reliance on chemicals by adopting more ecologically sound methods of pest, disease and weed control. While chemical pesticides may be successful in the short term they can cause more problems than they solve. Using chemicals is becoming increasingly ineffective and inappropriate for a number of reasons. For example, most pesticides also kill beneficial natural predators which would otherwise eat pests and keep their populations under control. Pests have also become resistant to some pesticides. Chemicals can cause environmental and human health problems.

The use of pesticides has been significantly reduced from all most areas - however within the tennis courts a viable pesticide free option for mould is still being investigated.

Chemical treatment for pests and diseases should be the last resort. However some noxious weeds are best managed by chemical treatment to minimise their potential to cause more serious impact such as Japanese Knotweed where controlled and regulated management is required.

The council is currently putting in place a target for an annual 10% reduction in volume of pesticides used over the next 5 years (Appendix 14) for all contractors which will be closely monitored as all chemical treatment require authorisation from the client.

It is important to prevent pest outbreaks rather than treating them as they occur. Plants need to be maintained at peak health, as stressed plants can easily succumb to pests. Many alternatives to chemical control are simply good gardening practice.

Pests and disease

Selecting appropriate plants that are suitable to both soil and climatic condition significantly reduces incidences of pest and disease. Choosing native plants that have greater natural resistance is also beneficial to the areas biodiversity and limits usage of pesticides or herbicides.

Biological control

Encouraging natural predators and parasites, either alone or integrated into pest control programmes, can prove an effective method of controlling or avoiding pest and disease attack. We encourage biological control through using leaf piles left on site to encourage predators that will help keep pests under control.

Weed control

Generally good regular ground cultivation should be used in preference to chemical herbicides for weed control. In all weed situations it is important to tackle the problem before heavy

infestations develop. Equally important is the removal of weeds before seed dispersal. The application of weed killers should be reserved only for real problem situations and the manufacturer's recommendations strictly adhered to.

Annual weeds are easily destroyed by hoeing whilst they are very young and the soil is dry, often perennial weeds such as couch grass and ground elder can be eradicated by forking out, eliminating the need to resort to chemicals. Keeping mulch topped up is also vital in the fight against weeds.



QSL Teams mulching using recycled green waste

Biodiversity and Environmental issues

Parks and green spaces offer people the opportunity to interact with the outdoor and natural world, and LBHF works to manage its parks sustainably and in line with the needs of people and wildlife.

The Draft Biodiversity Action Plan refers to how management techniques affect habitats and species and recommends:

- Carrying out tree pruning outside of the breeding season;
- Not using chemical pesticides which pose a threat to non target species;
- Carrying out a program of tree planting to provide trees for the future, taking advantage of the fact that parks offer opportunities to grow larger species and trees from a wider variety of families;
- Using consultants to carry out a comprehensive tree survey (including details of their amenity value.)

LBHF is committed to ensuring these management techniques are followed wherever possible. Site specific Habitat and Species Action Plans will be produced to supplement the Biodiversity Action Plan.

Biodiversity is taken into account at the design stage of any new tree planting programs in parks. Where appropriate we will try and increase the diversity of varieties of plants and tree to provide greater interest and wider habitats for wildlife. The immediate environment, landscape and soil conditions are also taken into account. Native species of tree will be used where appropriate.

Although Hammersmith Park does not have any copse of woods, the few wooded areas within our parks are managed sustainably where possible. Such practices would include:

- Encouraging natural regeneration
- Leaving standing decaying wood and fallen timber on site where appropriate to provide a habitat and food source for wildlife
- Encouraging the well-being of desired native species through removal of undesired competing specimens
- Wildflower planting amongst trees when and where appropriate
- Removal of invasive, non-native species to encourage ground flora
- Promotion of biodiversity and environmental education

Tree maintenance techniques and timing affect biodiversity. We occasionally carry out pollarding or coppicing for wildlife. We do not prune trees unless strictly necessary and we time tree work to avoid disturbing wildlife (i.e. we undertake no tree work from March to June).

There are areas of the park that may be better utilised as green spaces or may include further vegetation to contribute to the parks use as a 'green sink site'. While some areas will struggle to grow grass there may be possibilities to use under utilised areas of the site to introduce more species of greenery that do not add to the storm water run off on the site.

