

**Lake Pleasure Grounds
Weymouth Street
Warminster
BA12 9NP**

**Green Flag Application
including the Management and Maintenance Plan**



January 2023





Snow covers the Lake Pleasure Grounds in January 2021



Proudly displaying the Green Flag Award

Town Council Parks and Open Spaces Team and the Chair and Vice Chair of the Parks and Estates Committee - Councillor Stacie Allensby (2nd from left) and Councillor Bill Parks (fourth from left).

FOREWORD



Councillor Chris Robbins
Mayor of Warminster, 2022–23

“Warminster Town Council - community and council in partnership, building a vibrant and flourishing town, proud of its heritage, delivering quality services today while preparing for the challenges of tomorrow. Actively embracing a brighter, greener future for all in Warminster.”

Warminster Town Council’s vision 2021 – 2026, adopted January 2021

The council’s four key strategic priorities are:

- Taking on new services, assets and responsibilities
- Building a strong, healthy community
- Enabling the new normal
- Reducing our environmental impact

Warminster Town Council Strategy 2021 – 2026.

It is now over 6 years since Warminster Town Council took over ownership of the Lake Pleasure Grounds from Wiltshire Council on 21st November 2016. Each year improvements have been made and the use of the park by our community and visitors to Warminster have continued to grow. We look back with pride on the progress that has been made and with optimism for the improvements to come.

The Lake Pleasure Grounds have improved the quality of life for people in our town. More people are spending time outdoors and understanding the importance of a natural environment for their health and wellbeing. The park is enjoyed by many generations. There is so much to do and yet space and time for quiet and just watching the activity of others and the world go by.

During the COVID-19 Pandemic, the Lake Pleasure Grounds was a lifeline for people seeking to exercise and restore a connection with the natural world. So many people forced to work from home, furloughed or unable to travel, have sought out the comfort in the heart of the town.

We know many visitors to the Lake Pleasure Grounds come from outside Warminster. Some of these are former residents who bring family and friends back, others are attracted by the events, the facilities, and the sheer beauty of the park. As a town council we aim to cater for them all. The splash pad has taken visitor numbers to a new level and the council is considering how to improve toilet provision in both the short and long term.

The council has adopted a strategy to drive forward service improvement and deliver on the priorities of the council. The Lake Pleasure Grounds are one of the town council’s biggest and most visible assets, and as such forms a key part of delivering on that vision.

A handwritten signature in black ink, appearing to read 'Robbins'.

Mayor of Warminster, Councillor Chris Robbins

Some of the highlights since the last update of the Management Plan:

- ✓ The town council built a new space themed splash pad which replaced the 75-year-old paddling pool. This £350,000 investment opened in May 2022. This instantly became a major attraction drawing people to the park from far and wide.
- ✓ A volcanic trim trail was created in Spring 2022 for children aged 12 and under. This has proved immensely popular.
- ✓ The Pavilion Café has continued to build a loyal customer base, this has proved incredibly popular. The opening of the splashpad has sent sales rocketing and the Café made a profit which will be ploughed back into further improvements in the Lake Pleasure Grounds.
- ✓ 200 plus trees were planted in the Lake Pleasure Grounds as part of Her Majesty The Queen's Platinum Jubilee Green Canopy.
- ✓ The council is in the process of upgrading its CCTV Cameras and control room. It has also attracted more volunteer operators to complement the paid staff. This will help the Police to identify and deal with perpetrators of vandalism and anti-social behaviour. This will come on line in early 2023 and further improve safety in the Lake Pleasure Grounds.
- ✓ Incredible Edible, a local gardening group, are growing vegetables in the park. The community are invited to help themselves.
- ✓ An additional rowing boat has been added to the boats and canoes available for hire on the lake.
- ✓ 'Spring in the Park' 2022 was a huge success and Spring in the Park 2023 is set to be bigger and better than ever combined with the Kings Coronation weekend.
- ✓ The putting green area was reconfigured to allow both for the continuation of the putting green and the creation of a picnic area – with picnic benches.
- ✓ A frame flag pole has been installed at the 2nd entrance in Weymouth Street with a flag advertising the Town Park.
- ✓ The town council has accepted in principle a deal with the LTA to resurface and revamp the tennis courts in 2023. The MUGA (Multi use games area) will also be renovated.
- ✓ The team working in the Lake Pleasure Ground has been, since April 2021, employed directly by the Town Council. This has enabled standards to be driven even higher.
- ✓ The town council's horticulture apprentice has almost completed their qualification.
- ✓ Additional duck ramps were added to the lake.
- ✓ New brown tourists' signs have been ordered to advertise the park and other attractions.

Some of the highlights since the Town Council took over the Park:

- ✓ The Pavilion Café was refurbished in early 2020. As soon as COVID-19 regulations permitted, it opened offering a socially distanced takeaway only service. This has proved incredibly popular.
- ✓ The new state of the art skatepark opened in September 2019. This is a wonderful facility that is the envy of many towns. It draws people to the Lake Pleasure Grounds from a wide area. Usage has been phenomenal.
- ✓ The skatepark has attracted users of all ages from 4 to people in their 40's, and it's not just skateboarders but scooters and BMX riders.
- ✓ The town council led the project to replace the rather dilapidated 25-year-old skatepark that was previously on site. Amazingly the £250,000 project was funded from grants, section 106 contributions, and Community Infrastructure Levy, meaning it didn't add to council tax.
- ✓ An outdoor gym has been installed; this was one of the top public requests when the park was taken over. It was largely funded by successful grant applications.
- ✓ The Tree Trail booklet containing details of trees in The Lake Pleasure Grounds was so successful it has been reprinted to meet demand.
- ✓ Our Social Media engagement continues to grow. For example, over 36,000 people saw information about 'Spring in the Park' 2019 on our Facebook pages. Almost 2,000 of these responded to the event by likes, comments, sharing a link or indicating they would attend.
- ✓ Instagram continues to grow and reaches many people who may not use Facebook.
- ✓ The town council's social media promote a 'photo of the week' to feature on the Facebook cover. Photographs of the park are sent in by the public and our followers like their favourite shot. This has been especially popular while people are able to get out for their daily exercise and keeps the page fresh and interactive.
- ✓ The town council's social media also promote 'a walk of the week' giving ideas of ways for people to enjoy the many fabulous walks in and around Warminster.
- ✓ More picnic benches have been installed and a picnic area created next to the putting green.
- ✓ Weymouth Street stepped entrance - Tarmac path improved
- ✓ Environmental Considerations have become more important to the town council. The council has made a Climate Change Declaration and adopted a Climate Change Strategy to reduce the council impact on climate change. We view the Lake Pleasure Grounds and surrounding nature reserve as the green lungs of Warminster.

- ✓ The town council has decided to take maintenance of the Lake Pleasure Grounds 'in house' rather than employing a contractor.
- ✓ In line with its environmental policies, the town council has invested in battery powered equipment including a ride on mower and a utility vehicle for use in the park.
- ✓ Other battery equipment includes hand tools such as chainsaws, mowers, leaf blowers etc. Not only do these have a lower carbon footprint, they are also quieter, maintaining the ambience of the Park.
- ✓ Several sections of tarmac path around the lake have been replaced with Romsey gravel which can be easily maintained and allows tree roots to grow without damaging the surface of the path or creating trip hazards.
- ✓ The wildflower area has been extended.
- ✓ When COVID-19 made planting by school children impossible, flower beds were planted with an annual wildflower mix instead. Planting by schools returned in 2021.
- ✓ An annual wildflower mix will be used in all other plant beds, i.e. the one not planted by schools. This will increase the variety of flowers and improve biodiversity particular for pollinators.
- ✓ The town council has adopted a policy to reduce herbicide use as much as possible. The park is herbicide free apart from controlling Japanese knotweed.
- ✓ The new depot, located on an industrial estate in Warminster, provides additional storage and staff facilities for the new inhouse staff.
- ✓ **We are incredibly proud of what we have achieved in such a short time, but we are firmly looking at our longer-term aspirations.**
- Improved signage.
- Longer term, the intention is to renovate the boathouse.
- The park will reach its centenary in July 2024 and there are plans to hold a celebration of its official opening.
- The town council is now receiving section 106 agreement money from developments which may be spent on further improvements to the park, starting with the tennis courts and multi-use play area.
- We aim to continue to grow year on year sales in the Pavilion Café. This in turn will help to fund further improvements.

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¹ All figures in Section 5 have been taken from *Lake Pleasure Grounds Warminster Conservation Plan* (Sonja K V Harris 2010) with the exception of Figure 5.7, which is courtesy of Warminster Museum and History Society, and Figure 5.10 which is from the Town Council's files.

The Lake Pleasure Grounds in pictures



NEW! space themed splash pad opened May 2022



Enjoyed and loved by all

The Lake Pleasure Grounds aims to:

Be positively welcoming.

Be healthy, safe and secure.

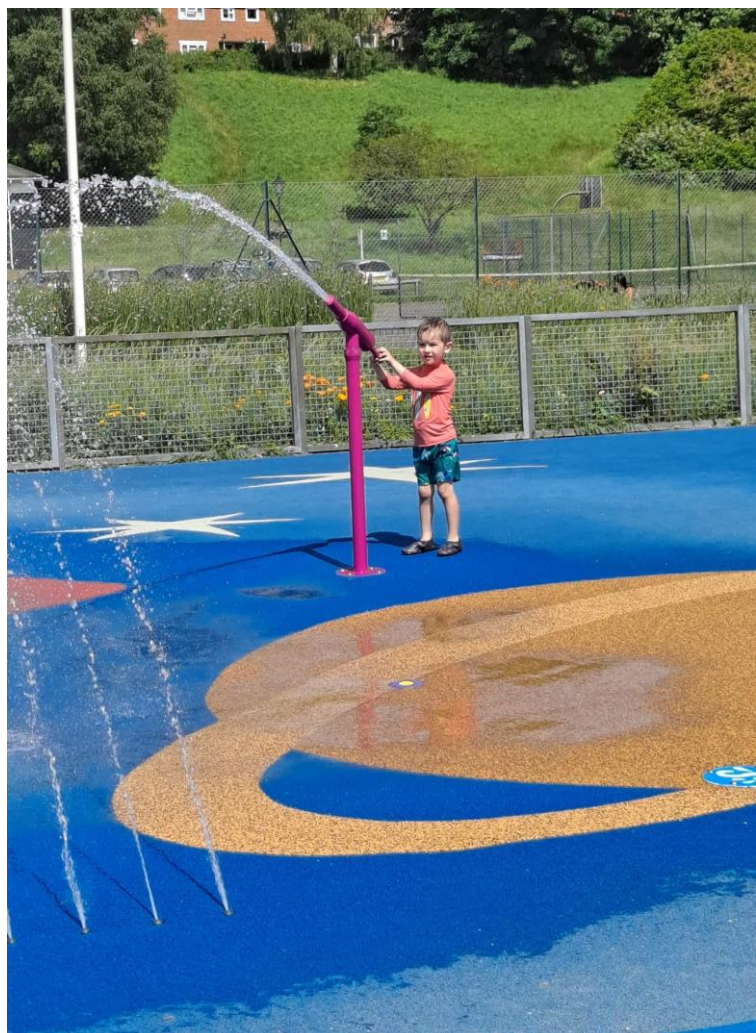
Be well-maintained and clean.

