

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

**Green Flag Application - January 2025
including the Management and Maintenance Plan (MMP)**



Delivering a brighter, greener future for all



The Fire show at Pumpkins in the Park



Proudly displaying the Green Flag Award - Town Council Parks and Open Spaces Team.

FOREWORD



Councillor Stacie Allensby
Mayor of Warminster, 2024–25

Since Warminster Town Council took over ownership of the Lake Pleasure Grounds from Wiltshire Council on 21st November 2016, more than eight years ago, many improvements have been and continue to be made to the Park to reflect its strategic role as an amenity for the community and visitors to Warminster.

The Park has become a destination in its own right and is used by people of all ages; visitors to and residents of the town bring their family and friends to the Lake Pleasure Grounds, and the Park has been and continues to be enjoyed by many generations. People are attracted by the events, the facilities, and the sheer beauty of the park. The celebrations to commemorate the centenary of the opening of the Park on 26th July 2024 were enjoyed by thousands of Warminster residents and visitors to the town.

As a town council we aim to cater for all visitors to the park. The splash pad has taken visitor numbers to a new level and the refurbishment of the tennis courts and MUGA in 2023 have added another sporting dimension to the park.

More people are spending time outdoors and understanding the importance of a natural environment for their health and wellbeing and the Lake Pleasure Grounds have improved the quality of life for both people in our town and visitors from outside Warminster. There is so much to do and yet there is space and time for quiet contemplation and just watching the activity of others and the world go by. Upgraded CCTV provision in the Park helps to bring a feeling of security for visitors.

The council continues with its focus on service delivery for the people of Warminster. As one of the town council's biggest and most visible assets, the Lake Pleasure Grounds play a key role in the council's priorities for the town. As Mayor of Warminster, I am extremely proud of the progress that has been made and excited about future plans.

A handwritten signature in black ink, reading 'Stacie Allensby'. The signature is written in a cursive, flowing style.

Mayor of Warminster, Councillor Stacie Allensby

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

- ✓ In July 2024 the centenary of the Park's opening was commemorated with a special event. Entertainment was provided by The Beatles with an A and Forever Elton with the highlight of the evening being a pyrotechnic aeroplane display
- ✓ 'Spring in the Park' continues to be one of the major events in the Warminster calendar and is eagerly anticipated by residents of the town.
- ✓ 2023 saw the first Warminster Book Festival being held in the Park. This event was organised with the support of the town council and will take place again in 2025.
- ✓ The 2024 Ice Cream and Bubbles Festival was a huge success with many different types of ice cream vendors attracting customers. The Festival is to become an annual fixture in the Park's calendar.
- ✓ The town council's second Pumpkins in the Park event was held in 2024; this included a pumpkin carving competition, face painting food and drink, entertainment and a spectacular fire show. Pumpkins in the Park will return in 2025.
- ✓ Maverick Skate Parks and Rubicon hosted a Skatepark Jam in the Park. The event was described as "epic" by the people who took part.
- ✓ The bandstand continued to host a series of concerts throughout the summer season. The Town Council paid for many of the bands to appear, mixing performers from Warminster and beyond. Most musical tastes were catered for, from brass bands to Rock Choirs.
- ✓ The refurbished tennis courts and MUGA in the Park have seen usage massively increase. Income from the tennis courts is put in a reserve to pay for future renovations.
- ✓ The council's added extra CCTV cameras which are proving to be invaluable in helping the Police to quickly identify and deal with perpetrators of vandalism and anti-social behaviour in the Park. The number of incidents remains stable, improving the safety and ambience of the Lake Pleasure Grounds.
- ✓ Incredible Edible, a local gardening group, continue to grow herbs and vegetables in the Park. The community are invited to help themselves.
- ✓ Children from local primary schools plant and maintain individual flower beds each spring.
- ✓ Water testing of the Lake has been carried out by the Friends of Warminster Rivers. Unfortunately, blue green algae has been identified on several occasions over the past year. Incidences are carefully monitored, and use of the Lake restricted when necessary.
- ✓ Measures have been put in place to keep the pathways in the Park clear of duck and geese poo.

- ✓ Hire of boats and canoes on the Lake is proving to be very popular.
- ✓ Free tennis coaching and canoe taster sessions were offered to young people living in Warminster in the Easter and summer school holidays.
- ✓ New brown tourist signs have been installed on main approach roads to Warminster advertising the Park and other attractions.
- ✓ Finger posts throughout the town centre have been refurbished and repainted to draw visitors to the Park.
- ✓ Warminster Town Council has adopted a new Strategic Plan covering the period 2024 to 2029.
- ✓ A press release on a 'Happy to Chat' bench in the Park in August 2023 reached more than 297,000 people with more than 5,700 people engaging with the post. The Town Council Facebook page has 3.1K followers and is used every day to communicate Town Council news - linking followers to the Town Council website, as well as sharing events for local community groups.

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

- ✓ The new state of the art skatepark opened in September 2019. This is a wonderful facility and 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 Pavilion Café was refurbished in early 2020. Its takeaway service has proved incredibly popular.
- ✓ 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 putting green area was reconfigured in 2022 to allow both for the continuation of the putting green and the creation of a picnic area – with picnic benches.
- ✓ A frame flagpole has been installed at the second entrance in Weymouth Street with a flag advertising the Town Park.
- ✓ The Tree Trail booklet containing details of trees in the Lake Pleasure Grounds is so successful it has been reprinted multiple times to meet demand.
- ✓ 200 plus trees were planted in the Lake Pleasure Grounds as part of Her Majesty the Queen's Platinum Jubilee Green Canopy.
- ✓ There are currently five rowing boats and two canoes available for hire on the lake.
- ✓ Warminster Town Council's social media engagement and ability to reach residents on important issues and council updates continues to grow.
- ✓ Facebook reach has increased by 418.3% compared to January 1st to December 31st, 2022. Instagram continues to grow in activity and reaches many people who may not use Facebook. It now has 1.3K followers and is used to show pictures from the town and promote local facilities.
- ✓ More picnic benches have been installed and a picnic area created next to the putting green.
- ✓ The tarmac path on the Weymouth Street stepped entrance has been 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. The council has adopted a Climate Strategy Action Plan for the period 2024 – 2029. We view the Lake Pleasure Grounds and surrounding nature reserve as the green lungs of Warminster.
- ✓ The town council took maintenance of the Lake Pleasure Grounds 'in house' rather than employing a contractor. This has enabled standards to be driven even higher.
- ✓ 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, but 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 and an annual wildflower mix is used in all other plant beds, i.e., the ones not planted by schools. This has increased the variety of flowers and

improved biodiversity particularly for pollinators. The flowers are left to self-seed.

- ✓ 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 and invasive species, such as couch grass.
- ✓ The depot, located on an industrial estate in Warminster, provides additional storage and staff facilities for inhouse staff.
- ✓ **We are incredibly proud of what we have achieved but are firmly looking at our longer-term aspirations:**
 - We are working on a longer-term programme of investment in the Park in conjunction with a funding bid to the National Lottery Heritage Fund.
 - Staffing changes have provided an opportunity to rethink the operation of the Pavilion Café which will be closed over the winter of 2024/25 to enable the proposed changes to be developed and implemented.
 - We will be working on a joint project with Wiltshire Wildlife Trust to develop costed designs for replacing the sheet piling around the lake with a more natural biodiversity rich alternative to address the high levels of ammonia highlighted by the Friends of Warminster Rivers Survey.
 - The scout hut in the Park is 97 years old. The scouts are hoping to replace the hut in the next four to five years and have been in consultation with the council.
 - Longer term, the intention is to implement a scheme of improvement for the Park including the renovation of the boathouse to turn it into a space that can be rented by individuals and community groups.



Aerial shot of the tennis courts and MUGA

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THE LAKE PLEASURE GROUNDS IN PHOTOS



The space themed splash pad



The Lake Pleasure Grounds aim to:

Be positively welcoming.

Be healthy, safe, and secure.

