

2011–2012

Mile End Park Management Plan



Getting fit for the Olympics

Mile End Park

Mile End Park Management Plan 2012

Getting fit for the Olympics

January 2012

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Map showing segmentation in Mile End Park



Map showing amenities in Mile End Park



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Welcome by Joanna Lumley

Patron of Mile End Park
January 2012



Photo by Jane Bone

It's that time of year again when a new management plan for Mile End Park is produced and I am thrilled that once again I have the opportunity to look back on a year that whilst difficult, has proved that the park has been able to rise to the challenge.

The plan reminds me of the cyclical nature of parks and nothing illustrates this more for me than the new planting on top of the Green Bridge. This has seen the planting of over 30,000 tree seedlings of differing sizes with the intention of truly greening the bridge by treating it as a green roof and allowing the tree seedlings to achieve their ultimate height dictated by their ability to obtain water.

I first became involved with Mile End Park when awarding a prize for the Green Bridge and such "green bridges" became something of a fascination for me. So you can imagine how delighted I am to see this latest phase of development. In addition to the planting there are new areas to attract the wildlife and new lighting to give yet another perspective of the bridge when night falls.

The year can be illustrated by a combination of old favourites such as the ever popular sleepovers where local children get the opportunity to sleep under canvas in the heart of the park and the Harry Potter themed Halloween event, to the brand new Royal wedding event where children could make their own bejeweled crowns amidst other attractions.

Teenagers saw the Skate Park open a welcome youth cafe and chilling area to complete the work in this area and this has proved a very popular venue for youth.

The Older People's garden has also gone from strength to strength and now boasts a garden shed and in 2011 produced a full crop of vegetables thanks to Link Age Plus and their supporters.

New hedgerows have been planted and new wild flower meadows sown to the delight of all who visit the park.

As part of the High Street 2012 improvements the informal entrance to the park from Mile End Road has been improved with the removal of some of the under storey and the removal of railings revealing enticing views from the road.

Over in the Art Park the harsh concrete edges have been swathed in coir matting impregnated with wild flowers that will disguise the lake margins. The gabions that provide the other margins of the art lake have been refilled and topped with limestone chips and dust. These have been planted with suitable plants which will in time disguise the edges in the same way as the coir matting.

The latest count of beetles recorded in the park now total 301 species. To put this in perspective the ecologist believes that Oxleas Wood, an ancient woodland near Welling had a list of only about 420 a year or so ago, and 301 is almost as many as the whole of Hampstead Heath which records 313. So it is likely that Mile End Park will overtake Hampstead Heath during 2012 something that could not have imagined when the park was being built.

Jeanette Weaver lived next to the park and to commemorate her life and work her friends commissioned an installation of beautifully crafted seats carved from wood and designed for adults to sit on and children to clamber over. Jeanette worked extensively with children so this seems particularly fitting and the exhortation to children to climb on the wooden furniture neatly sums up the ethos of the park.

The park is now 10 years old and some of the original elements are in need of repair or replacement. The climbing wall in the children's Play Park was one such element that had reached the end of its life. However with devilish ingenuity the area has been re landscaped to incorporate timber as natural play elements and yet retain the capability of climbing so that children can continue to test themselves against the equipment using ropes to mountaineer the steep slope.

Still on the theme of children's play the innovation for 2012 has to be the Mile of Play, a series of play moments along the length of the park. The conceit is that children discover discrete areas of play on their journey through the park allowing parents to have a longer walk and encouraging exercise through

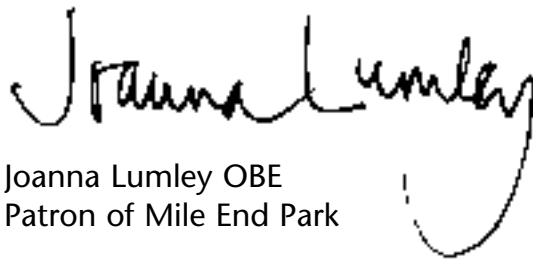
play. The play areas are able to hold the child's attention for a few minutes before seeking out the next and such play moments range from tree stumps and a tree crown to climb to a set of stepping stones through water. The Play Mile has been captured in the form of a downloadable photographic map which will eventually be loaded onto the website.

Looking ahead it is good to see that the park has not lost any of its ambition and already there are plans for a new BMX track to be built which seems to me to be entirely fitting in this Olympic year.

I hope that you will enjoy reading about Mile End Park in more detail and perhaps follow it up with a visit so that you can see for yourself what is going on.

In the meantime I wish the park luck in retaining the Green Flag for the ninth consecutive year.

My warmest good wishes to you all.

A handwritten signature in black ink that reads "Joanna Lumley". The signature is written in a cursive, flowing style with a large, sweeping flourish at the end.

Joanna Lumley OBE
Patron of Mile End Park

Mile End Park Management Plan 2012–2013

Guidance on reading the Mile End Park Management Plan.

The Management Plan is really four plans bound as one, and in some circumstances will be read as four distinct plans.