**Have high standards for
environmental quality and
sustainability.**

**Enhance landscape character and
heritage.**

**Increase community use and
involvement.**

**Be a source of pride and a
community resource.**



Lava Trim Trail



Cllr. Fraser at the opening of the Lava Trim Trail



A trampoline marks the finish line



State of the art skatepark

Events planned for 2023:

Sun 7th May – Spring in the Park

June – Minster Church Fete

June – Alzheimer's Support, A Walk to Remember

July 22nd – Lions Book Festival

July – Inspire Music Festival

Sat 5th Aug – Skatepark Jam

Sat 5th Aug – Ice Cream & Bubbles

Sun 10th Sep – Carnival Fun Day

Sun 29th Oct – Pumpkins in the Park

Sun 29th Oct – Bat Walk



Competitors line up at the start of the Spring in the Park Raft Race 2022



The Athenaeum Masqueraders theatre group performing at Spring in the Park



Local charities, clubs and business stalls



Storm Troopers join in with Maypole dancing



The Bell and Crown Putting Competition 2022



Carnival Fun Day



The Warminster Model Boat Club meet the every Thursday and Sunday



What do you love about Warminster Park?



We love the Pavilion Cafe

Green
Flag
Award
2022/

LOVE
PARKS

29th July - 5th August 2022 #LoveParks

The Pavilion Café has become a vital component of the Lake Pleasure Grounds, best sellers are ice-creams and cold drinks in hot weather and hot drinks and sausage rolls when things are cooler along with duck food, an all-year-round favourite.

Since the town council took on the management of the Pavilion café, opening is set and regular and the whole café has been refurbished.

The café has become a real community hub. Covid 19 forced a switch to a take away service but this has proved very popular and has been retained to cope with the volume of customers that now use the café.





Local schools plant the flower beds every spring.



The return of boats to the Lake was eagerly anticipated, particularly by those who remember them from years ago.

The raft race at the Carnival Fun Day drew plenty of spectators.

Duck food is one of the best-selling lines in the Pavilion Café.





Hanging Baskets in the Park – put together by Council Staff



Recycling bins keeping us green



Battery powered vehicles and power tools have been better for the environment.



The Story Behind our new skatepark

The youth brought this project to the table and the young people themselves have been a major driver. The town council has supported them and encouraged wide ranging consultations, these include: extensive coverage in the local press, social media, Warminster Community Radio, young people have attended town events with stands, talked to the public promoting the project, and gaining interest and support from the whole community within the Warminster area.

Young people presented to the Wiltshire Council Area Board asking for the project. The board and town council have prioritised the need for a skatepark based on firm consultation with the young people, military families and residents of the town and villages.

The community support worker conducted consultations with the military families at the garrison and with 1 Yorks regiment. A leading skatepark provider made a presentation to the local secondary school. Young people have visited other skateparks and were heavily involved in drawing up the design of the skatepark. They organised a petition to gather support and have persuaded many people of their seriousness and commitment.

The community skatepark has the support of: All local Councillors, local youth workers, the police, the local MP, head teachers and scout leaders. It has been a long held ambition of the local community as identified in Warminster & Villages Community Plan, Warminster Town Council's Strategic Plan 2016 - 2021 and Warminster Neighbourhood Plan.

The community skatepark has the financial backing of: The Armed Forces Military Covenant, The Warminster Area Board, The Local Youth Network, The Friends of Warminster Park and Warminster Town Council. An application to Plain Action secured £100,000 of EU funding.

It is an essential part of meeting the needs of the community in Warminster and the surrounding rural area.

1. INTRODUCTION

1.1 Site Description and Background

1.1.1 Site

Lake Pleasure Grounds [LPG] Warminster covers 6.5 hectares and adjoins an additional 20.49 hectares of the Smallbrook Meadows Nature Reserve, which is leased to and managed by Wiltshire Wildlife Trust and is not included in the Green Flag application.

The park lies to the south within walking distance of Market Place which is on the main route through Warminster. The approach from Market Place along Weymouth Street is downhill with the park lying in the Swan River basin. The LPG's main entrance on Weymouth Street is situated opposite Regal Court, warden-controlled flats for the elderly, while a mini-roundabout slightly further south along the street gives access to Morrisons supermarket and petrol station.

Figure 1.1: Map showing location of Town Park in town centre



Apart from 23 Weymouth Street, which is situated at the entrance to the LPG, all other properties adjoining the LPG lie at a distance at the top of the grass slopes rising up to the northeast and southwest of the LPG.

From the nature reserve, uninterrupted by urbanisation, the park extends into the town like a rural finger of green. The views south, towards the nature reserve, are of trees and fields. To

the west a few houses, mostly detached and well landscaped, are dotted on the horizon atop the green slopes. To the east, the terraced properties of the Ridgeway are not as well camouflaged and visually encroach more on the LPG. To the northwest hedging and fencing form the boundary with the pavement and road, but the flats and car park lighting across Weymouth Street obscure the general view, although the Chapel of St Lawrence can be seen further to the north.

1.1.2 Background

The Lake Pleasure Grounds were formally opened by the Marquis of Bath at 4pm on Saturday 26th July 1924.

Official invitations were sent out to dignitaries on 22nd July and to Lord Bath on 23rd July. Included with Lord Bath's invitation were notes about the project:

The scheme was originally designed and suggested as a public remembrance of the coronation of King George V in 1911 but was not adopted. Since then it has been brought forward on one or two other public occasions but, partly on the ground of expense, and partly on the ground that it was not considered practicable, it was never seriously considered until 1922, when there was great unemployment in the district, and was then brought up again with a view to finding work for the unemployed, and was approved by the Ministry of Health for a loan and by the Unemployment Grants Committee for an Unemployment Grant.

The cost of the scheme, including the purchase of the land, will approximately be £8000, of which more than half that sum has been paid out in unemployment wages.

The plans included the digging of a lake, building a bandstand and boathouse, and swimming baths at the Weymouth Street end. The site was originally the town rubbish tip and was boggy and unstable, so the foundations of the concrete swimming baths had to be strengthened considerably.

The site was owned by West Wiltshire District Council until April 2009 when the unitary authority came into being and the ownership and management transferred to Wiltshire Council. In November 2016 following a Community Asset Transfer, Warminster Town Council took ownership of the whole site and are now responsible for the maintenance and management of the area.

The Lake Pleasure Grounds had suffered from a serious lack of investment over the years and the Town Council in 2016 begun a programme of repairs and maintenance to re-establish this central green space as a desirable facility for all residents, users and visitors.

The Town Council has worked with many partners to form a long-term plan for maintenance, new facilities and management of the area. These include: the main contractors for park maintenance, idverde, Friends of Warminster Park, Longleat Masonic Lodge, Skatepark Group, Scout Group, Fairfield Farm College, local primary and secondary schools, community groups such as Minster Church, vendors for events such as Spring in the Park and local businesses.

1.2 Purpose of the Plan

Warminster Town Council (WTC) has prepared this management plan to supplement the Strategic and Service Delivery Plan to form a clear view of the work required in the Lake Pleasure Grounds.

The plan draws upon previous studies and reports including:

- Growing Town, Growing Services Strategic Plan 2016–2021 (WTC May 2016)
- Warminster Town Council Service Plan
- Warminster Neighbourhood Plan (WTC November 2016)
- Core Strategy (Wiltshire Council January 2015) [Currently being reviewed]
- West Wiltshire Local Development Framework (Wiltshire Council June 2004)
- Warminster Community Area Plan (Warminster and Villages Community Partnership 2013–2026)
- Warminster Town Park – Schedule (Cooper and Tanner)
- Water Vole Survey (Five Rivers Environmental Contractors December 2016)
- Play Area Reports (WTC August 2016)
- Lake Pleasure Grounds Warminster Conservation Management Plan (Sonja K V Harris June 2010)
- Groundwater Study at Warminster Boating Lake (Hydrock May 2003)

The format and content of this management plan follows guidance provided in *Raising the Standard: The Green Flag Award Guidance Manual*.

This Management and Maintenance Plan (MMP) has been written to cover the Lake Pleasure Grounds for the period 2019–2031. It is a working document that brings together all the information relating to the Lake Pleasure Grounds for use by all those involved in its management. It will be updated, revised and reviewed periodically.

1.3 Structure of the Plan

The plan is first and foremost a working document for use by those who manage and maintain the LPG. On this basis the management and maintenance sections of the plan are set out before the detailed historical background.

First, the plan provides a general background and charts how the LPG evolved. Site details and relevant contacts are provided prior to setting out details of the management objectives required to respond to the issues faced by the LPG, its users and tenants.

The management structure shows who is responsible for different aspects of the Lake Pleasure Grounds management and maintenance. WTC has costed the maintenance programme which demonstrates investments in resources and finance to achieve the long-term vision for the LPG.

The plan addresses the historic context and significance of the LPG, gives relevant background information and provides a present policy and strategic context relevant to the LPG.

1.4 Site Details and General Information

Site Name	Lake Pleasure Grounds <i>Warminster Town Park</i>
Address	Weymouth Street Warminster Wilts BA12 9NP
Grid Reference (OS map 143)	Lake Pleasure Grounds: ST8744
Owner	Warminster Town Council
Tenure	Freehold
Contact	Warminster Town Council Warminster Civic Centre Sambourne Road Warminster BA12 8LB
Telephone	01985 214847
Email	admin@warminster-tc.gov.uk
Website and social media addresses	Lake Pleasure Grounds: WTC: http://www.warminster-tc.gov.uk/warminster-town-park Twitter: https://twitter.com/warminsterpark FB: https://www.facebook.com/warminsterpark https://www.instagram.com/warminstertown/
Size	6.5 hectares
Status	Public Open Space Local Park King George V Playing Field
Access	There are six entrances into the site (see Figure 1.2): <ol style="list-style-type: none">1. Weymouth Street – vehicular access plus pedestrian access on flat ground. Suitable for wheelchairs and buggies.2. Weymouth Street – stepped access downhill.3. Ridgeway (East End Avenue) – steep downhill gravelled footpath with a small set of steps in centre.4. Ridgeway – gentler footpath to southern end of site.5. Pillared entrance, level ground accessed from Plants Green and Smallbrook Road.6. Entrance from Smallbrook Meadows Nature Reserve – level ground. Path has been upgraded to provide access for wheelchairs and buggies.

