

Prince's Park

Green Flag Management Plan

2026 - 2030



Contents

1.0	INTRODUCTION	4 -
1.1	Parks vision statement.....	4 -
1.2	Site description	4 -
1.3	Location address.....	4 -
1.4	Location plan	4 -
1.5	Site ownership	4 -
1.6	Ward information	4 -
1.7	Stakeholders.....	4 -
2.0	A WELCOMING PLACE	5 -
2.1	Contacting the team	5 -
3.0	HEALTHY, SAFE & SECURE	5 -
3.1	Health and wellbeing.....	5 -
3.1.1	World's Smallest Fun Run attempt.....	5 -
3.2	Crime and safety	5 -
3.2.1	Antisocial behaviour.....	5 -
3.2.2	Drunk and disorderly	5 -
3.2.3	Fly-posting.....	5 -
3.2.4	Graffiti and vandalism	5 -
3.2.5	Arson	6 -
3.2.6	Dogs in parks	6 -
3.2.7	Park byelaws	6 -
3.3	Risk assessments.....	6 -
4.0	MAINTENANCE & CLEANLINESS	6 -
4.1	Waste management	6 -
4.1.1	Dog waste.....	7 -
4.2	Horticulture	7 -
4.3	Arboriculture.....	7 -
4.4	Park infrastructure.....	7 -
4.4.1	Seating	7 -
4.4.2	Fencing	7 -
4.4.3	Street lighting.....	7 -
4.5	Council policies	7 -
4.5.1	Health and safety policy	7 -
4.5.2	Tree management procedure	8 -
4.5.3	Going pesticide free strategy.....	8 -
4.5.4	Events and festivals policy.....	8 -
4.5.5	Personnel and payroll policies	8 -
4.5.6	Licensing policy	8 -
4.6	Operating procedures.....	8 -
5.0	ENVIRONMENTAL MANAGEMENT	9 -
5.1	Recycling	9 -
5.2	Peat free	9 -

5.3	Chemicals	9 -
5.4	Carbon reduction	9 -
5.5	Air quality.....	9 -
5.6	Environmental opportunities	9 -
6.0	BIODIVERSITY, LANDSCAPE & HERITAGE	9 -
6.1	Biodiversity	9 -
6.2	Landscape - designations	9 -
6.2.1	Listed status	9 -
6.2.2	Tree Protection Orders	- 10 -
6.2.3	Forest of Mercia	- 10 -
6.2.4	Green Belt	- 10 -
6.3	Heritage.....	- 10 -
7.0	COMMUNITY INVOLVEMENT	- 10 -
7.1	Visitor surveys.....	- 10 -
7.2	Friends of Prince's Park	- 10 -
7.3	Local demographics	- 11 -
7.4	Social Progress Index.....	- 11 -
7.5	Volunteer opportunities in parks.....	- 11 -
8.0	MARKETING & COMMUNICATIONS	- 12 -
8.1	Marketing parks.....	- 12 -
8.2	Website and social media	- 12 -
9.0	MANAGEMENT	- 12 -
9.1	Staff structure.....	- 12 -
9.1.1	Historic parks manager	- 13 -
9.1.2	Community and education officer.....	- 13 -
9.1.3	Park rangers	- 13 -
9.1.4	Park attendants	- 13 -
9.1.5	Parks & open spaces supervisor.....	- 13 -
9.1.6	Community gardeners	- 13 -
9.2	Staff training and development.....	- 13 -
9.3	First aid.....	- 13 -
9.4	Complying with legislation	- 14 -
9.4.1	Freedom of information	- 14 -
9.4.2	Data protection/GDPR.....	- 14 -
9.4.3	Fraud prevention.....	- 14 -
9.4.4	Safeguarding children and adults at risk of abuse or neglect	- 14 -
9.4.5	Audit	- 14 -
9.4.6	Procurement.....	- 14 -
9.5	Management aims.....	- 14 -

1.0 INTRODUCTION

This five-year plan has been prepared by the Historic Parks Manager, Parks Team and Friends of Prince's Park, providing information to support the ongoing management of the park, with the aim of achieving the nationally recognised **Green Flag** accreditation, which focusses on the following main criteria:

- A welcoming place.
- Health, safe and secure.
- Well maintained and clean.
- Environmental management.
- Biodiversity, landscape & heritage.
- Community involvement.
- Marketing and Communications.
- Management

The Action Plan at **Appendix A** details targets, whereas progress will be monitored and reviewed.

The Management Plan is a useful tool for effective management of the park detailing key information and creates a vision/direction with specific measurable aims and objectives, ensuring the future care of the park is considered and planned for, including any improvements.

This plan will be accessible to the Parks Team, stakeholders and online at: Prince's Park - Parks, heathlands and nature reserves

1.1 Parks vision statement

The district parks are all unique, valuable and popular assets, enhancing the district's status as a pleasant place to live, work and visit, contributing to the regional and national importance as a cultural and historic destination. This statement is to help illustrate a clear direction for the parks: 'To protect, enhance and interpret the area's compelling heritage; encourage greater use of the parks by residents and visitors in an environment which is delightful, accessible and safe; engage, entertain and educate people of all ages, abilities and backgrounds; and develop a treasure of public jewels of which the residents of Lichfield District are proud'.