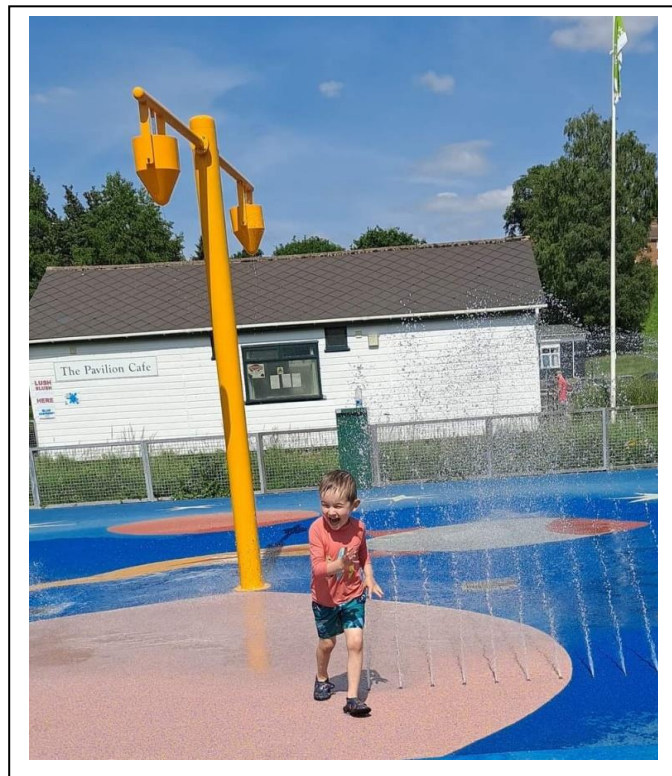
Be well-maintained and clean.

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.





Tennis courts and MUGA





Skate park

Events planned for 2025:

- 4th May – Spring in the Park
- May - Skatepark Jam
- 7th and 8th June – Book Festival
- 6th July – Inspire Music Festival
- 11th to 13th July – Food & Drink Festival
- 25th to 27th July – 80th Anniversary of VE Day
- Sat 2nd Aug – Ice Cream & Bubbles
- 31st August – Carnival Chase
- 7th Sep – Carnival Fun Day
- 29th Oct – Pumpkins in the Park
- 27th Dec – Santa Fun Run



Centenary merchandise



100 years of the Lake Pleasure Grounds event





The Beatles with an A at the centenary event!



Pyrotechnic Planes!



Bubbles at the Ice Cream and Bubbles Festival!

Spring in the Park 2024



Tug of War!





Pumpkins in the Park!

PUMPKINS IN THE PARK

CARVING CONTEST

BRING YOUR OWN BEST CARVED PUMPKIN TO THE
LAKE PLEASURE GROUNDS, WARMINSTER

Warminster
Town Council
Delivering a brighter, greener future for all

- PRIZE FOR THE WINNERS
- FACE PAINTING
- LIGHTS PROVIDED
- FANCY DRESS OPTIONAL
- PUMPKIN DISPLAY LIT UP

PUMPKINS IN THE PARK | SUNDAY 29TH OCTOBER
REGISTRATION FROM 4.30PM | JUDGING 5.30PM
WARMINSTER LAKE PLEASURE GROUNDS, WEYMOUTH STREET, BA12 9NP



Wildflower borders



Incredible Edible Vegetable and Herb Bed



The Warminster Model Boat Club meet every Thursday and Sunday



The town council funded defibrillator



One of the refreshed finger post signs.

Spring in the Park

Sunday 5th May, 10:30am – 4pm

TUG OF WAR **LIVE MUSIC** **STALLS & GAMES**

DOG SHOW **FOOD & DRINK**

MAYPOLE DANCING **DONKEY RIDES**

WEYMOUTH STREET, WARMINSTER, BA12 9NP

Warminster Town Council
Delivering a brighter, greener future for all

Lake Pleasure Grounds
Warminster Town Park

Green Flag Award

Bands in the Bandstand

Live Summer Music Programme

Saturdays, 1pm - 3pm

For the full schedule of entertainment visit
warminster-tc.gov.uk

NO TICKET
FREE TO ATTEND
REQUIRED

Lake Pleasure Grounds, Warminster, BA12 9NP

Warminster Town Council
Delivering a brighter, greener future for all

Lake Pleasure Grounds
Warminster Town Park

Green Flag Award

Ice Cream & Bubbles Festival

Lots & lots of delicious ice cream

Sat 3rd Aug

Bubble shop & Bubbleology

12 noon - 5pm

Prosecco

Crepes
Loaded fries
Burgers
Sweets

Sand Art

Balloon modelling
children entertain

Free entry!

Lake Pleasure Grounds
Warminster BA12 9NP

Warminster Town Council
Delivering a brighter, greener future for all

www.warminster-tc.gov.uk
@warminstertowncouncil

Lake Pleasure Grounds
Warminster Town Park

WARMINSTER TOWN COUNCIL'S PUMPKINS IN THE PARK

FEATURING A SPECTACULAR FIRE SHOW

BRING YOUR ALREADY CARVED PUMPKIN

WITH
PUMPKIN COMPETITION
MODEL BOAT CLUB NIGHT SAIL
FACE PAINTING
FOOD & DRINK
SWEETS
PUMPKIN THEMED GAMES

SUNDAY
27TH OCTOBER
5PM - 6.30PM

WARMINSTER LAKE PLEASURE GROUNDS
THE EVENT WILL BE HELD AT THE CIVIC CENTRE IF RAINING

Warminster Town Council
Delivering a brighter, greener future for all

FREE LIVE MUSIC EVENTS




Bands in the Bandstand

Saturdays, 1-3pm



Lake Pleasure Grounds, Warminster, BA12 9NP

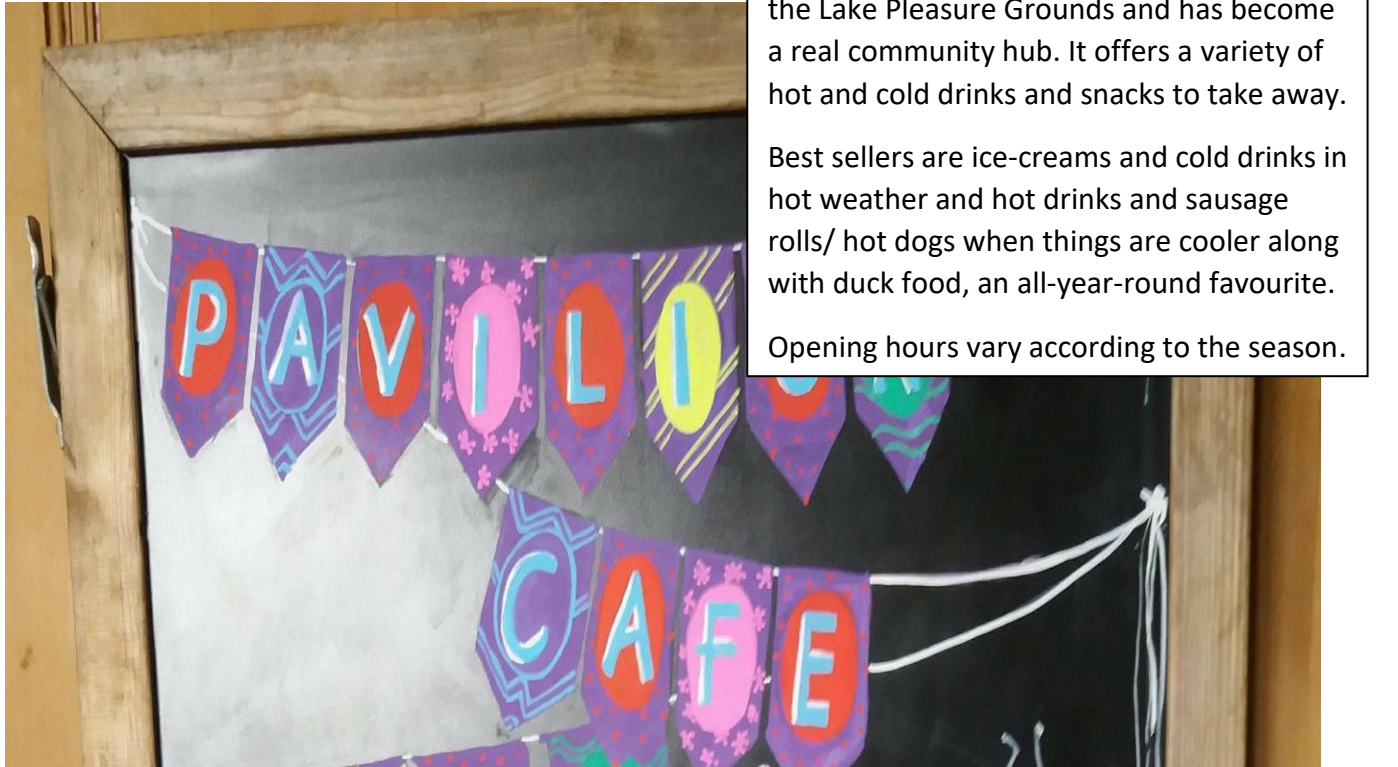
Bands in the Bandstand

June	July	August
15th Schools' Day Local Primary School Choirs	6th Cantiamo Female Voice Choir	10th Charlie Greenwood Pop, soul & blues
22nd Rock Choir Rock & Pop Covers	13th Coyote Country Country Music	17th Jane Truckle Percussion
29th Sounding It Out/ The Noteables/ Three Corners A cappella & melodic acoustic	20th Trowbridge & District Youth Band Brass Band	24th DamnAged Rock & Metal
  	27th Warminster Brass Band	31st Lymington Town Band Concert Band

The Pavilion Café is an attractive feature of the Lake Pleasure Grounds and has become a real community hub. It offers a variety of hot and cold drinks and snacks to take away.

