

WORKING TOGETHER



**BOURNEMOUTH
PARKS
FOUNDATION**

FPA Pilot Parks Alexandra Park Masterplan

Doc. no. AP-R-03 v3
09/12/2020

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Revision:

- v1 First draft issue 16/11/2020
- v2 General formatting, 2nd draft issue 19/11/2020
- v3 Appendix added, s/m/l goals added to plans, general formating 09/12/2020

1. Introduction

Background

Situated in the heart of Parkstone, Poole, Alexandra Park has a rich history as an urban public park dating back to Edwardian times. It offers a unique undulating landscape with varied views, meandering paths, beautiful mature trees and facilities including a pavilion with a green and play spaces. The park has been continually modified throughout its history to meet the changing needs of those around it.

However, today it has a low profile and offers limited amenity to the many who live or work in the area. Much of the infrastructure is dated and under-utilised. On the other hand, public interest and the formation of Friends Groups illustrates that there is significant enthusiasm within the community for its re-imagining.

Over the past three years, BCP Council (formerly Borough of Poole), which owns and manages the park, has been working with local residents to enhance the park's contribution to Parkstone and the wider conurbation by making it more sustainable, welcoming and relevant to its users today.

In 2019, BCP Council partnering with Bournemouth Parks Foundation (BPF) became part of a cohort of nine authorities across the UK who have been selected for support through the prestigious Future Parks Accelerator fund (FPA); recognising the value BCP Council places on its open spaces.

Alexandra Park was selected as one of three 'Pilot Parks' across the conurbation, chosen with the intention to trial health initiatives and develop new ideas with local residents to make physical and management improvements to the spaces to create an outstanding green space and a future for the park focused on its community.

The fund enabled a master planning process which commenced in April 2020 to facilitate the journey of reinventing Alexandra Park as a truly inspirational place.

This document sets out the findings which are structured in three main sections – 'Context', 'Developing a shared vision' and 'Implementation'.

The masterplan will guide development of the park over the next three years (2021 – 2023).

Process

The development of the masterplan has been a collaborative process with the aim to draw on the site knowledge and expertise from a wide as possible team.

During July and August, community engagement including an online survey (SurveyMonkey) and three guided park tours were carried out. The aim was to see if the perception of the Park had changed since the previous consultation in 2018 and to provide local residents with an early opportunity to shape the FPA Masterplan.

Further consultation will be carried out on detailed elements of the Masterplan by FPA Park Activators in 2021. This will champion the proposals within the community but also allow to further respond to specific needs.

1.3 The Aims of the Masterplan

BCP Council vision is to create vibrant communities with an outstanding quality of life where everyone can play an active role.

The aims of the masterplan tie in with the priorities set out in the Council's corporate strategy:

- **Sustainable Environment** -Leading our communities towards a cleaner, sustainable future that preserves our outstanding environment for generations to come.
- **Dynamic Places** -Supporting an innovative, successful economy in a great place to live, learn, work and visit.
- **Connected Communities** -Empowering our communities so everyone feels safe, engaged and included.
- **Brighter Futures** -Caring for our children and young people; providing a nurturing environment, high quality education and great opportunities to grow and flourish.
- **Fulfilled Lives** -Helping people lead active, healthy and independent lives, adding years to life and life to years.

Parks and green spaces, such as Alexandra Park, play a vital part in making a real difference to local communities. This masterplan forms an important step towards guiding its future.

Location Plan



Site Plan



Buildings/Facilities/Uses

- 1 Pavilion
- 2 Toilets (closed)/shed
- 3 Pill box
- 4 Lodge
- 5 Former bowling green
- 6 Multiplay surface
- 7 Play area
- 8 Natural play area
- 9 Basket swing
- 10 Zipwire
- 11 Picnic area/events space
- 12 Drinking fountain (redundant)
- 13 Sub-station

Entrances

- 14 Entrance Alexandra Rd - west (pedestrians/cyclists/ restricted vehicle access)
- 15 Entrance Alexandra Rd - east (pedestrians/cyclists/ restricted vehicle access)
- 16 Palmerston Rd Entrance (pedestrians/cyclists only)
- 17 Entrance to pavilion area (pedestrians/ restricted vehicle access)
- 18 Entrance to pavilion area (pedestrians)

Key

- Primary route (lit)
- Secondary/circular route
- Unmade path
- Internal fencing
- Entrance
- Steep path gradient
- Stepped access
- Vehicle barrier

2. Context

Heritage Context

Site History

The park is essentially **Edwardian** in concept but evolved over a period of more than 30 years as the area which was once open farmland was developed into a **new residential neighbourhood**. The space may have been set aside by developers due to its ‘difficult’ topography, which would have been unsuitable for housing development.

Key development:

1885 Three local architects presented proposals to the Council for the laying out of the “Upper Parkstone Estate” which was as at that time agricultural land. The successful scheme was named “Spero” meaning “I hope”.

1903 The public open space was officially named Alexandra Park.

1912 Land was aquired on the southern boundary to allow access from Palmerston Road. A restrictive covenant preventing vehicles from using this the new entrance was imposed.

1913 Drainage and seating was installed, trees and shrubs supplied and planted.

1923 A local government loan £1,330 was sanctioned for the creation of a bowling green and small pavilion.

1934 The caretaker’s lodge and a new larger bowls pavilion and toilets were constructed.

1965 The old-style gas lamps were replaced with modern electric ones.

1980 The children’s play area was installed, it was improved and extended in 2010 and 2019.

2000 All approaches were improved with the installation of traditional park railings, walls and gates. “Spero 1906” is engraved into the top of the lighting columns at each park entrance. This references the original scheme name. ¹

Heritage Asset

Alexandra Park is a **Locally Listed Heritage Asset** (non-designated). It is a good example of a landscape typical for the period of municipal development when many new public open spaces were created for the benefit of the growing urban population during Victorian industrialisation. The park is of **historic social interest and aesthetic value** due to its special design and landscape qualities. Any planning applications for work within it would need to consider the significance of the park and any impacts on that significance.²

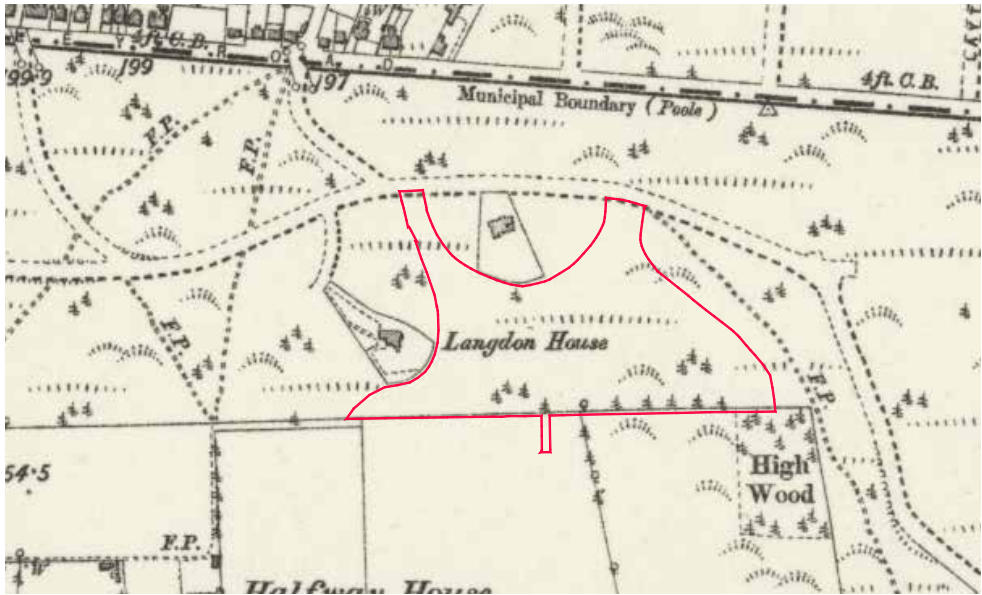


Main Challenges and Opportunities:

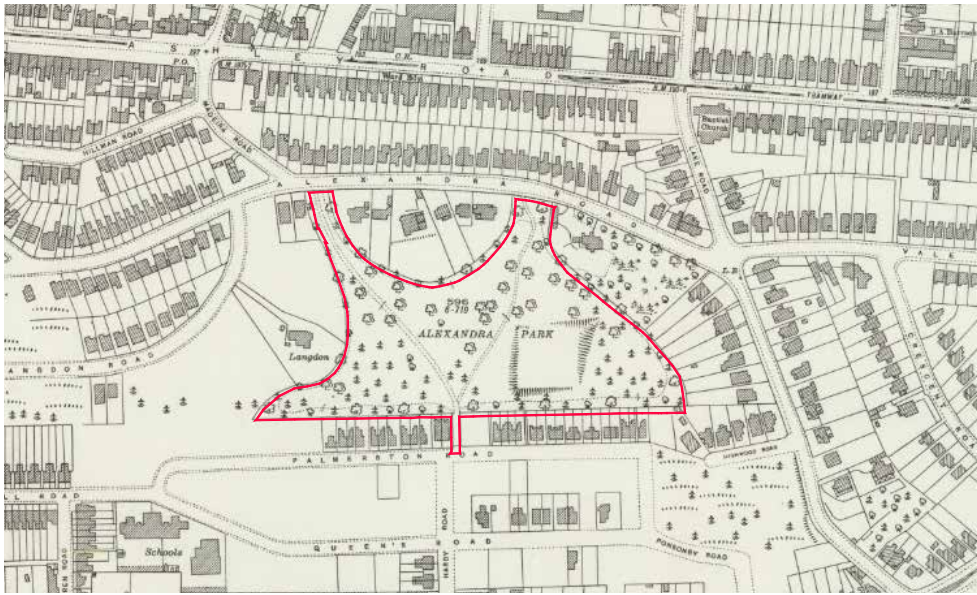
- To create an archive of historic documents recording the park’s history and to create a collection of living day memories.
- To cater for modern user requirements whilst retaining its historic landscape character.

Sources:
¹ History of Alexandra Park by Paul Hillman, SA July 2020.
² Heritage Assets Supplementary Planning Document, adopted 2013.

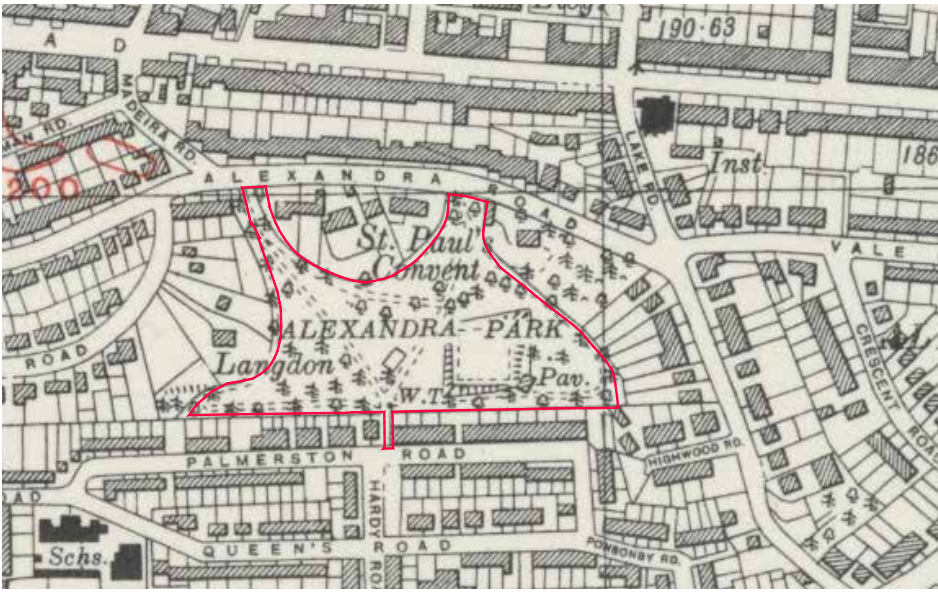
Historic development



Ordnance Survey 6inch 1888



Ordnance Survey 25inch 1923



Ordnance Survey 1944



Source: Poole Museum (Batting Collection 1940s)

Communal Context

Neighbour-hood

Alexandra Park is located in the heart of the residential area of Parkstone, Poole (Penn Hill Ward) and is often described and treasured as **a green gem amongst a densely populated urban environment**.

It is the **primary public open space for over 12,600** people who live in its catchment area. The busy surrounding road network (Ashley Road to the north and Bournemouth Road to the south) and a railway line form both a physical and psychological **barrier to accessing other greenspaces** beyond.

The local population is characterised by a **diverse range of Mosaic groups**. As well as a **significant numbers of younger people living in rented accommodation**, the site's service area includes **younger households in affordable housing with young children and older, more affluent families**. Appendix 1 contains further information on this.

An analysis of the park's immediate neighbourhood highlights:

- **pockets of deprivation** and **childhood deprivation** to the north along Ashley Road.
- a **lower average life expectancy** compared to all of BCP
- a **higher prevalence of excess weight and obesity** among reception age children and among year 6 children compared to other BCP wards.

Main Challenges and Opportunities:

- Address inequalities through better provision of access and open space offer.

Visitor profile

A survey carried out in 2018 showed that:

- Alexandra Park is a **local destination** with almost half of its users being **frequent visitors**, i.e. they visit the park at least once a month. Visitors are likely to be **female and aged 35-45**, from a **white British background**.
- Almost half 43% of visitors to Alexandra Park rated their level of satisfaction with the park at 6 or 7 out of 10, followed by 19% giving a rating between 8-10 and 28% rated their satisfaction at 5 out of 10 or below, in 2018. When asked for suggestions for improvement, four main themes emerged: '**Anti-social behaviour, Management/Maintenance, Safety/Security, and Toilets**'.
- Most visitors came for general reasons to the park such as to get some **fresh air, relax, meet friends, or as part of their route elsewhere**. The next reasons were for exercise and for **children's activities** for instance to visit the playground. Some visitors were motivated by **seeing trees, plants, animals and bird watching**.¹

Footfall counters have been installed in summer 2020 to gain a better understanding of visitor numbers and dwell time.

Main Challenges:

- Encouraging a wider visitor profile
- Importance of peace and quiet, in contrast to more dynamic activities and play offers.

Access

Alexandra Park is **open every day of the year**, 24 hours a day. There is **on-street parking on Palmerston Road and Alexandra Road**. Jubilee car park is located 10 minutes walk away and located just to the north of Ashley Road shopping area. It provides 181 spaces with 4 disabled bays.

Bus stops are located on Ashely Road and Bournemouth Road within 5 minutes walk of the park. The nearest train stations are Branksome Station to the east and Parkstone Station to the west, both are just over 1km away.

There is **cycle lane provision on Bournemouth Road and Beryl bike facilities (bike hire scheme)** on both on Ashely Rd B3061 and Bournemouth Rd A35. Bike stands within the park are located next to the play area.

Access to the **pavilion and the green** is controlled by the operator of the community café. This **restricts public access** to the times when the café is open.

The **steep topography limits accessibility for the elderly and less firm**. Gradients along the main access routes are 1:14-16. There is currently **no adequate disabled access to the pavilion** building.

Main Challenges and Opportunities:

- Enhanced public access to the pavilion and former bowling green within the park.
- Address steep paths by providing resting points.
- Provide disabled access to the pavilion.

Events

Alexandra Park is **licensed for events** with the main areas being the central lawn and the pavilion green. There is permitted vehicle access for events organisers and mini-buses from Alexandra Rd. Water and electricity supply is available at the pavilion building.

Main Challenges and Opportunities:

- Encourage and support a variety of small community, family and arts events.
- Improve related infrastructure.

Volunteers

The following community groups have supported and used Alexandra Park as a venue in last two years:

- Park community group
- Pavilion community group
- Alexandra House care home
- Court Hill infant school
- Poole Mumbler
- Pavilion café

Main Challenges and Opportunities:

- Build community connections with the park and create a common vision.
- Support community groups where possible to take ownership in the park's maintenance.

Ecological Context

Geology & Soils

The park is located is on a bedrock of ‘Branksome Sand Formation – Sand’. This is a sedimentary bedrock formed approximately 48 million years ago in the Palaeogene Period when the areas would have then been dominated by swamps and formed part of a coastal estuary.

The steep undulating landform, which gives the park its distinct character, is likely to have been **formed through erosion by prehistoric streams** flowing into Branksome Chine and then into the sea.¹

Localised **mining** to create early roads in 19th century (such as Ashley Road) **may have further shaped the topography** we see today.

Soils reflect the underlying geology and are generally sandy. They are mainly of **low fertility** and **acidic soils**. Most are **free draining**, particularly those on the upper areas and tend to dry out during summer months. The soils are **vulnerable to erosion** and compaction. In lower places the presence of a clay pan is evident causing **localised flooding** after heavy rain.