Facilities	<p>Bandstand Boathouse Boats Children's play area Lake Multi play area Outdoor gym Splash Pad Pavilion café Public toilets Putting green Skatepark Scout hut Elizabeth Collyns Sensory Garden Tennis courts Lava trail Warminster Park Community Centre (run by trustees)</p>
Byelaw (see Appendix A)	<p>Made under Section 164 of the Public Health Act 1874 by West Wiltshire District Council with respect to the pleasure grounds known as Kings George's Field Melksham and Lake Pleasure Grounds Warminster.</p> <p>Prohibits cycling in any part of the park. Prohibits bathing in the lake. Dogs should be under proper control and should not worry wildfowl nor enter ornamental water.</p>
The Lake Pleasure Grounds leads into Smallbrook Meadows Nature Reserve which is a designated local nature reserve leased by the Town Council to Wiltshire Wildlife Trust who maintain and manage it. It is not being assessed in this application.	<p>Size: 20.49 hectares</p> <p>https://www.wiltshirewildlife.org/smallbrook-meadows-warminster</p>

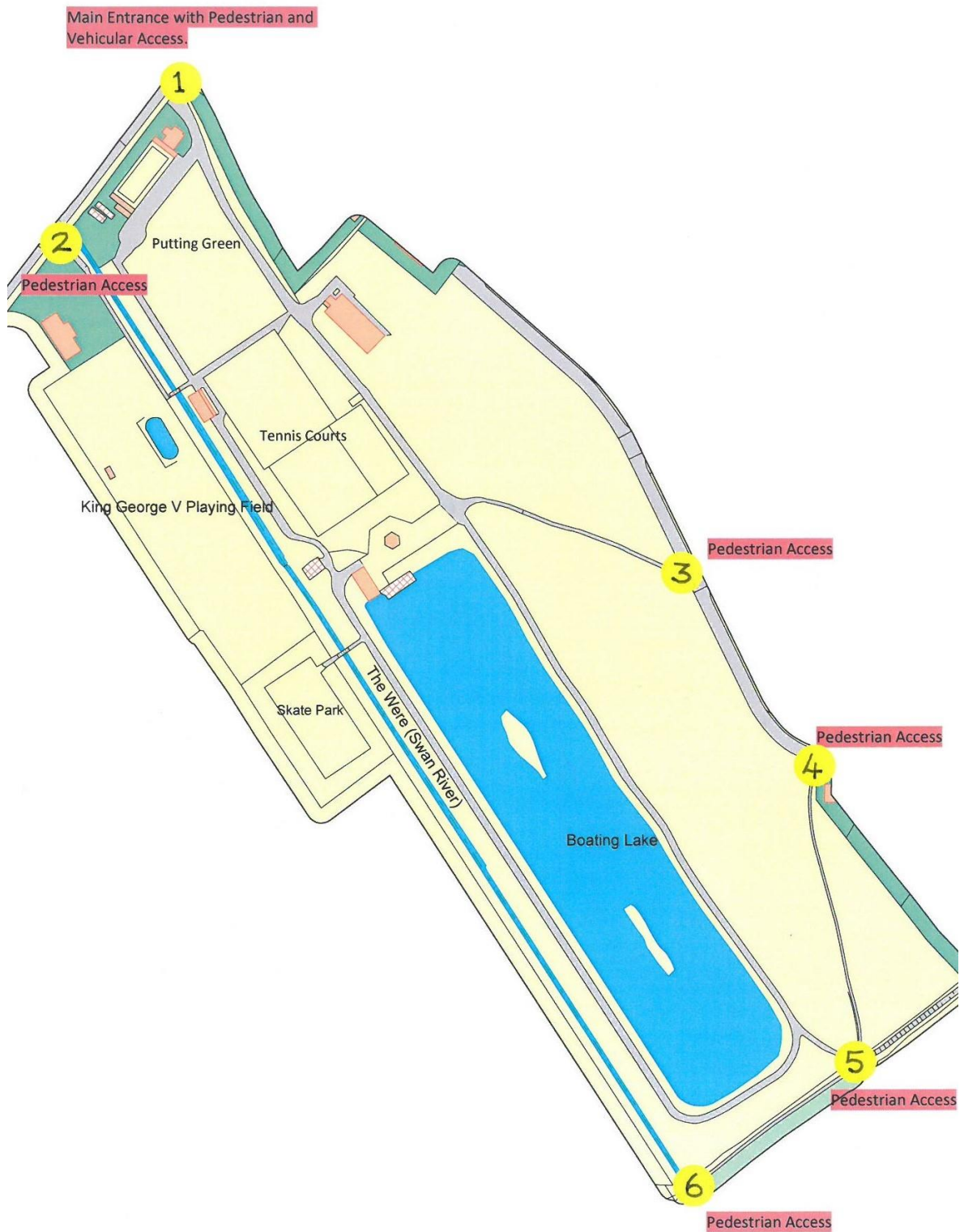


Figure 1.2: Location of entrances into the Town Park

1.5 Contact Information

Out of Hours Emergencies	Warminster Town Council 01985 214847
Park and Estates Manager: <ul style="list-style-type: none"> • Building Maintenance and General Repairs • Fly Tipping and Graffiti Removal • Grounds Maintenance Enquiries • Litter and Waste Management • Park Lighting Maintenance and Repairs • Play Equipment Maintenance and Repairs 	Warminster Town Council (Stuart Legg) 01985 214847 mob: 07590 472215
Park Bookings for Events	Warminster Town Council 01985 214847 admin@warminster-tc.gov.uk
CCTV	Warminster Town Council (Mark Chalmers) 01985 217604 mark.chalmers@warminster-tc.gov.uk
Pavilion Café	Nina Woodard Café Supervisor pavilioncafe@warminster-tc.gov.uk
Smallbrook Meadows Nature Reserve	Wiltshire Wildlife Trust Field Officer Ashley White 07872 117383
Warminster Community Centre bookings	David Prior 01985 212204
Warminster Scout Group	Rebecca Mill-Wilson Warminster Scout Group Secretary secretary@warminsterscoutgroup.onmicrosoft.com Greenland Hut, 25 Weymouth St, Warminster, BA12 9NP
Chairman of Parks and Estate Committee	CLlr Stacie Allensby CLlr.Allensby@warminster-tc.gov.uk

2. MANAGEMENT VISION, AIMS AND OBJECTIVES

2.1 Management Vision

“Warminster Town Council - community and council in partnership, building a vibrant and flourishing town, proud of its heritage, delivering quality services today while preparing for the challenges of tomorrow. Actively embracing a brighter, greener future for all in Warminster.”

Warminster Town Council’s vision 2021 – 2026, adopted January 2021

The council’s four key strategic priorities are:

- *Taking on new services, assets and responsibilities*
- *Building a strong, healthy community*
- *Enabling the new normal*
- *Reducing our environmental impact*

Warminster Town Council Strategy 2021 – 2026.

The Town Council has a Parks and Estate Committee to focus on the management of outdoor services and assets such as play areas and public open space. The Lake Pleasure Grounds is the most significant of these assets.

2.2 Management Aims

The aims for the Lake Pleasure Grounds are based on Green Flag requirements are to:

1. Positively welcome people into the park in terms of both physical and social access, making the park accessible and appealing to all.
2. Ensure a healthy, safe and secure experience for park users.
3. Provide a well-maintained and clean park – maintaining the landscape, buildings and infrastructure of the park to consistently high standards.
4. Improve the environmental quality and sustainability of practices carried out in the park.
5. Maintain the landscape character and increase awareness and understanding of the park’s heritage.
6. Provide opportunities to increase community use and involvement, particularly through events and building partnerships.
7. Develop the park as a civic amenity, a source of pride, which realises the full potential of its historic and natural attributes and ensure effective promotion of the park as a community resource.
8. Ensure all those involved (including the local community) in the management and maintenance of the Lake Pleasure Grounds use the Management Plan effectively as a working document

2.3 Achievements since 2016 (also see introduction)

Positively welcoming

- Pavilion Café open for longer hours (providing court bookings, racquets, putting equipment as well as refreshments).
- Ensured that when facilities have been restored/improved they are open for use and times/rates clearly advertised.
- Signage improved and rebranded as Lake Pleasure Grounds and Warminster Town Council.

Healthy, safe and secure

- Parks and Estate Manager completed NEBOSH certificate.
- Lighting repaired outside Community Centre on request of users – giving an improved sense of safety.
- Parks and Open Spaces Manager employed full time. And additional resources have been secured to provide more staffing
- New Mobile CCTV Camera purchased and in use – it can be moved to different locations.
- Closer working relationships with local Police to tackle anti-social behaviours before it escalates – a proactive, supportive and preventative programme.

Well-maintained and clean park

- Full-time site-based Grounds staff employed.
- All staff and contractors following MMP.
- Regular contact with users of the Lake Pleasure Grounds users and volunteer groups.

Environmental quality and sustainability

- Introduced recycling bins.
- Provided an on-site green waste composter.
- All compostable green waste arising from the park are composted and re-used on site.
- Ensured EA licence was acquired.
- Controlled days that Splash Pad is open (according to weather conditions, school holidays etc.) to minimise water consumption.
- Investigating grey water recycling at Splash Pad.

Landscape character and heritage.

- Cleared the islands and provided habitat and nesting area for wildfowl and landing stations for access.
- Smallbrook Nature Reserve managed by Wiltshire Wildlife Trust.
- Wildflower meadow planted on north east bank with volunteer help.

Increase community use and involvement

- Organised programme of events in the park.
- Warminster School has taken over looking after the Elizabeth Collyns Garden.
- Primary schools, charity organisations (e.g. Rotary), churches and businesses to plant/sponsor flowerbeds.
- Youth Skatepark Group were involved in planning for a new skatepark. [Now constructed]
- Utilised National Citizen Service volunteers for -tidying and gardening, busking and fundraising.

A source of pride, a community resource

- Restored rowing boats on the lake.
- Installation of an outdoor gym.
- Restored the putting green.
- Major events - Warminster Wobble (cycling festival)
- Major events - Inspire live music festival.
- Major events - Carnival Fun Day.
- Planting of a memorial tree to commemorate the 100th Anniversary of the Armistice in WW1.

Management Plan - a working document

- Briefed all staff on Management and Maintenance Plan.
- Funding approved by Warminster Town Council for a programme of improvements within the Park.
- Monitoring by regular meetings of WTC's Parks and Estate Committee which has significant budgetary responsibility.

Since April 2021, almost all the work in the Lake Pleasure Grounds has been undertaken by Warminster Town Council staff with contractors used only for specialist projects.

2.4 Management Objectives –

1. A WELCOMING PLACE				
Aim: To positively welcome people into the park in terms of both physical and social access				
	Objective	Implementation/Task	Timescale/Frequency	Responsibility
1.1	<p>To improve on the existing signage, providing clear information that is easily interpreted including contact details and reference to byelaw.</p> <p>To include directional signage from the Central Car Park and use of social media.</p> <p>Manage existing signage until new signs are in place.</p>	<p>Work has been done in improving signage with signs refreshed and rebranded to make clear the name and the ownership of the Lake Pleasure Grounds</p> <p>Keep clear of graffiti, update information when necessary and repair damaged signs.</p>	<p>Ongoing</p> <p>Weekly</p>	<p>WTC</p> <p>WTC, PEM/POSS</p>
1.2	To provide signage at all entrances to the park and maintain entrances to ensure they are visually clear, unobstructed and promote a sense of arrival	The signage is evolving as work is undertaken and facilities developed. A bat board explaining the importance of bats to the Park is being installed. Further educational signs are planned.	Dec 2023	WTC, PEM
1.3	Maintain visibility into and across the park where appropriate or at specific points.	Carry out vegetation management in accordance with the maintenance schedule.	Monthly	PEM/POSS

1.4	Ensure the Lake Pleasure Grounds is accessible to all.	All access points are ungated and unrestricted, only two suitable for wheelchair access. Signage to indicate. Ensure all hard surfaces are safe and maintained and inspected regularly.	Dec 2023 Twice yearly and recorded.	WTC WTC, PEM/POSS
1.5	Provision of promotion information relating to accessibility.	Ensure promotional information and maps clearly identify suitable routes and facilities.	Online information provided on Town Council website and shared on social media.	WTC
1.6	Brown Tourist signs on main roads through Warminster	Work currently in progress with the highways' authority.		