Green Waste and Recycling

The small volume of green waste from horticultural works (shrub beds and occasional tree work) is transported to the green waste facility off-site for composting at Wormwood Scrubs and reuse around the site see (Appendix 10) Green waste recycling

Sustainable Practices

Vehicle use in Hammersmith Park is kept to a minimum. All park machinery is used correctly and is maintained to a very high standard. Any hazardous chemicals are safely stored in a lock up off site.

The council also encourages the contractors to use plant machinery and vehicles to use energy from sustainable sources. Quadrons static staff on site use an electronic vehicle to move tools and equipment on site.

Replacement Park furniture and fixtures are made from sustainable and recycled resources where available. The emphasis is on maintaining existing facilities to a high standard to avoid waste. Water, electricity and gas bills are closely monitored to ensure leaks and efficiencies are addressed promptly.



Environmental procurement

The council promotes financial procurement and seeks suppliers who reduce the global environmental footprint and affiliated with accredited schemes such as Forestry Stewardship Council and Fairtrade.

6.4.2 Objectives

- 18 Ensure environmental policies are in place, implemented and reviewed annually.
- 19 Minimise on site pesticide use.
- 20 Maximise the 'green potential of Hammersmith Park
- 21 Recycle all green waste within the borough.
- 22 Review the use of energy, water and other materials on site.

6.4.3 Management Actions

#	Description	When	Who	Budget (£000)	Source	Secured
Objective 18. Ensure environmental policies are in place, implemented and reviewed annually.						
	Complete review of Biodiversity Action Plan.	complete	Park Ops	£1k	Revenue	Yes
	Generate Site Specific Habitat and species BAP for Hammersmith Park.	complete	Park Ops	£1k	Capital	Yes
	Increase the diversity and sustainability of plants in Hammersmith Park when undertaking planting	Ongoing	Park Ops	£10k	Capital	Yes
Objective 19. Reduce on site pesticide use						
	Agree 10% reduction of pesticide use and monitor implementation.	Complete & reviewed annually	QSL / Parks Ops	Contract	Contract	Yes
	Implement mulching of site from Wormwood Scrubs Green Waste store.	03/2014	QSL		Contract	Yes
Objective 20. Maximise the 'green potential' in Hammersmith Park						
	Investigate the potential to improve sustainability issues on site linked to Play Football Project (Rainwater Harvesting / Grey Water Recycling / Recycling Waste Streams)	2014/15	Parks Development	£20K	Capital	Yes
	Investigate improvements to pond to deal with leaks and duck weed	2014-15	QSL Parks Development	£15k	Capital	Yes
	Work with Friends of Park and Japanese Garden Society to investigate possibilities for further greening of the site,, grassing/vegetating appropriate areas.	2014/15	Friends / Parks Dev	£5k	Capital	Yes
Objective 21. Recycle green waste						
	Green waste to be collected and processed for recycling, preferably within the Borough Wormwood Scrubs	Complete	Parks Dev / QSL	£10K	Contract	Yes
Objective 22. Review the use of energy, water and other materials on site.						
	Audit of resource consumption particularly power in depot and fuel in line with QSL ISO14001 commitments and Environment and sustainability policy.	On going	Parks Dev / QSL	Staff Time	Contract	Yes
	Investigate the potential of installing a bore hole on site	2014/15	Parks Dev	Staff Time		

6.5 Conservation and Heritage

Particular attention should be paid to the conservation and appropriate management of:

- *Natural features, wildlife and flora;*
- *Landscape features; and*
- *Buildings and structural features.*
- *These features should serve their function well without placing undue pressure on the surrounding environment.*



6.5.1 Current Condition and Issues

Hammersmith and Fulham Council recognises the importance of wildlife and green spaces to people living in the borough and pursues policies to defend sites of interest from development, and manages its open spaces with Nature Conservation and preservation of historic buildings and features in mind.

In terms of wildlife and conservation value, Hammersmith Park is important for its long history and good tree cover. Its main features of nature conservation interest are limited but through better management and choice of planting we aim to increase its ecological value.

As it is very heavily used the main burden is on careful and timely maintenance.

