

FORM 1

NOTICE OF DELEGATION OF DECISION TO CABINET MEMBER BY STRONG LEADER

Section 15(4) of the Local Government Act 2000, the senior executive member may discharge any of the functions that are the responsibility of the Cabinet or may arrange for them to be discharged by another member of the Cabinet or Officer. On 1st December 2010, the Council adopted the Strong Leader Model for Corporate Governance 2011 as required under Part 3 of The Local Government and Public Involvement in Health Act 2007 (The 2007 Act).

I, M. Hart, as Strong Leader, delegate the decision to the Cabinet Member detailed below:

Cabinet Member for Cultural, Leisure and Community Protection

Dated:

26th September, 2018

Signed:


.....
Leader of the Council

FORM 2

NOTICE OF DECISION OF CABINET MEMBER

Pursuant Section 15(4) of the Local Government Act 2000, as amended by section 63 of the Local Government and Public Involvement in Health Act 2007, the senior executive member may discharge any of the functions that are the responsibility of the Cabinet or may arrange for them to be discharged by another member of the Cabinet or Officer. On 1st December 2010, the Council adopted the Strong Leader Model for Corporate Governance 2011 as required under Part 3 of The Local Government and Public Involvement in Health Act 2007 (The 2007 Act).


In accordance with the authority delegated to *me / by the Leader* (delete as appropriate), I have made the following decision:

Subject	Decision	Reason for decision	Date for Decision to be taken
Heritage Lottery Fund (Parks for People) Brinton Park project	To grant delegated authority to the Director of Community Well Being and Environment in consultation with the Cabinet Member for Cultural, Leisure and Community Protection, to award the contract for the Consultancy Services for Multi Disciplinary Design Team, Enabling Surveys and Conservation Plan for the HLF Parks for People project to the highest scoring tender having applied the agreed evaluation model.	The Council needs to appoint a Consultancy Service to deliver the Multi Disciplinary Design Team, Enabling surveys and Conservation Plan in the Development and Delivery phases of the HLF Parks for People project.	September 2018

I confirm that the appropriate statutory officer consultation has taken place with regard to this decision.

Dated:

Signed:



Councillor: Juliet Smith
Cabinet Member

To: Cabinet Member for Cultural, Leisure and Community Protection

From: Director of Community Well Being and Environment

Date: 26 September 2018

**Brinton Park Heritage Lottery Fund 'Parks for People' Project
Consultant Services for Multi Disciplinary Design Team, Enabling Surveys and
Conservation Plan**

1. PURPOSE

- 1.1 To seek approval under the Contract Procedure Rules to undertake a procurement exercise for the appointment of a consultant to deliver the Multi Disciplinary Design Team, Enabling Surveys and Conservation Plan for the Development and Delivery phases of the HLF Parks for People project.
- 1.2 To seek approval of the evaluation model as required by Paragraph 9 of the Contract Procedure Rules and for the delegation to award the contract to the highest scoring tender.

2. RECOMMENDATION

That the Leader is asked to DECIDE:

- 2.1 To approve the tender evaluation model contained in Section 4 of this report.
- 2.2 To grant delegated authority to the Director of Community Well Being and Environment in consultation with the Cabinet Member for Cultural, Leisure and Community Protection, to award the contract for the Consultancy Services for Multi Disciplinary Design Team, Enabling Surveys and Conservation Plan for the HLF Parks for People project to the highest scoring tender having applied the agreed evaluation model.

3. BACKGROUND

- 3.1 Following a successful Round 1 HLF Parks for People application for Brinton Park the Council has appointed the Project Management Team in September 2018. The Council is now in the Development phase of the project and requires specialist services to prepare and submit a Round 2 application (February 2020). In order to meet these timescales the timely appointment of specialist consultancy services is essential.
- 3.2 To meet the Round 2 requirements the Council needs to appoint a multi-disciplinary design consultancy team with experience of working with Local Authorities on Heritage Lottery Funded public park projects. It is intended that the Consultant shall work with the Council through the Development phase to fully develop the restoration and renewal proposals for Brinton Park. The

successful team will also lead the project (subject to a successful Round 2 application) through the final Delivery phase and completion of the project.

- 3.3 The Consultant team will need to comprise of a multi disciplinary architect led design team who will procure the Conservation Plan and the Enabling Surveys e.g. hydrological, geotechnical, topographical, utilities.
- 3.4 The successful team is expected to demonstrate a proven track record of developing and preparing successful Round 2 HLF grant submissions and to have taken similar projects through to a successful completion on time and on budget.
- 3.6 On submission of the Round 2 application (February 2020) the project will be assessed by the WM HLF Board and the outcome will be announced in July 2020. If the application is successful the project will enter the Delivery phase from Autumn 2020. The timetable for the Delivery phase will be determined in the Round 2 application and will last for 5 years to 2025 including capital work, community activities, appointment of a Heritage Ranger (5 year post) and heritage projects etc.
- 3.7 The procurement exercise for the Consultancy Services will include the services required for the duration of the project but the commitment to the Delivery phase services will be dependent on the success of the Round 2 application. In the event that the Council is successful in its Round 2 application, additional procurement exercises will be required to procure the contractors to deliver the heritage projects. Any such appointments shall be reported to the Cabinet or Strong leader at the relevant time.
- 3.8 The value of the contract will be above the EU threshold and therefore the contract will be advertised in the Official Journal of the European Union (OJEU). It is proposed that the Open Procedure is followed.

4. EVALUATION CRITERIA AND SCORING METHODOLOGY

- 4.1 In order to conform to the Council's Contract Procedure Rules, approval of the evaluation criteria for the tender process is required. The proposed evaluation criteria for the contract procurement are outlined below.
- 4.2 The contract will be awarded to the Bidder with the highest quality service. Tenders will be evaluated Price/Quality ratio of 30/70.

Any submission which comes in over the allocated budget will be excluded from the process.

- 4.3 Pass/Fail criteria will be applied prior to the scoring evaluation. In the event that a Bidder is unable to pass one of the following criteria they may be excluded from the process. The following are considered to be a pass/fail:

- 4.3.1 Please confirm that (based on the information available) your team can meet the timetable for the delivery of the project up to RIBA Stage 4.

Price & Quality Criteria and Weighting

Tenders will be evaluated on a Price and Quality basis. Bidders are invited to complete both categories which will be evaluated by members of the Project Team.

The weightings for each category are as follows:

Category	Weighting %
Price Assessment	30%
Quality Assessment	70%

Price assessment

The Price assessment will be based on the tender returns and are worth 30% of the overall marks.

The Bidder with the lowest tender price will score the maximum score of 30%. The other tenders will be scored pro rata as a percentage of their tender sum compared with the lowest tender.

If the submitted price is over the funds available the Bidder will be eliminated immediately from the process.

Quality assessment

Bidders are required to provide a written response to the questions contained in the table below.

Criteria		Total Marks	Total weighting
1	Please provide a statement as to your Teams' previous experience of undertaking heritage building and landscaping projects including details of previous success in Heritage Lottery Projects or equivalent. (Your response must not exceed	15%	60%

	Criteria	Total Marks	Total weighting
	4 sides of A4).		
2	<p>Please outline the names and professional qualifications of the consultants team as identified in the brief (specifically the lead architect, landscape architect, conservation architect, quantity surveyor and hydrologist). Please also supply a short summary of their relevant experience of undertaking heritage landscape projects (ideally one paragraph per person) you may supply a full CV for each member of the team focusing on their qualifications and achievements in respect of projects they have been involved with of a similar nature to the Brinton Park Project.</p> <p>(Your response to this question is limited to four sides of A4 paper plus supporting appendices).</p>	5%	
34	<p>Please set out your approach to and provide a detailed method statement and programme as to how you propose to carry out the services in the Feasibility Stage.</p> <p>(Your response must not exceed 4 sides of A4).</p> <p>Please provide a detailed method statement and programme as to how you propose to carry out the</p>	20%	

Criteria	Total Marks	Total weighting
<p>services in Stage 2.</p> <p>(Your response must not exceed 4 sides of A4).</p> <p>Please provide a detailed method statement and programme as to how you propose to carry out the services in Stage 3.</p> <p>(Your response must not exceed 4 sides of A4).</p>		
<p>4</p> <p>Please provide full details of any proposed sub consultants to be engaged by the lead consultant including the range and relevance of services provided by the sub consultants and examples of previous commissions where the parties have worked together. Please also detail your method and approach to management of any sub-contracted services.</p>	<p>5%</p>	
<p>5</p> <p>Detail your method and approach to both risk and contract management.</p>	<p>5%</p>	
<p>6</p> <p>Please provide details of up to three similar contracts that you have provided that are relevant to the authority's requirement. These should have been performed during the past five years. The named customer contact provided should be prepared to provide written</p>	<p>10%</p>	

Criteria		Total Marks	Total weighting
	<p>evidence to the authority to confirm the accuracy of the information provided.</p> <p>For each example you should provide the following information:</p> <ul style="list-style-type: none"> • Name of customer organisation. • Point of contact in customer organisation / Position in organisation / E-Mail address. • Case study start date / case study completion date / estimated financial value. • Provide a description of the service delivered including evidence as to your technical capability in this market alongside the management of sub-contractors if appropriate to your tender submission. <p>(Your response must not exceed 4 sides of A4).</p>		

Presentation and Interview

Criteria		Total Marks	Total weighting
1	<p>Presentation</p> <p>What will be your general approach to the project and how will you achieve the master plan objectives ensuring creativity and innovation?</p>	2%	

Criteria		Total Marks	Total weighting
2	Interview topics: 1. Approach 2. Meeting deadlines 3. Design vs Practicality 4. Challenges	8%	10%

References may be obtained if required..