Main Challenges:

- Successful establishment of plants and trees due to low soil moisture levels.
- Areas of waterlogging particularly in the lower parts of the park.
- Erosion caused by desire lines

Vegetation

There are **over 200 trees** with an **relatively even age distribution**, the majority being **mature**. A large percentage of these are Scots pine trees, but there are also Stone Pine, Corsican Pine and Maritime Pine and a variety of broad-leave parkland trees including English Oak, Sweet Chestnut, Lime and Maple and smaller trees including Crab apple, Rowan and Persian Iron wood.

A comprehensive **tree survey is required** to establish the condition and useful life expectancy of the current tree population to inform a **long term tree strategy**.

Ornamental shrub and hedge planting within the park is mainly located along the **perimeter of the park** and to the **boundary of the pavilion site**. Much of this has been cut back hard in recent years with the aim to discourage anti-social behaviour.

The majority of Alexandra Park is laid down as **amenity grass** which is cut regularly. During lockdown 2020, areas were let to grown long giving the park a more natural feel. The sports turf of the pavilion green is failing to thrive due to lack of available maintenance since the abandonment of the club.

Main Challenges:

- Ensure long term tree cover through succession planting
- Diversity ground cover and shrub planting for biodiversity and horticultural interest.
- Provide wear tolerant grass cover in high footfall areas.

Ecology

Alexandra Park is managed as a **formal, urban park** and is currently not covered by any ecological designations. Despite this, it has **importance for biodiversity in Poole and the local region** and is a very valuable resource for local people and visitors for contact with nature.

The park forms an **important stepping stone in the green network** between urban areas to the north and the landscapes of the Chines and the coast of Poole Harbour in the south.

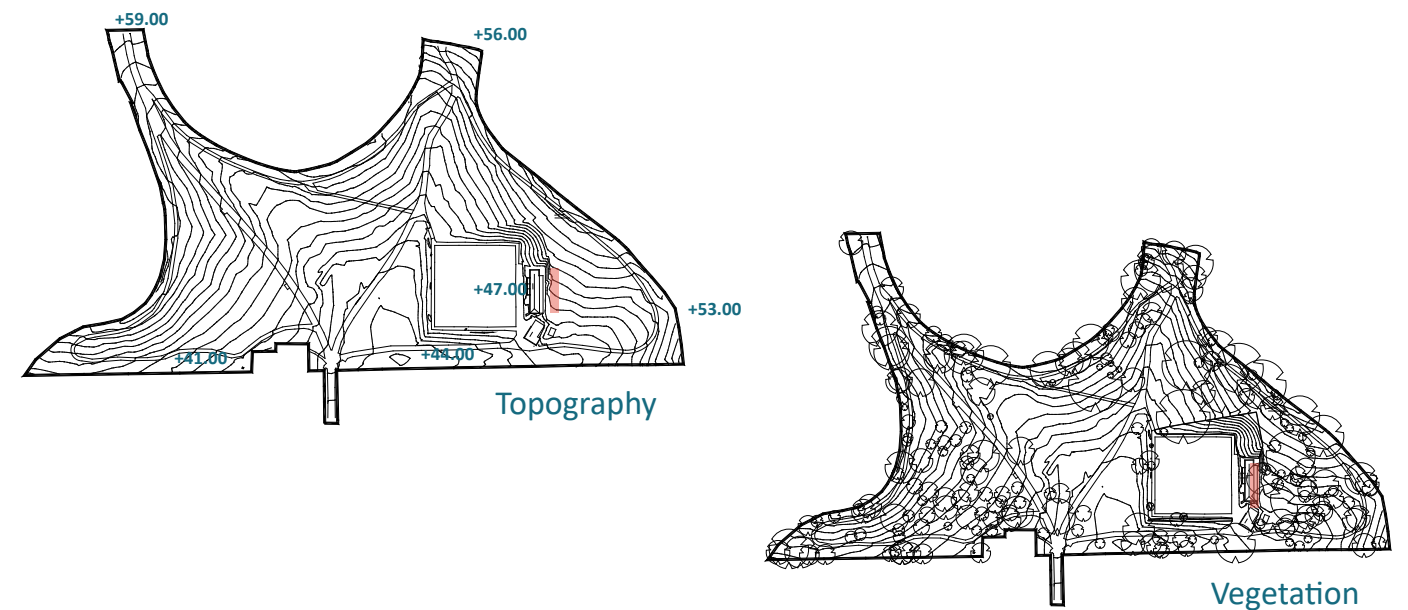
The following habitats have been identified:

- **Urban-woodland**
- **Urban-introduced shrub**
- **Improved grassland**

Currently there is little detailed, ecological data for the park. Existing information includes bat surveys carried out by BCP in summer 2020 which recorded at least one species (common pipistrelle) roosting in the park or in adjacent properties. It is likely that these fly between the park and the nearby Branksome Woods .

Main Challenges:

- To enhance feeding sites for bats
- Enhance biodiversity through grassland management and planting of native vegetation.



View of Pine tree copse (south east)

Aesthetic Context

Buildings

Alexandra Park Pavilion as build in 1930s (112sqm)

- Single storey timber building containing a central community room, male and female changing areas and female and male showers.
- Timber and tiled roof construction. A building survey is required to establish extent of repairs and associated costs.
- Inadequate disabled access provision.
- Is currently operated as a community cafe under a Tenancy at Will.
- Permitted minibus access along the north-western path coming from Alexandra Rd and permitted parking.

Toilet block/Shed 1930s (unused)

- Brick and tiled roof construction with several small rooms. Extensive damage to roof and windows.
- Survey and repair costs required

Pill box

- Concrete structure with door, presumably WW2.

Lodge

The residential lodge located at Palmerston Road entrance is currently let as a private tenancy.

Main Challenges:

- To provide a long term flexible use for the buildings that caters for community needs.
- Ensure ongoing income to pay for upkeep of the building

Furniture

Bins: A Number of black wheelie bins have been installed in response to increasing visitor pressure and associated refuse in recent years. Some of these would benefit re-siting and replacing as they are obstructing access and impacting on key views.

Benches: are distributed throughout the park. Most benches are the Lakeland style and gradually replace the Southampton. Overall, the number of benches in the park appears to be adequate.

Entrances: are well defined but could be enhanced to make them more welcoming.

External Boundaries: these vary in designs including railings, boundary walls and wire mesh fencing, often in poor condition . Bare and exposed walls impact on aesthetic quality of the park.

Internal boundaries: Wire mesh fencing and metal enclosing the pavilion area is in poor condition and could be replaced with a more sympathetic treatment.

Signage: There are information boards at all entrances describing the parks historic evolution. These have recently been renewed. There is opportunity to provide more varied and welcoming information alerting visitors to facilities with the park, particularly at the eastern Alexandra Rd entrance.

Path: Majority of paths are tarmac and in good condition. The layout works well.

Main Challenges:

- Ensure a consistent and robust furniture pallet that is functional and sympathetic to the historic character of the park.

Play

A fenced play space for **children 0-9 years** is provided in the centre of the park. The area contains traditional equipment which was updated in 2019 and a natural play space which is now deteriorating and offers limited play value.

Adjacent to the play area are also located an **all-weather surface**, a **basket swing** and **zip wire**. All of the equipment is in need of repair and enhancement.

The **open grassed areas and the trees** provide valuable opportunity for informal play and exercise.



Main Challenges:

- To provide play opportunities for all ages and abilities, designed and located to respond and enhance the character of the park.

Character

Alexandra Park has a distinctive landscape character which is dominated by its dense **tree cover** and **steep undulating landform**. Stands of pine trees with a grassy understory and shrub planting to the perimeter create a **natural feel** and **sense of remoteness** within an urban neighbourhood. This **contrasts** with the **open and more formal landscape** of the central bowl part of the site which is characterised by recreational facilities including play areas, the pavilion and former bowling green.

There are a variety of short and medium distance views from within the park with the **pavilion building providing a key reference point**. From the higher ground there are glimpsed and wider panoramic views across the urban landscape to the south.

The **poor condition** of the **buildings** and some of the **hard and soft landscape infrastructure** create a feeling of neglect.

The attractive formal entrances with brick piers and railings signify the status of the park as a **historic public park**.

Main Challenges:

- Management of views and sense of enclosure to exploit opportunities presented by topography.
- Enhance variation in character but within the overall natural qualities of the site.
- Enhance the condition of the landscape through improvements to built infrastructure and vegetation.