Within the life of this Management Plan careful consideration will need to be made concerning enhancing the mainly amenity landscape to provide more opportunities for flora and fauna while maintaining open safe access for park users

Heritage of Hammersmith Park

As mentioned in Section 3 of this Management Plan, Hammersmith Park has a long history as a green space in the area and its Japanese Peace Garden is the sole remaining landscape feature from the 1910 Great Exhibition.

■■■ Hammersmith Park ■■■

At present, signage in the park includes information on the historic importance of the Park. With new signage and interpretation being discussed linked to the Play Football Café Development.

Nature Conservation and Biodiversity

The council has taken a strategic view to nature conservation and biodiversity which is set out in the Biodiversity Action Plan. Hammersmith Park is an integral part of the key actions of the BAP and undertakes this responsibility seriously.

Management of Trees

Trees in the borough's parks and open spaces are managed by the Arboricultural Section of the Highways & Engineering Division (Environment). This subject is covered in detail in Section 5.4.

6.5.2 Objectives

- 23 Protect and enhance the biodiversity value of Hammersmith Park
- 24 Conserve the historic character and relationship to surrounding environment.
- 25 Educate the public on the habitats, species and features of the nature conservation area around the open space.

6.5.3 Management Actions

#	Description	When	Who	Budget (£000)	Source	Secured
Objective 22. Protect and Enhance the Biodiversity value of Hammersmith Park.						
	Introduce bird and bat boxes	2013-14	Parks Ops	£1k	Revenue	Yes
	Increase the biodiversity within the park with more self sustaining planting linked to developments in the Peace Garden and Play Football Development	2013-14	Parks Ops	£5k	Capital	Yes
	Conduct full ecological survey of fauna and flora.	Complete	Parks Ops	Staff Time		Yes
Objective 23. Conserve the character and relationship to the surrounding environment.						
	Maintain the current historical knowledge in the parks in updated signage. Currently in place in the Peace Garden, possible inclusion in the Play Football Café Development	2012-13	Park Development	£5k	Capital	Yes
Objective 24. Educate the public on the habitat, species and features of the nature conservation area of Hammersmith Park						
	Include talks on species and nature conservation within park events	On going	Parks Ops Friends of Parks	0	Staff time	Yes
	Erect Posters advertising the importance of species conservation within the Park	2012	Parks Development	£5K	Capital	Yes

6.6 Community Involvement

Park management authorities should actively pursue the involvement of members of the community, with representation of as many park user groups as possible. Management should be able to demonstrate:

- *Knowledge of the user community and levels and pattern of use;*
- *Evidence of community involvement in park management and / or development and results achieved; and*
- *That there are appropriate levels of provision or recreational facilities for all sectors of the community.*



Photograph: Members of Friends of Hammersmith Park and Japanese Garden Society Cleaning Pond

6.6.1 Current Condition and Issues

Stakeholders and Volunteers

Hammersmith Park is a well-used community facility that provides opportunities for local people to take part in a number of open space activities. The support of local people, user groups, partners and other stakeholders is recognised by the Council as fundamental to the success of the facility as a safe, healthy, clean and sustainably managed open space.

Hammersmith and Fulham Council is seeking to further develop partnership opportunities in all parks including:

- National, regional and local parks and open spaces, environmental and heritage agencies;
- Development organisations and agencies;
- Funding Agencies;
- Friends Groups;
- Local ward councilors;

- Recreational and Sports Organisations;
- Private sports facility providers;
- Health organisations including the H&F Primary Care Trust;
- Educational establishments including schools;
- Local businesses;
- Community and voluntary groups, particularly those for and representing children and young people, older people, the disabled and ethnic minorities;
- Police and community Safety Agencies.

Management of Stakeholder Groups

The council is very supportive friends groups in their current format as it very much typifies the aspiration for stakeholder groups:

- Inclusive and representative – welcomes all users
- Participatory – volunteers in community gardening
- Self sufficient – supports its own activities

In 2009 The Parks Development Team worked with the local community and existing groups to formalise Friends of Park Groups at key sites which if appropriate this site will wish to adopt. There are currently 17 such groups across the borough.

A model constitution has been developed and Friends Groups work, through a volunteer working group, adapt the document to the groups needs. The constitution assists the group in defining their objectives, membership and how the group will be administered.