The following matrix illustrates how responses to questions will be assessed. The scores for each question will be used to calculate a percentage weighting based on the percentage weightings listed in the quality assessment.

Performance	Judgement	Score
Exceeds all expectations	Exceptional	10
Exceeds almost all expectations	Outstanding	9
Exceeds most expectations	Very good	8
Above Expectations	Good	7
Slightly exceeds expectations	Fair	6
Meets expectations	Average	5
Satisfactory but below expectations	Below average	4
Below expectations	Poor	3
Well below expectations	Weak	2
Almost Unacceptable	Very Weak	1
Unacceptable		0

The evaluation process will consider all relevant submitted evidence and written information provided by each Tenderer, in relation to the specific requirements as set out within this ITT and the supporting documentation. There will be an

initial check of all Tenders for completeness and compliance with the tendering instructions (including a check that the Tender is a “compliant Tender”). Any submissions that in the opinion of the Council do not meet the requirements set out in this ITT may be rejected as non-compliant and will not be evaluated further.

Each aspect of the Tender evaluation for quality and technical merit will generally be undertaken by a panel. The panel will agree a single overall score out of 10 for each aspect of the Tender being evaluated as set out in the tables above. This score will be multiplied by the weighting for that item (as set out in the above table) to give a total score for that aspect of the Tender.

5. **INDICATIVE TIMETABLE FOR PROCUREMENT PROCESS**

The high level timetable for the procurement process is set out in the table below:-

Place adverts	W/C 18 th October 2018
Closing date for submission of tender	16 th November 2018
Evaluation Period	19/20 th November 2018
Clarification meetings to validate parts of the submission, for additional evidence if necessary	21-23 rd November 2018
HLF Review	26/27 th November 2018
Contract Award	28 th November 2018
Standstill ends	10 th December 2018
Contract Start date	11 th December 2018

6. **FINANCIAL IMPLICATIONS**

- 6.1 The maximum budget to be stated in the Invitation to Tender will be £294,570 which is the amount requested for these services within the HLF Round 2 bid. The following table provides a breakdown of this figure:

Item	Development phase value	Delivery phase value	Total value
Multi disciplinary design services	77,270	180,296	257,566
Conservation Plan	10,000		10,000

Enabling Surveys	27,000		27,000
Total	114,420	180,296	294,566

- 6.2 The majority of this will be funded by the HLF award on a draw down basis. The Council's total contribution to the Development phase will be £11,450, funded by S106 monies. The remainder will be drawn down from HLF and other Council funding sources as the project progresses.
- 6.3 The Council will secure the Consultancy services for a multi disciplinary Design team, Conservation Plan and Enabling Surveys which are currently not adequately resourced in house. These services are essential to prepare a Round 2 application and secure the full grant from HLF for the Delivery phase of £2,410,000 (Total project costs £2,920,589).

7. **LEGAL AND POLICY IMPLICATIONS**

- 7.1 The procedures for the procurement process will be compliant with The Public Contracts Regulations 2015 and the Council's Contract Procurement rules.
- 7.2 The successful Contractor will be required to enter into a formal contract prepared by the Solicitor to the Council.

8. **CONCLUSION**

- 8.1 Authorisation is required for the proposed evaluation model that will be used to assess the tenders. This model has been provided in section 4 of this report.
- 8.2 The successful appointment of the suitably qualified consultant will enable the Brinton Park HLF project to be delivered in line with the respective Council policies.

9. **RISK MANAGEMENT**

- 9.1 An evaluation panel will be formed to evaluate the respective bids. Officers will work closely with the appointed consultancy to ensure that the work is delivered in line with the specification included within each ITT.

10. **IMPACT NEEDS ASSESSMENT (Equality, Children & Young People)**

- 10.1 This report relates solely to the procurement of a consultant to undertake the delivery of the Design, Conservation Plan and enabling surveys for the Development and Delivery phases on the HLF Parks for People project. The fundamental principles of no discrimination and transparency relate to all procurement exercises; there is no requirement for an **Equality Impact Assessment**.
- 10.2 There will be continuous consideration for the impact of the project on and to **Children & Young People**. C & YP use Brinton Park throughout the year and they will be involved in many aspects of the project such as: community engagement, consultation, design, activities and events. Particular target

groups will be the project partner organisations all of whom work with C, YP and young adults (EJF/Twigs and KD21 Scout group). Local schools, youth groups, and voluntary sector clubs will be involved so that C & YP are listened to.

11. CONSULTEES

Tracey Southall, Corporate Director, Resources
Kay Higman, Cultural Services & Communications Manager
Linda Draycott, Director Community Well Being and Environment
Sally Tallon, General Solicitor - Contracts
Diana Evans, Accountant
Jackie Reed, Assistant Accountant - Procurement
Lisa Hutchinson, Principal Accountant

12. BACKGROUND PAPERS



Notes on completion

Summary

Name of your organisation

Wyre Forest District Council

Project title

In no more than 15 words, please choose a title which you think best describes your project. This will be seen externally, on our website and by our decision makers so please ensure that you choose a title that you are happy for a wide range of people to see.

Brinton Park - The Town's Park

Reference number

PP-17-03016

Project summary

In no more than 150 words, summarise your project. We will use this text to tell people about your project, including our decision takers.

The project will renovate heritage within Brinton Park in Kidderminster and restore the landscape design and feel of a Victorian park as envisaged by the Parks original architect, Meredith.

There will be new training, welfare and refreshment facilities, improved horticulture, and an enhanced perception of safety.

The project brings together partners and volunteers creating a vitality in the Park - increasing footfall, encouraging people to spend more time each visit, developing a comprehensive programme of learning, training and using heritage to have a positive impact on quality of life. This project will make a difference to our communities in Kidderminster which are most in need, creating opportunities to improve health, education and training.

The Park will be in better condition and more people will be involved in its management. The heritage of Brinton Park will be more accessible through a range of learning and multi media experiences.

Have you received any advice from us before making your application?

Yes

Please tell us who you received advice from.

Vanessa Harbar, Gabby Balgard

Is this your first application to the Heritage Lottery Fund?

No

Please tell us the reference number and project title of your most recent application.

PP-16-03449 Re-connecting people to Brinton Park, through heritage, landscape and learning

Section one: Your organisation

1a Address of your organisation:

Address line 1	Wyre Forest House
Address line 2	Finepoint Way
Address line 3	
Town / city	KIDDERMINSTER
County	Worcestershire
Postcode	DY11 7WF

1b Is the address of your project the same as the address in 1a?

No

Enter the address of your project. Please use the post code look up button to find your address so that the Local Authority and Constituency information is generated in the boxes below.

Address line 1	127 Sutton Road
Address line 2	
Address line 3	
Town / city	KIDDERMINSTER
County	Worcestershire
Postcode	DY11 6QR

Local Authority within which the project will take place

Wyre Forest

Constituency within which the project will take place

Wyre Forest

1c Details of main contact person

Name

Kathryn Underhill

Position

Community Development Manager

Is the address of the main contact person the same as the address in 1a?

Yes

Daytime phone number, including area code

01562 732956

Alternative phone number

01562 732976

Email address

kathryn.washington@wyreforestdc.gov.uk

1d Describe your organisation's main purpose and regular activities

Provision of public services for the district of Wyre Forest

There is no postcode for Brinton Park, Sutton Road, Kidderminster. The address given above is a local private house near the Park.

How many people does your organisation employ?

400

1e The legal status of your organisation

Please select one of the following:

Local authority

If your organisation is any of the following, please provide the details shown:

Company - give registration number

Registered Charity in England, Scotland or Wales - give registration number

Charity recognised by HM Revenue and Customs in Northern Ireland - give reference number

1f Has your organisation undertaken a similar project in size and scope in the last 5 years?

No

1g Will your project be delivered by a partnership?

No

1h Are you VAT registered?

Yes

Please provide your VAT number

276123855

Section two: The heritage

In this section tell us about the heritage your project focuses on and why it is valued.

2a What is the heritage your project focuses upon?

Brinton Park is a District Strategic Park with Green Flag status. The largest urban park within Kidderminster at 12.9 hectares, formerly part of Sutton Common prior to 1882. The Park and adjacent Cemetery (established at the same time) are of significant historic importance as they are largely unspoilt Victorian landscapes.