- Strength
- Weakness

Entrances & Boundaries

- 1 Alexandra Rd entrance - east
- 2 Alexandra Rd entrance - west
- 3 Palmerston Road Entrance
- 4 Pavilion green entrance south
- 5 Pavilion green western boundary
- 6 Pavilion green entrance north
- 7 Pavilion green entrance approach north
- 8 Park boundary north
- 9 Park boundary south-west



Photo reference



- Attractive entrance with distinctive character
- Enclosed feel due to low tree canopies



- Attractive entrance with distinctive character
- Dominating concrete block boundary walls and lack of vegetation create a sense of neglect.



- Clearly defined entrance
- Has a stark and unwelcoming feeling due to poor edge treatment, lack of vegetation and nearby sub-station



- Entrance to pavillion site is unwelcoming and lacks signage and interpretation



- Poor boundary treatment to pavilion area



- Poor pedestrian entrance



- Poor path surfacing leading to pavilion entrance



- Area dominated by tall bare concrete boundary walls



- Concrete boundary walls and lack of vegetation

- Strength
- Weakness

Key Views

- 1 View looking south coming from Alexandra Park entrance -east
- 2 View looking towards to play area from northeast
- 3 View along northern pavilion boundary
- 4 View along path looking east towards pavilion
- 5 View into pine copse behind pavilion
- 6 View looking west along path next to toilet block
- 7 View into park from Alexandra Rd entrance - west
- 8 View along northern path looking towards play area
- 9 View into pine copse along western park boundary
- Pavilion (see next page)**
- 10 View towards pavilion and toilet block across green
- 11 Pavilion entrance
- 12 View across green from entrance looking northwest
- 13 View of bunker



Photo reference



- Long, directional views and meandering path
- Damaged play equipment and bins create feeling of neglect



- Sweeping landform and mature parkland trees
- Clutter created by park furniture



- Informal character created by mature parkland trees and undulating grassed areas
- Trees on pavilion boundary obscure view of building



- Sightlines obscured by tree canopy



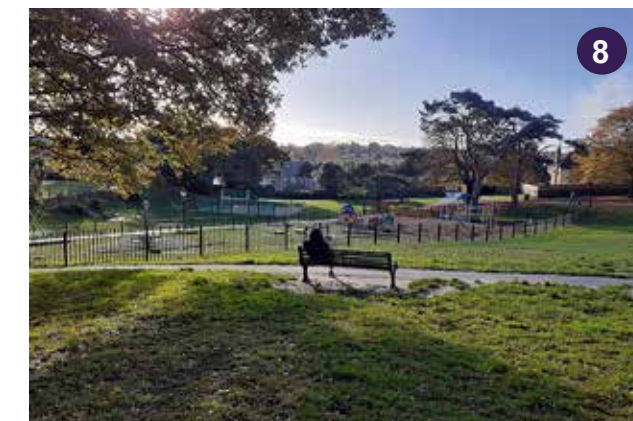
- Distinct character created by pines and landform



- Directional views, succession planting, grassy meadows
- Urban/low quality character of bins



- Long directional views and choice of paths



- Expansive views over central park and landscape beyond



- Distinct character created by groups of pine trees and landform
- View of poor boundary fencing



- Mature trees and surrounding topography create an attractive sheltered setting
- Poor condition of the buildings and park furniture, arrangement of gates and walls at entrance



- Steep steps at pavilion entrance, bars in front of windows



- Poor condition of pill box



- Elevated views over treed landscape
- Trees along the western boundary to the bowling green obstruct views out over the wider park landscape

- Panoramic views over park
- Poor boundary fencing and park furniture



3. Developing a Shared Vision

During July and August we carried out community engagement including an online survey (SurveyMonkey) and three guided park tours. We wanted to find out if perception of the Park had changed since the previous consultation in 2018 and provide people with an early opportunity to shape the FPA Masterplan.

Methodology

All engagement took part close to the easing of lockdown during the COVID-19 pandemic. This added complexities to the engagement process, alongside the context that this park had already received a lot of in person engagement only two years prior. This led to the focus on a short survey asking aspirational questions and park tours to really hear stories from people over the use of the park. The engagement walks had to be limited to groups of six at this time, due to the pandemic. We felt holding a stand in the park would have too much of a consultation feel, which we didn't want, whilst we felt interviewing users of the park may not be welcome due to the pandemic context.

Learnings:

- 1. People that took part in the 2020 engagement walks are primarily those that have been previously involved. However we did hear from several voices who had never engaged in changes to the park before, which provided a range of ideas and information.
- 2. Ideally a wider spectrum of people could have been consulted on. At the next stage, we hope lockdown being eased to a large degree by this point to help gathering people together for focus groups in person, but this may move online if situations change.

Key Insights:

- 1 Familiarity with Alexandra Park is currently fairly low and although it is cherished for its value as a local open space destination it is not as well regarded as other parks, such as Poole Park. However, there is significant enthusiasm for its re-imagining.
- 2 It is a park with a unique context and history, where many have worries over the parks safety. However, we did find through engagement that this has been the 'feeling' of the park since the 1980's. Re-defining and changing the ambitions of the park will build into this.
- 3 There is a real opportunity to define the Park's identity going into the future, to develop it as a community hub and as a place for everyone to enjoy.



Overall responses collected

During public engagement events in 2018 and 2020, we asked the local community what they valued about Alexander Park, what they felt was lacking and how it could be improved. We wanted to know which ingredients would make the Park special for them. Full details of this process and findings can be found in the Appendix A. The following key themes emerged:



Anti-social Behaviour

Level of anti-social behaviour including alcohol and drug use, and drug dealing was the most frequent reason why some people do not visit or only rarely visit the Park. Suggestions to improve the situation included **CCTV**, **police patrols**, a **permanent park keeper** on site and **improving sightlines**. Participants also commented that the **Cafe** has had a **positive impact** on levels of anti-social behaviour witnessed in the Park.



Landscape character

The Park's Edwardian landscape with its **meandering paths**, unusual **landform** and **varied views** was frequently given as the main reason for visiting. They felt that this, in addition to the trees, made the Park **distinctive and unique**. People also valued the **natural character** and the **large scale** of the site. However, the **low quality** of the **shrub planting and boundaries** was often highlighted as unattractive and creating a sense of neglect. People liked the grand **entrances** but thought they needed to be **more welcoming** and suggested planting and improved signage.



Trees

The many and **mature trees** in the Park are one of it's most important and loved features. People told us they valued the them for **shade**, **opportunities for play** and the **environmental benefits** they provide in a densely built up urban area. The need for maintenance and **long term planting** was raised by some participants.



A haven for wildlife

There was a strong appreciation of the **wildlife and habitat value** of the Park and the opportunities there are to **enhance biodiversity**. People valued **contact with nature** as a great way to recharge and to escape the 'hustle and bustle of everyday life'. They were keen to **learn** more about the local wildlife and being involved in its **conservation**. Many favoured the idea of **meadows** and areas of '**wilderness**' as long as these areas were clearly defined within the Park's setting.



Play for All

Alexandra Park is much valued as a **destination for play**. This includes the landscape itself with its trees for **informal play**, and winding path to learn to scooter and ride a bike. People appreciated the improvements to the **fenced play area** but the need to provide **play opportunities for older children (9 years +)** was raised frequently. Participants also felt strongly about **ongoing maintenance issues**, such as the zip-wire, waterlogging of the all- weather surface.



A place for everybody

Some participants expressed the concern that the Park was focused on dog walking and younger children's play. Especially after the disbandment of the Bowling Club, they felt there was a **lack of activity offer for the older generation** and associated with this, opportunities to meet and socialise. There was a lot of interest expressed in community gardening, including food growing, and tending of the Park generally. The **lack of activities for older children and young adults** was also expressed.

In addition to collecting people's views, wider trends and existing and emerging BCP Council strategies were identified to shape design priorities:



New facilities

The majority of participants agreed that the Pavilion should be run as a **Cafe with a community focus**. Importantly, they were keen to see a permanent setup with longer opening hours. They felt strongly that the **toilets** should be reinstated. **Flexible space** for community use and **events space**, including a **stage** was also mentioned frequently. They thought the cafe would benefit from **outdoor seating**. There was a strong interest expressed in community gardening including food growing.



A place for culture & events

Several people felt that events, such as theatre, music, outdoor cinema and annual fayres would strengthen the **sense of community** and **encourage local talent**.



Responding to heritage

A number of people cherished the **historic feel** of the Park and felt that proposals should respond and enhance its local heritage. There was a desire to **know more** about the Park's evolution and stories of the people associated with it.



Healthy activities

Some people were keen to see regular healthy activities, such as yoga and tai-chi, both for **exercise** and as a way to **socialise**.