1.2 Site description

Prince's Park is set on the edge of the former mining town of Burntwood in Lichfield District. Covering an area of just under 30 sq metres. Listed in the 1998 Guiness Book of Records for being the smallest park in the UK, it houses a bench, 3 trees and a planting area.

1.3 Location address

Farewell Lane, Burntwood, Staffs, WS7 9DP.
<https://w3w.co/stream.submit.yappy>

1.4 Location plan

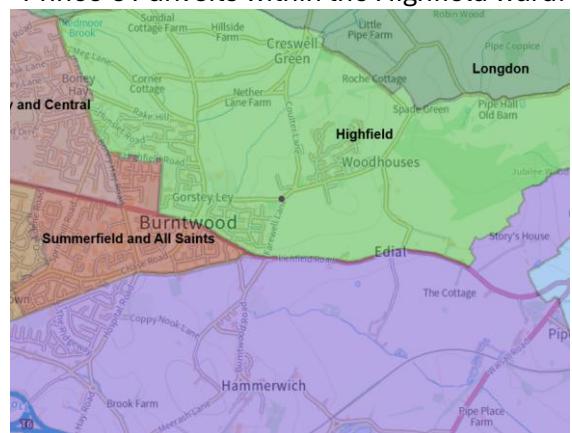


1.5 Site ownership

Prince's Park is owned and managed by Lichfield District Council.

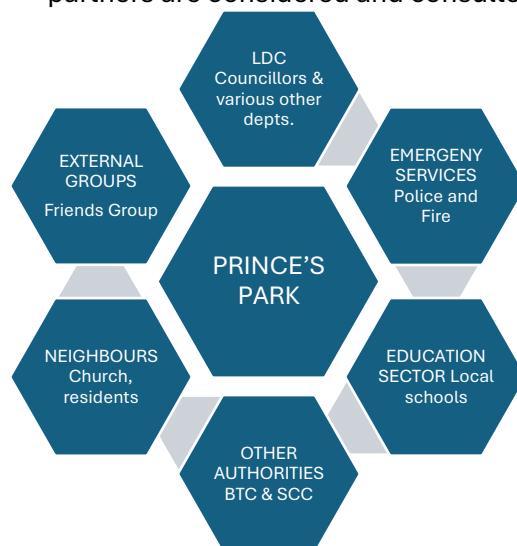
1.6 Ward information

Prince's Park sits within the Highfield ward.



1.7 Stakeholders

Stakeholders play a key role in the management of the park, where it is imperative these key partners are considered and consulted with.



2.0 A WELCOMING PLACE

Although a small park at just under 30sqm, Prince's Park is included within the district wide park signage plan, which details the location, a brief summary and contact details.



The gate and pathway have been re-installed to provide a safe access for all, during all weathers. The gate remains open, for all to access.

Tactile dropped kerbs have been installed off Church Road and Farewell Lane to provide safe access.

2.1 Contacting the team

There are various methods of contacting the parks team.



Face to face when on site.



01543 308867 - phones are manned 7 days a week and connected to an out of hours service for emergencies.



Email parks@lichfielddc.gov.uk

Online reporting at

www.lichfielddc.gov.uk. This logs cases on a system called Jadu, accessible to the council to update and review.



WhatsApp

3.0 HEALTHY, SAFE & SECURE

3.1 Health and wellbeing

Prince's Park is a haven for health and wellbeing on the edge of the residential area of Burntwood Green, which benefits from the open countryside on its doorstep. The seating provides a welcome resting place for peaceful contemplation, which was also welcomed during the coronavirus pandemic in 2019 and beyond.

3.1.1 World's Smallest Fun Run attempt.

In 2013 local event organisers held a record attempt for the worlds shortest fun run - 390 runners of all ages joined in the run.



3.2 Crime and safety

Prince's Park does not have any reports of crime or safety issues. The District Parks' Team work closely with the Police and Council's Community Safety Team, should any issues arise across parks.

3.2.1 Antisocial behaviour

Should the Parks' Team be informed of this kind of behaviour, the police are notified accordingly. Additionally, dogs not being under control is also listed as an anti-social behaviour.

3.2.2 Drunk and disorderly

Again with no evidence of issues, should a concern be raised, the team will encourage issues to be reported to the police, or do so directly if needed. There are no plans to introduce PSPO's in any of the council's parks in relation to drinking, at the moment.

3.2.3 Fly-posting

No fly-posting is permitted within any of the council parks. Any fly-posting without contact details is removed immediately. Alternatively, if the party concerned is identifiable, they are contacted and instructed to remove the unauthorised advertising/notice within 48 hrs to avoid further action. However, there is no record of fly-posting issues in Prince's Park.

3.2.4 Graffiti and vandalism

The common form of graffiti within parks is small opportunist graffiti, in particular 'tags'. Extremist symbols are reported to the police and removed accordingly. There are no

records, or evidence of graffiti within Prince's Park.

3.2.5 Arson

There's no evidence of arson within Prince's Park. The fire service would be contacted in the first instance if any concerns are raised. The Parks' Team work in partnership with the fire service to promote fire safety during the summer period, including restricting BBQs to prevent grass fires across parks.