The main and over arching plan is the Management Plan with a clear contents list to guide the reader. It looks at the successes and some things that were less successful from last year's plan and what has been done to address the comments of the judges from their previous visit. It is laid out to show the history and development of the park and offers a description of the various zones within the park. Finally it has an action plan for the coming year. It was sent out to the Mile End Park Partnership Board, each of the three forums, (Ecology, Art and Play) and of course the staff themselves. All comments received were considered and wherever possible incorporated into the final version.

The other three strategies are the results of the three specialist forums and go into much more detail in the areas of Ecology, Play and Art. These were the work of the various forums drawn together by the Head of Parks and Open Spaces and are based entirely on the contributions of each group. Each has its own contents page and action plan and is bound as one document to highlight the fact that these are live documents and will be given equal status within the overall management plan. In other circumstances they would be put into the relevant section within the management plan but for reasons of sustainability it was more prudent to design in such a way as to allow each to also be printed separately.

In reality the forums generally work from the particular strategy relevant to their group although there can be a degree of cross over.

It is intended for the Mile End Park Management Plan to be organic and develop as each group and their contributors develop. This will only occur if the forums can see their work reproduced on the ground. This remains an ongoing objective for Mile End Park.

Each year we give the park a focus,

- 1) 2004 Bringing the countryside to the East End
- 2) 2005 Inclusive play
- 3) 2006 Art for Arts sake
- 4) 2007 Making Ourselves Heard"
- 5) 2008 Building on Success
- 6) 2009 Playful Park
- 7) 2010 Tightening belts

- 8) 2011 Means Business
- 9) 2012 Getting fit for the Olympics

This strategy has worked well for six years and in 2012 will be the year of "Getting fit for the Olympics," as the park utilises its assets to overcome the reduction in funding.



Judges Comments from 2011 and the response of the park

Criteria	Strength	Recommendations	Progress to date
Presentation	Good overall plan with clear links to individual strategies with clear visions and links. Addressed recommendations from last year.		
Health, Safety & Security	Clear statement and corporate policy.	The detail of implementation is still poor. Safety regimes should be specified for all relevant items; currently it is limited to play equipment, with some mention of other items such as trees in other sections. It should include vehicles in the park, safety of water.	Addressed in 11.1 - 11.7
Maintenance of equipment, buildings & landscape	There is reference information and descriptions of the grounds maintenance and Infrastructure maintenance of the park.	In terms of a management plan this is very vague in terms of detail and specification. The contract is a global specification which does not give an individual cost to the park or the requirements of the park. Needs to clearly reference detail of grounds and infrastructure maintenance.	Addressed in 13.1 and 13.9 Please also see Appendix G
Litter, cleanliness, vandalism		No reference to procedures needs detail. Details were recorded as being referenced 13.6, 14.12, 14.15 none of these are present in the management plan.	

Criteria	Strength	Recommendations	Progress to date
Environmental Sustainability	Strong references to peat use, pesticides and ecology strategy. Addressed last years recommendations	This is incorporated into the section entitled Community Involvement 11.0	
Conservation of heritage & nature	Very good action plan and vision. Good surveys and references to specific flora and fauna of the site.	A minor point, but more history of the area now occupied by the park could be provided online.	Addressed in 16.6
Community Involvement	Appears to be many elements of community inclusion.	There are no plans, just reports on past actions and outcomes. Needs some material on how it is intended to progress matters.	Addressed in 10.5
Marketing Strategy	Good marketing of specific aspects of the site.	Online information is quite sketchy and should be expanded.	Addressed in 16.6
Overall management	Plan gives strong image and vision for the site. Last years comments addressed	Plan needs also to specify resources and say how standards will be maintained or improved, and how aspirations will be attained.	Addressed in 17.7

Additional Comments from the Green Flag Judges

Plan needs detail and clear streams of responsibility and procedure. Whilst the plan gives clear goals and visions who and how this will be delivered seems to be missing from the plan. Some detail has been provided although some reference points are missing from the document.

There is reference to a ring fenced budget for the maintenance of the park but no detail how this is evaluated or reported.

Field Assessment Feedback

Criteria	Strength	Recommendations	Progress to date
A Welcoming Place	Open and visible entrances. Imaginative information art structures.	Clear mapping and signage with emergency numbers and a guide to where you were/are. Way markers or reference points with a map could help guide visitors through the park. The entrance art structures are starting to fade and need attention. The recommendation for signage still stands.	The impact of the available resources coming nearer to the Olympics and the planning towards this has reduced the ability to produce this work. However if resources are available this will be reviewed in 2012/13.
Healthy, Safe and Secure	Good infrastructure, staff presence, dog fouling minimal but evident, good CCTV camera coverage. Dog bin provision was reviewed as recommended.	Infrastructure furniture/repairs could be provided by volunteers or community payback schemes. Still evidence of dog fouling perhaps dual purpose bins could be adopted.	Under current legislation all bins are dual purpose. Contract negotiations with Dog Wardens to discuss contract education. Existing dog fouling bins installed with advice from Animal Wardens. Community paybacks are deployed elsewhere where resources is more scarce.
Clean and Well Maintained	Very good litter management. Grounds maintenance adequate for the natural theme throughout the park. Grounds maintenance was an improvement from last years visit.	Grass specifications and other grounds maintenance tasks still need defining.	