Alongside the constitution is a Memorandum of Understanding between the Council and the Friends Group. This important document is signed by the Council and Officers of the Friends Group and outlines the working relationship between the Council and Friends Group. Friends Groups are guaranteed two site walkabouts a year to discuss operational issues and two evening meetings to discuss strategic and wider issues each year as well as other in-kind support.

The LBHF have recently been working with Groundwork London and Hammersmith Parks Forum to develop an interactive Web portal that will allow Friends of Parks groups to interact with each other and LBHF to capacity build community parks champions. (see Appendix 9)

Community engagement

The community has been involved in the development of the park. The community's continued involvement is essential to ensure that the hard won consensus about priorities is maintained. The community must remain involved through:

- The provision of information to them about activities, features and ways to get involved.
- The provision of information to users about changes to the park or to management strategies that might affect them.
- The involvement of members of the community who represent as many park user groups as possible.
- The development of community partnerships through outreach, events and volunteering programmes encompassing local schools, community groups and businesses.
- Active management of the use of the Green as a community, educational, ecological, sporting and recreational resource for the whole community.
- A customer focused quality service.
- The development of regular events for and with the community,

The Parks and Culture Division works closely with the Arboriculture Officers to use trees and gardens as an important educational resource for local communities and children. Parks and Culture consult the community in a variety of ways including carrying out events in some parks, encouraging people to contact us by letter, telephone or email to discuss any tree issue and

■■■ Hammersmith Park ■■■

organising regular guided tree walks in parks. There have been various park and tree related articles in local and national newspapers and websites.



Community Partnership Project at Hammersmith pond involving Friends of Park, Japanese Garden society, corporate volunteers from Nippon (Japan) and Quadron



Japanese Garden Party 23 May 2010-2

Parks User Consultation

There have been several surveys of park users showing the standard of maintenance of parks trees is consistently rated higher than other features in parks. In the 1998 postal survey of over 3000 people 90% said the trees in parks were very attractive and 86% said their upkeep was

good or excellent. Ten years later in the online element of the parks 2008 consultation process 99% of respondents said the attractiveness of the trees was good to excellent and 88% said the upkeep of trees was good to excellent.

2008 Parks and Open Spaces Residents Survey

The 1998 Parks and Open Spaces Residents Survey was updated in 2008 with a questionnaire survey of 10000 randomly selected households. The results of this survey will be used to understand patterns of use and important issues across the parks network.

GreenSTAT

In addition to the Resident Survey the Parks and Recreation team also use a visitor survey system of parks and green spaces known as GreenSTAT. GreenSTAT is a comprehensive survey system for parks and green spaces, examining the nature of people's visits, their perceptions and satisfaction.

Developed and managed by parks charity GreenSpace, GreenSTAT allows people to comment on either their whole parks service or any individual park or green space.

Respondents can complete a questionnaire online at www.greenstat.org.uk

Alternatively, the Parks and Recreation service can distribute hard copy questionnaires in their local areas, or use them for on-site and off-site interviews.

In the most recent GreenSTAT survey results:

Feedback and Complaints

The council recognises the need for enquiries and feedback as this is an essential process for ensuring services and facilities meet public expectation and we deliver the best possible service. The council has recently restructured its services with an emphasis on putting 'Residents First' which emphasises our commitment to our customers.

There is a dedicated centralised call centre and enquiries are directly forwarded to the relevant section. All park enquiries and complaints are answered promptly by the responsible officer within 15 working days.

- 1 All correspondence should be directed to parks@lbhf.gov.uk
- 2 H&FIntouch@lbhf.gov.uk
- 3 Telephone 020 8753 3226

The Arboriculture officers encourage people to use an online reporting system to report a problem with a tree in a park or make a request for tree work or tree planting.

6.6.2 Objectives

- 25 Work closely with existing stakeholders and partners to address local residents' needs, aspirations and concerns and encourage a sense of ownership.
- 26 Identify potential users and encourage them to participate in the development and management of the park.
- 27 Consult the wider Hammersmith and Fulham community about future plans, proposals and current projects in the park.
- 28 Provide support to the Friends of Hammersmith Park to ensure successful grant applications for improvements.
- 29 Foster closer relationships with local schools and institutions.
- 30 Encourage a complementary working relationship between the council and community.