Best sellers are ice-creams and cold drinks in hot weather and hot drinks and sausage rolls/ hot dogs when things are cooler along with duck food, an all-year-round favourite.

Opening hours vary according to the season.





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 free tennis and canoe taster sessions held in the Easter and summer school holidays.





PRESS RELEASE

Date: 07/06/2024

Delivering a brighter, greener future for all

FOR IMMEDIATE RELEASE

Local schoolchildren plant flowers in Warminster Lake Pleasure Grounds

You may have spotted some additional beautiful flowers in Warminster Lake Pleasure Grounds. School children from across Warminster have been busy planting this week, filling up the beds around the park.

Warminster Town Council has invited local schoolchildren to plant in the park since the popular initiative was introduced in 2016. The town council pays for the plants, with the aim to get local children involved in shaping the Lake Pleasure Grounds and taking pride in the community asset.

Local schoolchildren were involved from Minster C Of E Primary School, Princecroft Primary School, Warminster School, New Close Primary School, Sambourne C Of E Primary School, St. George's Catholic Primary School and Barney Lodge Nursery.

Warminster Town Council is very proud of the Lake Pleasure Grounds and every year grounds staff put in tremendous effort and pride to maintain the much-loved community asset and surrounding areas.



The Park's newly refurbished tennis courts



Before

Warminster Town Council took over responsibility for the tennis courts in the Park from Wiltshire Council in 2016. They were estimated to be around 25 years old and had received very little maintenance or investment in the previous 15 years.

The courts were split into two blocks (Block A consisting of three tennis courts and Block B consisting of two tennis courts and a MuGA (Multi Use Games Area)).

After many years of use, the tarmac had become heavily pitted and required resurfacing with a porous macadam. Coloured acrylic paint and markings were required, and the chain link fencing needed updating with rigid panel weld mesh.

The decision to refurbish the tennis courts was made possible through a combination of funding from the Town Council and the Lawn Tennis Association (LTA). In 2021, the LTA obtained funding from central government as part of the Covid Recovery Fund, specifically to support park tennis. The driving influence was the positive effect that the refurbished courts would have on the Lake Pleasure Grounds, making the Park even more of a destination.

Courts can be booked using an LTA online booking system with lessons available from a local coach.

History of the Lake Pleasure Grounds

The idea for a Town Park in Warminster was originally suggested to commemorate the coronation of King George V in 1911. In 1922, the project was resurrected as a work creation scheme to address the high unemployment levels following World War I. A loan was received from The Ministry of Health in December 1922, and the Unemployment Grants Committee also paid an unemployment grant. Half the £8,000 cost of the scheme was to cover wages for the workers.

The site chosen was the town's old refuse tip in Weymouth Street; a boggy and unstable area of land, necessitating the major removal of soil, and levelling of the site. The plans incorporated the digging of a lake, building a bandstand and the creation of a concrete swimming pool near the Weymouth Street entrance, the foundations for which had to be strengthened due to the location. The Grounds also contained a miniature golf course, hard and soft tennis courts, and a lake of four acres with a boat house.



Crowds gathering for the opening

Official invitations to the opening of the Lake Pleasure Grounds were sent out to dignitaries on 22nd July 1924 and to Lord Bath, the 5th Marquess of 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 Lake Pleasure Grounds in Warminster were formally opened by Lord Bath at 4pm on 26th July 1924. The day included sporting competitions, a concert by Warminster Town Band and other entertainment. In the evening the park was illuminated by lights and fireworks. There was also a wireless concert in the evening with music from Bournemouth, Birmingham, and Cardiff broadcasting stations.

The 26th of July 2024 marked the one hundredth anniversary of the opening and to commemorate a special centenary event was held on the actual anniversary. At the heart of the event were two concerts showcasing musical genres over the decades: an Elton John tribute act and a Beatles tribute act, both performing in the Bandstand. 1920's themed fairground games including hoopla, Hook a

Duck, Ball in the Bucket, Splat the Rat, and a coconut shy, were situated along the lake side by the boat house. Food and drink vendors were located throughout the Park.

Visitors spread themselves around the Park to enjoy the highlight of the evening, a display by pyrotechnic planes, bringing picnics or buying from the food and drink vendors.



The Beatles with an A



Pyrotechnic planes



Forever Elton

MANAGEMENT AND MAINTENANCE PLAN

1. Introduction

1.1 Site Description and Background

1.1.1 Site

The 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 of Warminster 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.

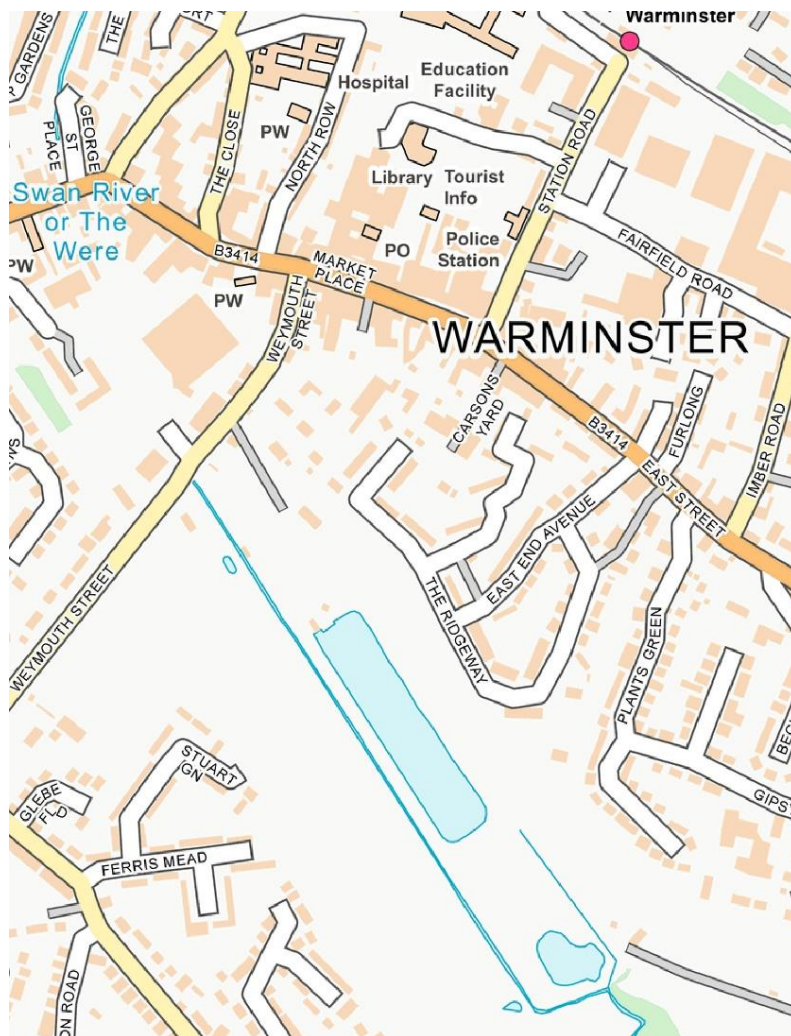


Figure 1: Map showing location of Town Park in town centre

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 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 onto 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 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 is 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 in 2016 the town council commenced 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 since 2016 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 Management and Maintenance Plan

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

The plan draws upon previous studies and reports including:

- Warminster Town Council Strategic Plan 2024–2028 (WTC January 2024)
- Warminster Neighbourhood Plan (WTC November 2016) [Currently being reviewed through to 2038]
- Core Strategy (Wiltshire Council January 2015) [Currently being reviewed as Wiltshire Council's Local Plan]
- Wiltshire Council Local Plan – Planning for Warminster (2021)
- Warminster Community Area Plan (Warminster and Villages Community Partnership 2013–2026)
- Water Vole Survey (Five Rivers Environmental Contractors December 2016)
- Play Area Reports (WTC and ROSPA)

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 LPG 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 LPGs' 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/ Canoes Children's play area Lake Multi play area (MUGA) 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>
Bylaw (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. 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 https://www.wiltshirewildlife.org/smallbrook-meadows-warminster </p>