Maximising Environmental Benefits

Proposals will need to be in line with the current **National Planning Policy Framework**, the **emerging Green Infrastructure Policy** and BCP Council's '**Climate and Ecological Emergency**' Declaration. Key objectives are reduction of carbon emission, increase in biodiversity and social sustainability. In addition the current **Public Health Agenda**, stipulates an increase in the recreational value and access to quality public open space.



The 'New Normal'

Covid-19 has had a fundamental impact on **how we lead our lives** and the role public open space plays for our **well-being**. **Opportunities for safe social contact, recreation and exercise** are more important than ever, particularly due to a rise in urban density with less people having their own private open space. Changes we have seen include an **increase in visitors, over longer hours** of the day and **social distancing measures**.



Resilience

Constant **reduction in maintenance budgets** combined with a **deteriorating infrastructure** will make it paramount that any proposals are designed for **robustness** and a **long-life cycle expectancy**. Proposals should contribute to **income generation** to assist the up keep of the Park and its facilities.

COMMUNITY PRIORITIES

BCP STRATEGIES & WIDER TRENDS

2018 & 2020 COMMUNITY PRIORITIES/BCP STRATEGIES



Anti-social
Behaviour



Landform,
paths and
views



Trees



A haven for
wildlife



Play for All



A place for
everybody



New facilities



Responding
to heritage



Healthy
activities



A place for
culture &
events



Maximising
Environmental
Benefits



Public Health
COVID -19

The 'New
Normal'



Resilience

OVERARCHING DESIGN PRINCIPLES



Accessing the Park



Healthy Places



A Green Oasis



A place for Community
and Families

Welcoming, loved and inclusive

- Safe & secure environment
- Improve entrances
- Enhance boundaries
- Variety of walking experiences
- Lighting
- Accessible walking routes
- Improve way-finding and access to Park information

Play, relax and rejuvenate

- A calm and peaceful place
- Play experiences for all ages
- Natural play opportunities
- Shelter, seating and facilities
- Promote outdoor exercise and life-long learning

A place of wonder, immersed in nature

- Planting for the senses
- Invite and support wildlife through areas of rewilding and naturalistic planting
- Variety and seasonal change
- Maintain trees for shelter and shade
- Keep a central open space

A local hub - vibrant, inclusive and diverse

- A space to meet people and socialise
- Flexible space for meetings, workshops and small events
- An alternative space to the usual place of work
- Small cultural events
- Horticultural education and training
- Long term community involvement

DESIGN IDEAS

Improved landscape infrastructure,
access and lighting

Bespoke play area for
older children in the
centre of the Park

Layers of planting to create
colour, seasonality and support
wildlife

A Community Garden & Cafe'
will form a new landmark within
the Park

OUR VISION

A beautiful green place at the heart of the community where people and nature thrive.



Accessing the Park

Welcoming, loved and inclusive

- Safe & secure environment
- Improve entrances
- Upgrade the landscape fabric to enhance the aesthetic of the Park
- Enhance boundaries
- Variety of walking experiences
- Lighting
- Optimise accessible walking routes
- Improve way-finding / Park information

(S) = Short term goal
(M) = Medium term goal
(L) = Long term goal



4. Masterplan Proposals



Healthy Places

(S) = Short term goal
(M) = Medium term goal
(L) = Long term goal

Play, relax and rejuvenate

- A calm and peaceful place
- Play experiences for all ages
- Natural play opportunities
- Shelter, seating and facilities
- Promote outdoor exercise and life-long learning





A Green Oasis

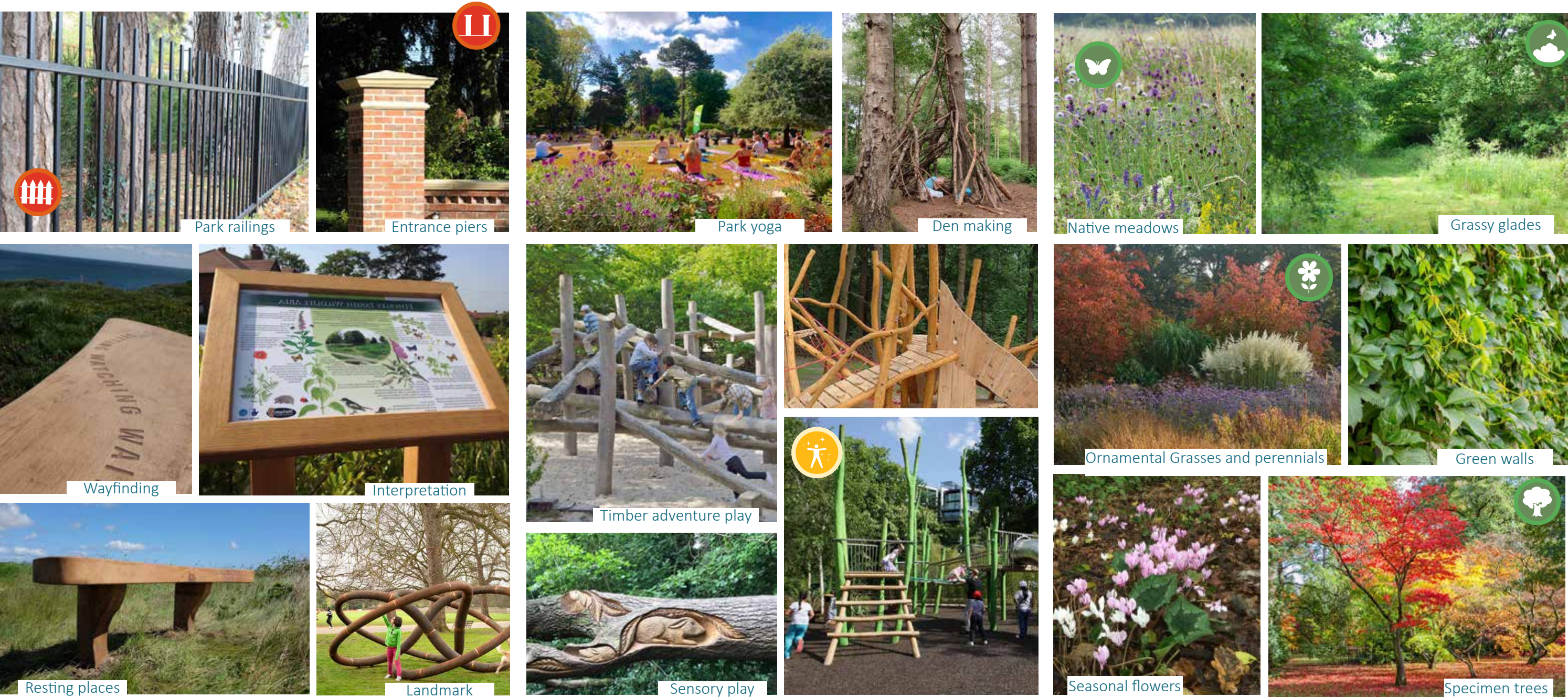
A place of wonder, immersed in nature

- Planting for the senses
- Invite and support wildlife through areas of rewilding and naturalistic planting
- Variety and seasonal change
- Maintain trees for shelter and shade
- Keep a central open space