3.2.6 Dogs in parks

Well behaved dogs are very much welcomed in all of the district parks. We have no reports of any dog issues within Prince's Park. Working closely with the council's Environmental Health Department and police, if necessary, any issues of dogs being out of control or fouling are reported and owners are challenged appropriately in accordance with the Dangerous Dogs Act 1991 and the Public Space Protection Order (PSPO), in connection with fouling on public land. The Parks' Team have received Assertiveness Training and Canine Behaviour Awareness Training to be able to identify problems, giving the team the skills and more confidence in dealing with issues.

3.2.7 Park byelaws

There are no byelaws covering parks in Burntwood. The majority of historic park byelaws crossover with criminal law and can therefore be dealt with appropriately by the police, as needed. The site signage displays our contact details to report issues.

3.3 Risk assessments

Prince's Park is inspected by the Parks' Team, with a full annual inspection as per the parks' inspection schedule, looking at fences, gates, footpaths, benches, signage etc.

Full role and site-specific risk assessments have been compiled and are updated on an annual

basis unless risks are identified in the interim.

Parks Risk Assessment Register

Date file last update April 2025 Update by : Chris Hammant
Position : Operations Supervisor – Parks Signature: Chammant

Ass. No.	Task / Activity	Summary	Last Updated	Review Date
PRA_01	Fixed Asset Site Assessment	Cyclical site checks	Dec 2024	Dec 2025
PRA_02	Building Assessment	Cyclical site checks	Dec 2024	Dec 2025
PRA_03	Structure Risk Assessment	Incl. statues & memorials	Dec 2024	Dec 2025
PRA_04	Using council vehicles	Drivers and passengers	Dec 2024	Dec 2025
PRA_05	Play Area(s) Assessment	Generic RA play areas	Dec 2024	Dec 2025
PRA_06	Ranger, Attend. & Att. <u>Syst.</u>	Employee RA	Dec 2024	Dec 2025
PRA_07	Community & Education Officer	Employee RA	Dec 2024	Dec 2025
PRA_08	Parks Administration RA	Employee RA	April 24	As needed
PRA_09	Neaten & Natter Group	Volunteers RA	April 2025	April 2026
PRA_10	Volunteer & Work Experience	Volunteers/WE in Parks	April 2025	April 2026
PRA_11	Use of vehicles on site	Authorised drivers in Parks	Feb 2025	Feb 2026
PRA0_12	Community Drop In Sessions	Public consultation event	April 24	As needed
PRA_13	Beacon Park Skatepark	Generic skate area RA	April 2025	April 2026
PRA_14	Croquet Activity	Community Event Activity	04.05.21	As needed
PRA_15	Netball sessions	Netball coaching sessions	04.05.21	As needed
PRA_16	Victorian May Day Event	Community Event Risk Assess.	04.05.21	As needed
PRA_17	Maypole Dance Workshop	Community Event Risk Assess.	22.12.16	As needed
PRA_18	Conker Shy	Community Event Risk Assess.	15.12.16	As needed
PRA_19	Community event Fennery planting	Community Event Risk Assess.	6.11.13	As needed
PRA_20	Lichfield Proms in Beacon Park	Event Risk Assessment	30.06.23	See events team
PRA_21	Olympic Torch Day Flag Parade	Flag Parade	June 2012	As needed
PRA_22	Stall holders	Events	22.12.16	As needed
PRA_23	Official Opening of BP Skatepark	Event Risk Assessment	3.4.14	As needed
PRA_24	Hoopla Activity	Community Event Activity	22.12.16	As needed
PRA_25	Construct/Dismantle Star Tent	Works	April 2025	April 2026
PRA_26	Barefoot Walk Trail	Community Event Risk Assess.	04.05.21	As needed
PRA_27	First aid within Beacon Park	First aid for all within parks	April 2025	April 2026
PRA_28	Reservoir Inspections	Routine reservoir Inspections	April 2025	April 2026
PRA_29	Christmas Event	Community event	Dec 2015	As needed
PRA_30	Seed Sundays	Community event	18.12.16	As needed
PRA_31	Poppy Field event	Community event	18.12.16	As needed
PRA_32	Tennis Coaching	Tennis coaching sessions	19.12.19	As needed
PRA_33	Plant Sale	Seasonal plant sale	18.12.16	As needed
PRA_34	Tulip Laisagne Event	Community Event	18.12.16	As needed
PRA_35	Peace Woodland Opening event	Community Event	15.04.19	As needed
PRA_36	Young Vol. & Work Experience	Volunteers/WE in Parks	April 2025	April 2026
PRA_37	Exposure to Coronavirus	Volunteers	13.02.22	When needed
PRA_38	Deck chairs	Safe use/hire of deck chairs	April 2025	April 2026
PRA_39	Golf, Foot/Disc and crazy golf	Playing the activity	June 2024	June 2025
PRA_40	Chainsaw operation	Use of chainsaws	March 2025	March 2026

The Community and Education Officer completes risk assessments for activities and events, in line with the Events Programme.

Method statements, risk assessments and public liability insurance details are requested from all contractors who work on site. The officer responsible for co-coordinating the works ensures the details are strictly followed and a contractor permit document is issued, to ensure the safety of the public, staff, and contractors.

Risk assessments, insurance and other relevant documents are compulsory for all events taking place in the park. Regular meetings with Event Officers and event organisers take place including the council's Health & Safety and Environmental Health Managers for public events.

4.0 MAINTENANCE & CLEANLINESS

4.1 Waste management

A general waste litter bin is location on the outside of the park which is emptied by the council's Street Scene team twice a week.