6.6.3 Management Actions

#	Description	When	Who	Budget	Source	Secured
Objective 26. Work closely with existing stakeholders and partners to address local residents' needs, aspirations and concerns and encourage a sense of ownership.						
	Twice yearly walkabouts with local residents and councillors to address any concerns and maintenance issues that they have.	On going	Parks Dev	Staff time	Revenue	Yes
	Council officer attendance at Friends meeting to develop closer working relationship in maintaining and developing the park	Bi-annual	Parks Dev	Staff time	Revenue	Yes
Objective 26. Identify users and encourage them to participate in the development and management of the park.						
	Advertising of Friends of Groups within the park, local press and well as council and external websites to promote local community involvement and at Park events. Support with new members drive.	2013/14	Parks Dev / QSL	Staff time	Revenue	Yes
Objective 27. Consult the wider Shephards Bush community about future plans, proposals and current projects in the park						
	Advertising parks improvements within the park, local press and website including how to provide feedback and comments.	Ongoing	Parks Dev	Staff Time	Revenue	Yes
	Utilise the Friends of Groups and their membership to consult with the local community or produce GREENSTAT data for the park	discontinued	Park Friends	Staff Community Time	Revenue	Yes
Objective 28. Provide support to Friends of Hammersmith Park to ensure successful grant applications for improvements.						
	Attend Friends of groups meetings to support them in applications.	On going	Parks Dev	Staff Time	Revenue	Yes
Objective 29. Foster closer relationships with local schools and institutions.						
	Encourage involvement of all user groups to join Friends of Hammersmith Park	2012	Parks Dev	Staff Time	Revenue	Yes
Objective 30. Encourage a complementary working relationship between the council and community volunteers.						
	Develop new ways of promoting and supporting volunteer work days. Working with London Wildlife Trust on Pond Maintenance project through "Earn Your Travel Back Scheme"	2013/14	Parks Dev / QSL	Staff Time	Revenue	Yes

Earn your travel back

Earn Your Travel Back (EYTB) is the quick way to get your Zip photocard back.

Every month, approximately 100 young people successfully complete an environmental volunteering session and earn back their right to concessionary travel. Sessions run for six hours and are available at sites across London at weekends and school holidays.

Sessions are free of charge and are delivered by professionally trained staff working for registered charities.

To book on a session, ring 0800 089 9000 followed by option 2.

In partnership with

Earn your travel back

The quick way to get your Zip photocard back

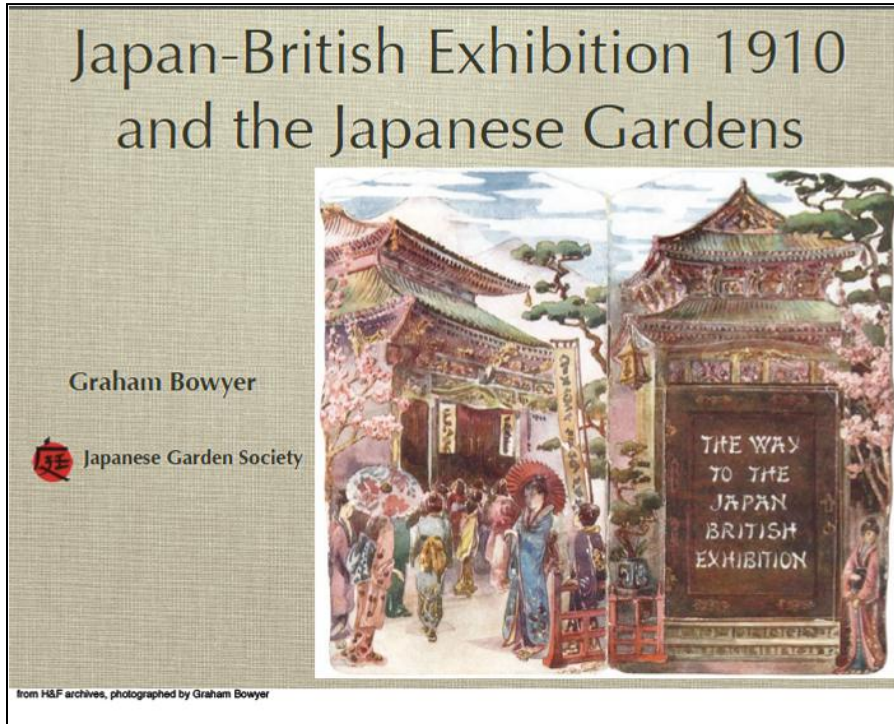
MAYOR OF LONDON Transport for London 

Volunteering: LBHF work with young volunteers from The London Wildlife Trust Earn YourTravel Back Scheme at Hammersmith Park to help maintain the pond system