There has been recent investment in the children's play area and Splashpad. The Park has an annual programme of events put on by WFDC and independent hirers. Brinton Park does not currently have a "Friends of the Park" group. However, the Park does have a group of 4 Partners (Kidderminster College (KC)/Emily Jordan Foundation (EJF)/Probation Service/KD21 Scouts) who use the Park to deliver training and learning opportunities.

The types of adjoining land that surround the Park are late Victorian and modern residential properties, small industrial units and the Cemetery. The main road from Kidderminster to Stourport A451 borders the Park. There is no footpath on this side of the road so pedestrians walk through the Park on their way to and from town. To the Talbot Street side the Cemetery extends along the boundary of the Park. It is divided by an imposing red brick wall adding a heritage feature to the Park.

Within the border of Blakedown and Habberley South ward, the Park draws much footfall from Foley Park and Hoobrook ward. This ward is within the top 10% IMD of most deprived wards in the country. Within this ward LSOA for English and Maths attainment are in the worst 1% IMD in the country. There are two primary schools within walking distance of the Park.

History: In 1883, John Brinton, a Member of Parliament for Kidderminster who made his fortune from his family's mills and carpet works in the town, bought 26 acres of Sutton Common and commissioned J.T. Meredith to devise plans for its layout as a "pleasure ground for the enjoyment of the town's residents". The Park was officially opened on 1st August 1887 as a "Beacon Park" to celebrate Queen Victoria's Diamond Jubilee and the crests on the original park gates refer to this status. In 1906 the Town Corporation extended the Park by 6 acres. It was adopted by WFDC when it was formed in 1974. Over the last 133 years the Park has been the venue for many celebrations including Coronations, Centenaries, Jubilees and major public anniversaries.

The current Park is as it was laid out during the period 1883-1906 having all the attributes of a late Victorian park. However over time a number of the heritage features have been lost.

The main features in the Park are:

- Open space, laid to meadow
- Sons of Rest Pavilion opened 1938
- Splashpad and play area opened 2000's
- EJF/Twigs nursery area including Victorian Bothy
- KC Land Based Skills teaching area
- Teen zone area
- Bandstand opened 1937
- Trees, planting and woodland
- Sensory garden
- Richard Eve Memorial
- Modern seating installed 2005/6
- Wildflower displays
- Sustrans Cycle Route 49
- Adjoining cemetery, shared boundary wall
- Car park
- WFDC depot area
- Pockets of acid grassland

Lost heritage features are:

- Ornamental Lake, bridge
- Gates, fencing, formal entrances removed 1940's onwards
- Original bandstand demolished 1930's
- Four Winds shelter vandalised 2004
- Cabbies hut removed 1990's
- Pavilion/cafe demolished 1950 - 2000's
- Formal planting
- Tramway stop removed 1927
- WW1 Tank and cannons removed 1940's

- Bowling green/putting green removed 2000's
- Reduction in size and quality of acid grassland
- Victorian glasshouses

The landscape heritage of Brinton Park evolved from the former Sutton Common which was a treeless area ringed by housing and factory development. The Park was created by dividing the site into four areas, trees were planted along the boundaries to create a series of walks in the valley. The valley site was further ornamented with a lake and planting beds. There is a contrast between the open feel of the upper central pasture, the enclosed intimate feel of the valley landscape and the higher eastern and western enclosure on the edge of the Park.

The built heritage in the Park has been greatly impacted upon over the last 130 years with many of the original built features being lost in more recent years. Whilst the landscape remains largely intact it has been the built heritage that has been mostly affected by the removal of metal features for the war effort, vandalism and changes in fashion. The built heritage includes entrances & gates, pavilions (e.g. Sons Of Rest), bandstands, glasshouses, Richard Eve Memorial, fencing, seating, sports facilities and cemetery wall.

The natural heritage is as a result of the Park being built on the former Sutton Common. Adjacent to the Worcestershire & Staffordshire Canal and the Stour River the Park is part of the wildlife corridor through the district (detailed in the Worcestershire Local Biodiversity Action Plan (WLBAP)) and links with Local Nature Reserves and SSSI's. Bats, birds, badgers, and habitats are all features of the natural heritage which are detailed in WLBAP. Acid Grassland & Heath found in the Park is a specific priority for the WLBAP. The original ornamental pool would have provided an additional habitat to support wildlife.

The horticultural heritage was a significant original feature including ornamental planting and avenues of indigenous trees. There has always been a strong tradition of training and raising plants and shrubs on site within glasshouses and growing spaces. These features have been reduced over time largely due to budget constraints and a reduction in skilled staff and capacity.

The Social/Cultural heritage is still important today as a family orientated open and green space which is well used by local people and visitors throughout the year. Dog walkers frequent it daily, young people hang out with their mates, children swarm around the Splashpad and play area in the warmer months, couples sit and listen to the bands in the summer, casual sport and games are played in the open mown area. The Park has always been used for Civic celebrations and events for Kidderminster and the wider district.

What is important about the heritage and who it is important to:

Of aesthetic, artistic, or design interest

The Park is a typical Victorian design which is unique within the District. The original designs are held in Kidderminster's Museum of Carpet. The links with the Park's benefactor John Brinton to the town's industrial past and the carpet industry are important to current businesses. The carpet companies are still important to the town's economy and benefit from the historical trade and development of the carpet industry. Historically students from the town's old Art College gravitated into the design side of the carpet business.

Of historic interest

During the late 1800's Kidderminster was growing in population and industrial scale largely due to the rise in demand for carpet. The town's civic and business leaders wanted to compete in stature with Birmingham and the Black Country. In this respect Kidderminster Town Hall, Cemetery and Brinton Park were developed on a scale which belied the size of the community they served. Collectively these 3 historic amenities demonstrate the importance of the carpet industry to Kidderminster.

The Brinton family bequeathed the Park to the people of Kidderminster continuing a long association with the town. The family's connection with the town is still important to this day.

The historic interest of the Park is important to the local authorities (Wyre Forest District Council and Kidderminster Town Council); heritage groups (Heritage Opportunities Group, Kidderminster Civic Society); carpet industry; tourism and the local economy.

Of natural horticultural interest

The Park has a long tradition of horticultural training and developing expertise and has been the centre for growing operations within dedicated areas. These areas and associated knowledge are now important to WFDC Parks team and the partners who are using horticultural skills to develop qualifications and for the benefit of the Park.

The Park contains rare natural features (e.g. acid grassland) of significant national conservation importance (Worcestershire BAP).

Of social or community value

There is a tradition of families enjoying visits to the Park and local residents have told us about their early childhood memories, remembering visits to the park particularly the ornamental pool. The Park offers a free open green space within easy walking distance from the neighbouring ward of highest deprivation.

The Park has always been used as a central venue for district wide events and civic celebrations. This is still a very important factor in the town and districts identity. It is the only suitable large scale central venue for events of this nature helping to promote inter-community relations.

We know “parks have a positive effect on people’s wellbeing” (State of UK Public Parks 2014) and the park was originally bequeathed to provide a space for the people of Kidderminster for improved quality of life. As one of the few green spaces within an industrialised town it has importance to local people as a space for social and recreational benefit.

2b Is your heritage considered to be at risk?

2c Does your project involve work to physical heritage, such as buildings, collections, landscapes or habitats?

Yes

Tell us the name of the building(s), collections, landscape or habitat area

Brinton Park

Does your organisation have the freehold of the building or land, or own outright the heritage items that your project focuses on?

Yes

Are there any legal conditions, restrictions or covenants associated with the heritage asset which may affect your project?

No

Has a condition survey been undertaken for the heritage asset in the last five years?

No

Does your organisation have, or are you planning to take out, a mortgage or other loans secured on the building or land, or heritage items?

No

Does a project partner have, or are planning to take out, a mortgage or other loans secured on the building or land, or heritage items?

No

For landscape projects, please provide an Ordnance Survey grid reference for your landscape.

Brinton Park sits between SO8275NW and SO8275NE

2d Does your project involve the acquisition of a building, land or heritage items?

No

Please tick any of the following that apply to your heritage:

**Accredited Museum, Gallery
or Archive**

**Designated or Significant
(Scotland) Collection**

**DCMS funded Museum,
Library, Gallery or Archive**

World Heritage Site

**Grade I or Grade A listed
building**

**Grade II* or Grade B listed
building**

**Grade II, Grade C or Grade
C(S) listed building**

How many buildings of this type are included in your project?

Richard Eve Memorial

Local list

**Scheduled Ancient
Monument**

Registered historic ship

Conservation Area

Registered Battlefield

**Area of Outstanding Natural
Beauty (AONB) or National
Scenic Area (NSA)**

National Park

National Nature Reserve

Ramsar site

**Regionally Important
Geological and
Geomorphological Site
(RIGS)**

**Special Area of Conservation
(SAC) or e-SAC**

**Special Protection Areas
(SPA)**

Registered Park or Garden

Section three: Your project

In this section, tell us about your project. Make sure you include all your planned activities, and capital works if applicable.

3a Describe what your project will do.