Site / Area	Item	Number of occasions pa	Dept. Resp.
Prince's Park/ Gate area	Bin emptying	104	SS

Waste removed from site is taken to Energy Recovery Facility (ERF) generating energy from waste: [Energy Recovery Facility in Staffordshire](#) | [Veolia Staffordshire](#).

4.1.1 Dog waste

Due to the size of the site and low use for dog exercising, it is acceptable to use the general waste bin.

4.2 Horticulture

The Grounds Maintenance department complete the horticultural works on site.

Site / Area	Item	Number of occasions pa	Dept. Resp.
Prince's Park/ Grassed area	Grass cutting	16	GM

The Friends Group raised funds to purchase the planter which they maintain, planting seasonal bedding plants and bulbs twice a year, supplied by the parks department.

The Friends Group have also sown a variety of wildflower seed mixes.

The Historic Parks Manager has a close partnership with both the Grounds Maintenance Team and Friends Group ensuring issues are addressed promptly, along with working together to forward plan maintenance requirements.

4.3 Arboriculture

There are no tree preservation orders on the 3 trees in Prince's Park. All council owned trees are surveyed and catalogued on a software system, Arbortrack, which plots each tree and individually records issues and inspections.

All trees are inspected by a qualified external arboricultural officer on a frequent basis to ensure all seasons are covered, as per the council's Tree Management Procedure, which is available online at: [Trees and hedges in our parks and open spaces – How we manage our trees](#). Should any concerns be raised within this period re-inspections will be scheduled sooner. In the interim the parks staff, who are Lantra qualified, attend to trees which are reported to be or identified with issues.

A procedure for dealing with emergency tree work is in place where the Historic Parks Manager is informed immediately; arboricultural advice sought and approved tree surgeons to attend. All tree incidents are subsequently reported on the council's

Accident and Incident forms and followed up by the Health and Safety Team, if necessary.

4.4 Park infrastructure

The perimeter fence, gate and bench are included on the parks' annual inspection programme, whereas any issues identified are addressed. However, the Friends Group have over the years ensured these areas are kept in good order throughout the year, reporting any issues to the parks team, and helping to complete basic maintenance i.e. painting and cleaning.



4.4.1 Seating

In keeping with the size of the park one traditional park bench is located within the park, which is checked as part of the annual site inspection. The Friends of Prince's Park update the team of any remedial works needed, if sooner.

4.4.2 Fencing

The original ornate fencing surrounds the park, with a main entrance gate, creates the safe and secure space. Inspected as part of the annual site inspection, repairs/painting works are addressed as needed.

4.4.3 Street lighting

Prince's Park benefits from Staffordshire County Council's highway street lighting on the Church Road side of the park.

4.5 Council policies

The Parks' Team follow a range of policies and procedures for clear guidance on managing the parks and open spaces.

4.5.1 Health and safety policy

Available on Lichfield District Council intranet and hard copy format, the main objective of this

policy is to ensure compliance with the Health and Safety at Work Act 1974, covering:

- Recognising the development of positive safety, being supportive of health and safety, ensuring adequate control of risks are in place.
- Ensuring a systematic approach to identify risks and allocate resources to control them.
- Recognise and evaluate hazards within the council's full range of activities and provide information to be followed as standard safe systems of work.
- Supporting employees to enable them to fulfil their roles and responsibilities effectively through effective health and safety training, supervision, instruction, and guidance.
- Minimise financial losses which arise from avoidable unplanned events.
- Support quality initiatives aimed at continuous improvements.

4.5.2 Tree management procedure

The Tree Management Procedure is available online at: [Trees and hedges in our parks and open spaces – How we manage our trees](#). Providing a clear guideline on how the council manages the district wide tree stock.

4.5.3 Going pesticide free strategy

Adopting a greener approach we have pledged to ensure all parks go pesticide free, if they are not already, like Prince's Park. [Adopting greener approaches – Reducing pesticides in our parks](#)

4.5.4 Events and festivals policy

The parks department supported the development of the Events and Festivals Policy. To continue the delivery of high-quality events and festivals in the district with clear guidelines on the council's needs. Event organisers go through a series of stages to meet the council's expectations.



4.5.5 Personnel and payroll policies

Various policies are available on the intranet, covering human resources issues and general employment law, including:

- Fraud and corruption issues.
- Equal opportunities.
- Code of conduct.
- Disciplinary policy.
- Grievance policy.
- Managing relationships at work.
- Performance management.
- Attendance management & sickness policy.

4.5.6 Licensing policy

Providing a unified system for regulating 'licensable activities' i.e. the sale and supply of alcohol, and the provision of entertainment, plays, music, and hot food.

4.6 Operating procedures

A series of operating procedures have been established within parks covering various sites, shifts, tasks and duties to ensure staff have a clear understanding of the standards required. Each member of the team contributes to the updating of procedures, capturing new innovative ways of working and acknowledge the procedures annually.