2. HEALTHY, SAFE AND SECURE

Aim: To ensure a healthy, safe and secure experience for park users

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
2.1	Ensure park and facilities are safe to use.	Inspection of park, park approaches and facilities including play area equipment, paddling pool, skatepark, timber trail etc. Annual RoSPA inspections.	Daily visual and weekly recorded Annual - Spring 2023	PEM/POSS, Grounds staff
2.2	Ensure all plant, machinery, equipment and maintenance operations are safe for maintenance staff and volunteers.	Checks on machinery. Regular servicing of equipment. Appropriate staff and volunteer training and workplace risk assessments.	Daily visual Minimum annually Updated regularly but as a minimum annually	PEM/POSS,
2.3	Ensure health and safety policies and risk assessments are in place, in practice and reviewed.	Carry out health and safety risk assessments of all buildings, paths, benches, infrastructure, and soft landscape areas. Carry out tree safety inspections and keep an up-to-date record.	Annually or if any significant changes in operations occur Every two years or sooner if required	PEM/POSS,
2.4	Have emergency, fire and first aid procedures in place for all events in park.	Ensure all hirers have completed risk assessments, management plans and have arranged the necessary first aid cover for events. Ensure qualified first aider present for all volunteer activities. Emergency contact numbers to be displayed on information boards.	For each event, supplied 8 weeks in advance. For each event Updated as required	WTC, PEM WTC, PEM WTC, PEM

2. HEALTHY, SAFE AND SECURE

Aim: To ensure a healthy, safe and secure experience for park users

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
2.5	Encourage responsible dog ownership and good practice in the park.	Byelaw reference displayed on entrance boards. Grounds staff to carry dog bags. Enforcement by informal means only.	Ongoing	WTC, Grounds staff
2.6	Increase the sense of safety and security in the park.	Ensure the maintenance and front line staff have a recognised uniform and sign-written vehicles.	Daily	PEM, CCTV, WTC
2.7	Address crime, security and anti-social behaviour issues and problems at a local level.	Extensive CCTV coverage in park, with CCTV control room in radio contact with PCSOs. Liaise with Police Local Neighbourhood Tasking Group Liaise with PCSOs PCSOs patrol park on a regular basis	24/7 Quarterly: March, June, September, December Weekly Weekly as minimum, daily during summer holidays	WTC, CCTV, NTG, PEM CCTV, PEM PEM PEM
2.8	Promote the role that the park plays in improving the quality of life of local residents (e.g. health and wellbeing and contact with nature).	Increase organised activities such as walking, jogging, adult gym, skatepark. Liaise with users and volunteers to expand events programme and draw up wish list of equipment etc.	Aim to hold 10 events per year	WTC, PEM
2.9	Mobile CCTV Camera - In 2018 a mobile CCTV camera was purchased by the Town Council. The camera is mobile in the sense that it can be moved from location to location.	Following several instances of vandalism, the mobile Camera was initially located overlooking the Elizabeth Collyns Gardens, since which, there have been no further incidences in this area.	Ongoing	CCTV Supervisor

3. CLEAN AND WELL MAINTAINED

Aim: To provide a well-maintained and clean park

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
3.1	Ensure that the park is kept clean and litter free.	Contractors to adhere to specification for emptying bins and cleaning park. Promote use of recycling bins.	Daily cleaning ongoing	Grounds staff WTC
3.2	Have procedures in place to deal with vandalism and graffiti.	Respond to acts of vandalism/graffiti within 48 hours or immediately if offensive.	As required	PEM,
3.3	Ensure that all staff are aware of the content of the management and maintenance plan.	All staff briefed and trained on relevant aspects and general ethos of MMP. All new staff briefed and trained during induction process.	All new staff briefed, exiting staff given yearly refresher course	PEM, WTC
3.4	Grounds maintenance to be delivered to the highest standards throughout the park with consideration to specialised items of grounds maintenance such as the putting green.	Carry out all maintenance in accordance with the maintenance specification and schedule. Carry out regular inspections to ensure work is to a high standard.	As per schedule Weekly	Grounds staff POSS
3.5	Ensure buildings are maintained to a high standard.	Implement the planned preventative maintenance programme (PPMP).	ongoing	WTC, PEM, Contractors
3.6	Ensure all WTC staff are suitably trained.	Skills analysis Gap analysis Training matrix	Annually	PEM
3.7	Foster a sense of community ownership thereby increasing respect and care of the park.	Develop activities through community and volunteer groups to include, for example, community clean-up days and reporting of problems to PEM. List events on noticeboard.	Aim for 10 events per year Events displayed in Café and online. Additional notice board being sourced.	WTC, PEM

3.8	Maintain consistency in site furniture design.	Ensure all replacements match existing where possible.	As and when required	WTC, PEM/POSS
3.9	Actively manage the lake. Maintain bankside and islands.	Carry out water quality checks. Removal of any litter or other items.	Annually Weekly	PEM Grounds staff
3.10	Strive to attain and maintain a Green Flag Award for quality.	Complete and submit Green Flag application.	Annually	WTC

4. SUSTAINABILITY

Aim: To improve the environmental quality and sustainability of practices carried out in the park

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
4.1	Encourage waste recycling.	Control days that Splash Pad is open (according to weather conditions, school holidays etc.) to minimise water consumption. Consider grey water recycling at Splash Pad. Extra facilities to be provided at major events		PEM/POSS WTC WTC
4.2	Promote wildlife protection, biodiversity management and environmental education and awareness.	Clearing islands and providing habitat and nesting area for wildfowl and landing stations for access. Smallbrook Nature Reserve managed by Wiltshire Wildlife Trust.	Ongoing	POSS
4.3	Employ and develop management and maintenance practices to promote biodiversity.	Maintain Wildflower meadow planted on north east bank with volunteer help. WTC is committed to minimise pesticide use.	Ongoing	PEM/POSS, Volunteers
4.4	Promote education about nature and conservation.	Published and promoted Lake Pleasure Grounds Tree Trail.	Ongoing	WTC

4. SUSTAINABILITY

Aim: To improve the environmental quality and sustainability of practices carried out in the park

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
4.5	Ensure staff are trained to understand environmental issues, principles of sustainability and management practices to increase biodiversity.	Update training course.	All new staff to be trained and existing staff given refresher course.	WTC

5. CONSERVATION AND HERITAGE

Aim: To maintain the landscape character and increase awareness and understanding of the park's heritage

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
5.1	Ensure appropriate management of natural features, wildlife and flora.	Follow the management plan and environmental policy and ensure appropriate training as per 4.6 above.	All new staff to be trained and existing staff given refresher course	PEM/POSS, contractors
5.2	Ensure appropriate management of historic buildings and structural features.	Renovation of boathouse planned	By 2025	WTC
5.3	Produce permanent information panels to raise awareness of the heritage value of the park.	Develop information panels for the water fountain, boathouse and pavilion. Develop ecology boards for flora and fauna.	Detailed plan to be implemented by Dec 2024 Dec 2024	WTC WTC
5.4	Protect the fabric and historical integrity of the park and its buildings.	Implement the planned preventative maintenance programme (PPMP).	ongoing	WTC, PEM/POSS,
5.5	Create opportunities for visitors to further explore and understand the heritage of the park.	Promote Town Park on Facebook and Instagram	Minimum Monthly	PEM/POSS/WTC

5. CONSERVATION AND HERITAGE

Aim: To maintain the landscape character and increase awareness and understanding of the park's heritage

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
5.6	Develop a programme of activities and events that will allow adults and children to become directly involved in heritage-related initiatives.	<p>Tree Trail leaflet updated and reprinted.</p> <p>Liaise with user groups to consider what activities can be included in an annual programme.</p> <p>Incorporate Lake Pleasure Grounds into Heritage Open Days every September.</p>	<p>May 2023</p> <p>Plan for bi-annual meetings: April and Sep,</p> <p>Annually/ongoing</p>	<p>WTC,</p> <p>WTC, volunteer groups and schools</p> <p>PEM</p> <p>WTC/PEM</p> <p>WTC</p>

6. COMMUNITY INVOLVEMENT

Aim: To provide opportunities to increase community use and involvement

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
6.1	Assess the number and profile of users, the pattern of use and users' perception of safety and enjoyment.	Undertake park user surveys and use information to guide and support management objectives.	Annual	WTC
6.2	Increase the usage of the park.	<p>Consultation in quarterly newsletters, social media and other feedback has identified the following wish list:</p> <ul style="list-style-type: none"> Improve tennis courts (consultation undertaken with Lawn Tennis Association; cost have been determined and funding to be sought) <p>Ensure that when facilities have been restored/improved they are open for use and times/rates clearly advertised.</p>	<p>Schedule to start</p> <p>June 2023</p>	
6.3	Publicise improvements and availability of resources.	<p>Continue publicity to ensure that users and prospective users are aware of improvements and facilities in the park.</p> <p>Keep as headline article in local press.</p> <p>Maintain website and use social media.</p>	<p>Quarterly residents' newsletters:</p> <p>Press releases issued monthly</p> <p>Bi-Weekly</p>	<p>WTC</p> <p>WTC</p> <p>WTC</p>

6. COMMUNITY INVOLVEMENT

Aim: To provide opportunities to increase community use and involvement

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
6.4	Continue to promote a sense of local ownership by involving the local community in management of the park and activities.	<p>Groups involved in projects so far:</p> <ul style="list-style-type: none"> • Warminster School have taken over Elizabeth Collyns Garden. A dozen students have been involved. • Ensure local schools continue to help with planting flowerbeds. • Approach charity organisations (e.g. Rotary), churches and businesses to plant/sponsor flowerbeds. • Volunteers assisted with planting wildflower meadow. • Utilise National Citizen Service volunteers 	Ongoing	<p>WTC</p> <p>PEM</p> <p>WTC</p> <p>Wiltshire Wildlife PEM, volunteers WTC</p>
6.5	Increase opportunities to enjoy the park through developing a programme of activities and events.	<p>Existing annual events:</p> <ul style="list-style-type: none"> • Spring in the Park (May) • Inspire live music (July) • Carnival Fun Day (September) <p>Centenary event in July 2024.</p>	<p>Current</p> <p>2024</p>	<p>WTC, volunteer groups Warminster Cycling WTC/Volunteers Carnival Committee</p> <p>WTC</p>