(S) = Short term goal
(M) = Medium term goal
(L) = Long term goal



Reference Images



Accessing the Park

Healthy Places

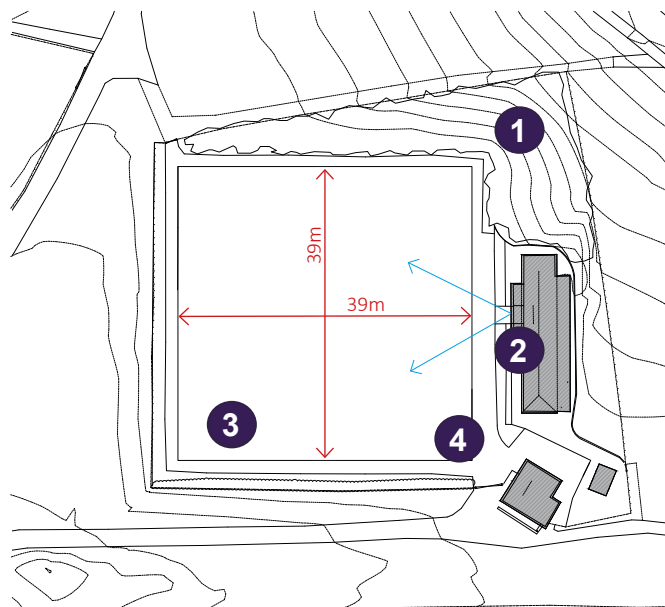
A Green Oasis



A place for Community and Families

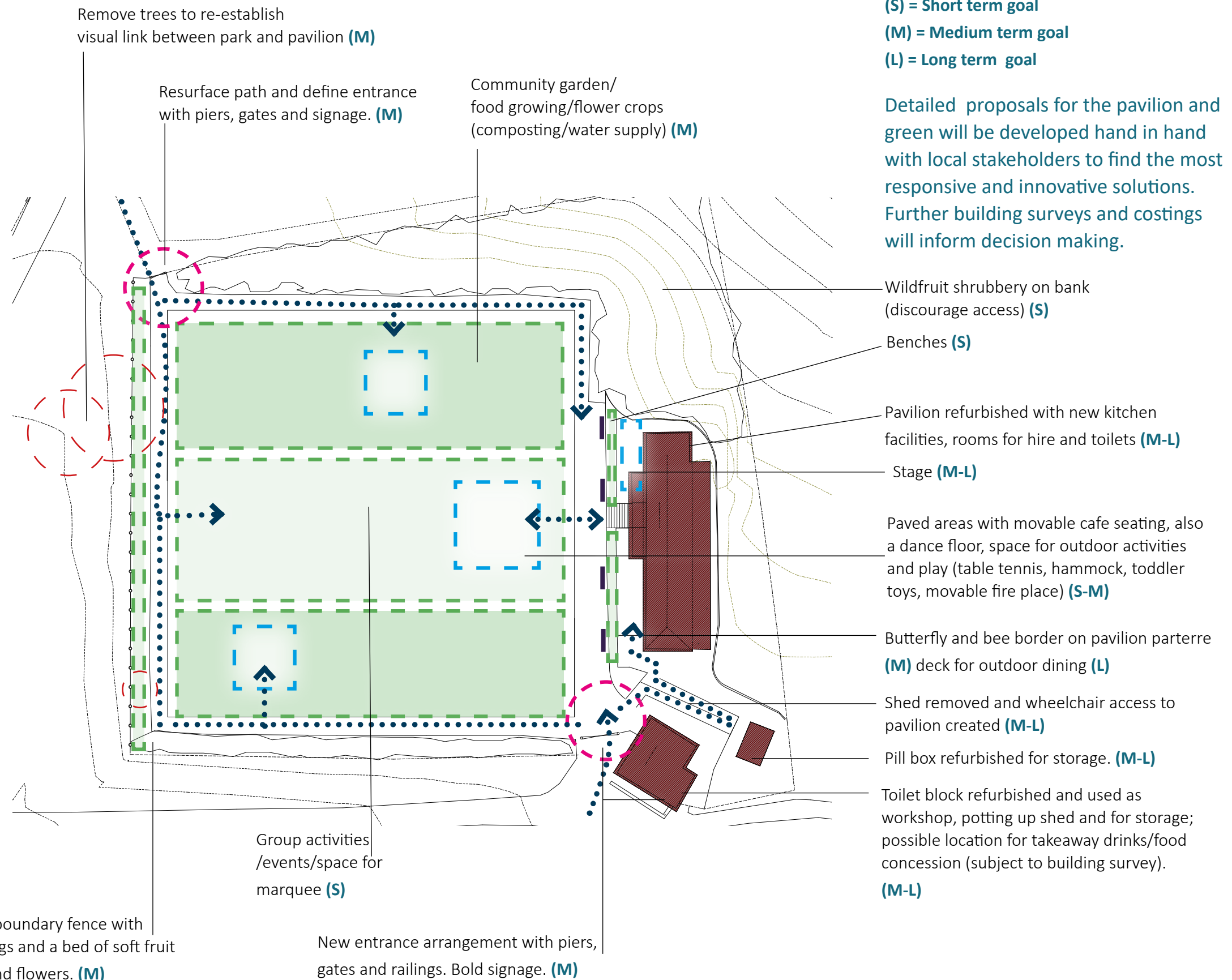
A local hub - vibrant, inclusive and diverse

- A space to meet people and socialise
- Flexible space for meetings, workshops and small events
- An alternative space to the usual place of work
- Small cultural events
- Horticultural education and training
- Long term community involvement



Site Context

- 1 Sheltered, sunny microclimate
- 2 Panoramic views of the park beyond
- 3 Large, flat space, free draining soils
- 4 Restricted vehicle access and parking



(S) = Short term goal

(M) = Medium term goal

(L) = Long term goal

Detailed proposals for the pavilion and green will be developed hand in hand with local stakeholders to find the most responsive and innovative solutions. Further building surveys and costings will inform decision making.



A place for Community
and Families

Opportunities



Food growing in raised beds



Flexible seating



Dance floor



Table tennis



Artwork!



Bee and butterfly border



Hammocks in the park



Tall & low veg patch



Flower crops/cut flower sale



Modular planter system



Learning and socialising

5. Implementation

During the FPA delivery phase 2021/2022 we would like to trial ideas and initiate the transformation of Alexandra Park with a series of community projects. The themes are based on the our key design principles.



Accessing the Park

Create an Alexandra Park Identity

Alexandra Park is not well known and often described as stumbled across – a hidden gem. Through discussion and design workshops we would like to define the Park's identity. There would be a call for stories, photos, poetry and arts and craft workshops to create a distinct branding language (i.e. logo) which can be used in promoting the Park and activities within. Engaging with the stories of a place can strengthen our attachment with it but also help new people feel more at home. We might create a small exhibition in the café or at the Park's entrances to share our findings.



Healthy Places

A Place for Everybody or Lets talk about Play!

We were often told during consultation that Alexandra Park should be a place for everybody. What became also apparent is that some new needs are not always compatible with the existing landscape, traditional user needs and wildlife. We want to reach out, start the conversation, create a level platform for discussion and agree a shared set of principles to guide park use in the future. We will do this by bringing people together but also by going to them; we'll have to be creative and patient in our approach. Perhaps start off with a 'All Play Day'?



A Green Oasis

Grow Plants – Grow People

The positive impact on growing plants on our well-being is well-known. You don't need to be an expert, and everybody can get involved – maybe that's the joy of it. It's also a great way to get people to participate in projects, to build social networks and develop a sense of ownership. We therefore would like to start a Gardening Group which could lead the Community Garden but also work with the grounds maintenance team in looking after the Park's wider landscape. We would like to explore the link between the council and volunteering and boundaries of responsibilities. On an other level, this project could become a first stepping stone for people to reach out if they are in need of help.



A place for Community and Families

Co-design & Co-create

Long term community involvement will be key to the success and resilience of the Café and Garden. For this, they must be designed to bring real benefits to people whilst ensuring robustness and financial viability. Our approach to design must reinforce existing local community networks and build new ones that exist long after our time on the project has finished. We therefore would like to embark on a journey of 'co-design and co-create' ensuring that proposals are truly responsive to local needs and aspirations.