Parks Operating Procedure Register

Date file last update: Position:	April 2025 Park Manager	Update by: Signature:	Lyn Hunt L.Hunt
Procedure	Procedure Number	Last Updated	Review Date
Open (Early Shift) Operating Procedure	OP/01	Dec 2024	Dec 2025
Close (Late Shift) Operating Procedure	OP/02	Dec 2024	Dec 2025
Tree Assessment Procedure	OP/03	Dec 2024	Dec 2025
Changing Rooms Set Up / Clean Down Procedure	OP/04	Dec 2024	Dec 2025
Radio Communication Procedure	OP/05	Dec 2024	Dec 2025
Cleaning Schedule for Public Toilets	OP/06	Dec 2024	Dec 2025
Play Inspection Checks	OP/07	Dec 2024	Dec 2025
Fire Alarm Test Procedure	OP/08	Dec 2024	Dec 2025
Stowe Pool Procedure	OP/09	Dec 2024	Dec 2025
Out of Hours / Call Out Procedure	OP/10	-	-
TMS Procedure	OP/11	-	-
Fixed Asset Inspection Procedure	OP/12	Dec 2024	Dec 2025
Golf Course Maintenance Procedures	OP/13	Dec 2024	Dec 2025
Cleaning Schedule Discovery Hub	OP/14	Dec 2024	Dec 2025
Fountain Maintenance Procedures	OP/15	Dec 2024	Dec 2025
Star tent set up and take down	OP/16	Dec 2024	Dec 2025
Building Inspections	OP/17	Dec 2024	Dec 2025
Steybroke Park Changing Rooms - NO LONGER IN USE	OP/018	Feb 2024	Feb 2025
Spraying of play equipment (only in outbreak of covid).	OP/19	-	-
Field, Skatepark and Woodland Procedure	OP/20	Dec 2024	Dec 2025
Tree Management Procedure	OP/21	Dec 2024	Dec 2025
Play Equipment Management Procedure	OP/22	April 2025	April 2026
Stowe Pool Emergency Drawdown Procedure	OP/23	July 2024	July 2025

5.0 ENVIRONMENTAL MANAGEMENT

5.1 Recycling

Recycling is a priority across parks, where all avenues are explored for opportunities. The Friends of Prince's Park recycle spent plants and materials, where possible.

5.2 Peat free

Although there's a very small quantity of bedding plants in Prince's Park, they are sourced from a 100% peat free supplier, as part of the council wide bulk order.

The parks team supply the compost from the onsite composting facility in parks.

5.3 Chemicals

No chemicals are used in Prince's Park. We pledge to reduce/stop pesticides in all parks across the district [see 4.5.3].

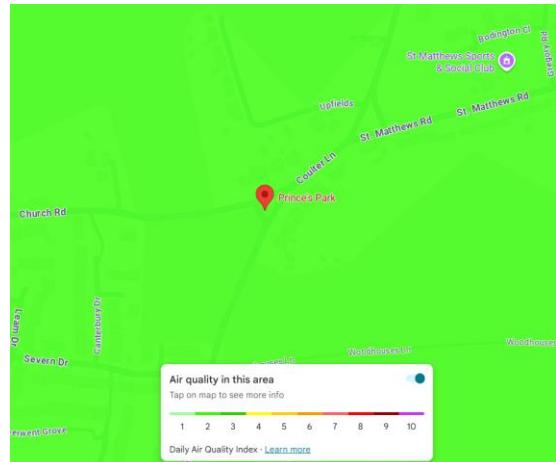
5.4 Carbon reduction

Parks play a key role within the council's carbon reduction team, pledging to increase tree planting and carbon capturing, along with phasing tools and equipment to battery and more environmentally friendly options. Street Scene use an electric vehicle to empty the bins and litter pick. The following have been replaced so far:

Item	Replaced with
Diesel pick up	Electric van
Petrol blower	Battery blower
Petrol sweeper	Battery sweeper

5.5 Air quality

The air quality in the Prince's Park area is reported as 'good' on Google Maps: [Air quality on Google - Google Maps Help](#). Stating the quality is satisfactory, and air pollution posing little or no risk.



Having a duty to declare air quality, LDC also monitors this across the district: [Air quality management – Air quality reports](#).

5.6 Environmental opportunities

Rainfall capturing - the planter and grassed areas being shaded by the trees, the Friends Group water the plants when needed. There may be an opportunity to liaise with the local church to explore capturing rainfall [\[AP\]](#).

6.0 BIODIVERSITY, LANDSCAPE & HERITAGE

6.1 Biodiversity

Listed as a handsome broadleaf by the National Trust the *Tilia platyphyllos* lime trees, are renowned for being a haven for wildlife. With little data on the biodiversity on site we are encouraging park users to register and record findings in Prince's Park on iNaturalist - an app used by millions of scientists and naturalists across the world. Enabling people to record, share and verify photographs of plants, animals and fungi, creating research-quality data which is available to view via their website: <https://www.inaturalist.org>.

Being in a green corridor with open fields, historical Christ Church and churchyard all alongside there could be a surprising wealth of biodiversity in and around Prince's Park, to discover, protect and enhance.

6.2 Landscape - designations

6.2.1 Listed status

Although Prince's Park is considered a significant asset of historic importance to the area, parks and monuments are only added to the listed Schedule if the Secretary of State considers they are of national importance, and that the protection which comes with

scheduling would assist with the monuments conservation.

6.2.2 Tree Protection Orders

As detailed above in 4.3 the trees are not subject to Tree Preservation Orders.

6.2.3 Forest of Mercia

Prince's Park is included within England Community Forest, Forest of Mercia region.