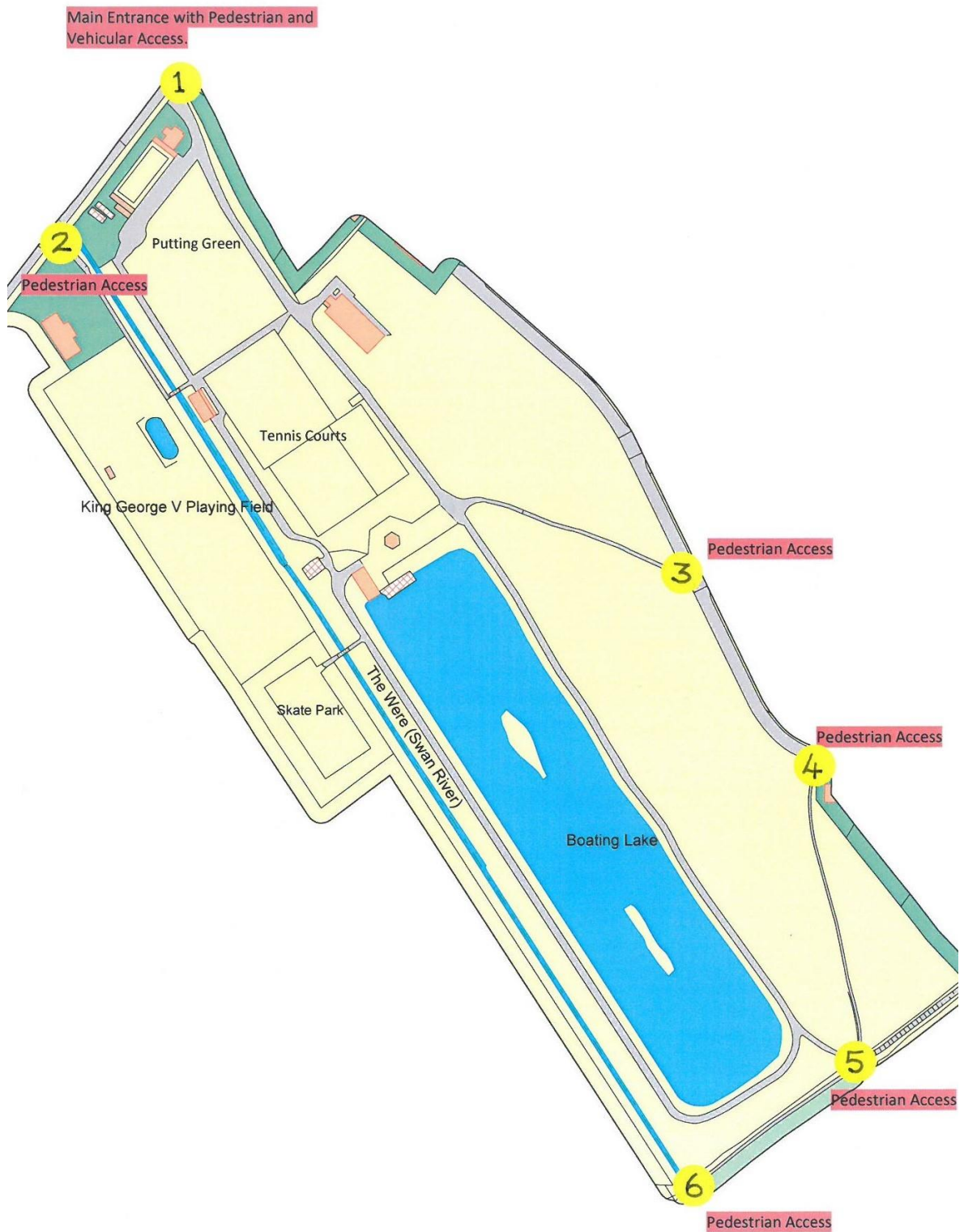


Figure 2: Location of entrances into the Town Park

1.5 Contact Information

Out of Hours Emergencies	Warminster Town Council 01985 214847
Parks and Estate 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 stuart.legg@warminster-tc.gov.uk
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	pavilioncafe@warminster-tc.gov.uk
Smallbrook Meadows Nature Reserve	Wiltshire Wildlife Trust Field Officer 07720 896291
Warminster Community Centre bookings	David Prior 01985 212204
Warminster Scout Group	Bev Elliott Warminster Scout Group Secretary Bevs.elliott@virgin.net 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 2024 – 2029, adopted January 2024.

The council’s four key strategic priorities are:

- *Delivering high quality services*
- *Well maintained assets*
- *Working in partnership*
- *Building a stronger community*

Warminster Town Council Strategy 2024 – 2029.

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, 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 building partnerships and events.
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 MMP effectively as a working document.

2.3 Management Achievements since 2016 and Ongoing (also see introduction)

Positively welcoming

- Pavilion Café open for longer hours (providing putting equipment, and duck food, as well as refreshments).
- Ensure 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.
- Additional lighting outside Community Centre on request of users – giving an improved sense of safety.
- Parks and Open Spaces Manager employed full time. More staffing continues to be secured.
- Defibrillator installed on Community Hut.
- New Mobile CCTV Camera purchased and in use – it can be moved to different locations.
- New fixed CCTV camera installed adjacent to the tennis courts.
- Closer working relationships with local Police to tackle anti-social behaviour before it escalates – a proactive, supportive and preventative programme.
- Visitor numbers are monitored for events and ticketing introduced, if necessary, to ensure crowd safety.

Well-maintained and clean park

- Full-time site-based grounds staff employed.
- All staff and contractors following MMP.
- Maintenance is carried out on a routine, ongoing basis with regular inspections.
- Staff attend courses and receive regular training.
- Regular contact with users of the Lake Pleasure Grounds, 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 is 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.
- Grey water recycling at Splash Pad investigated.

Landscape character and heritage.

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

Increase community use and involvement

- Organised programme of events in the park.
- 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.
- Information on volunteering opportunities, community events, and partnership working is put on the council's website and noticeboards.

A source of pride, a community resource

- Restored rowing boats on the lake.
- Installation of an outdoor gym.
- Restored the putting green.
- Refurbished tennis courts.
- Installation of a skatepark.
- Installation of a splash pad and lava trail.
- Major events – Spring in the Park and Ice Cream and Bubbles Festival.
- Major events - Inspire live music festival.
- Major events - Carnival Fun Day.
- Planting of memorial trees to commemorate the 100th Anniversary of the Armistice in WW1, and the Platinum Jubilee of Queen Elizabeth II.

MMP - a working document

- Briefed all staff on the Management Objectives per the MMP.
- 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 MMP 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 bylaw.</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>Finger posts have been refreshed to help them stand out and identify the park's location in the town.</p> <p>Entrance signage will be improved to better mark and identify the park subject to budgetary restrictions.</p> <p>Keep clear of graffiti, update information when necessary and repair damaged signs.</p>	<p>Ongoing.</p> <p>Completed summer 2024.</p> <p>Dec 2025.</p> <p>Weekly checks.</p>	<p>WTC.</p> <p>WTC, PEM/POSS.</p> <p>WTC.</p> <p>WTC.</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 has been installed. Further educational signs are planned.	Dec 2025.	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 2025. 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.	Final outstanding sign installed in Oct 2023.	Completed	WC.

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.	<p>Inspection of Park, Park approaches and facilities including play area equipment, paddling pool, skatepark, splash pad etc.</p> <p>Annual RoSPA inspections.</p> <p>Routine maintenance is carried out – top-ups of loose surface paths, repairs to steps leading from Weymouth Street.</p>	<p>Daily visual and weekly recorded.</p> <p>Annual - Spring 2025.</p> <p>As required.</p>	PEM/POSS, Grounds staff.
2.2	Ensure all plant, machinery, equipment, and maintenance operations are safe for maintenance staff and volunteers.	<p>Checks on machinery.</p> <p>Regular servicing of equipment.</p> <p>Appropriate staff and volunteer training and workplace risk assessments.</p>	<p>Daily visual.</p> <p>Minimum annually.</p> <p>Updated regularly but as a minimum annually.</p> <p>Induction programme for new staff and volunteers.</p>	PEM/POSS.
2.3	Ensure health and safety policies and risk assessments are in place, in practice and reviewed.	<p>Carry out health and safety risk assessments of all buildings, paths, benches, infrastructure, and soft landscape areas.</p> <p>Carry out tree safety inspections and keep an up-to-date record.</p>	<p>Annually or if any significant changes in operations occur.</p> <p>Every two years or sooner if required.</p>	PEM/POSS.