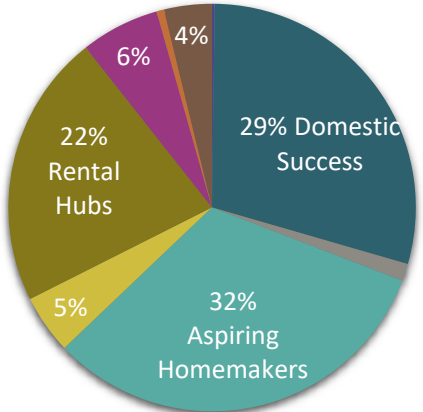
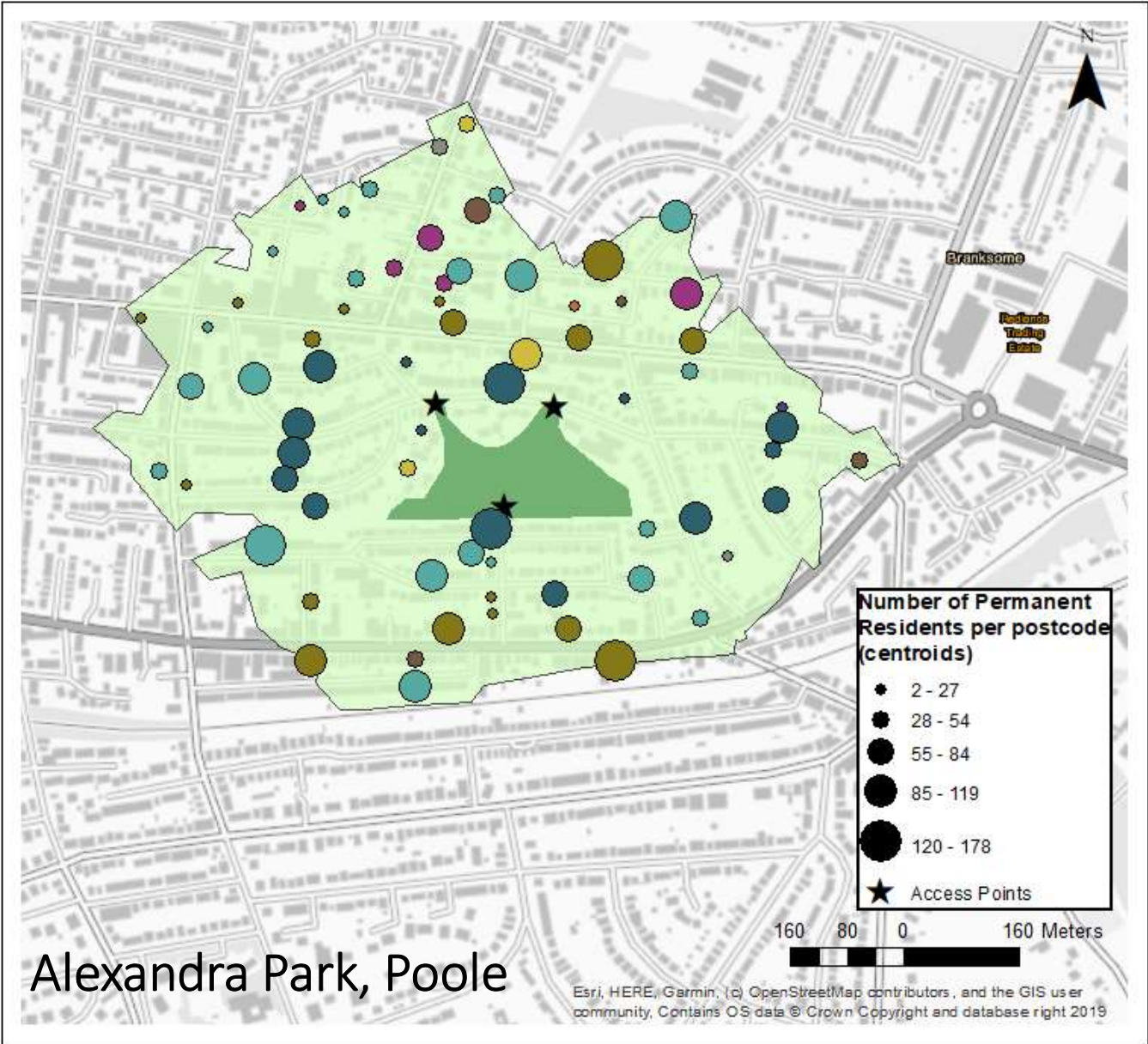
Alexandra Park Masterplan - Timeline for Implementation



6. Appendix

Appendix 1 - Mosaic Data

- A Country Living
- B Prestige Positions
- C City Prosperity
- D Domestic Success
- E Suburban Stability
- F Senior Security
- G Rural Reality
- H Aspiring Homemakers
- I Urban Cohesion
- J Rental Hubs
- K Modest Traditions
- L Transient Renters
- M Family Basics
- N Vintage Values
- O Municipal Challenge



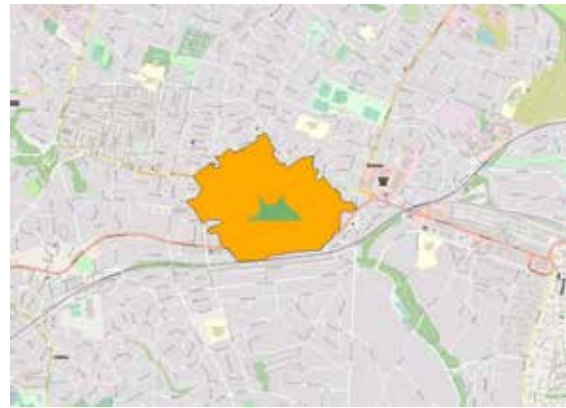
Percentages of the Mosaic groups within the 500m service area.

The pale green 'service area' around the greenspace shows the region that encompasses all accessible walkable paths and roads, within 500 metres of an access point.

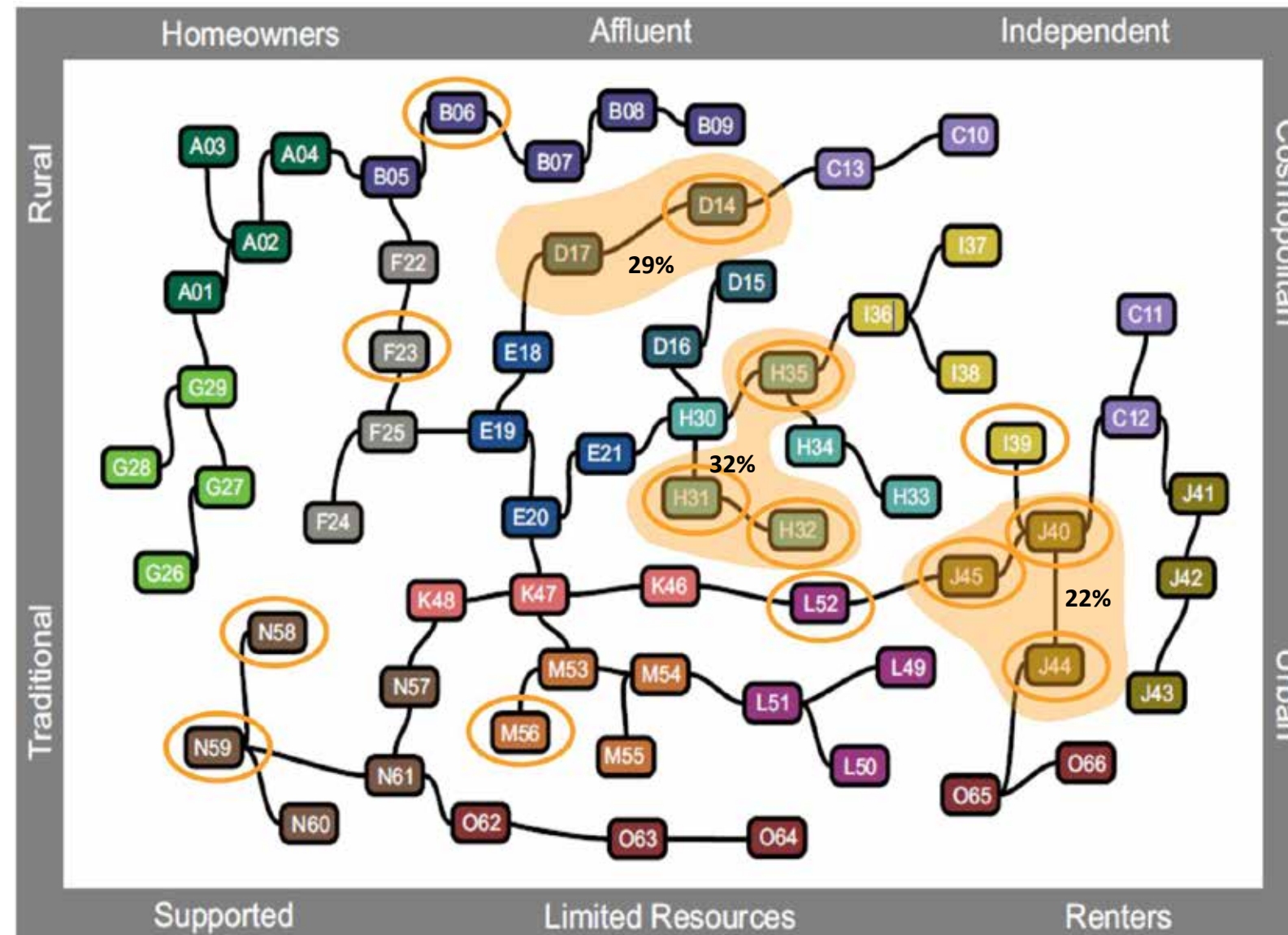
The dots represent the centroids of the postcodes within this region. The size of the dot represents the number of permanent residents. The colour of the dot shows the Mosaic group of the residents of that postcode.

Source:
FPA Service Area Analysis & Mosaic Data for 3 Green spaces, pg 4, 2020.