PLEASE REFER TO CLARIFICATION DOCUMENT FOR FULL DETAIL.

A range of capital works:

- Repairing boundaries/cemetery wall/retaining walls
- Re-instatement of original style fencing and gated entrances (Meredith's original designs)
- Reconfiguring pathways, arboricultural and horticultural projects
- Surfacing around bandstand
- Re-creation of ornamental Lake
- New cafe, training facility and depot improvements to include parking
- Refurbishment of original toilet block
- Removal of 1970's toilet block
- Re-instatement of original style park furniture and signage
- Improved lighting sympathetic to wildlife
- Knot garden around Richard Eve Memorial
- Extension/modernisation of existing Sons of Rest building
- Measured circular walk
- Ornamental planting extending Senses Garden creating demonstration gardens
- Renovation of original Victorian Park Bothy
- Re-instatement of Victorian glasshouses and new biomass boiler
- Improve natural habitats: acid grassland/bats
- Develop "tram stop" heritage feature

The project aims to create an innovative venue for learning and skills development. The project will create a new cafe/training facility and renovate the depot area. KC will target young adults offering new formal and recreational training courses with more places available. EJF will target young adults with learning disabilities developing their life skills.

The project aims to reinvigorate the park creating a destination where people feel safe and want to stay longer. Changes to the park will serve to improve the overall appearance and welcoming nature.

Lost heritage features (gated entrances/lake/boundary fencing/tram stop/park furniture) will be re-instated and existing ones renovated. These capital improvements will enhance and highlight the heritage of the park engaging people.

The project will link with Kidderminster Carpet Museum, Heritage Opportunities Group (HOGs), Kidderminster Town Hall and other heritage organisations to maximise the heritage value of the town. These links will ensure a collaborative approach to heritage within the town, joint literature/marketing material will be produced and joint events will be held to give heritage prominence and signpost people to the park.

A target audience are people with poor physical or mental health, and in particular those from neighbouring deprived wards. Hume Medical practice and Kidderminster Hospital will work with us to develop social prescribing. The new Heritage Ranger will co-ordinate activities such as walks, physical activity sessions, yoga and mindfulness to offer opportunities for this scheme.

The partners are already engaged as a group and this will be extended to become the "Friends" of the park. Public engagement activities (Heritage Ranger to co-ordinate) will be undertaken to engage new volunteers to join the group.

3b Explain what need and opportunity your project will address

People have told us they fondly remember time spent in the Park with families and they reminisce about lost heritage particularly the ornamental pool/formal planting. Improving diversity will attract people to visit and create the opportunity to engage people with the heritage of the park.

Currently partners operate limited training opportunities from small/inappropriate facilities. There is a need for suitable buildings where partners can deliver improved/extended training programmes reaching a wider audience.

KC is investing in infrastructure within the town and want to use the Park as an offsite campus to expand their capacity for training courses, especially for practical skills development. This project provides the opportunity to offer more educational courses and places. The need is for a higher quality facility that can offer students

practical placement opportunities. It also provides a centre for those who feel uncomfortable attending the mainstream campus.

The 4 Partners are at a turning point and there is an opportunity to develop their individual and joint working roles in the Park. The built infrastructure is a barrier to this development and there is a need to replace poor quality and temporary accommodation. This is an opportunity to engage more young people from the deprived wards (Scouts), more disabled young people (EJF), more individuals with low educational attainment (KC/Probation) and older people (KC/Community Workshop).

EJF have appointed a horticultural specialist who will develop their role ensuring sustainability. If the HLF application is successful WFDC will work with EJF to develop innovative initiatives to manage and maintain the Park. EJF are keen to ensure this new post not only benefits their organisation but also the Park. EJF has a proven track record providing valuable opportunities for attracting volunteers from varied backgrounds and disciplines: horticulturists/ carpenters. Their Volunteer Co-ordinator will recruit 25 lead volunteers and 45 supported volunteers over the next three years to support the project.

There is a huge demand for scouting places in this locality due to the groups popularity, the large new housing development within half a mile of the park and the Scout group in Foley Park disbanding. The opportunity exists for the Scouts to expand their membership and engage with more families, especially those from deprived areas.

In Worcestershire at least a third of people don't meet the recommended guidelines for physical activity. 1 in 4 children in Worcestershire are overweight/obese by 5 years old and 1 in 3 children by 11 years old. Data shows people living in deprived areas are less likely to be physically active and more likely to develop ill health. The IMD 2015 data demonstrates Wyre Forest is the most deprived district in the county. Of the top 10% deprived areas within the country 3 are within Kidderminster and all are within 2 miles of the Park. It is essential this project goes ahead now to engage local people in physical activity to overcome barriers that prevent them from accessing the Park and its heritage.

The Park provides a well used pedestrian route from Foley Park & Hoobrook ward to the town. 33.6% of residents have no vehicle compared to 16.6% in Worcestershire, 8.2% are unemployed compared to 3.7% in Worcestershire, and 44.8% have no qualifications compared to 23% in Worcestershire. No roadside footpath along the Stourport Road means pedestrians/cyclists use footpaths within the Park. The opportunity exists to engage with these visitors, encouraging them to spend time in the Park, accessing activities and training to benefit their life skills, providing qualifications and employability.

Consultation highlights a perception that the park doesn't feel safe. There is a need to improve lighting/pathways/vistas/tree canopies/facilities to give a more welcoming and open feel. Positive press coverage/organised activities/greater visitor numbers will help to change public perception that the Park is a safer place.

Vandalism has played a part in the decision to remove some heritage features. This project offers the opportunity to engage young people through training, volunteering, planned activities and wider community engagement. Young people will take more ownership of preserving the Park and consequently the image of young people improves.

Pressure on Council budgets has led to rationalisation of the formal planting, reduction in staffing resources and loss of maintenance skills. The consequence is a loss of the Victorian style, design and grandeur of the Park. There is a need to improve the visitor experience which will encourage more time spent in the Park engaging with heritage. The project also provides the opportunity to raise the profile of the park within WFDC to ensure future decisions prioritise the sustainability of the park and its heritage status

Currently there is limited opportunity to generate revenue to support park maintenance. Income is not sufficient to maintain the Park in keeping with the original vision, to create an attractive place to visit, and to manage heritage features. The project creates revenue opportunities from the cafe/events/partner contributions which will be used to support the sustainability of the Park.

There is an ageing tree population that has been too densely planted. The project will remove the subordinate species and allow specimens to develop. This will reflect the original design and also contribute to the feeling of an open/safe park.

Habitat diversity has diminished due to lack of attention, resources and skills. The project will re-establish original habitats and improve biodiversity. The project presents the opportunity to manage traditional formal areas as well as maintaining natural habitats specific to the locality. Visitors will engage with the natural habitats becoming more informed accessing opportunities on countryside nature reserves.

Presently there is little interpretation of heritage within the Park. There are no heritage engagement activities or organised volunteer programmes. Information about the Park held by various local heritage groups is not centrally located. The project provides opportunities to engage with local and national heritage organisations for mutual benefit in promoting heritage within the town, creating links between heritage sites and highlighting the historical significance of the Park.

The Community Workshop provides the opportunity to work with this new initiative to engage all members of

society in creative activities which will have a positive effect on the individuals involved as well as increasing engagement with heritage and the park.

There is an opportunity through community engagement to get local people involved with the practical and strategic management of the park by joining the existing partners to form a Friends group. This group will develop its scope throughout the project and will contribute to community cohesion and the sustainability of the park.

The WFDC application to Historic England for a HAZ in Green Street will provide the opportunity to work on both projects concurrently to ensure that there are stronger heritage and economic outcomes.

The cost per year to maintain the Park was £114,000 in 2015/6. Overheads increased in this year due to the running of the newly installed Splashpad.

3c Why is it essential for the project to go ahead now?

With widespread political support and the re-generation of Kidderminster this is an ideal time for the project to go ahead. The Council has an adopted Corporate Priority to 'Support You to Contribute to a Successful Local Economy' and a specific strategic action to 'Promote the District as a great place to invest in, live in and visit'. Kidderminster has seen investment in terms of new homes, businesses and town centre improvements and the park forms part of this overall plan.

In 2016 the Council adopted its Business Growth & Enterprise Strategy to set out its ambitions to foster local economic growth and this recognised the importance of Green Spaces and Parks in 'creating a more inviting environment for the area which can form part of the overall offer to encourage businesses to locate in the district'. The "State of Parks 2014" report also acknowledges that high quality green space attracts economic investment, improves quality of life for residents and provides an incentive for people to live in the area. To promote Wyre Forest as an attractive place to do business continued investment in the area is essential. Projects such as this ensure there is the right balance of opportunity creating employment and housing growth that is supported by a vibrant infrastructure and open spaces. These are key quality of life indicators for developers considering the investment potential of the district.

With high levels of diabetes (significantly worse than England Average - WF Health Profile 2015), and poor physical and mental health there is interest from local Medical Practitioners to socially prescribe and signpost patients to take part in activities in the Park, particularly those from the locally deprived wards. Engagement with these individuals is essential now to prevent the escalation of their poor health status.