6.7 Marketing

Is there:

- *A marketing strategy in place? Is it in practice and regularly reviewed?*
- *Good provision of information to users e.g. about management strategies, activities, features, ways to get involved? and*
- *Effective promotion of the park as a community resource.*



6.7.1 Current Condition and Issues

Hammersmith Park is currently promoted, along with the borough's other parks and leisure facilities, through the various council initiatives including signage outside the park, pamphlets for potential users and information on the council website. Word of mouth is also important. Marketing of the park currently concentrates on effective signage leading potential users to the park and the promotion of specific events and sports facility availability. A Marketing Strategy is being developed to address the effective marketing of all Parks and Recreation Grounds in the borough. Its implementation specific to Brook Green will be reviewed and implemented in conjunction with this Management Plan.

Signage and Information

New notice boards and signage were installed to improve the information available to visitors. The service will continue to support and encourage the local community to use the park as a venue for appropriate community events.

Events and Activities

The Park hosts a number of events throughout 2011 :-

- Hammersmith Park Garden Festival
- Japanese Garden maintenance day with Japanese Garden Society and Nippon Club
- QPR Extra Time Project to encourage Over 55s to participate in active sports

Other informal activities are also organised by local residents.

Marketing and Communication Plan

The Parks Marketing and Communication Plan is available from H&F Parks and Recreation. Key objectives of the plan are:

- To increase usage of H&F's Parks by providing timely and accurate information about parks and open spaces, their features and facilities and management;
- To effectively advertise events in H&F's Parks and Open Spaces and attract other activities appropriate to the Park and surrounding community;
- To promote positive news about the parks and open spaces to a wide audience;
- To ensure all parks staff and volunteers receive adequate marketing training;
- To regularly review customer satisfaction with the condition of sports pitches, and facilities within H&F's parks and open spaces.

6.7.2 Objectives

- 31 Develop and implement Borough Wide Park Marketing Strategy.
- 32 Provide information about the park in a variety of media both on and off site.
- 33 Actively promote the features and facilities of the park and encourage community ownership.

6.7.3 Marketing Actions

#	Description	When	Who	Budget	Source	Secured
Objective 31. Implement Borough Wide Park Marketing Strategy						
	Utilise new notice boards in entrance signs to promote park services.	complete	Parks Dev	Nil	Staff time	Yes
	Prepare brochures and website accessible information on recent Park projects and park information to be published for customer use.	2012-13	Parks Dev	Nil	Staff time	Yes
Objective 32. Provide information about the park in a variety of media both on and off site						
	Further development of the LBHF website.	on going	Parks Dev	£5K	Revenue	No
	Develop a marketing plan with the communications team to promote the park in the local press.	on going	Parks Dev	£10K	Capital	No
	New signage at entrances.	Complete	Parks Dev	£2K	Capital	Yes
Objective 33. Actively promote the features and facilities of the park and encourage community ownership						
	Utilise the marketing strategy to promote new features and facilities.	2014/15	Parks Dev	Nil	Staff time	Yes
	Work with Groundwork Trust and LBHF Parks Forum to develop the interactive Friends Web portal to improve communication of good practice	On hold	Parks Dev	£5K	Capital	Yes

6.8 Management

A Green Flag site must have a management plan. It must set out the balance between all the priorities, policies and partners that apply to a particular green space. It should establish a timescale for putting the objectives into practice. It should also identify the contribution the site is making towards an area's wider strategic aims. It must be actively implemented and regularly reviewed.



Photo of Park Ranger in Ecogator Electrical vehicle (Quadron's Environmental Procurement Policy)

6.8.1 Current Status and Issues

Hammersmith Park is owned and managed by Hammersmith and Fulham Council and is accessible to the general public year round. This Management Plan for Hammersmith Park has been developed to advance the aspirations of Hammersmith and Fulham Council and those of our local communities. The management plan has been developed around our commitment to the objectives of Green Flag and is key to the implementation of our Parks and Open Spaces Strategy 2008. It provides a clear and coordinated management strategy based on the characteristics of the site and the communities that use it. It will be a living document, updated annually (and as needed) to reflect new knowledge, successes and failures.