Alexandra Park, Poole

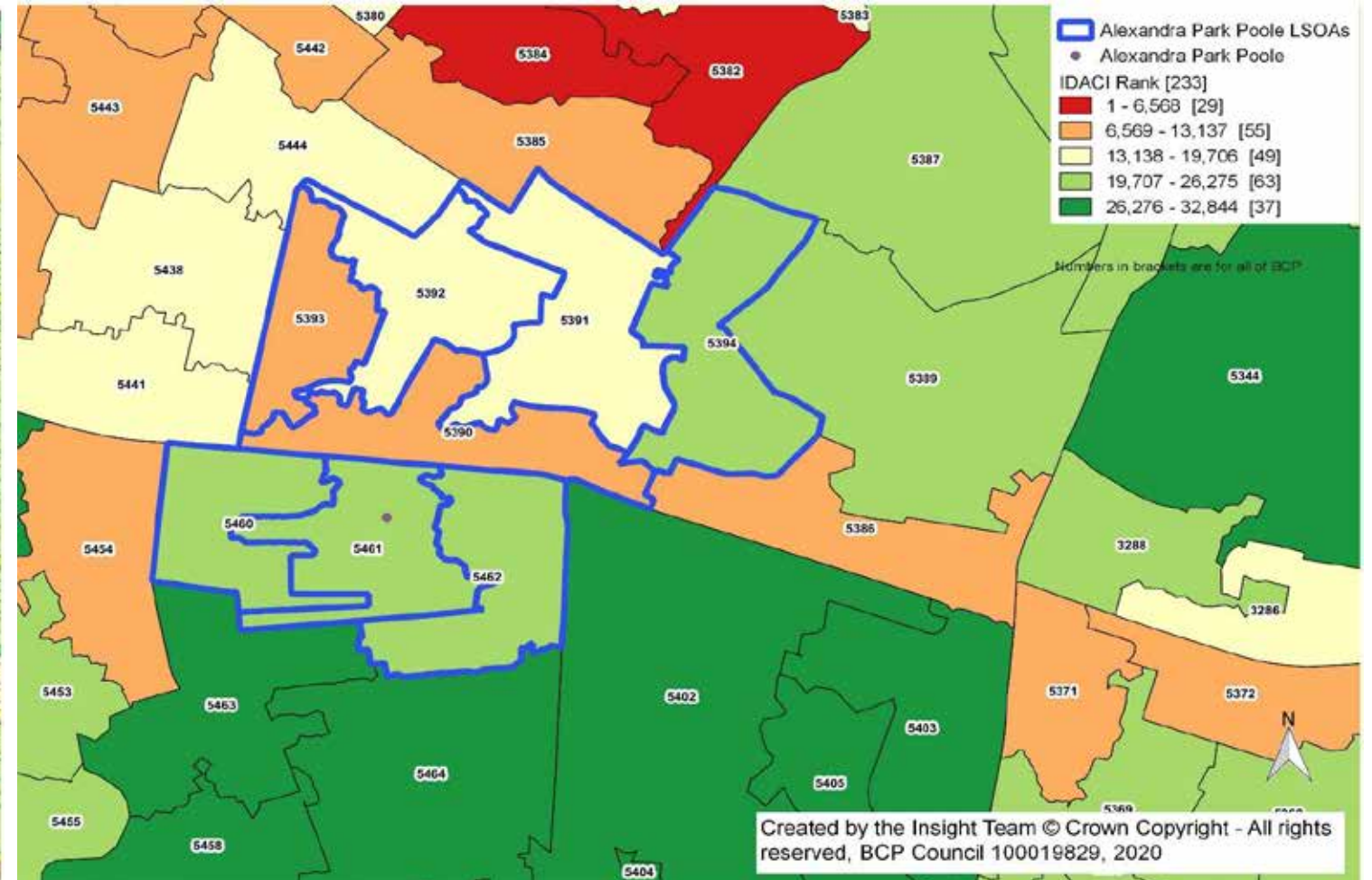
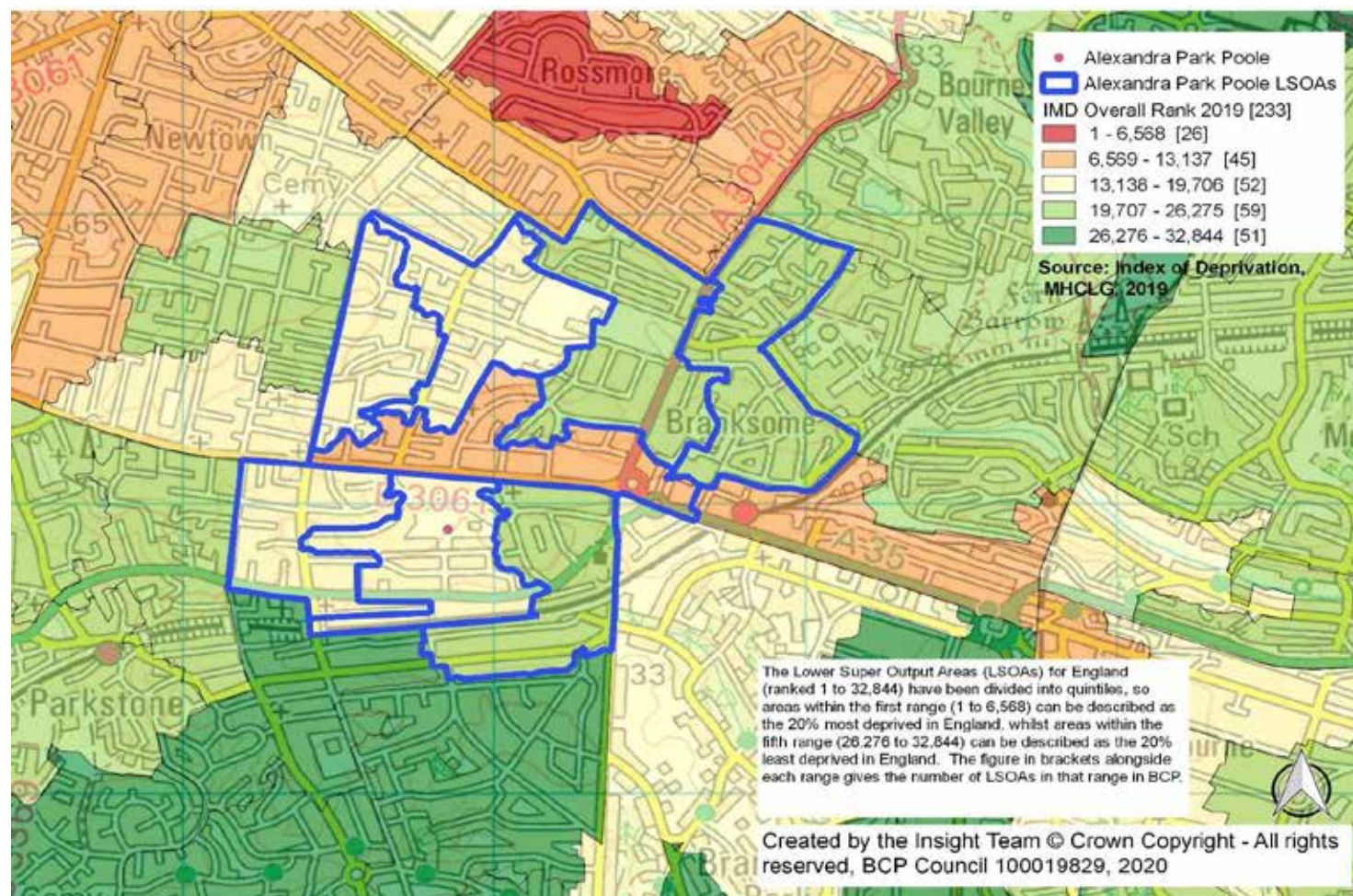


The Mosaic 'family tree' illustrates the Mosaic groups and their sub-types, and how the types relate to each other. The types found in the service area have been circled, with the highest percentage group highlighted to indicate the 'spread' of types within an area.



Source:
FPA Service Area Analysis & Mosaic Data for 3 Green spaces, pg 5, 2020.

Appendix 2 - LSOAs



These maps show the latest Index of Multiple Deprivation by LSOA covering the Alexandra Park catchment

The first map shows the overall IMD and the second the Income Deprivation Affecting Children Index (IDACI)

The overall scores shows that 4 of the LSOAs are in the middle quintile of which there are a total of 52 LSOAs in this quintile in BCP. There are 3 LSOAs in the 4th quintile and 1 LSOA in the 2nd quintile in terms of deprivation.

The picture is slightly different in terms of child deprivation with 2 LSOAs in the 2nd most deprived quintile, 2 in the 3rd (mid-quintile) and 4 in the 4th most deprived quintile.