6. COMMUNITY INVOLVEMENT

Aim: To provide opportunities to increase community use and involvement

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
6.6	Create a regular volunteer force to assist in park activities and events.	Work with existing user groups to ensure co-ordination of activities and users needs being met. Promote the Lake Pleasure Grounds to other community organisations within the town. Actively draw groups who take part in other events in the Town into events taking place in the Lake Pleasure Grounds.	Ongoing	WTC
6.7	Work with businesses to promote the Lake Pleasure Grounds as part of the Warminster shopping experience.	Retailers and businesses within the town have been involved in promoting the town. For example working with the Town Council to promote: The Christmas Lights Switch on The Remembrance Sunday Parade and Service The Warminster Parking Partnership Sponsorship of Raft Race	Ongoing	WTC

7. MARKETING PLAN

Aim: To develop the park as a civic amenity and ensure effective promotion of the park as a community resource

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
7.1	Ensure that users and potential users are kept fully informed of the developments during the park's restoration.	<p>Continue to use newsletters.</p> <p>Use Town Park Facebook page and Instagram.</p> <p>Warminster Community Radio interviews</p> <p>Set up events notice board</p>	<p>Quarterly</p> <p>Weekly updates</p> <p>Monthly Community Chest reports, Saturday mornings</p> <p>Currently in Café</p>	<p>WTC</p> <p>WTC</p> <p>WTC officers and elected members</p> <p>WTC</p>
7.2	Promote the facilities in the park.	<p>Use website and social media to advertise the facilities in the park, such as when paddling pool is open, costs and times for putting green, hire of tennis courts etc.</p> <p>Use notice board on site.</p>	<p>Ongoing</p> <p>In Cafe</p>	<p>WTC</p> <p>WTC</p>

7. MARKETING PLAN

Aim: To develop the park as a civic amenity and ensure effective promotion of the park as a community resource

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
7.3	Maximise future usage of the park.	Continue with distribution network for future materials including Civic Centre, Community Hub, library, sports centre. Advertise possibility of hiring park for events and how to apply – application form on website with link and information on how to get paper copy Continue regular press coverage.	Ongoing Ongoing Ongoing	WTC, Community Hub, library, sports centre WTC WTC
7.4	Attract a wider range of users and increase the number of users who are currently not visiting the park.	Carry out surveys to identify user groups Use newsletter and social media to consult with non-users and establish what would encourage them to use the park Collate and review annual user survey results to identify any under-representation of specific user groups and develop action plans to ensure that the park attracts a broad user base.	Annually Annually Annually	WTC WTC WTC

7. MARKETING PLAN

Aim: To develop the park as a civic amenity and ensure effective promotion of the park as a community resource

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
7.5	Provide appropriate marketing support to activities and events to help maximise their attendances	<p>Ensure that marketing is included as part of the plan for each activity/event.</p> <p>Advertise all activities and events on websites and social media</p> <p>Use notice boards to park to promote specific activities and events.</p>	<p>Promote all planned events in the park through community radio and social media</p> <p>Weekly</p> <p>Monthly</p>	<p>WTC</p> <p>WTC</p> <p>WTC</p>
7.6	Reinforce perceptions of the park as a safe, pleasant and well managed place to visit.	<p>Ensure that police presence, CCTV and management have high profile in awareness campaigns.</p> <p>Draw attention to park management attributes in leaflets and other promotional materials.</p> <p>Retain Green Flag as public recognition of the high standards of management and maintenance and publicise when awarded.</p>	<p>CCTV recording 24/7 with extensive coverage of park</p> <p>Monthly press releases Quarterly newsletters Daily social media and community radio</p> <p>Submit application January 2023 Media coverage: Monthly press releases Quarterly newsletters Bi-weekly social media and community radio</p>	<p>WTC</p> <p>WTC, PEM, WCR</p> <p>WTC, PEM, WCR</p>

8. MANAGEMENT

Aim: To ensure all those involved in the management and maintenance of Warminster Town Park use the Management Plan as a working document

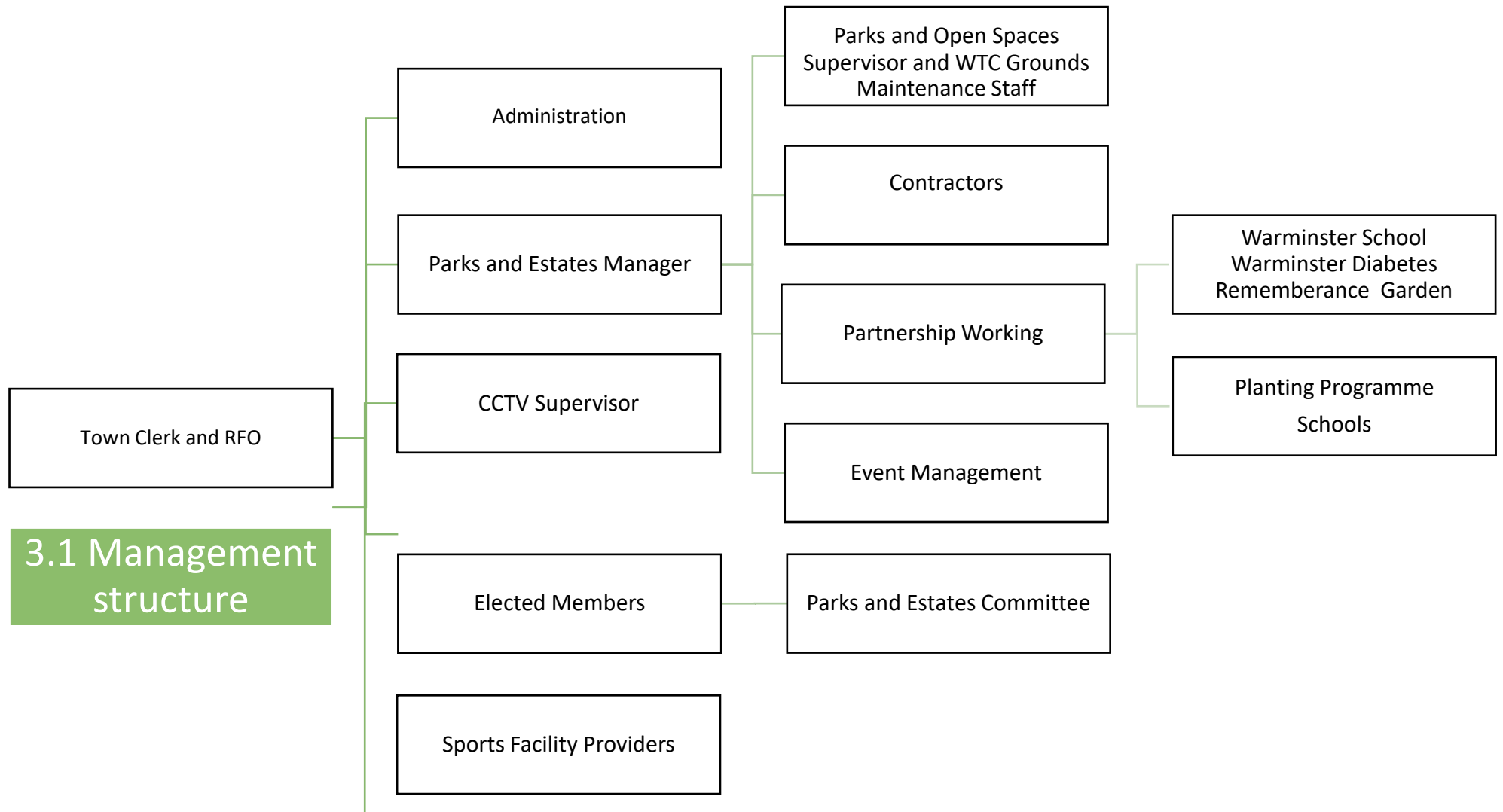
	Objective	Implementation/Task	Timescale/Frequency	Responsibility
8.1	Implement the Management and Maintenance Plan (MMP).	<p>Continue to employ Parks and Estate Manger full time and Parks and Open Spaces Supervisor</p> <p>Continue to employ Full-time site-based Grounds staff</p> <p>Continue to employ café Supervisor and seasonal staff for Café and boat hire</p> <p>Parks and Estate Committee to meet bi-monthly to monitor management.</p> <p>All staff and contractors to follow MMP:</p> <ul style="list-style-type: none"> • On-site meetings • Written reports of inspection • Written monitoring reports from PEM to contractor <p>Town Clerk to review budget requirements and report to council.</p> <p>All leaseholders within the LPG to be provide with a copy of the MMP and follow up with collective meeting to outline plans, objectives and aspirations.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing/seasonal</p> <p>Daily Weekly Monthly</p> <p>Monthly Annually</p>	<p>WTC</p> <p>PEM,</p> <p>WTC</p> <p>WTC</p> <p>WTC, Community Centre, Scouts, Pavilion Café, Wiltshire Wildlife,</p>

8. MANAGEMENT

Aim: To ensure all those involved in the management and maintenance of Warminster Town Park use the Management Plan as a working document

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
8.2	Ensure greater on-site staff presence with all staff conversant with MMP.	POSS on site daily (Mon–Friday). Grounds staff on site full (Mon–Fri), litter pick daily including weekends. Public toilets cleaned	Daily Winter 8am–3pm Summer 7am–4.30pm Daily 7am Twice at peak times.	WTC PEM/POSS
8.3	Ensure effective monitoring of the MMP.	Implement monitoring process by regular meetings of WTC’s Parks and Estate Committee. Officers to hold between meeting briefings with Parks and Estate Committee Chairman Implement monitoring process by regular meetings with users of the Town Park.	Monthly Quarterly: June, Sep, Dec, March	WTC WTC, PEM, Masonic Lodge, schools, Model Boat Club,
8.4	Ensure management is financially sound.	Ensure relevant provision in the Council’s budget. Parks and Estate Committee to provide planned or preferred spend to include within budget.	Budget process begins in October each year.	WTC Responsible Financial Officer, accountant, Committee Chairman

MANAGEMENT STRUCTURE AND MAINTENANCE ARRANGEMENTS



3.2 Maintenance Arrangements

Summary of The Lake Pleasure Grounds Maintenance Plan – Detailed month by month plan held by Parks & Estate Manger