6.2.4 Green Belt

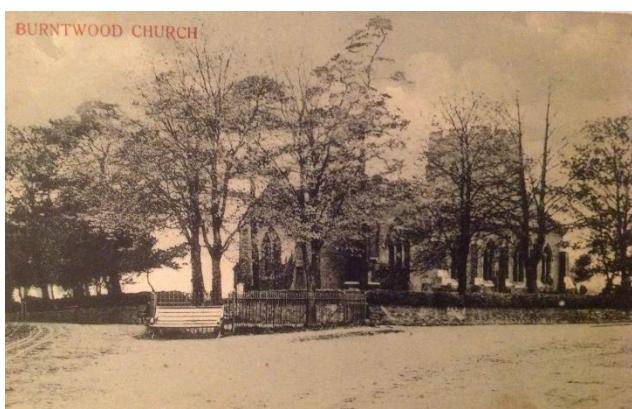
The park sits on the edge of the Green Belt which controls urban growth, maintaining the area for outdoor leisure.



6.3 Heritage

The park was constructed in December 1863 to commemorate the marriage of Albert Edward, Prince of Wales (son of Queen Victoria, who went on to be King Edward), and Prince's Alexandra of Denmark.

Three lime trees (*Tilia Platylphylllos*) were planted by Reverend George Poole of the neighbouring Christ Church. The three trees were named Faith, Hope and Charity.



There are a variety of heritage assets in the vicinity of Prince's Park. One of which was a school that once stood opposite Prince's Park where Francis Barber, manservant and good friend to Samuel Johnson became England's first Black schoolmaster. Samuel Johnson paid a considerable amount of money to educate Barber and later bequeathed his books and papers.



The park has been managed and maintained by the local authorities since installation. Tarmac highways have been developed around the park to meet the demand of the road users and the bench is now located within the park itself.

7.0 COMMUNITY INVOLVEMENT

7.1 Visitor surveys

A park visitor survey is available online, where we look at; frequency of visits, average stay, travel method, reason for visit, rating of the design and appearance, maintenance, accessibility, and facilities, along with the identity and overall satisfaction ratings, seeking suggestions for what users want. [Parks Survey](#). The results from the completed surveys are recorded and reviewed by Parks Management, taking action where necessary, using suggestions and feedback as part of developing the parks further.

7.2 Friends of Prince's Park

Prince's Park has a strong and passionate Friends of Prince's Park group, made up of local residents, who have been helping, not only with the maintenance of the park, but also educational and promotional elements too. Creating a number of displays over the years including: Armistice Day, Christmas celebrations and Carol events, along with commemorative VE day displays.





Friends taking a well earnt rest.

With the park being in a prime crossing location, various other organisations have utilised the park for displays. Burntwood WI recently displayed a banner and hand sewn fish to promote clean rivers.



WI highlighting the need for clean rivers 2025.

The Friends Group also worked closely with the event organiser to host the Smallest Fun Run between 2016 and 2018



The Parks Team work closely with the Friends Group, whereas members are invited to the council volunteer thank you events: a summer social boules and a Christmas event, meeting a variety of volunteers supporting parks across the district.



7.3 Local demographics

It is important to know the local demographics of the catchment area of the park. This is then linked with the information about park users to identify if there are any missing audiences. This can then be used to then identify barriers and strategies to attract these sectors of the community.

7.4 Social Progress Index

Lichfield was the first District Council in the UK to build a Ward Level Social Progress Index. The Social Progress Index draws together a wide range of datasets from different sources to better understand wellbeing across the district.

The Index has been developed in partnership with Social Progress Imperative, a global organisation whose mission is to use data to influence policies and investments to better serve all of humanity. The Index is made up of three dimensions – Basic Human Needs, Foundations of Wellbeing, and Opportunity. Within each dimension there are several different indicators grouped into topics. A suite of interactive dashboards have been created to allow anyone to explore and interrogate the data. The Index is updated on an annual basis, to include the latest data available. As well as providing an up-to-date view, this will also allow us to track and understand trends over time. [Social Progress Index Lichfield | Tableau Public](#).

This is therefore a very useful tool for developing Management Plans and looking at community needs.

7.5 Volunteer opportunities in parks

Our Parks Volunteer Vision Statement; *“Helping local people to enjoy and learn by taking positive action for the Parks”*

environment, wildlife, heritage, and communities. Making sure volunteers have the chance to enjoy and learn in a safe and rewarding environment”.

We create a variety of volunteering opportunities across park, and work in partnership with an array of amazing independent voluntary groups, including Park Friends Groups, resident associations, and Burntwood Litter Heros.

8.0 MARKETING & COMMUNICATIONS

The Marketing & Communication Plan has historically focused on key areas for income generation, however with the renewed focus on our residents and aiming for Green Flag status this has been realigned to what our residents want, and what we could change to encourage community visits to the parks and open spaces and possible volunteering. See Appendix B for the district wide marketing plan.

8.1 Marketing parks

There is a joint approach to marketing within Lichfield District Council, whereas Parks work in partnership with the Communications Team to develop and coordinate marketing materials. We have included Prince’s Park in Love Parks Week activities over the years too.

A programme of scheduled events and activities for the parks in the Burntwood area, is available at Appendix C.