Parks Asset Management Strategy and Asset Management Plan

The Parks Asset Management Strategy is designed to ensure that all asset related decisions align with the Parks Departments priorities, as laid out within this Management Plan, and support service delivery objectives.

In order for Hammersmith and Fulham Council's Parks Department to be able to further enhance the quality of parks and maintenance levels of service being delivered to the community, it is essential for a Parks Asset Management Plan (AMP) to be implemented. This will, in turn, provide evidence for informed decision making on maintenance schedules and will also increase the efficiency and effectiveness of the maintenance and capital budgets.

The Parks Asset Management Strategy and Plan will guide the planning, acquisition, maintenance, renewal and disposal of assets as laid out in the yearly Works Plan. The

Works Plan has been based on a primary assessment of Council's parks hard assets including:

- The physical condition of existing assets.
- Forecasted asset life expectancies in years.
- Forecasted valuation of existing assets.
- Projected annual maintenance costs for each asset category.

Confirm Infrastructure Management System

To assist in the management of the grounds maintenance contract, the council uses integrated computer software called CONFIRM that is also used to centrally gather information from other services in the council and track issues. Our Grounds Maintenance Team uses CONFIRM for asset and maintenance management particularly to manage maintenance activities, tree work programmes and track customer feedback.

CONFIRM improves service delivery by allowing customers (in this case parks visitors) to log a maintenance or safety issue (e.g. litter, unsafe tarmac surface, dog mess etc) on Hammersmith and Fulham's website, by phone or by email. The system assigns the issue a job number and assigns the task of rectifying the issue to the appropriate council officer. This is known as a confirm enquiry. The Enquiry is closed when the job has been completed.

The system is excellent for ensuring complaints and maintenance issues are logged and followed up. Subsequent monitoring of the system allows Parks and Recreation to monitor the type, location and frequency of maintenance issues and complaints. This can help to inform the deployment of resources.

Management of Trees

Trees in the borough's parks and open spaces are managed by the Arboricultural Section of the Highways & Engineering Division (Environment). The diversity of types of trees and their habitats mean that they are managed in different ways. The tree stock is managed to ensure that all individual or groups of trees are kept in a safe condition, are suitable for the location and offer as little nuisance as possible to neighbours or users of the park in which they are located.

The management of the trees takes into account national and local government policies that relate to trees and adheres to legislation affecting trees such as the Highways Act, the Town & Country Planning Act and Health & Safety at Work Act.

The Arboricultural Section of the Highways & Engineering Division has just finished compiling a detailed database of all trees in parks and open spaces and is developing a programmed maintenance schedule to ensure that these trees are inspected and maintained at an equivalent level to the borough's street trees, which are currently inspected and pruned every three to four years. The Arboricultural Section also aims in the long term to develop a schedule that will see every tree subjected to a brief, annual inspection.

The full detailed surveys of trees in parks will be professional tree inspections carried out by an experienced arboriculturalist to the standards specified by Lantra (the Sector Skills Council for the environmental and land-based sector). These surveys will be by our own staff or external qualified arboriculturalists and will be used to guide the day to day and long term management of all significant individual or groups of trees within parks. Special annual safety checks will be carried out on individual trees known to be in poor condition.

The Parks Department and the Arboricultural Section have recently been working towards standardising the inspection scheduled for Park Trees across the Borough. It is anticipated that this will be rolled by March 2012.

The new contract for grounds maintenance services awarded to Quadron Services Ltd includes specifications for basic tree inspections and maintenance in parks as below:

Basic tree inspections shall be carried out at three intervals during the year: February/March; May/June; September/October.

Works carried out at the time of inspection shall include:

- Removal of Suckers and Epicormic growth.
- Crown Lifting to 2m over grass areas and 3m over paths and roadways.
- It is estimated that 10% of the trees inspected will require work in any one year and the contractors' tendered sum shall allow for all such maintenance work.
- Work will be in accordance with 'The Pruner's Handbook' by John Malins, and good arboricultural practice.