Time limited Section 106 funding has to be spent by 2019 and the Council has committed capital funding to the current timescales. This is in the budget now and if the project does not go ahead within the planned timeframes both of these amounts of money will be lost as partnership funding.

KC is working on a new build in the town which will be finished in 2019. They wish to make further investment in infrastructure and view the park project as their next capital scheme. If the project does not go ahead their funding will be diverted elsewhere.

The Scouts are at a critical point where demand for places outstrips those available. If the project does not go ahead dozens of children will not benefit from the Scouting programme.

This project has the power to make people take action now and deliver positive outcomes. There is a huge amount of will and desire (WFDC/political/partners/community/Brinton family) to make the project happen on current timescales. There is a real impetus for organisations to work collaboratively to deliver joint outcomes. If the project does not go ahead it will be a major set back and it would be very difficult to galvanise this level of support again.

3d Why do you need Lottery funding?

This project requires a significant level of investment in order to have an impact. The Scouts have submitted over 20 smaller unsuccessful funding applications, which demonstrate how difficult it is to bring partnership funding together. Lottery funding is one of the few sources available that can fund a project of this nature. The good reputation of Lottery funding attracts other investment and provides credibility and assurance for political/organisational commitment and community support. Lottery funding is also needed to lever in additional resources from supporters such as local businesses. Julian Brinton is committed to encouraging the business community to support this project financially and this will be confirmed in the Development Stage. Lottery funding and the Parks For People programme will make this a better project because it is robust and proven, focusing on outcomes. It also allows the project to be strategically developed and encourages partnerships, a priority for HLF.

If the grant application is unsuccessful the project will not go ahead. A decision will then follow as to how the Section 106 money will be spent, the Council's commitment to additional capital will lapse and it is unlikely any additional business sponsorship will be gifted to the Park.

3e What work and/or consultation have you undertaken to prepare for this project and why?

Liveability funding in 2005 kick started a longer term vision for the Park. Since 2007 work on Heritage Lottery applications has been undertaken. An unsuccessful PFP bid in 2010 has resulted in a more thoughtful scheme involving consultation and the Partners. This is not a rushed application and has been very well considered.

The Council has appointed a project team and engaged consultants to support the specialist areas for the HLF application.

The project team held an Outcomes Workshop to concentrate thinking and focus objectives. This was held before a series of Public, Community and Partner meetings throughout autumn 2016. These were undertaken to determine the outcomes of most importance including all of the Partner and community views.

The Brinton family have been consulted and there is strong support from them and they are committed to help with fundraising, business liaison and marketing.

Park leases and partnership agreements have been reviewed. The Statement of Joint Working provides the greatest opportunity for partners to deliver their training and skill outcomes by working together effectively. Individual meetings with the 4 Partners have shaped the proposals and use of space within the Park; have planned training and skills programmes; have informed how volunteers can be recruited and engaged; and have ensured the design of facilities provides exactly what they require. Subsequently, joint discussions have developed the project, determined priorities and shown how we can all meet the HLF Outcomes.

Regular contact with the WM HLF Case Officer has been maintained throughout the application process to ensure the project team is well informed and on track.

Regular event surveys are held annually in the Park for 'Bands in the Park' and one off events. This visitor information is collated and used to plan for future events. The outcomes of these surveys have informed the project proposal to include things such as more activities/improved welfare facilities/better access/refreshments.

The project team has visited other parks (Mary Stevens Park/Hednesford Park) which have received HLF funding and shared learning with their project officers.

A new website for the Park (www.brintonpark.com) has been created to support the project which helps engage with and keep local people informed.

The project team has met with Hume Street Medical Practice to find out how they can be involved and use the Park to meet their objectives such social prescribing to promote physical activity sessions. This has in part led to the proposals to renovate and maintain the existing red brick toilet block, to include a circular walk, and to provide refreshment facilities within the Park.

Kidderminster Camera Club is supporting the project producing creative images which can be used for multi media exposure. Community groups such as the Heritage Opportunities Group (HOGS), Kidderminster Civic Society, Old Pals group, Community Safety Partnership, Carpet Museum have been consulted and made a contribution to the application process. The work with these organisations to uncover historic archives such as landscape plans, original drawings, and photographs has informed the proposed design and scope of the project.

Communication to WFDC elected Members has been through briefings, presentations and newsletters. Kidderminster Town Council have pledged their support to this project as a priority as they have the heritage of the town as a key focus. They are committed to the economic regeneration of Kidderminster. Press releases have publicised the project and promoted community consultation. This has ensured everyone is kept informed of progress, given opportunity to feedback, and that expectations are realistic maintaining momentum for the project.

WFDC Cultural Services have been consulted and will provide expertise in Arts, Sports, Events, Countryside, and Museum Services for the education and sustainability of the project. North Worcestershire Community Safety Partnership has been involved throughout in particular ensuring any developments within the park contribute to safety. WFDC Countryside and Conservation Officer has been consulted with regard to biodiversity and potential development of habitats to meet the Worcestershire Local BAP (bats and acid grassland). WFDC Legal and Finance teams have been involved to ensure all aspects of legal and financial matters are covered.

Initial feasibility work for a pool (water course, culverts, water supply) and cafe has taken place and consultation is very supportive of these aspects of the scheme.

The management structure for the project has been determined by WFDC to ensure that there is sufficient capacity and expertise to deliver the project to fruition. The District Council has a Parks Landscape Officer, a Community Development Manager and a Partnerships Officer who form the core project team and who will have dedicated hours towards the project. The use of external consultants has been factored into the project where additional capacity and expertise are required.

A Community Meeting was held in November 2016 as well as visits to two primary schools to disseminate information, to canvass their views about the proposals and gain support.

The 2010 public survey was repeated in 2016 with exactly the same questions in order that direct comparisons could be made. From a much larger survey number the results were similar with slight shifts in focus. This feedback confirmed the project aims and objectives were reflective of the communities' aspirations.

Five meetings with the Community Workshop have been undertaken to explore the potential of becoming resident in the park, to determine their involvement with this project and their contribution to the outcomes. A Lease agreement is being drafted.

3f How are you planning to promote and acknowledge National Lottery players' contribution to your project through HLF funding?

National Lottery/HLF will be promoted within the Park, at entrances and in buildings. Logos to be added to interpretation and literature. Acknowledgements on websites, press releases. Promotion at delivery phase events and at the grand opening.

Section four: Project outcomes

In this section, tell us about the difference that your project will make for heritage, people and communities.

4a What difference will your project make for heritage?

Improve the way the Park and its heritage is managed:

- Increasing awareness among staff/volunteers through training in management of historic landscapes and the significance of the Park and its heritage
- Increasing community involvement, helping partners and other user groups become more confident, skilled and representative
- Engaging with partners to update the cohesive and co-operative Management Maintenance Plan (MMP) where all take some responsibility and contribute to the management of the Park. There will therefore be more resources available to manage the Park
- Establishing a volunteer programme developing skilled, experienced and enthusiastic volunteers
- Creating a "Heritage Ranger" post to raising the profile of heritage to ensure heritage is at the forefront of people's interest and plans
- Creating a stronger financial position by re-investing income from events/cafe into the Park
- Reviewing the MP and retaining Green Flag award

Improve the physical condition of the Park and its heritage:

- Delivering capital work to recreate John Brinton's vision using Meredith's original designs
- Re-instating heritage features
- Carrying out repairs to existing heritage structures
- Improving maintenance arrangements for the whole Park

Heritage of the Park will be better interpreted and explained:

- New website for Brinton Park showcasing the heritage of the park
- New onsite interpretation, maps, signage and access information
- Wide range of activities to uncover, share and celebrate heritage including research projects, self-guided trails and audio tours, creative workshops, heritage events
- Schools programme and education resources
- Exhibitions/displays highlighting heritage within the park
- Cafe reflecting heritage elements in design and decoration
- Improving site interpretation

Heritage of the Park will be better identified and recorded:

- Volunteer/photography research project, oral history project
- New website as central location for storing/sharing heritage information about the park
- Closer working with local heritage groups including the Carpet Museum, Heritage Opportunities Group, and Kidderminster Civic Society ensuring information is shared and centrally recorded
- Commissioning interesting and innovative ways to communicate heritage

4b What difference will your project make for people?