2. HEALTHY, SAFE AND SECURE

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

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
2.4	Have emergency, fire and first aid procedures in place for all events in park.	<p>Ensure all hirers have completed risk assessments, management plans and have arranged the necessary first aid cover for events.</p> <p>Ensure qualified first aider present for all volunteer activities.</p> <p>Ensure suitable security provision made for all events.</p> <p>Emergency contact numbers to be displayed on information boards.</p>	<p>For each event, supplied eight weeks in advance.</p> <p>For each event.</p> <p>For each event.</p> <p>Updated as required.</p>	<p>WTC, PEM.</p> <p>WTC, PEM.</p> <p>WTC, PEM.</p> <p>WTC, PEM.</p>
2.5	Encourage responsible dog ownership and good practice in the park.	<p>Bylaw reference displayed on entrance boards.</p> <p>Grounds staff to carry dog bags.</p> <p>Enforcement by informal means only.</p> <p>Dog poo bags for sale in the Civic Centre.</p>	Ongoing.	WTC, Grounds staff.
2.6	Increase the sense of safety and security in the park.	Ensure that maintenance and front-line staff have a recognised uniform and sign-written vehicles.	Ongoing.	PEM, CCTV, WTC.

2. HEALTHY, SAFE AND SECURE

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

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
2.7	Address crime, security and anti-social behaviour issues and problems at a local level.	<p>Extensive CCTV coverage in park, with CCTV control room in radio contact with PCSOs.</p> <p>Liaise with Police Local Neighbourhood Tasking Group.</p> <p>Liaise with PCSOs.</p> <p>PCSOs patrol park on a regular basis.</p>	<p>24/7.</p> <p>Quarterly: March, June, September, December.</p> <p>Weekly.</p> <p>Weekly as minimum, daily during summer holidays.</p>	<p>WTC, CCTV, NTG, PEM.</p> <p>CCTV, PEM.</p> <p>PEM.</p> <p>PEM.</p>
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).	<p>Increase organised activities such as walking, jogging, adult gym, skatepark.</p> <p>Introduction of free taster sessions for tennis and canoeing for children during the school holidays.</p> <p>Liaise with users and volunteers to expand events programme and draw up wish list of equipment etc.</p> <p>Increased partnership working for events – Lions Book Festival.</p> <p>Information on volunteering opportunities, community events, and partnership working is put on the council's website, as appropriate.</p>	<p>Aim to hold 10 events per year.</p> <p>Ongoing.</p>	<p>WTC, PEM.</p> <p>WTC.</p>

2. HEALTHY, SAFE AND SECURE

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

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
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 Collins Gardens, since when, there have been no further incidences in this area.	Ongoing.	CCTV Supervisor.
2.10	Fixed CCTV camera – an additional fixed CCTV camera was installed adjacent to the tennis courts.	The additional camera ensures increased coverage in the Park.	Ongoing.	CCTV Supervisor.
2.11	Safety of people attending events in the Park.	Visitor numbers are monitored for events and ticketing introduced if appropriate to ensure crowd safety. 3,500 attended the Centenary event with 600 attending Pumpkins in the Park.	Ongoing.	WTC, PEM.

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. The introduction of a reuseable drinks cup is being investigated. The Park's litter bins are split into general waste and Dry Mixed Recycling. The recycling is picked and sorted by the council's waste disposal contractor who has a zero to landfill policy.	Daily cleaning. Ongoing. Spring 2025. 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, existing 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 and splash pad surfaces.	Carry out all maintenance in accordance with the maintenance specification and schedule on a routine, ongoing basis. 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.	Buildings are inspected regularly, and any maintenance identified is carried out.	Ongoing.	WTC, PEM, Contractors.

3. CLEAN AND WELL MAINTAINED

Aim: To provide a well-maintained and clean Park

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
		<p>Ongoing programme of works for the bandstand and the Boat House.</p> <p>A long-term aspiration of the council is the renovation of the boathouse. However, this has been overtaken by the need to provide public toilets in the Park. At present, there is no consensus about how the boathouse should be used in the future. The works can only be undertaken once a decision is made about how the costs of renovation can be met.</p> <p>The cost implications of replacing the public toilets in the Park are being investigated.</p> <p>Expressions of interest are being sought for an overall scheme of improvement, subject to suitable funding being available.</p>	<p>Ongoing.</p> <p>2025 – 2026.</p>	<p>WTC, PEM.</p> <p>WTC, PEC.</p>
3.6	Ensure all WTC staff are suitably trained.	<p>Skills analysis.</p> <p>Gap analysis.</p> <p>Training matrix.</p> <p>Staff attend courses and receive regular training.</p>	Annually.	PEM.
3.7	Ensure that the park is kept free from invasive weeds, couch grass and brambles.	Carry out regular inspections and weed management control and preventative work.	Ongoing.	Grounds staff WTC.

3. CLEAN AND WELL MAINTAINED

Aim: To provide a well-maintained and clean Park

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
3.8	Foster a sense of community ownership thereby increasing respect and care of the Park.	<p>Develop activities through community and volunteer groups to include, for example, community clean-up days and reporting of problems to PEM.</p> <p>List events on noticeboard.</p> <p>Information on volunteering opportunities, community events, and partnership working to be promoted on the council's website.</p> <p>The town council continues to carry out consultations with residents to establish what they want from the Park and to work with park user groups including the Model Boat Club, the Community Centre, and nature groups including Bat Walk.</p>	<p>Aim for 10 events per year. Aim to increase volunteer hours through increased social media engagement.</p> <p>Events displayed in Café. More emphasis is being given to online promotion of events. Additional notice board being sourced.</p> <p>Ongoing.</p> <p>Ongoing.</p>	<p>WTC, PEM.</p> <p>WTC.</p> <p>WTC.</p> <p>WTC.</p>

3. CLEAN AND WELL MAINTAINED

Aim: To provide a well-maintained and clean Park

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
3.9	Maintain consistency in site furniture design.	<p>Ensure all replacements match existing where possible.</p> <p>Standard design benches and recycling bins are used as follows:</p> <p>https://uk.glasdon.com/phoenix-tm-recycled-material-seat</p> <p>https://www.broxap.com/derby-e-double.html</p>	As and when required.	WTC, PEM/POSS.
3.10	<p>Actively manage the lake.</p> <p>Maintain bankside and islands.</p>	<p>Carry out water quality checks and monitor for blue green algae.</p> <p>Removal of any litter or other items.</p> <p>Replacement of the sheet piling around the lake with a more natural biodiversity rich alternative – part of overall scheme of improvement.</p>	<p>Annually/ or as required.</p> <p>Weekly.</p> <p>One off project.</p>	<p>PEM.</p> <p>WTC Grounds staff.</p> <p>WTC, WWT.</p>
3.11	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.	<p>Control days that splash pad is open (according to weather conditions, school holidays etc.) to minimise water consumption.</p> <p>Grey water recycling at splash pad was fully investigated – full recirculating system implemented as preferred option.</p> <p>Extra facilities to be provided at major events.</p>	<p>Ongoing.</p> <p>One off project.</p> <p>As required.</p>	<p>PEM/POSS.</p> <p>WTC.</p> <p>WTC.</p>
4.2	Promote wildlife protection, biodiversity management and environmental education and awareness.	<p>Clearing islands and providing habitat and nesting area for wildfowl and landing stations for access. Smallbrook Nature Reserve managed by Wiltshire Wildlife Trust.</p> <p>Once the works have been carried out to the Lake's banks, biodiversity will be improved.</p> <p>Data analysis of species recorded in the Park including types and numbers will be carried out and a management programme created, once the works to the Lake's banks have been carried out – funding sources are currently being explored as part of an overall scheme of improvement.</p>	<p>Ongoing.</p> <p>Ongoing.</p> <p>Spring 2026.</p>	<p>POSS.</p> <p>WTC, WWT.</p> <p>WTC, WWT.</p>