8.2 Website and social media

The Communications Team also assist with the development of the webpages: [Prince's Park - Parks, heathlands and nature reserves](#)

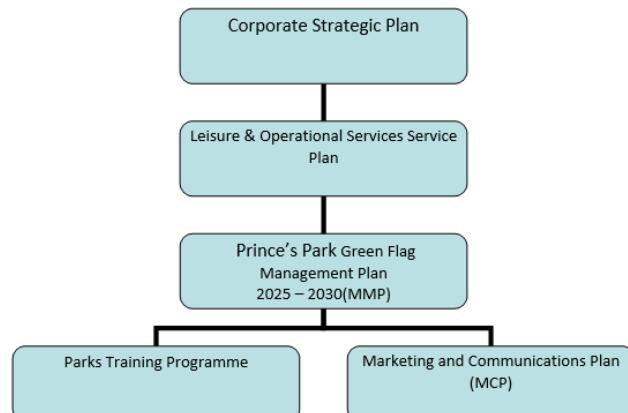
We have access to social media offerings on the council Facebook, X, Instagram and Youtube channels.

A Facebook page has recently been created to encourage Community Friends Groups to link up across Burntwood and wider afield: [Friends of Parks in Burntwood | Burntwood | Facebook](#)



9.0 MANAGEMENT

The Parks and Open Spaces Department sit alongside Grounds Maintenance and Street Scene within the Residential and Business Directorate. The Parks’ Team contributes towards the Directorate Service Plan, with various actions feeding into the council’s yearly action plan and financial forecast.

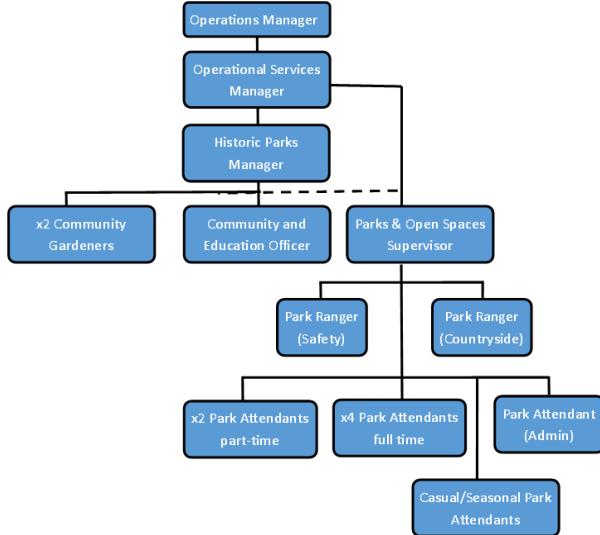


Documents that feed into this five-year Management Plan

The parks department also cover various other parks in the district within the Parks Management remit, consisting of parkland, cemeteries, country parks, reservoirs, play areas, woodland, sports and amenity areas.

9.1 Staff structure

The parks team have been flexible over the years, being adaptable to suit the needs of the council and the service users, from adjustment to roles to revised shift patterns.



9.1.1 Historic parks manager

Prince's Park along with various other parks across the district are managed by the Historic Parks Manager (HMP), ensuring site Management and Maintenance Plans are followed and updated, along with various council policies and procedures.

9.1.2 Community and education officer

The community education officer leads on developing, delivering, and promoting the educational element and community involvement within parks.

9.1.3 Park rangers

There are two specialist park rangers responsible for more detailed areas within parks, requiring in-depth knowledge, skills, and experience. These Rangers also assist the park attendants and parks & open spaces supervisor, however, each ranger post has individual roles and responsibilities.

Park ranger (safety) - covers trees, play equipment and general park safety.

Park ranger (countryside) - deals with the woodland management and countryside regime.

The Rangers and Supervisor also work the same shift pattern as the Attendants, ensuring safety, promote site presence, ensuring visitor satisfaction and reducing lone working.

9.1.4 Park attendants

The attendants' core duties include providing a high profile, welcoming presence in all parks,

through visible site presence and supervision. Supporting community events and carrying out general park-keeping duties. In addition, the attendants are required to assist with the delivery of the parks maintenance and management systems across the district.

9.1.5 Parks & open spaces supervisor

The Park Attendant Supervisor covers the duties of the attendants, plus the day-to-day supervision, assisting and distributing key tasks, in addition to supervising the Park Rangers, sharing duties at times of absence and peak periods.

9.1.6 Community gardeners

Two Community Gardeners are employed on a full-time basis based in Beacon Park, undertaking horticultural works within ornamental areas, community involvement/engagement, and running the horticultural area.

9.2 Staff training and development

A comprehensive Training Plan is in place for the parks' team, which identifies training and development of staff and volunteers. The training needs are identified as part of individual and team discussions, in addition to annual Objectives and Key Result reviews (OKR's). OKR's focus on 4 ambitious objectives alongside a set of key results for each grade:

- *Our finances* – Deliver best value for the people of Lichfield District, whilst living within our means.
- *Our people* – Be the local employer of choice with high levels of staff satisfaction.
- *Our community* – Working together to make Lichfield District a stronger, more prosperous, active and green place.
- *Our organisation* – Be the very best district council in the UK.

It is important that any training received is used and shared. By developing a 'cascade' system, allowing individuals to undergo training and then pass the information onto their colleagues on a one-to-one basis or in team meetings etc.

The team has access to online learning platforms, for a range of statutory training courses to ensure compliance with legislation.