People will gain skills:

- Training for WFDC staff and partnership members in the management of historic landscapes
- Volunteering and training in park management, horticulture and maintenance, access to heritage and events
- Teacher training to increase confidence in using the park to deliver lessons
- Horticultural apprenticeships
- Partners delivering enhanced horticultural and land based training programmes which result in formal qualifications
- A training facility that is a non threatening environment to engage those who do not currently access mainstream settings
- New opportunities for life skill development and formal qualifications in areas such as retail, catering, communication, work experience
- Educational qualifications (English, Maths, ICT) in an appropriate setting in the park
- Employability courses aimed at getting individuals work ready (collaboration with Job Centre)
- Recreational courses for all ages and interests
- Health and Well-being courses, seminars, drop in sessions (in collaboration with Hume Street Medical Practice) to develop life skills and an understanding of how to manage physical and mental health
- Expansion of the Scouting Programme. More adult leaders will learn skills to deliver the Programme

allowing more young people to develop physical, intellectual, social and spiritual skills

- EJF supporting people with moderate learning disabilities, physical disabilities and enduring mental health needs to learn work place rules and the basic skills to assist them to secure paid work
- Representatives of the Partners will oversee and ensure the future viability of the park facilities and will develop new skills which can also be used in their own partner organisations

People will have learnt about heritage:

- Volunteers/students/public taking part in research to engage with landscape, ecological, industrial and social heritage
- Value for money cultural events bringing new audiences to the Park
- Increased school visits as a result of new educational resources, teacher training and better facilities
- Volunteering to deliver heritage projects
- Photography project cataloguing and comparing the park through time to be shared in the park, on the website and as an exhibition
- Heritage open days, talks, and tours supported by heritage groups
- Family activities (e.g. story telling for children and families)
- Work placement students from Partners and local organisations assisting with the project and learning about the built heritage features
- Visiting contracted companies to learn about the history, design and manufacture of ornamental features for the park (volunteers/students/employees)
- Participating in a new "Friends/Action Group" that has a purpose of understanding and preserving the heritage of the Park
- Develop link with WFDC Rangers & Cultural Services promoting outdoor activity, and teaching people about natural/environmental heritage
- Listening to the oral history recordings

People will volunteer and benefit from the experience:

- Volunteering for Partner organisations contributing their time to develop and expand their offer
- Undertaking work placement volunteering (cafe/horticulture/retail) developing their skills in a "real" setting and developing positive links with the community
- Volunteers undertaking research projects developing new skills and contributing to the success of the project
- Volunteering to run events contributing to the viability and sustainability of the Park
- Photography project to capture the history of the Park creating an archive
- Working parties within the Park making a positive contribution to the management of the site and feeling a sense of ownership
- Adults with learning difficulties from partner organisations volunteering to assist on training programmes will be given the opportunity to act as leaders/mentors increasing confidence and a sense of purpose

4c What difference will your project make for communities?

The local area/community will be a better place to live, work or visit:

- Capital works creating accessible and attractive visitor facilities
- Landscape works to open up the park facilitating a return to the Victorian vision of space contributing to the feeling of a safe park
- Better quality park and open space contributing to "soft location factors" attracting and retaining skilled workers and their families as part of the town's wider regeneration
- Better facilities and access to the park creating an all day destination, therefore contributing to local economic development
- Opportunities within the park to get involved in events, activities and volunteering meeting the needs of a diverse cross section of the community, encouraging better shared use and social cohesion
- Collaboration between Partners creating a positive perception of adults with learning difficulties and students/young people
- The Park being better managed with more input from local organisations and residents generating a feeling of pride in the area
- Health and well-being support engaging people in using the Park for benefits to their physical/mental health, and well-being
- Purpose built facilities providing employees/ visitors/learners with a suitable environment to undertake work, training and refreshment
- Providing a family orientated facility and activities promoting time for play, nature exploration and

recreation

- Better management of the green infrastructure of Wyre Forest district contributing to reduced flood risk, stored surface water, and biodiversity

The environmental impacts will be reduced:

- LED light fittings wherever possible
- Rainwater harvesting
- Biomass boiler to provide growing heat
- Re-use of mulch from tree management operation
- Composting on site, reused throughout the park
- Use of as many environmentally sensitive components as possible
- Growing of planting material on site reducing transport costs and emissions

More and a wider range of people will have engaged with heritage:

- Events/activities that focus on target audiences
- School children visiting for an outreach programme
- More disabled users due to better access and facilities
- Extensive volunteer and training programmes
- Attract people all year round due to the events programme and new refreshment and welfare facilities
- Family visits will increase as a result of improved facilities and the offer of “something for everyone”
- Improved use by people with health and well-being needs through social prescribing projects
- Engagement of individuals from local deprived wards through training and skills development opportunities

4d What are the main groups of people that will benefit from your project?

Families

Older people

Young people

Young adults with learning disabilities

Students

People from deprived wards

People with poor health

4e Does your project involve heritage that attracts visitors?

Yes

How many visitors did you receive in the last financial year?

250000

How many visitors a year do you expect on completion of your project?

300000

4f How many people will be trained as part of your project, if applicable?

200

4g How many volunteers do you expect will contribute personally to your project?

50

4h How many full-time equivalent posts will you create to deliver your project?

2.

Section five: Project management

In this section, tell us how you will develop and deliver your project.

Development phase

5a What work will you do during the development phase of your project?

A Heritage Ranger will be appointed to undertake further consultation, be part of the project team, support the Friends group, lead community engagement activities, recruit volunteers, and lead on and develop the Activity Plan in consultation with the WFDC project team.

The Council will appoint a multi-disciplinary professional team that will work in partnership with the authority through the development stage to fully develop the restoration and renewal proposals for Brinton Park. The team will comprise project management, landscape architectural & architectural design expertise, activity planning, business planning, and community consultation together with all other associated disciplines necessary to meet the requirements of the round 2 submission. This team will work with WFDC to undertake survey and design work to finalise the design specification up to RIBA Stage 3, the detailed project costs and cash flow, the project timetable, the master plan, and any planning applications. A site specific Conservation Plan (CP) at an early stage will guide the design work and inform the interpretation planning. Partnership working will be developed and a robust Activity Plan will be produced by the professional team. All research will establish base line figures for HLF outcomes and a proposal for monitoring and evaluation of the delivery stage will be drawn up. The professional team will contribute to an updated Management and Maintenance Plan linked to the design process which the WFDC Landscape Officer will produce.

In relation to the cafe further consultation will be undertaken to determine the final design. An options appraisal for the management of the cafe (e.g. franchise, independent provider, social enterprise) will be completed and result in a business plan that determines the best option for the outcomes of the project and ensures sustainability.

The existing partners group will be expanded to become the new Friends group. Community engagement activities will recruit new volunteers from different groups of users. Regular meetings will take place. WFDC will allocate responsibility for the new Friends group to an officer who will support the group.

During the development phase WFDC will work with the partners to determine the timetable of use for the new training facility and Sons of Rest building. This will ensure best use of the space and delivery of the outcomes. Our Activity Planning will be collaborative across WFDC and partners to develop a comprehensive approach to activities, volunteering and learning. Discussions have been had with EJF about piloting in the development phase a new approach to volunteering. This will recruit/train Lead Volunteers to work alongside existing staff/clients developing horticultural learning and engaging with the wider community. EJF will develop working with other care providers such as sheltered housing to look at how elderly people could become involved in gardening projects such as food growing.

Outreach work will be undertaken with local businesses through the connections of Wool Classics Ltd (Julian Brinton) and the carpet industry. WFDC Community Development Manager will lead these activities with a view to galvanising local support and interest in the project and financial input.

The WFDC Community Development Manager will work with the Community Workshop to ensure they are sited within the park and are in a suitable position to contribute to delivering the outcomes of the project. This will include a Lease for the building they will be occupying as well as support to suitably develop that space. The Heritage Ranger will work with the Community Workshop to include delivery of outcomes in the activity plan.

WFDC will develop the partnerships where links have already been made with external organisations: Hume Medical Centre; Foley Park Primary School & Sutton Park Community Primary School; the Community Broadcast Company; the Museum of Carpet; Heritage Opportunities Group; Disability Action Wyre Forest; and Kidderminster Hospital Cardiac Rehab to work with these groups develop the final activity plan.

Kidderminster Camera Club will continue to be involved in the project to produce the images needed to support a Stage 2 application, to produce interpretation material and to be included in any community engagement activities.

5b Who are the main people responsible for the work during the development phase of your project?

WFDC Community Development Manager – Project Team Leader

WFDC Landscape Officer

WFDC Partnerships & Community Safety Officer

WFDC Legal Officer

WFDC Finance Officer

WFDC Conservation Officer

WFDC Administration Officer

WFDC Cabinet Member

Newly appointed Heritage Ranger

External Consultants – Project Manager, Design, Surveys, etc

Representative from Friends Group

Partner organisations (EJF, KC, Probation, KD21)

The WFDC Community Development Manager will have overall responsibility for the project and has a wealth of previous experience in leading and managing lottery funded projects. This individual will be able to do up to 37 hours a week full-time subject to the needs of the project. The project leader will co-ordinate all other members of the project. All other WFDC Officers will have dedicated time for this project. In particular the Landscape Officer (Parks) and the Partnerships and Community Safety Officer will be heavily involved in the project and which each have up to 18 hours a week available. All other WFDC Officers will have time to support the main project team. The Council will require additional external support in terms of Project Management, Design & Architecture and Activity Planning. Consultants will be appointed to undertake these roles via the Council's open tender procurement policy.