4. SUSTAINABILITY

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

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
		<p>Routine monitoring is currently carried out – sitings of an otter and a beaver have been recorded.</p> <p>The Town Council works closely with the Wiltshire Wildlife Trust and local conservationists, including Sustainable Warminster.</p>		
4.3	Employ and develop management and maintenance practices to promote biodiversity.	<p>Maintain wildflower meadow planted on northeast bank with volunteer help. The wildflower seed mix will increase the variety of flowers and improve biodiversity, especially for pollinators. The meadow is not dug over allowing flowers and plants to self-seed.</p> <p>WTC is committed to minimise pesticide use and uses peat free compost in all its planting, reusing plant pots where possible.</p>	Ongoing.	PEM/POSS, Volunteers.
4.4	Balance the recreational use of the park with the needs of the resident wildlife.	Species monitoring per 4.2 will enable the effect of recreational activity in the Park to be monitored and acted upon, if necessary.	Ongoing from Spring 2026.	WTC, WC.
4.5	To process all compostable material onsite.	To make effective use of the limited space onsite by appropriate extension of the composting facilities. Maintain the quality of the compost by regular turning over and use.	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
4.6	Promote education about nature and conservation and maintain the tree species onsite.	Published and promoted Lake Pleasure Grounds Tree Trail. Ensure that trees are replaced with local native species on a like for like basis in consultation with the Tree Wardens. Train staff on aspects of biodiversity and sustainability appropriate to the Park.	Ongoing. Ongoing. Ongoing.	WTC. WTC. WTC.
4.7	Ensure staff are trained to understand environmental issues, principles of sustainability and management practices to increase biodiversity.	Update training course provided.	All new staff to be trained and existing staff given refresher course, as required.	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 MMP and environmental policy and ensure appropriate training as per 4.7 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.	A long-term aspiration of the council is the renovation of the boathouse. A decision must be made re planned use of the facility and how the costs of renovation will be met – expressions of interest are being sought.	By 2026.	WTC.
5.3	Produce permanent information panels to raise awareness of the heritage value and history of the Park.	Develop information panels for the water fountain, boathouse, cattle trough, and pavilion. Develop ecology boards for flora and fauna. Extension of signage is subject to budgetary restrictions.	Detailed plan to be implemented by Dec 2025. Dec 2025.	WTC. WTC.
5.4	Protect the fabric and historical integrity of the Park and its buildings.	Rolling programme of preventative inspections and maintenance plus long-term scheme of improvement.	Ongoing.	WTC, PEM/POSS.
5.5	Create opportunities for visitors to further explore and understand the heritage of the Park.	Promote Park on Facebook and Instagram to increase audience reach.	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>Programmes of events are advertised in the local newspaper, the council's website, and the council's newsletter plus via social media.</p> <p>Events in the bandstand are promoted through posters and online.</p>	<p>May 2025.</p> <p>Ongoing.</p> <p>Ongoing.</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
6.1	Assess the number and profile of users, the pattern of use and users' perception of safety and enjoyment.	<p>Undertake Park user surveys and use information to guide and support management objectives.</p> <p>Investigate funding opportunities for people counters to establish footfall in the Park to facilitate targets for improvement.</p>	<p>As required dependent on project.</p> <p>2025 – 2026 as part of overall scheme of improvement.</p>	<p>WTC.</p> <p>WTC.</p>
6.2	Increase the usage of the Park.	<p>Ongoing consultation in quarterly newsletters, social media and other feedback will be used to identify residents' wish list:</p> <ul style="list-style-type: none"> Improvement and refurbishment of the tennis courts – the first item on the wish list has been completed. <p>Ensure that when facilities have been restored/improved they are open for use and times/rates clearly advertised.</p>	Ongoing.	WTC.
6.3	Publicise improvements and availability of resources.	<p>A Communications Officer has been employed by the council since September 2023 and is improving social media engagement.</p> <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>Ongoing.</p> <p>Quarterly residents' newsletters.</p> <p>Press releases issued as required.</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
		Maintain website and use social media.	As required.	WTC.
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"> A community group/ volunteers are being sought to maintain the Elizabeth Collyns Garden. 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. Incredible Edible vegetable and herb garden <p>Carry out consultations with the local community to increase engagement.</p>	<p>Ongoing.</p> <p>As required.</p>	<p>WTC.</p> <p>WTC.</p> <p>Wiltshire Wildlife PEM, volunteers WTC.</p> <p>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) Ice Cream and Bubbles (August) Carnival Fun Day (September) Pumpkins in the Park (October). <p>Lions Book Festival (biennial) – June 2025.</p>	<p>Current.</p> <p>2025.</p>	<p>WTC, volunteer groups, 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.	<p>Work with existing user groups including the Model Boat Club, the Community Centre, and the organisers of nature walks, to ensure co-ordination of activities and users' needs being met.</p> <p>Promote the Lake Pleasure Grounds to other community organisations within the town.</p> <p>Actively draw groups who take part in other events in the Town into events taking place in the Lake Pleasure Grounds.</p>	Ongoing.	WTC.
6.7	Work with businesses to promote the Lake Pleasure Grounds as part of the Warminster shopping experience.	The Warminster Business Network and WTC have been actively involved in promoting a 'whole town' experience through signposting and advertising.	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 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 – physical and online.</p>	<p>Quarterly.</p> <p>Updates at least weekly.</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 Splash Pad is open, costs and times for putting green, hire of tennis courts, boats etc.</p> <p>Use notice board on site to advertise specific events, such as performances in the bandstand, and seasonal opening times for facilities.</p> <p>Use QR codes to promote events etc on replacement signage and noticeboards subject to budgetary constraints.</p> <p>Use lamp column banners to highlight events.</p>	<p>Ongoing.</p> <p>In Café.</p> <p>Ongoing.</p> <p>Ongoing.</p>	<p>WTC.</p> <p>WTC.</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.	<p>Continue with distribution network for future materials including Civic Centre, The Athenaeum, library, sports centre.</p> <p>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.</p> <p>Continue regular press coverage.</p>	<p>Ongoing.</p> <p>Ongoing.</p> <p>Ongoing.</p>	<p>WTC, The Athenaeum, library, sports centre.</p> <p>WTC.</p> <p>WTC.</p>
7.4	Attract a wider range of users and increase the number of users from those who are currently not visiting the Park.	<p>Carry out surveys to identify user groups.</p> <p>Use newsletter and social media to consult with non-users and establish what would encourage them to use the Park.</p> <p>Collate and review 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.</p>	<p>As required.</p> <p>Quarterly.</p> <p>As required.</p>	<p>WTC.</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
7.5	Provide appropriate marketing support to activities and events to help maximise attendance.	<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>Regular slots by Communications Officer on Warminster Community Radio to advertise events.</p> <p>Use notice boards in Park and Civic Centre 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>Bi-monthly.</p> <p>Monthly.</p>	<p>WTC.</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 maintain a 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 the Park.</p> <p>Monthly press releases Quarterly newsletters Daily social media and community radio.</p> <p>Submit application January 2025.</p>	<p>WTC.</p> <p>WTC, PEM, WCR.</p> <p>WTC, PEM, WCR.</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
			Media coverage: Monthly press releases Quarterly newsletters Bi-weekly social media plus community radio.	

8. MANAGEMENT

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

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
8.1	Ensure ongoing review and maintenance of the Park.	<p>Continue to employ Parks and Estate Manager full-time and Parks and Open Spaces Supervisor.</p> <p>Continue to employ full-time site-based Grounds staff.</p> <p>Continue to employ 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 guidance provided:</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 to be made aware of outline plans, objectives, and aspirations.</p>	<p>Ongoing.</p> <p>Ongoing.</p> <p>Ongoing/seasonal.</p> <p>Ongoing.</p> <p>Daily. Weekly. Monthly.</p> <p>Annually.</p> <p>Ongoing.</p>	<p>WTC.</p> <p>WTC.</p> <p>PEM.</p> <p>WTC.</p> <p>WTC.</p> <p>WTC.</p> <p>WTC, Community Centre, Scouts, Pavilion Café, WWT.</p>
8.2	Ensure greater on-site staff presence.	<p>POSS on site daily (Mon–Friday).</p> <p>Grounds staff on site daily (Mon–Fri), litter pick daily including weekends.</p>	<p>Daily.</p> <p>Winter 8am–3pm. Summer 7am–4.30pm.</p>	<p>WTC.</p> <p>PEM/POSS.</p>