GENERAL TASK DUTIES	FREQ	Shrub Bed	FREQ	Grass maintenance	FREQ	Flower bedding	FREQ
Litter picking	365	Pruning general	1	High Amenity (putting green)	38	Schools bedding: planting	1
Emptying of Bins	365	Spring flowering shrubs	1	General grass	38	Annual Wildflower mix planting	1
Sweeping	4	Winter flowering shrubs	1	Low amenity	38	Schools Bedding: Clearance	1
Weed control	365	Maintain shelterbelt and plantation areas	FREQ	Rough grass areas	3	Annual wild flower mix cutting and clearing	1
Fly Posting	365	Stakes, ties and guards	1	Herbaceous Border	FREQ	Preperation of beds for summer planting	1
Graffiti removal	365	Thinning outworks	1	Fertilise beds	1	Maintenance of summer bedding	17
Shopping trolley removal	365	Pruning	1	Pest control	1	Bulb planting	1
Leaf Clearance	1	Hedges	FREQ	Stake	1	Hard court maintenance	FREQ
Inspections: Informal	365	Field	1	Prune: Summer	1	Spray	4
Park Benches cleaning and maintenance	1	Amenity	4	Prune: autumn	1	Sweep	4
Play areas	FREQ	Beech	2	Plant maintenance	1	Splash pad	
Play area inspections	52	Field	1			Inspection	2
Play area Maintenance Cleaning/Washing	2	Trees	FREQ	Water courses	FREQ	Filling	147
		Tree maintenance	1	Maintenance	365		
Park unusual aspects	12	Tree inspection	2	Boating lake			
Public toilets cleaning	365			Maintenance	365		
CCTV Monitoring	365			Japanese Knottweed Treatment	2		
CCTV maintenance	4			Inspection of islands	1		
Elizabeth Collyns Garden	12			Maintenance	365		

Warminster Town Council is responsible for managing all the following areas of the LPG, (see Figure 3.2):

23 Weymouth Street – private tenanted dwelling

King George V Playing Field and play equipment

Splash Pad

Skatepark

Boathouse including public toilets

Lake and islands

Putting green

Sunken garden

Compound

Compost area

Tennis courts

Multi-use games area

Bandstand

Flower beds

Grassed areas

Trees

Lighting

CCTV cameras

River Were (Swan River)

Smallbrook Car Park

Outdoor Gym

Play Area

Lava trail

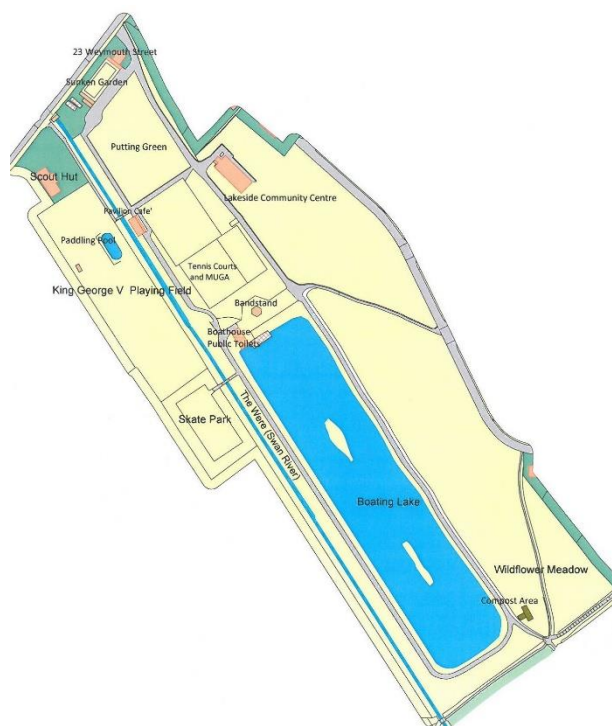


Figure 3.2: Location of the Town Park assets
*Sunken Garden know as Elizabeth Collyns Garden

3.3 The Parks and Estate Committee

The Parks and Estate Committee is a fully delegated committee of Warminster Town Council.

The committee is comprised of 7 Councillors, and has one non-voting co-opted member, a community volunteer, who has a wealth of experience and used to work for Wiltshire Council. The Chairman is currently Cllr Sue Fraser.

The committee meets 6 times a year, on a bi-monthly basis. The meetings are held in the evening starting at 7pm and are open to the public.

The committee is supported by WTC officers including the Town Clerk, the Deputy Town Clerk and the Parks and Estate Manager.

Every meeting includes a standing agenda item, PEM Report which covers the Lake Pleasure Grounds and associated land. This updates councillors about any issues that have arisen since the last meeting and allows the councillors to question the officers.

The Parks and Estates Committee is also the primary place for making decisions about the Lake Pleasure Grounds. Papers are presented to the committee on issues such as repairs and renewals and discussions and decisions are made about future plans for this and other facilities.

Members of the committee are involved in monitoring the budget for the Lake Pleasure Grounds and involved in setting future budgets.

The agendas and minutes of the Parks and Estate Committee are available on the town council website

4.0 MONITORING AND PLAN REVIEW

This Management Plan will be reviewed periodically, and revisions made where necessary. The cycle of the plan will be as follows:

- (a) Continue to operate according to the aims and objectives within the plan throughout the period covered.
- (b) Continually review the working of the Management Plan through its daily use.
- (c) Monitor the operation of the plan on an annual basis and make any revisions for the start of the year in January. Reflect any ongoing developments such as user survey feedback and revised financial projection.
- (d) The Green Flag Award requires the Management Plan to be resubmitted bi-annually. Feedback from the Green Flag Award judges will be used as a guide when reviewing and revising the plan.
- (e) The Parks and Estate Committee will feed into the monitoring and review of the plan and the general standards of management/maintenance in the park.
- (f) The Management Plan will be reviewed and revised annually.

5. BACKGROUND INFORMATION

5.1 Historical Development²

The background to the acquisition of land for the Lake Pleasure Grounds

- 1884 The acquisition of the various pieces of land which would eventually become the park began with the conveyance on 29 September of a piece of pasture land called 'George Mead' from Sir John Dugdale Astley Bt. and his trustees to Mr John Elling. The land measured 'two acres two roods and thirty-two perches or thereabouts
- 1892 George Mead (Fig. 5.1), along with two houses, changed hands on 25 June by a conveyance between the executors of Mr Elling's will (Robert Lewis Willcox, George Bailey Mundy and Thomas Ponting) and Stephen Payne Collier, retired butcher.
- 1893 George Mead was sold again on 29 March under a conveyance between Stephen P. Collier and George Trollope, a baker.
- 1908 A mortgage was arranged on this same land to secure £100 and interest at 4½% per annum between Mr H.W. Trollope (mortgagor) and Frank Parsons, retired builder (mortgagee).
- 1909 On December 14 there was a sale of freehold pasture and meadow land belonging to Mr H.W. Trollope. Lot 1: Ferris Ground, 8a 2r 2p, with 'substantially brick built and tiled shed' with accommodation to tie up 17 cows with a large loft over, water from a well and timber valued at £36. Also an enclosure of water meadow called Middle Mead, 5a 1r 38p, connected to Ferris Ground by a bridge over the Swan River. Lot 2: George Mead, 2a 2r 32p, with frontage onto Weymouth Street.
- 1910 Lot 2 was sold to Miss Dorothy May Tanswell for £325 in a conveyance dated 14 February between Mr Trollope, his mortgagee and Miss Tanswell.
- Ferris Ground and Middle Mead (Fig. 5.2) were conveyed between George House, Frank Parsons and Thomas Henry Harraway (mortgagees) and Mr Trollope to Mr A.H. Harraway on 12 February.
- On 14 February a mortgage was arranged for this land between Mr A.H. Harraway, nurseryman, and Messrs G. House, F. Parsons and T.H. Harraway for £900 plus interest.
- 1915 Miss Tanswell, who had bought George Mead, married the Rev. Tudor Jeffreys, Clerk in Holy Orders, on 15 October.
- 1923 Mrs Jeffreys sold George Mead to Warminster Urban District Council (WUDC). The council also acquired Middle Mead when Mr A.H. Harraway sold it to them on 8 May.

² We are indebted to Sonja Harris for allowing us to reproduce information from her *Lake Pleasure Grounds Warminster Conservation Management Plan* (Sonja K V Harris June 2010) for this section.



Figure 5.1: Copy of plan on conveyance of 25 June 1892 showing the land called George Mead which was sold to Stephen Payne Collier

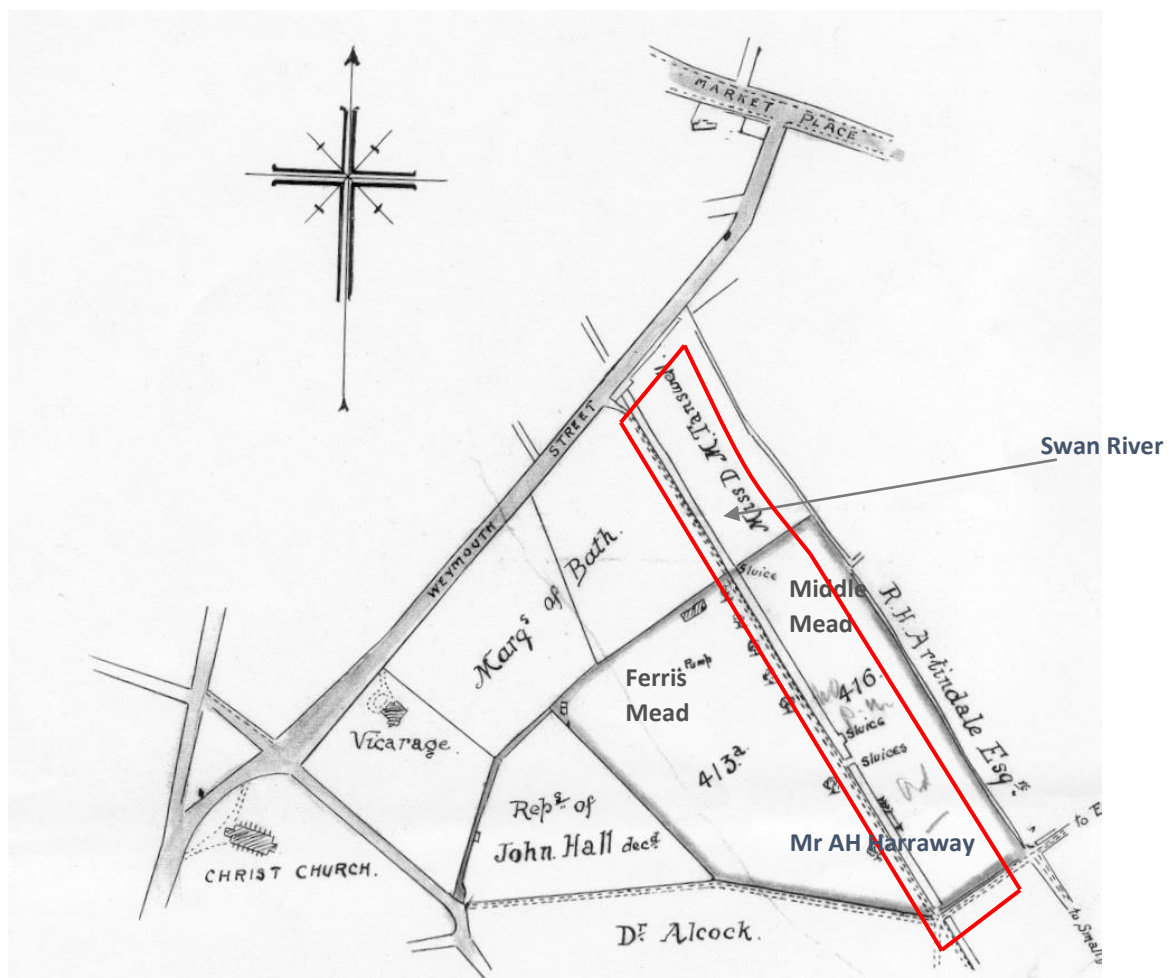


Figure 5.2: Plan of land ownership in 1910 after the purchase of plots 413a and 416 by Mr A.H. Harraway
The red outline of the 1924 Lake Pleasure Grounds is superimposed and the Swan River marked