The WFDC Community Development Manager will be responsible for making decisions and approving changes to the project. This will be subject to the normal Council procedures related to Cabinet Member approval and procurement. Meetings of the 3 main WFDC Officers will take place at least weekly but likely more frequently as they all work in the same office. Meetings with the external consultants will be detailed in their contract but are anticipated to be fortnightly/monthly.

The Friends and the partners will be involved in the project through monthly meetings with the Project Team. The WFDC Partnerships and Community Safety Officer will be assigned to support the Friends group and will have additional meetings with the whole group to give and get feedback throughout. The Friends team will help with activities, events, further consultation and engaging more volunteers.

The newly appointed Heritage Ranger will report to the WFDC Community Development Manager. They will be responsible for delivery Development Phase activities, engaging volunteers, running events and undertaking further consultation. They will also be instrumental in the development of the Activity Plan.

5c Complete a detailed timetable for the development phase of your project. Use the 'add activity' button to enter additional rows.

Development activities

Task	Start month	Start year	End month	End year	Who will lead this task
Activity Plan	January	2018	August	2019	Consultants through the Project Team
Conservation Plan	April	2018	September	2018	Consultants working with Project Team
Management and Maintenance Plan	April	2018	July	2019	Consultants working with Project Team
Project Business Plan	April	2018	July	2019	Consultants working with Project Team
Consultancy procurement	January	2018	March	2018	Wyre Forest District Council
Design to RIBA Stage 2	April	2018	December	2018	Consultants
Design to RIBA Stage 3	February	2019	August	2019	Consultants

Development risks				
Risk	Likelihood	Impact	Mitigation	Who will lead this
Cost over run	Medium	High	R1 costs scope have high degree of cost certainty	WFDC
Time over run	Medium	Medium	Detailed project plan, close timescale control. Clear outputs, timescales in Consultants Brief. Detailed project planning pre R1 application inc consents/approvals	WFDC
Insufficient staff resources to deliver project	Medium	High	R1 bid includes management resource	WFDC
Stakeholder dissatisfaction with project delivery	Medium	Medium	Ensure clear communication/consultation plan agreed in Development phase; proactive comms and awareness raising. Develop stakeholder forum/user group. Ensure resources to R1 bid consultation/engagement.	WFDC
Insufficient partnership funding	Medium	High	Ensure match funding is retained for the project	WFDC
Incorrect choice of consultants	Low	High	Robust procurement strategy, well developed briefs, thorough selection process	WFDC
Consultants fail to deliver	Low	High	Tight management monitoring of consultants stage reviews	WFDC
Survey work buildings/external works requires greater level of restoration than in cost plan	Medium	High	Ensure cost planning built in at Stage C/D inc value engineering workshops	WFDC
Insufficient energy supply to site	Medium	Medium	Review supply at early stage	WFDC
Items missed from Bill of Quantities	Low	High	Bill of Quantities/Pricing review with Design/Client Team Stage C/D	WFDC
Failure to gain necessary consents	Low	High	Early engagement with Planning/Conservation Officers/external agencies	WFDC

Delivery phase

5e Who are the main people responsible for the work during the delivery phase of your project?

As with the Development Phase the Council/Partner Team will remain the same.

The Development Phase procurement will enable the appointment of external consultancy team from Development through to Delivery Phases.

5f Complete a summary timetable for the delivery phase of your project. Use the 'add activity' button to enter additional rows.

Delivery activities

Task	Start month	Start year	End month	End year	Who will lead this task
Detailed design	January	2020	July	2020	Design Team
Capital works procurement	July	2020	September	2020	Design Team
Heritage Ranger recruitment	January	2020	March	2020	WFDC
Capital works start	October	2020	October	2021	Design Team

5g Tell us about the risks to the delivery phase of your project and how they will be managed. Use the 'add risk' button to enter additional rows.

Delivery risks				
Risk	Likelihood	Impact	Mitigation	Who will lead this
Cost over run	Low	High	Ensure accurate cost planning in Stages Dev/E/G contingency budget; PM financial and works on site monitoring	WFDC
Risk of time over run	Low	High	Detailed project plan, control of timescale	WFDC
Stakeholder dissatisfaction with project delivery	Medium	Medium	Clear communication and consultation plan agreed in Development Phase	WFDC
Insufficient partnership funding	Medium	High	Match funding retained for project	WFDC
Loss of key staff	Medium	High	Ensure senior level political/officer support for project/post project continued development.	WFDC
Political changes within the authority	High	High	Ensure Cabinet support for the project/post project commitment.	WFDC
Bat activity develops before site work	Medium	Medium	Ensure bat survey completed in Development/Delivery Phase.	WFDC

5h When do you expect the delivery phase of your project to start and finish?

Project start date

Month January | **Year** 2020

Project finish date

Month March | **Year** 2025

5i Are there any fixed deadlines or key milestones that will restrict your project's timetable?

No

Section six: After the project ends

In this section, tell us about what will happen once your project has been completed.

6a How will you maintain the outcomes of your project after the grant ends and meet any additional running costs?

The project outcomes will be delivered, monitored and maintained through WFDC Cultural Services. The Council agrees it's budget in the 3 year budget setting process. A report to WFDC corporate leadership team will specify levels of on-going funding to meet any additional running costs and this will be agreed once the business plan/stage 2 application is finalised. Increased revenue generated in the Park will be used to offset additional running costs. It is expected that increased management and maintenance costs will be maximum of £50k over 5 years.

6b Tell us about the main risks facing the project after it has been completed and how they will be managed.

After project risks				
Risk	Likelihood	Impact	Mitigation	Risk Owner
Lack of funds to maintain the Park	Low	High	Ensure uplift in maintenance costs built into budgets	WFDC
Lack of skills to maintain the Park	Low	High	Ensure training built into Delivery Phase staff/volunteers	WFDC
Failure to sustain community engagement	Low	High	Invest heavily in community capacity building and working with 3rd parties to assist delivery.	WFDC
Failure to continue promotion of the Park as an attraction	Low	High	Ensure Delivery Phase has enhanced staff capacity/skills	WFDC
Loss of key staff	Medium	High	Ensure senior political/officer support for the project/post project continued development.	WFDC
Political changes within authority	High	High	Ensure senior political/officer support for project/post project continued development.	WFDC

6c How will you evaluate the success of your project from the beginning and share the learning?

In the development stage we will establish an evaluation framework that addresses the annual monitoring requirements of HLF against the outcomes and looks at the impacts on the local area, the economy and the organisation.

An evaluation workshop with key partners and stakeholders will explore aims and objectives and understanding the connection between inputs, outputs, outcomes and impacts. This will establish our base line position in the development stage.

We will look beyond numerical indicators and explore the wider impacts. We will follow the key principles in the HLF evaluation guidance.

“Look beyond outputs” - We will want to know if a greater number of people visit Brinton Park and how their use of the park makes a difference to their lives. We will find out where more volunteers come from, what they get out of the experience, and the potential impact of the project on the local area.

“Tell the story” – The restoration project on its own will not address the deprivation of the local area. We need to understand how to capture the difference made by the project. We will look for stories of change and unexpected outcomes through qualitative research methods.

“Involve people” –We propose to involve volunteers, partners and stakeholders from the outset. During the development stage we will pilot data collection methods and evaluate them so that our Round 2 application will have proposals that we know will work. Work with Kidderminster College and EJJ will determine quantitative and qualitative evaluation methods.

“Choose indicators that matter” – Our development and delivery stages will include opportunities to check progress, feedback findings and modify the approach if required. An initial workshop will investigate what matters to people and how the project can meet these needs. HLF PFP indicators will relate to longer-term impacts.

We will recruit/train volunteers to deliver research in the development stage supported by consultants on the design, analysis and interpretation aspects.

Consultants/specialists understand the context of our approach to monitoring/evaluation and their role. They will help us develop understanding against the outcomes and suggest measures of success, research/survey methods and any resource implications for the delivery stage.

The project has the opportunity to become a national case study around learning, using the restoration project to engage students in land based industries and a range of people in horticultural therapy type projects.

Section seven: Project costs

In this section, tell us how much it will cost to develop and deliver your project.

There is a limit of 20 words per 'description' section when completing the cost tables. A more detailed explanation and breakdown of your costs should be provided as part of your supporting documentation. Please see Section nine: Supporting documents within the programme application guidance for further information.