8. MANAGEMENT

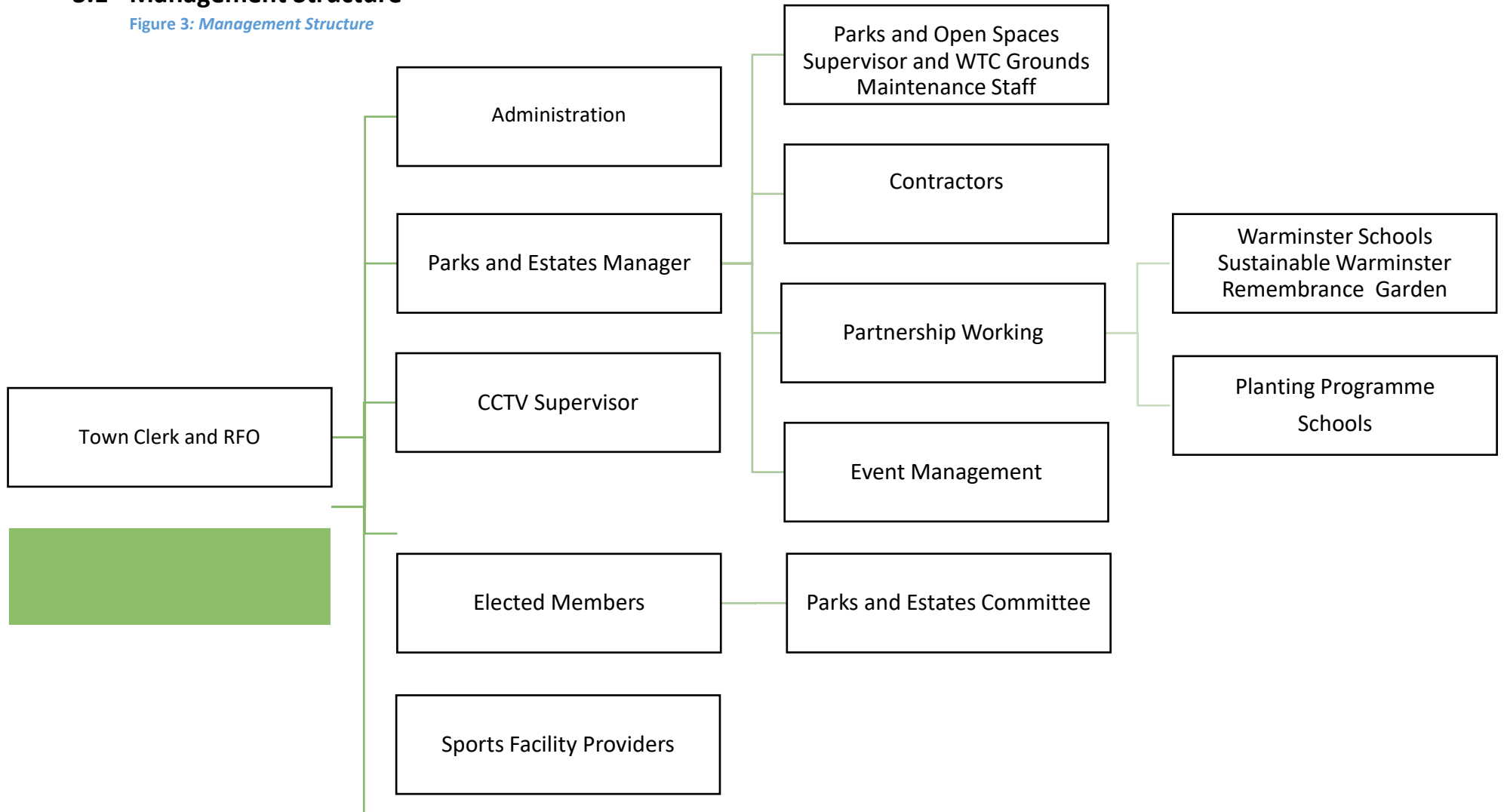
Aim: To ensure all those involved in the management and maintenance of Warminster Town Park use the Management and Maintenance Plan as a working document

	Objective	Implementation/Task	Timescale/Frequency	Responsibility
		Leaf sweeping. Check of Splash Pad for debris. Public toilets cleaned.	Daily 7am. Twice at peak times.	
8.3	Ensure effective monitoring of requirements in the Park.	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 Park.	Bi-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.

3. Management Structure and Maintenance Arrangements

3.1 Management Structure

Figure 3: Management Structure



3.2 Maintenance Arrangements

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

GENERAL TASK DUTIES	FREQ	Shrub Beds:	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 wildflowers 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 wildflower mix cutting and clearing	1
Fly Posting	365	Stakes, ties, and guards	1	Herbaceous Borders:	FREQ	Preparation 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 plus open and close for season	2
Play area Maintenance Cleaning/Washing	2	Trees:	FREQ	Water courses:	FREQ	Tennis courts:	FREQ
		Tree maintenance	1	Maintenance	365	Inspection	2
Park unusual aspects	12	Tree inspection	2	Boating lake	2	Lava Trail:	FREQ
Public toilets cleaning	365			Maintenance	365	Inspection	2
CCTV Monitoring	365			Japanese Knotweed Treatment	2	Pavements and Pathways	365
CCTV maintenance	4			Inspection of islands	1	Filling	147
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 4: Location of the Town Park assets

*Sunken Garden known as Elizabeth Collyns Garden

3.3 Parks and Estate Committee

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

The committee is comprised of seven councillors. The Chairman is currently Cllr Stacie Allensby.

The committee meets six 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, the Parks and Estate Manager's 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 Estate 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. Monitoring and Plan Review

The Management and Maintenance 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 Plan through its daily use.
- (c) Review 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 projections.
- (d) The Green Flag Award requires the Plan to be resubmitted biennially. 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.

5. Background Information

5.1 Historical Development¹

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 pastureland 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), along with two houses, changed hands on 25 June through 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 at an interest rate of 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. 6) 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 (nee Tanswell) 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.

¹ 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: Copy of plan on conveyance of 25 June 1892 showing the land called George Mead which was sold to Stephen Payne Collier

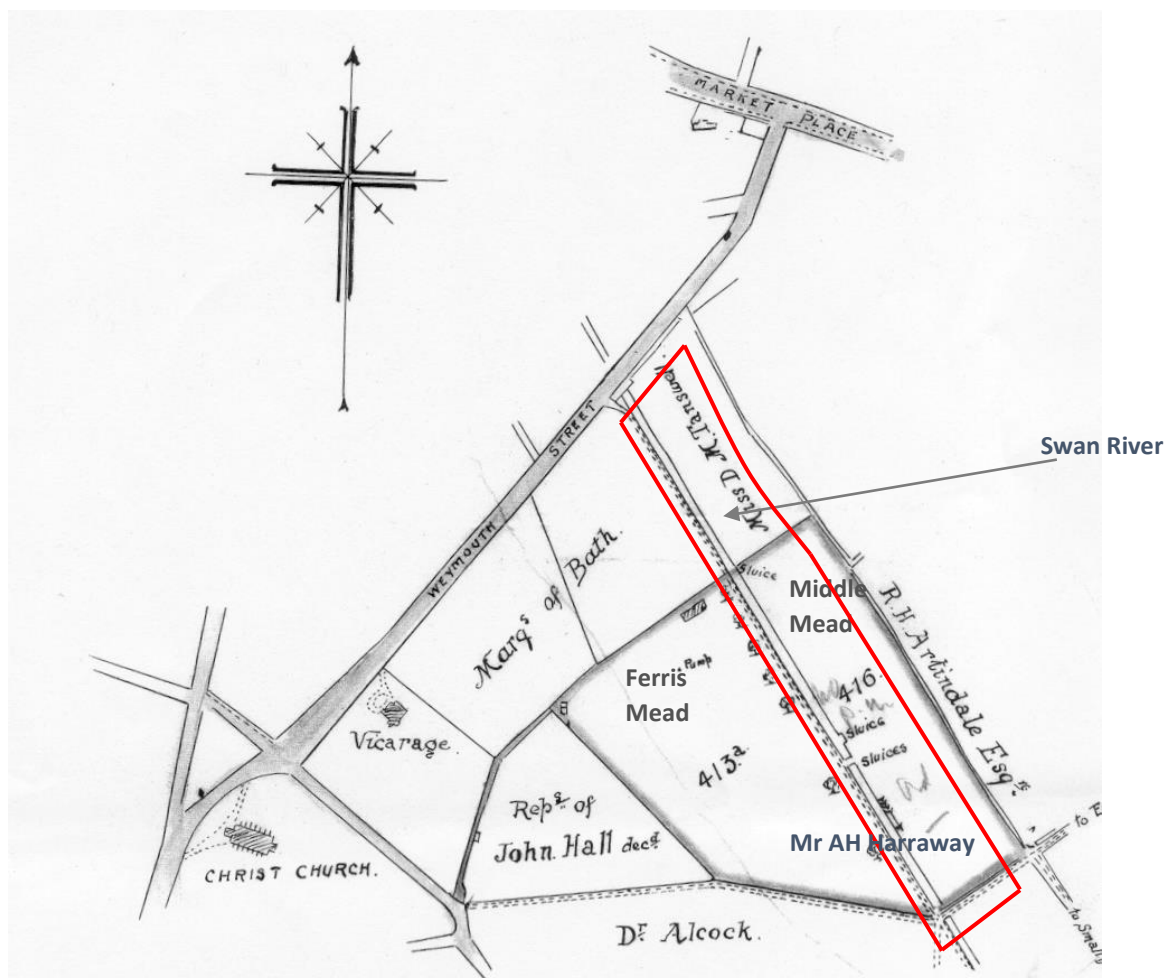


Figure 6: Plan of land ownership in 1910 after the purchase of plots 413a and 416 by Mr A.H. Harraway.