Boating on the lake, 1920s



56 Band Stand, Lake Pleasure Grounds, Warminster

A concert in the bandstand, 1920s

Photographs courtesy of Warminster Museum and History Society

The historic development of the park

- 1911 The original park idea was to act as a celebration for the coronation of George V. Following an unsuccessful attempt to create a public park in Warminster this year led to Dr Alcock, master of Warminster Grammar School and a member of WUDC, donating a three-acre field in Pound Street which, on 12 January 1912, became a children's playground housing swings, benches and football posts.
- 1921 13 September. Unemployment was a big problem for the town and at a meeting of the WUDC and Board of Guardians of the Poor a letter was read out from the Warminster branch of the British Legion asking that some public utility works be started on which the men could be employed, 'as they desired work not relief'.
- 14 September. Among other project ideas for the unemployed elsewhere in the town, it was agreed to write to Mr C. Wright, who occupied the land through which the Swan River flowed, to see if he could employ two or three men to clean out the river and make up the riverbanks. The men would be paid 9d per hour.
- 16 September. The *Warminster and Westbury Journal* reported that of the unemployed only 131 were registered at the Labour Exchange, who each received 15/- government benefit.
- Mr Foot urged that application should be made to the Ministry of Health for the purpose of having 'the dole' which these men would receive handed to the Council, who would provide work with it. The field at Swan River could be made into a park.
- 23 September. The *Journal* reported there were big discussions among the WUDC, Board of Guardians and the Joint Urban and Rural Unemployment Committee about the unemployment situation. Since Warminster had not been classed as an unemployment 'distress area' by the government it was decided to apply for three loans to start work projects. At this point the park plan was not among them.
- 1922 On 6 June an Unemployment Committee (UC) was appointed by WUDC and on 27 June the committee was asked to come up with further relief schemes for the unemployed that autumn and winter. One of these was a general sports ground at Halliday Field. After lengthy discussion there was doubt over whether the council could carry this through so the Town Surveyor, Mr C.H. Lawton, had laid out the 'Lake Scheme', as the idea for the park now seemed to be known, before the inspector of the Ministry of Health. In the minutes of 11 October, after Mr Lawton had obtained an estimate for building a swimming bath 'at Smallbrook', the committee recommended the scheme be adopted. (There was a swimming bath at Smallbrook prior to the existence of the baths as part of the park.)
- 16 October. WUDC appointed a special committee (SLS) to deal with the Lake, Bath and Pleasure Ground Scheme comprising Messrs Moody, Dewey, Payne, Hannam, Turner and Shaw.
- 2 December. The SLS and UC met to discuss the fact that the Ministry of Health and the Government Unemployment Grants Committee had been approached regarding the scheme. The District Valuer, after valuing the land needed to be bought for the scheme to progress, had agreed figures of £290 with Mrs Jeffreys, for George Mead, and £330 with Mr A.H. Harraway, for part of Middle Mead, with £18 compensation for

19 January. The land exchange was agreed to (the extra land amounting to three acres) and the following alterations to the layout plan were approved (Fig. 5.4) four tennis courts – two lawn, two hard; one bowling green – six rinks; a miniature golf course; recreation space; a bandstand on metalled space near the head of the lake instead of on the lake, as previously suggested; the lake at the lower end of the site, with two small islands in place of one large one, as previously proposed.

Meetings during the rest of the year saw: arrangements for the bowling club to visit the site to position a green; enquiries into sourcing rowing boats which found they could be bought second-hand from the Admiralty in Portsmouth; Charles Ede approved to do the woodwork of the Boat House balcony; several orders for rubber boots in connection with puddling the lake, and by the autumn a reduction in men working on the scheme as the work was going so well.

1924 1 January. The decision taken in December 1923 that Mr Lawton should visit London to ask the Ministry of Health for more money for the scheme was confirmed and the request for £800 agreed on.

26 February. Enquiries were made about writing byelaws and it was agreed to set up the Public Walks and Pleasure Grounds Management Committee to take over the management of this park and Arn Hill and Pound Street Recreation Ground.

April. Advertisements were run for the post of caretaker to the park.

24 June. With a provisional opening date of 19 July it was decided to buy one skiff (Figure 5.5), one punt and four small canoes from an advert in the Exchange and Mart.

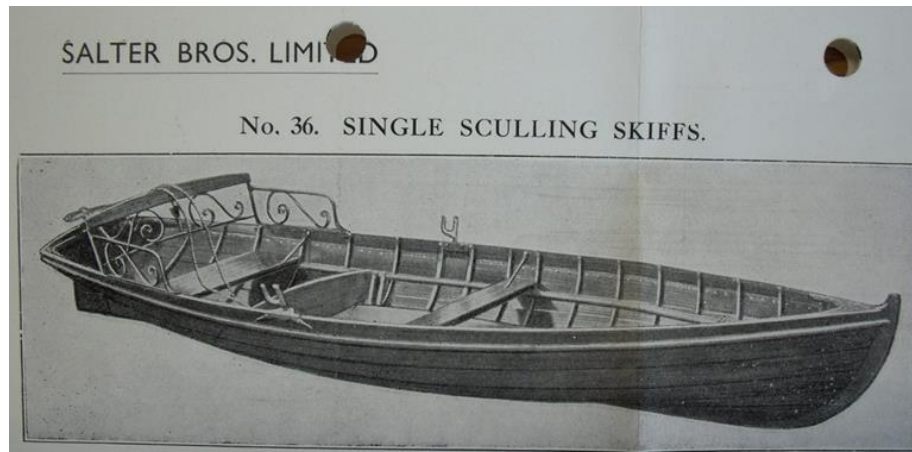


Figure 5.5: A sketch of the type of skiff bought for use on the lake

The scheme still didn't have a name but of the proposals put forward – Warminster Lake and Pleasure Ground; The Lake Pleasure Grounds; The People's Pleasure Grounds and The Weymouth Road Pleasure Grounds – the second was chosen (LPG hereafter). The WUDC agreed to adopt Section 81 (para. 5) of the Public Health Act's Amendment Act 1907 so that the police could patrol the park, and a scale of hire charges was set:

Chairs	2d each per morning, afternoon or evening session
Boats	1/- per half hour
Children's canoe	3d per half hour

Hard tennis court 1/4d per hour
 Swimming 3d per adult, 2d per child under 16.

26 July. The official opening of the LPG (Figure 5.6) was undertaken by the Marquess of Bath (who had been unavailable on 19 July). The packed crowds were entertained by water polo displays, music, and fireworks and took part in boating, golf and swimming. A wireless concert was broadcast between 9 and 11pm with 'the best items from the Bournemouth, Birmingham and Cardiff Broadcasting Stations'.



Figure 5.6: The poster advertising the park's official opening

5 August. William James Cope was appointed chief attendant for the park. He would receive £2.5.0 per week until the cottage in the park was finished for him to inhabit, then he would receive £2.0.0 with the house rent and rates free.

8 August. The committee agreed dogs must be on an 'effective lead'; bicycles were only allowed to be left by the swimming bath wall and a £2 reward would be paid for information about any damage to the park.

August. After their successful opening ceremony concert, Warminster Town Band were asked to play regularly in the park. (In March 1925 it was agreed to pay the band up to £50 per annum for their expenses to play in the park.)

24 October. Discussions took place about the potential heating of the swimming baths but it was later agreed to defer this plan. Lord Bath donated some fish to stock the lake.

25 November. The caretaker's cottage was finished and he was able to move in.

1925 Throughout the year there were gifts of plants and fish to the park. School parties and various organisations wrote for permission to bring groups to the park or to hold events there.

Correspondence tells that photos were taken to put up in Great Western Railway carriages promoting the town and its park as somewhere to visit.

11 May. The decision to continue mixed bathing was upheld but it was also decided to hold men and women-only sessions.

25 May. A swimming club was formed (Figure 5.7).



Figure 5.7 Mr Sidney Day, the first swimming instructor

16 July. Mr C.H. Lawton, was asked to attend a public enquiry to be held on 21 July by the Ministry of Health into excess spending of £775 on the park scheme. However, the following day Mr Lawton refused to attend saying the last time he had been to a meeting overseen by the Ministry inspector he had been ridiculed.

21 July. The *Warminster Journal* reported on the Ministry of Health's enquiry. The clerk of the WUDC explained how the land had formerly been water meadows and some portion of it had been used for the town refuse tip, therefore the ground had not been in good condition. The expense had been incurred by the lake excavation of 14,000 cubic yards more than was estimated; filters had been added to the intake; £65 was paid to pump out the lake due to bad weather and more concrete had been needed in the foundations because of the boggy land. The Ministry inspector was happy with the clerk's explanation and on visiting the site was pleased with what he saw.

2 September. The park hosted a public gala with a range of activities (Figure 5.8).

29 November. The town's residents were allowed to skate on the lake for 6d.

1 December. It was agreed to go ahead with the tender of £46.7.0 quoted for installing permanent electric to the bandstand, boathouse and urinals.



Figure 5.8: Poster for the public gala

1926 27 April. With plans for a sports pavilion well under way the tender submitted by Messrs R Butcher and Son to build the structure was agreed.

27 July. £5 was given by an anonymous donor towards the cost of fitting a back and sides on the shelter over the Swan River to make it more comfortable.

1927 1 February. The same donor gave £10 to create an extension to the same shelter.