Other work carried out as Schedule of Rates items include:

- Tree Planting;
- Removal of Trees up to 20cm girth (including reinstatement of ground to surrounding levels);
- Removal of Tree Stakes;
- Remedial Pruning including the removal of dead, dying, diseased, dangerous or crossing limbs;
- Watering and Aftercare of young trees.

Financial Implications

At present Hammersmith Park is funded by the LBHF with most costs being absorbed within the current maintenance agreement with Quadron, paid for out of the Parks Department Revenue budget. The cost of the Small works team varies greatly from month to month within Hammersmith Park with works being reactive to the issues arising. As a borough wide service the team is budgeted a total of £81,000 per annum including salaries, tools and vehicles. It is hoped that with the implementation of the Asset Management Plan, which predicts a yearly maintenance and renewal cost, that the reactive works costs will drop.

The running of the Parks Constabulary and Bark initiative are a borough wide costs which are funded by the council.

6.8.2 Objectives

34 To continue to bid for capital and 106 funding for money toward improvements. When it is available, it will be allocated on a basis of priorities for improvements.

35 Ensure sufficient budget allocated to maintain the park to the standards of this management plan

36 Encourage greater user ownership and involvement in facility management to promote responsible use

6.8.3 Management Actions

#	Description	When	Who	Budget (000)	Source	Secured
Objective 34. To continue to bid for capital and 106 funding for money toward improvements. When it is available, it will be allocated on a basis of priorities for improvements.						
1	Develop closer working relationship with planning to secure S106 funding for site improvements. Playfootball.com £2.1 million project + £50K further park improvement fund.	2014/15	Parks Dev	Officer time	Revenue	Yes
Objective 35. Ensure sufficient budget allocated to maintain the park to the standards of this management plan.						
2	Current GM works are performance based and sufficient revenue	Ongoing	Parks	Officer	Revenue	Yes

■■■ Hammersmith Park ■■■

	funding is available.		Ops	time		
Objective 36. Encourage greater user ownership and involvement in facility management to promote responsible use.						
3	Review existing building leases to ensure maintenance arrangements are suitable and sustainable.	Ongoing	Parks Ops	Officer time	Revenue	Yes

7 Monitoring and Plan Review

This management plan has been adopted in 2012 and will act as a working document for the management of Hammersmith Park over a Ten-year period.

The day-to-day management of the Park and the progress of individual development projects will be monitored regularly with LBHF Park Staff, Friends of Park, Quadron Services Limited and other stakeholders.

The Action Targets presented in this Management Plan are reviewed annually in October/ November with stakeholders and updated to reflect recent developments. Information and Identified action areas will inform the budget process in December.

A formal review of this management plan will be undertaken in 2017 when the plan will be amended to advance the development and management of the Park until 2022.

Refer Appendix 22: Green Flag Monitoring Checklists.

8 References and Supporting Documents

Parks Asset Management Strategy & Extracts from the Parks Asset Management Plan

Health and Safety Policy

Tree Inspection Policy and Tree Management Policies

Biodiversity Action Plan

Community Involvement Materials

Marketing Materials

Park users Surveys and Feedback

9 Appendices

APPENDIX 1:	Inspection Schedule
APPENDIX 2:	Maintenance Regime
APPENDIX 3:	Corms Report
APPENDIX 4:	Park Plan
APPENDIX 5:	Park Management Structure
APPENDIX 6:	Park Byelaws
APPENDIX 7:	Health and Safety Policy
APPENDIX 8:	Environmental Sustainability Policy
APPENDIX 9:	Marketing Material
APPENDIX 10:	Green waste recycling
APPENDIX 11:	Lantra Training
APPENDIX 12:	Flora Survey
APPENDIX 13:	Asset Condition Survey
APPENDIX 14:	Pesticide Reduction Policy
APPENDIX 15:	Playground Inspection Report
APPENDIX 16:	Pond Survey
APPENDIX 17:	Play Football Proposal
APPENDIX 18:	Tree Works
APPENDIX 19:	Hammersmith Park ecological Plan
APPENDIX 20:	Park Building H & S Building compliance report
APPENDIX 21:	Action Plan previous year
APPENDIX 22:	Green Flag Monitoring Checklists.