7a Development-phase costs**Development costs**

Cost heading	Description	Cost	VAT	Total
Professional Fees	to RIBA/L1 Stages 2/3, non construction related fees, project management	189270		189270
New staff costs				
Recruitment				
Other costs (development-phase)	Enabling surveys, volunteer expenses, planning application fee	31650		31650
Full Cost Recovery				
Contingency	10% professional fees & other	21880		21880
Non-cash contributions				
Volunteer time	EJF volunteers, visitor research, consultation events, historical research	8500		8500
Total		251300		251300

Development income

Source of funding	Description	Secured?	Value
Local Authority	cash contribution	Yes	25100
Other public sector			
Central government			
European Union			
Private donation - Individual			
Private donation - Trusts/Charities/Foundations			
Private donation - corporate			
Commercial/business			
Own reserves			
Other fundraising			
Loan/Finance			
Non-cash contributions			
Volunteer time	as costs	Yes	8500
HLF grant request			217700
Total			251300

Total development costs	251300
Total development income	33600
HLF development grant request	217700
HLF development grant %	87

Section seven: Project costs**7d Delivery-phase capital costs**

Cost Heading	Description	Cost	VAT	Total
Purchase price of items or property				
Repair and conservation work	Entrances works, pool reinstatement, bundaries structures, infrastructure	636000		636000
New building work	cafe/training facility, public realm improvements, growing house, boiler, extension to Sons of Rest, raised beds	670000		670000
Other capital work	site furniture, general planting, tree works	185000		185000
Digital outputs				
Equipment and materials (capital)				
Other costs (capital)	refurbishment to toilet block and bothy, demolition of main toilet block, contract preliminaries	226100		226100
Professional fees relating to any of the above (capital)	Professional fees/prelims RIBA/L1 Stage 7, project manager	280207		280207
Total		1997307		1997307

Section seven: Project costs

7e Delivery-phase activity costs

Cost Heading	Description	Cost	VAT	Total
New staff costs	appointment of Heritage Ranger	150000		150000
Training for staff	WFDC & partners inc school teachers	5000		5000
Paid training placements				
Training for volunteers	Training for volunteers	50000		50000
Travel for staff	Travel for staff	1000		1000
Travel and expenses for volunteers	Travel and expenses	5000		5000
Equipment and materials (activity)	Training and interpretation materials	10000		10000
Other costs (activity)	5 year events budget, leaflets/guides, project website/historical resource, community heritage projects	80000		80000
Professional fees relating to any of the above (activity)	Professional fees relating to Delivery Phase costs	10000		10000
Total		311000		311000

7f Delivery-phase - other costs

Cost Heading	Description	Cost	VAT	Total
Recruitment	Heritage Ranger	1000		1000
Publicity and promotion	Piblicity & promotion	2000		2000
Evaluation	Project evaluation	20000		20000
Other costs				
Full Cost Recovery				
Contingency	Repair, conservation and new build work, professional fees	199740		199740
Inflation	Capital costs, professional fees	263953		263953
Increased management and maintenance costs (maximum five years)	over 5 years	50000		50000
Non-cash contributions				
Volunteer time	EJF, professional/skilled/unskilled	75500		75500
Total		612193		612193

Section seven: Project costs

7g Delivery Phase income

Please note that HLF rounds all grant requests down to the nearest £100. With this in mind, please make sure that the total Delivery-phase income exactly matches the total of your Delivery-phase costs or the system will not allow you to proceed.

Source of funding	Description	Secured?	Value
Local authority	Section 106, WFDC capital	Yes	175000
Other public sector	WFDC fund raising, Kidderminster College	No	
Central government			
European Union			
Private donation - Individual			
Private donation - Trusts/Charities/Foundations			
Private donation - corporate			
Commercial/business			
Own reserves			
Other fundraising	KD21st Scouts	Yes	10000
Loan/Finance			
Increased management and maintenance Costs (maximum five years)	Increased management & maintenance costs	No	50000
Non-cash contributions			
Volunteer time	as costs	No	75500
HLF grant request			2610000
Total			2920500

7h Delivery-phase financial summary

Total delivery costs	2920500
Total delivery income	310500
HLF delivery grant request	2610000
HLF delivery grant %	89

7i If cash contributions from other sources are not yet secured, how do you expect to secure these and by when?

Kidderminster College will profile a £100k contribution into their 3 year capital build programme. This sum is expected to be secured by 2018.

Volunteer time will be planned for in the Development Phase

Increased management and maintenance costs will be agreed with WFDC and balanced by income from the Park and Café.

7j If you have included Full Cost Recovery, how have you worked out the share that relates to your project?

N/A

Section eight: Additional information and declaration

This part of the form aims to collect the information we need to report on the range of organisations we fund. We will not use this information to assess your application. We encourage you to be as specific as possible about the people your organisation represents.

If your organisation represents the interests of a particular group, such as young people or disabled people, tell us which by filling in the tables below.

If you are based in Northern Ireland, where legislation requires us to report in detail on the organisations we fund, please complete the tables in full, as applicable.

If you are based outside Northern Ireland and your organisation represents the interests of a wide range of people and not any particular group, mark this box only.

Age

Disabled people

Ethnicity

Marital or civil partnership status

People with dependants (for example, children or elderly relatives)

People living in households with incomes below the national average, or people living in the most deprived local-authority wards in England, Scotland, Wales or Northern Ireland.

Community background (Northern Ireland only)

Religious belief

Gender

Sexual orientation

Declaration

a) Terms of Grant

You must read the standard terms of grant for this programme on our website.

By completing this Declaration, you are confirming that your organisation accepts these terms. For partnership projects, all partners must confirm that they accept the standard terms of grant by adding a contact at the end of the declaration.

b) Freedom of Information and Data Protection

We are committed to being as open as possible. This includes being clear about how we assess and make decisions on our grants and how we will use your application form and other documents you give us. As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000.

When you complete the Declaration at the end of the application form, you are confirming that you understand the Heritage Lottery Fund's legal responsibilities under the Data Protection Act 1998 and the Freedom of Information Act 2000 and have no objection to us releasing sections 2, 3 and 4 of the application form to anyone who asks to see them once your application has completed the assessment process. If there is any information in these sections of the form that you don't want made publicly available, please explain your reasons below:

We will take these into account when we respond to any request for access to those sections. We may also be asked to release other information contained elsewhere in the form and we will respond to these requests after taking account of your rights and expectations under the Freedom of Information Act 2000 and Data Protection Act 1998. In those cases, we will always consult you first. The Heritage Lottery Fund will not be responsible for any loss or damage you suffer as a result of HLF meeting these responsibilities.

When you complete the Declaration you also agree that we will use this application form and the other information you give us, including any personal information covered by the Data Protection Act 1998, for the following purposes:

- To decide whether to give you a grant.
- To provide copies to other individuals or organisations who are helping us to assess, monitor and evaluate grants.
- To share information with organisations and individuals working with us with a legitimate interest in Lottery applications and grants or specific funding programmes.
- To hold in a database and use for statistical purposes.
- If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of relevant Government departments and any partner organisations who have funded the activity with us.
- If we offer you a grant, you will support our work to demonstrate the value of heritage by contributing (when asked) to publicity activities during the period we provide funding for and participating in activities to share learning, for which we may put other grantees in contact with you.

We may contact you from time to time to keep you informed about the work of the Heritage Lottery Fund

Tick this box if you do not wish to be kept informed of our work

I confirm that the organisation named on this application has given me the authority to complete this application on its behalf.

I confirm that the activity in the application falls within the purposes and legal powers of the organisation.

I confirm that the organisation has the power to accept and pay back the grant.

I confirm that if the organisation receives a grant, we will keep to the standard terms of grant, and any further terms or conditions as set out in the grant notification letter, or in any contract prepared specifically for the project.

I confirm that, as far as I know, the information in this application is true and correct.

I confirm that I agree with the **above statements.**

Name	Lesley Fox
Organisation	Wyre Forest District Council
Position	Community Development Manager
Date	30/08/2017

Are you applying on behalf of a partnership?
No

Section nine: Supporting documents

Please provide all of the documents listed at each round, unless they are not applicable to your project. You will be asked to indicate how you are sending these documents to us - as hard copy or electronically.

In addition to numbers 1-8 below, you may also be required to submit further supporting documents that are specific to the programme that you are applying under. For further guidance, please refer to the application guidance Part four: Application form help notes. We will not be able to assess your application if we do not receive all the required information.

First round

1. Copy of your organisation's constitution (formal rules), unless you are a public organisation. If your application is on behalf of a partnership or consortium, please refer to the programme application guidance for more information on what you need to provide.

If you have sent a copy of your constitution with a previous grant application (since April 2008) and no changes have been made to it, you do not need to send it again. Tell us the reference number of the previous application.

N/A

2. Copies of your agreements with project partners, signed by everyone involved, setting out how the project will be managed (if applicable);

Electronic

3. Copy of your organisation's accounts for the last financial year. This does not apply to public organisations;

Not applicable

4. Spreadsheet detailing the cost breakdown in Section seven: project costs;

Electronic

5. Calculation of Full Cost Recovery included in your development phases costs (if applicable);

Not applicable

6. Briefs for development work for internal and externally commissioned work;

Electronic

7. Job descriptions for new posts to be filled during the development phase;

Electronic

8. A small selection of images that help illustrate your project. If your project involves physical heritage, please provide a selection of photographs, a location map and, if applicable, a simple site map or plan. It would be helpful if these are in digital format (either as an attachment or on disk). We will use these images to present your project to decision-makers.

Electronic

If applicable, please attach any additional documents as required for the programme that you are applying under. Use the box below to confirm in what format the additional documentation will be submitted.

Electronic

Please now attach any supporting documents.

When you have completed the form click the submit button to submit the form to the server. You can view what you have entered by clicking the draft print button above.