22 March. Forty-eight lockers were bought for the pavilion.

23 August. The new tennis courts were finished.

- 1928 16 March. After ongoing problems with the quality of the green, the bowling club decided to vacate the LPG. It was recommended the green be used for two tennis courts and the current lawn court become a skittles and quoits area.
- 1931 7 March. The new scout hut opened on land adjoining the park. This was called the Greenland Hut after Mr Greenland, Warminster Band's conductor.
- 1938 July. Approval was given by the King George's Foundation for a children's playground in the Lake Pleasure Grounds, to be called in perpetuity King George's Field. The Foundation provided a grant of £200 towards the cost of creating the King George's Field, which went towards the capital cost of £595 for 0.75 acres of land.
- 1945 16 February. At this time the park was maintained by four staff: park-keeper earning £5 per week; assistant park-keeper £4; general labourer £3.10 and an evening-duty-only person who was on £52 per year.
- The LPG sub-committee proposed a sandpit and paddling pool for toddlers in King George's Field; a skittle alley at the far side of the hard tennis court near the bandstand; roller skating and a dance floor instead of resurfacing the hard tennis court; the slope from East End Avenue down to the pleasure ground should be bought and turned into a rock garden with paths and seats, and electric wiring should be installed round the grounds for fairy lamps, in time for the Peace Celebrations if possible. It is not known how many of these were accomplished.
- 23 March. The LPG sub-committee reported florists in the town had agreed to take on the maintenance of a flower border each.
- 1946 17 January. The LPG sub-committee said they might consider further plans for the park: concreting the bottom of the lake, providing mass bathing and motor boat possibilities, with provision for sunbathing on the slope from East End Avenue. The present baths could then be used for parking. If they acquired more land to the east and the slopes on the south and north 'it might be possible to develop the grounds as a general physical culture and recreational centre, with attractions for all ages and all classes of people'. The sand pit idea for King George's Field was abandoned but it was agreed to get a quote for the paddling pool.
- Spare land in the park had been used during the war to grow food and WUDC agreed to keep this under cultivation.
- 1947 The paddling pool became a reality.
- 1948 The Park Keeper at this time was Mr H. Alford.
- 12 May. The 'rough way in which they [soldiers] use the boats and other equipment provided' in the park led the council to send a letter of complaint to the commanding officer of the East Lancashire Regiment stationed in Warminster.
- 1949 In April the hire charges were:
- | | |
|-------------|--|
| Swimming | adult 4d, under 16 2d, spectators 1d |
| Putting | 3d per round |
| Tennis | doubles 2/- per hour, singles 1/8d per hour |
| Boating | adult boats: 6d per person per half hour
children's canoes: 3d per person per half hour |
| Deck chairs | 2d per session. |

- 1950 14 February. A letter was sent to the father of boys who had damaged the roundabout in King George's Field.
- 1951 16 January. An order for seeds showed the park grew the following in its flowerbeds that year:
- | | |
|-----------------|---------------------------------------|
| Alyssum | white dwarf |
| Antirrhinums | Amber Queen, Malmaison, Golden Queen |
| Aster | white, dark blue, crimson |
| Campanula | <i>C. calycanthema</i> mixed |
| Canterbury bell | double |
| Dahlia | yellow, gem |
| Nemesia | mixed |
| Wallflower | Vulcan, Orange Bedder, Golden Monarch |
| Cheiranthus | <i>C. Allionii</i> |
| Zinnia | |
- 1952 November. Mr C.W. Whitford donated a clock to be positioned on the boathouse.
- 1953 February. The park had its four three-seater 14ft Salter skiffs up for sale.
- 1963 The lake was again used for skating during this year's hard winter.
- 1970s The Lions Club extended the King George's Field play area within the park.
- 1972 The Lakeside Centre opened within the park.
- 1977 June. To celebrate the Silver Jubilee of Queen Elizabeth II a concert was held in the park after which trees were planted in commemoration on the Ridgeway slope as part of a job creation scheme. The landscaping won an award from the then Council for the Protection of Rural England.
- 1996 18 May. The official opening took place of the Warminster Civic Trust Garden, which is situated on the site of the former open-air swimming bath in the park.
- 2016 November, ownership of the Lake Pleasure Grounds Park transferred to Warminster Town Council
- 2017 Green Flag Award

5.2 Land Ownership

The Lake Pleasure Grounds and a selection of titles have been transferred into the ownership of Warminster Town Council following a community asset transfer from Wiltshire Council on 21st November 2016. There are several leases in place which are detailed below:

- (a) Smallbrook Meadows Nature Reserve is accessible from the Town Park and is leased to Wiltshire Wildlife Trust who have responsibility for the maintenance of the reserve. This section is not included in the Green Flag application.
- (b) 23 Weymouth Street, the cottage at the entrance to the park at Weymouth Street, is privately rented with the income received by the Town Council.
- (c) Warminster Park Community Centre has charitable status and is leased and managed by trustees, with a peppercorn rent.
- (d) The Scout Hut is managed by the Warminster Scout Group and the group holds a lease with a peppercorn rent.

5.3 Byelaws

The Lake Pleasure Grounds are covered by the byelaw made under Section 164 of the Public Health Act, 1875, by the West Wiltshire District Council with respect to the pleasure grounds known as King George's Field, Melksham and Lake Pleasure Grounds, Warminster.

5.4 Topography

The Lake Pleasure Grounds cover 6.5 hectares and is bounded by Weymouth Street to the north, the Ridgeway, East End Avenue and part of Plants Green to the east, and Smallbrook Meadows to the south and west.

It lies to the south and within walking distance from the town centre and is approached from Weymouth Street. The park almost sits within a basin, with a flat centre surrounded by properties adjoining the park which lie at a distance at the top of the grass slopes rising to the northeast and southwest.

The views south, towards the reserve, are of trees and fields.



Figure 5.9: OS map original scale 1:10000 with contours indicating the basin in which the Lake Pleasure Grounds sits
Edina Digimap ©Crown copyright/database right 2009

5.5 Archaeology

Evidence of Warminster's archaeology can be obtained from the Wiltshire County Archaeological Service. Phil McMahon has written *The Archaeology of Wiltshire's Towns: An Extensive Urban Survey* and the section on Warminster can be found at http://archaeologydataservice.ac.uk/archiveDS/archiveDownload?t=arch-906-1/dissemination/pdf/EUS_Texts/Warminster.pdf

The only mention of the park is in section 5.8.1 which refers to one of four undated sites in Warminster: 'To the west of the Boating Lake are a pair of widely-spaced, parallel, broad earthwork banks.'

5.6 Ecology and Biodiversity

In view of the recent handover of the Lake Pleasure Grounds in November 2016, Warminster Town Council has not had the opportunity to prepare an ecology and biodiversity plan and in the short term we will follow Wiltshire Council's plan which is linked below.

<http://www.wiltshire.gov.uk/biodiversity-wiltshire-action-plan.pdf>

The Council has sought to increase biodiversity and encourage the community to take part in promoting and learning about the site's ecology.

A composting area for all our green waste to be recycled is has been built.

We have sought to prepare a record of all wildlife within the park, working with a local volunteer. A bat survey has been carried out, the results are confidential to avoid disturbances to roosts. The Café is being used to organise bat and nature walks.

A water vole survey to inspect the habitat and make repairs to the river bank was carried out in November 2016.



Figure 6.10: Results of the water vole survey

5.7 Tree Survey

A tree survey was undertaken on behalf of Warminster Town Council. All the remedial action identified has been undertaken. An annual inspection is scheduled during the winter months in the contract, and ongoing as needed maintenance.

5.8 Buildings

Before taking over the park the Town Council employed local surveyors Cooper and Tanner to undertake a survey of all the buildings and structures in the park.

As stated in the Management Objectives the Town Council will prepare a planned preventative maintenance programme for all buildings and structures by December 2019.

5.9 Strategic Context and Policies

5.9.1 Policy Framework

This plan has regard to national, regional and local planning policy as well as our own Neighbourhood Plan (NP) which has been 'made'. Following independent examination, the NP met basic conditions outlining its conformity with the National Planning Policy Framework as well as our local and regional plans.

- (a) Warminster Town Council Neighbourhood Plan

<http://www.warminster->

[tc.gov.uk/documents/2016.09.08%20Final%20Complete%20Neighbourhood%20Plan.pdf](http://www.warminster-tc.gov.uk/documents/2016.09.08%20Final%20Complete%20Neighbourhood%20Plan.pdf)

See Section 6.0: A Place to Enjoy – Policy E3: Youth-Related Amenities

- (b) Warminster Community Plan 2013–2026 (Warminster and Villages Community Partnership)

<http://www.westwilts-communityweb.com/site/Warminster-and-Villages-Community-Partnership/Community-Plan.htm>

See sections: Environment and Countryside; Health and Wellbeing

5.9.2 Demographics

Warminster Community Area, which encompasses the town and surrounding villages, has a total population of 25,980. At the time of the Wiltshire Census 2011, the population of Warminster town was recorded as 15,710. There are 1920 new homes are planned to be built by 2026 in the town, expanding the population by 25%. Sixty-one percent of the population are of working age and 10,300 people were employed in the area in 2009. There is a low claimant count rate (i.e. the percentage of the working age population claiming Jobseekers Allowance).

Nineteen percent of the population are retired and aged 65+.

There are some issues within the community relating to low incomes, children living in poverty and anti-social behaviour.

5.10. Social Context – Use and Events

The central situation of the Lake Pleasure Grounds and its entrances into it from all sides, makes the space accessible to all age groups and with all interests.

5.10.1 Volunteering

Many volunteers come from the local community. There are six primary schools signed up to plant summer bedding. They have taken part in the scheme in 2017 and 2018.

5.10.2 Friends of Warminster Park (FoWP)

FoWP were a volunteer group formed when the Lake Pleasure Grounds were owned and managed by Wiltshire Council. Since the Lake Pleasure Grounds were transferred to the Town Council, FoWP felt that as constituted there was not a role for them. As a group which were neither a registered charity or with a formal role in owning or managing the Lake Pleasure Grounds, they found that they were unable to apply for most sources of external funding. For example, the FoWP did a huge amount of early work on the Community Skatepark but were frustrated that the major funders would not allow applications from them. They were not formed to undertake physical work, but to fundraise for specific projects. As a consequence the FoWP decided to disband in January 2019.

Currently the Town Council believes it is best to continue to bring the various existing user groups together with a single focus, i.e. the Town Council.

5.10.3 Community Centre

Warminster Art Society – meets weekly September–May

Warminster Camera Club – meets weekly

Slimming World – meets twice a week

Warminster Fuchsia Society – meets monthly

5.10.4 Scout Hut

The Scout group meets weekly.

5.10.5 Warminster Model Boat Club

The Model Boat Club meets at the lakeside on Sunday mornings. They are regular users of the Pavilion Café

5.10.6 Tennis Coaching

There are small-scale coaching sessions at the weekends. The Council is in discussions with the Lawn Tennis Association regarding rejuvenating the courts and encouraging more participation.

5.11 Main Events planned for 2023

Sun 7th May – Spring in the Park (including Coronation)

June - August – In the Bandstand – 12 Saturdays from Brass Bands to Rock Choirs

June – Minster Church Fete

June – Alzheimer’s Support, A Walk to Remember

July 22nd – Lions Book Festival

July – Inspire Music Festival

Sat 5th Aug – Skatepark Jam

Sat 5th Aug – Ice Cream & Bubbles

Sun 10th Sep – Carnival Fun Day

Sun 29th Oct – Pumpkins in the Park

Sun 29th Oct – Bat Walk

5.12 Comments from Facebook

"Fab service in the Pavilion Cafe. Been in a few times lately and they're always so friendly & helpful - even stayed open past their closing time to serve us."

"Amazing park for such a small town. Everything you need for family, friends and children. Well done to everyone who put the effort in to make this such a beautiful place."

"Great park very clean and the weather was fantastic."

"Spent a pleasant afternoon yesterday in the park, it has greatly improved this year, the flowerbeds and area around looked lovely and well cared for and before leaving we enjoyed a lovely cup of tea and coffee."

"We had great service today and lovely hot chocolate, thank you!"

"An amazing day today at Spring in the Park, lots for everyone. Well done to Warminster Town Council on all the organising and showing what Warminster can do and is. Here's to next years."



Delivering a brighter, greener future for all

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