9.3 First aid

First aid to the public is not obligatory within public parks; however, all members of the Parks Team have received either First Aid at Work or Emergency First Aid training and will always assist

anyone if needed. A First Aid at Work qualified member of the team is always on duty to help colleagues. A selection of team members are also qualified Paediatric, Mental Health First Aiders and bleed kit trained.

The nearest defibrillator is less than 100m at St Matthews Sports And Social Club, St Matthews Road, Burntwood, WS7 9EP

9.4 Complying with legislation

9.4.1 Freedom of information

Lichfield District Council has a Freedom of Information Policy (FOI), whereas a nominated officer covering Parks, Grounds Maintenance and Streetscene processes requests. All employees receive online training on Freedom of Information.

It is important, with additional events and volunteers along with the increased use of the website as a tool, that FOI is considered, and all staff given the appropriate training.

9.4.2 Data protection/GDPR

This act is designed to cover all collected, stored, processed, and distributed personal data. The council has appropriate policies, procedures, and security measures in place to ensure compliance with requirements and staff should ensure they are aware of and follow.

9.4.3 Fraud prevention

The authority has a duty to protect public funds it administers; therefore, any information provided may be used to prevent and detect fraud. Also, information may be shared with other bodies responsible for auditing or administering public funds for these purposes. This information is detailed on any forms requested personal information.

9.4.4 Safeguarding children and adults at risk of abuse or neglect

Lichfield District Council has a duty of care for Children and Adults at Risk of Abuse or Neglect, ensuring that they are protected and kept safe from harm, during activities connected with the council, following the council's policy. The Parks' Team have undertaken Safeguarding Children and Adults at Risk of Abuse or Neglect training, with enhanced sessions on Child Sexual Exploitation.

All agencies and individuals organising activities in the district parks are asked to sign up to the council's safeguarding policy. In addition, organisations dealing with child activities are requested to submit their child protection policies.

Staff training requirements regarding safeguarding have been reviewed, in accordance with the roles and responsibilities in parks, whereas it was confirmed DBS clearance is not required for the Parks Team, except for the Community and Education Officer, due to the nature of the role.

Staff have attended a Dementia UK Masterclass, with a view to improve awareness and assistance in the parks and improve events.

9.4.5 Audit

All departments within Lichfield District Council are regularly audited by both internal and external auditors.

9.4.6 Procurement

The Procurement Section within the council provides advice, to ensure compliance with the 'Contract Procedure Rules'. Further advice and guidance is also available on the council's internal website for officers for purchasing. The Procurement Team assist with the contract finder portal, recent tenders include; tree inspectors and tree surgeons, which includes environmental impact on the park and potential social impact opportunities.

9.5 Management aims

The Management Aims incorporate areas of the council's **Strategic Plan** and **Directorate/Department Service Plan** creating a focused approach including:

- 1.0 Achieve a series of **Green Flag** sites.
- 2.0 Monitor and update H & S procedures.
- 3.0 Manage financial budgets.
- 4.0 Facilitate Training Plan.
- 5.0 Seek opportunities for digital development.
- 6.0 Manage accessibility on site.
- 7.0 Manage site inspection records.
- 8.0 Seek further opportunities of sustainability.
- 9.0 Work in partnership with the Ecology Dept.
- 10.0 Be part of the Carbon Reduction Team.
- 11.0 Community engagement in parks.
- 12.0 Continue to promote community safety.

APPENDICES

Appendix A – Prince’s Park Action Plan

Appendix B – Parks Marketing & Communications Plan

Appendix C - Activities & Events Programme

Appendix A – Prince’s Park Action Plan

Prince's Park Area	Management / Green Flag Aims Action / Outcome	2026 2027 2028 2029 2030				
		2026	2027	2028	2029	2030
1.0 A Welcoming Place						
Site signage	Review potential for suitable noticeboard .					
2.0 Healthy, Safe and Secure						
Defib	Explore defib potential with Christ Church.					
3.0 Well Maintained and Clean						
Health & Safety	Signs, posters up-to-date					
External Tree Inspections	To procure external inspector in line with Procurement Procedures					
External Tree Surgeons	Procure team of external tree contractors in line with Procurement					
4.0 Environmental Management						
Water capturing	Liaise with church on potential for harvesting rainfall.					
5.0 Biodiversity, Landscape & Heritage						
Biodiversity	Install wildlife boxes, monitor and record findings.					
Inaturalist	Link survey to webpage, show sightings & encourage others to use.					
Heritage	Research local history, develop webpage etc.					
Biodiversity	Install raised bed for wildflowers/sensory planting					
Biodiversity	Liaise with church on biodiversity links/recordings					

6.0 Community Involvement						
Friends Group	Attend meetings /support group.					
Community Group	Assist Litter Heros to facilitate open days, if required.					
Visitor Surveys	Promote surveys wider to achieve more data, including non-users					
Visitor feedback	Review surveys/feedback, put in place suggestions where possible					

7.0 Marketing and Communication						
Marketing	Develop updated Events & Marketing plan					
Social media	Share social media posts					

8.0 Management						
Management Plan 2026-30	Compile and update MMP as needed					
Green Flag	Make application and update documents accordingly					
Green Flag	Engage team with Green Flag awareness/presentation					
Procurement	To renew Tree Inspection contract					
Procurement	To renew Tree Surgeon contract.					
Green Flag	Review judges feedback for improvements					