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 Dr Alcock, master of Warminster Grammar School and a member of WUDC, donated 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 an 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 of the Poor, 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, 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 which 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 the tenant on Mr Harraway's land. Enquiries were also made to obtain a loan to fund the project.

- 1923 6 January. Mr Lawton suggested improvements to his original layout of the lake scheme (Fig. 7) which would only be possible if Mr Harraway agreed to exchange the lower part of Middle Mead for an equal area of field elsewhere.



Figure 7 The original proposed layout designed by Mr C.H. Lawton for the lake scheme.

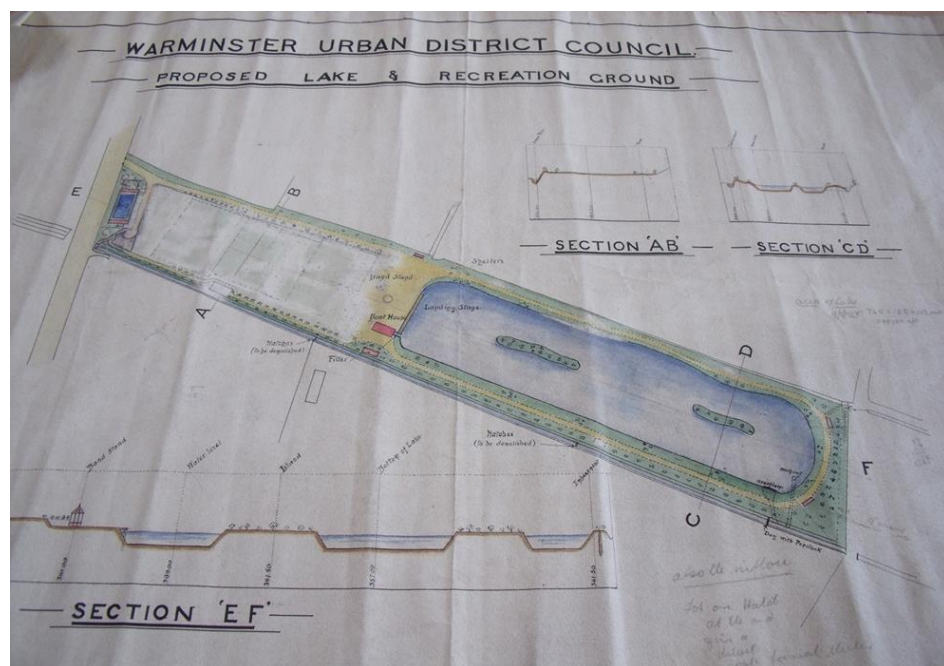


Figure 8 The revised layout for the lake scheme, dating from 1923, designed by C.H. Lawton

19 January. The land exchange was agreed (the extra land amounting to three acres) and the following alterations to the layout plan were approved (Fig. 8): 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 a request for £800 agreed upon.

26 February. Enquiries were made about writing bylaws, and it was agreed to set up the Public Walks and Pleasure Grounds Management Committee to take over the management of the park plus 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 (Fig. 9), one punt and four small canoes from an advert in the Exchange and Mart.

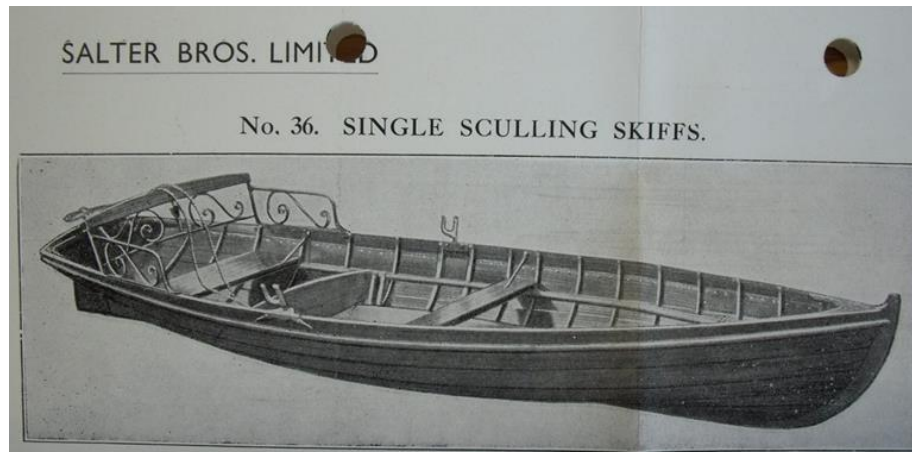


Figure 6: A sketch of the type of skiff bought for use on the lake

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 (Fig. 10) 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 9pm and 11pm with 'the best items from the Bournemouth, Birmingham, and Cardiff Broadcasting Stations'.



Figure 7: 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 in 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 shows 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 (Fig. 11).



Figure 8: 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 additional expenses 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 (Fig. 12).

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 a permanent electricity supply to the bandstand, boathouse, and urinals.



Figure 9: 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: a park-keeper earning £5 per week; an assistant park-keeper £4; a 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 that 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 motorboat 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. calycanthemum</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 were 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 Bylaws

The Lake Pleasure Grounds are covered by the bylaw 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 are 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 10: 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

Warminster Town Council takes account of Wiltshire Council's Green and Blue Infrastructure Strategy when managing the Lake Pleasure Grounds - this is linked below.

https://www.wiltshire.gov.uk/media/6463/GBI-Strategy-full-2022-30/pdf/2022-02-15-GBI_Strategy_Full.pdf?m=1648647714287

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 in 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 riverbank was carried out in November 2016.



Figure 11: 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 maintenance is carried out as needed.

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.

The town council inspects its buildings and structures on an ongoing basis, scheduling preventative maintenance and carrying out necessary maintenance, as required.

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’ but is currently under review. 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>

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 2021, the population of Warminster town was recorded as 18,016. As part of the Wiltshire Core Strategy, 1,699 new homes are planned to be built by 2028 in the town, expanding the population by 25%. Fifty-seven percent of the population are of working age. There is a low claimant count rate (i.e., the percentage of the working age population claiming Jobseekers Allowance).

Twenty-three 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 from all sides, makes the space accessible to all age groups and to 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 each year since 2017.

5.10.2 Community Centre

Cantiamo – meets weekly

Old Folks Lunch Club – meets weekly

Tai Chi – meets weekly

U3A Keep Moving – meets weekly

Warminster Ladies Fellowship Group – meets weekly

Westbury and Warminster Youth Group – meets weekly

Zumba – meets three x a week

Alzheimers' Support art group meets twice a month

Alzheimers' Support memory cafe meets once a month

Golden Oldies – meets monthly

Life Drawing classes meet regularly in 6-week batches

Al-Anon meets two or three times a year

One-off bookings for family birthday parties, individual events etc.

5.10.3 Scout Hut

The Scout group meets weekly.

5.10.4 Warminster Model Boat Club

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

5.10.5 Tennis Coaching

The council in conjunction with the Lawn Tennis Association is offering tennis coaching in the Park. Free taster sessions are also offered to local children during the Easter and summer holidays.

5.11 Main Events in 2025

4th May – Spring in the Park

May - Skatepark Jam

7th and 8th June – Warminster Book Festival

6th July – Inspire Music Festival

11th to 13th July – Food & Drink Festival

25th to 27th July – Royal British Legion 80th Anniversary of VE Day

2nd Aug – Ice Cream & Bubbles

31st August – Carnival Chase

7th Sep – Carnival Fun Day

29th Oct – Pumpkins in the Park

27th Dec – Santa Fun Run.

5.12 Social Media Comments

"When I lived in Warminster, the park was my second home."

"A lovely park for all. A great children's park, with water, all the normal climbing frames, swings etc, a skate park, a boating lake, putting section and the brass band playing in the band stand. Lots of seating for those that just wanted to sit and listen to the band and green spaces for picnics."

"A perfect place for an evening stroll. We were in Bath on a short break and popped to Morrisons. We saw this park and decided to visit. We went back 3 evenings. Such fabulous facilities for children."

"Fabulous well-kept Park. There is a boating lake with geese and ducks around. The children's play area was exceptional with something for all ages including a water play area. When we visited it was busy, great to see, not one piece of graffiti or litter. Well done for keeping this place so well."

"Absolutely brilliant place for young children. Lots of picnic tables, toilets and cafe. Tennis and putting green. Our little one loved the park and splash pool. We sheltered in the band stand when it rained but had the best time"

"Very well kept, not a bit of rubbish anywhere, nice hour out"



Delivering a brighter, greener future for all

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