Criteria	Strengths	Recommendations	Progress to date
Sustainability	<p>Good policies actively promoting fuel efficiency and use of bore hole for water.</p> <p>Use of turbines for lighting and some electrical generation.</p> <p>Addressed last year's comments.</p>		
Conservation and Heritage	<p>Excellent management of wild flower meadow and wetland areas very aware of biodiversity.</p>	<p>Strong need for tree management program.</p> <p>While some renovation of shrub and hedge plantings is being carried out, more should be done.</p>	<p>We have a planting regime that is for trees, hedgerows and shrubs. In 2010/11 there were plantings of black pine, whips and standard birch.</p> <p>A diverse number of trees have been planted new in the children's play-ground and as a part of the renovations works on the Green Bridge an assortment of trees, plants and bulbs will also be planted.</p> <p>70,000 Crocus bulbs were planted in the Wennington Green, which in February 12 will attracting a great number of positive comments from the local community</p>

Criteria	Strengths	Recommendations	Progress to date
			<p>50,000 bulbs will be planted each year for a period of 10 years (2005 was year 1) Please refer to 13.8.</p>
<p>Community Involvement</p>	<p>Evidence of good community involvement, events etc points addressed from last years comments.</p>	<p>Long and committed involvement in the park with various projects and initiatives. there were some concerns regarding communication to the community groups (the representative of the "friends group "was not aware of the major landscaping project in the park over the green bridge. the sports centre provide no benefits or inclusive events to the park and appear to be mile end park in name only</p>	<p>This may have been due to an internal communication issue. This was reported to the Friends of the Mile End Park (FOMEPE) and also put on the Facebook site, where some FOMEPE members are also members on the Mile End Park page.</p> <p>The sport centre is managed on a contract separate to the park, however significantly it was named the 'Mile End Park Leisure Centre' as opposed to 'Mile End Leisure Centre'. The location of the building is in the sports park which is in the original Mile End Park plan and we believe that families using the sport centre will extend their stay to use other elements in the park.</p> <p>The Multi Games Youth Area (MUGA) was deliberately sited within metres of the sports centre to offer a free facility for those who could not pay for the higher sports facilities.</p>

Criteria	Strengths	Recommendations	Progress to date
Marketing	Good marketing for individual facilities and services.	Need more general promotion and marketing of the site as a whole. Whilst the cost implication of signage is a pertinent statement a central information hub for reference could be considered as there is no information for the casual visitor.	Currently exploring options for signages across the park which will provide more information to visitors. Exploring options to install more information points where events and contact details will be displayed.
Management	Enthusiastic management and good partnership working, clear vision.	Each service manager operating within the park area is clearly committed to their service but do not all have a direct impact or involvement with the park. The sport centre is a huge and clearly well used resource which appears to have no involvement in the park beyond its own boundaries these need to be explored in terms of use or financial contributions.	Please see 'progress to date' section on Community Involvement above. The Park's services have been working with Park Run. An organization led and managed by volunteers who set up 5k runs for the local community across various parks in the country. We have liaised with Sports stadium in the park to help support these weekly runs by providing us some materials and resources, and allowing access to changing rooms and their car parks.

Additional Comments

Mile End has much to offer on site. Some of the richness of this provision is not fully promoted to the first time visitor and this still needs to be marketed on the ground in some way.

The park is difficult to fit into the "green flag" criteria due to its uniqueness and diversity it offers. The judges were shown facilities which, although technically within the park, were difficult to assess within the set criteria; these included the leisure centre.

There is still a need to forge stronger links with each of the services as they still seem to be circumstantial residents rather than crucial to the preservation of the park other than income.

One area which did appear to try and thread the park together was the play offer which had a direct link throughout the park with its mile of play initiative.

The walk a mile is an inspiring project but the idea could fail without a defined route to follow to achieve "the mile". Signage, maps or route markers could identify the "mile" but without these reference points it is hard to assure or verify the mile walk?

The park is driven without question by a committed manager who is clearly the central pivot for the park and this is one of the strongest assets of the park.

1.0 Introduction

1.1 This is the ninth management plan and is the natural progression from the previous eighth. The Head of Parks observations over the year together with the views of others, particularly those of the Mile End Park Rangers, Ecology Forum, Play Forum and the Art Forum and the Friends of Mile End Park are all within the plan.

The relationship between the Friends and Mile End Park has continued to develop and whilst meetings between the Head of Parks and Open Spaces and the Chair of the Friends have now ceased at the request of the Chair who has other work commitments, communication is now mostly via e mail and telephone. The Chair and the Treasurer of the Friends have seats on the partnership board and plans for the park are discussed at this forum.

1.1.1 A new plan containing objectives for 5 years was drawn up in 2011. This will be reviewed annually, and additional objectives may be introduced whilst others may be amended or deleted each year as deemed appropriate when the plan is reviewed.

1.1.2 All three documents, the Art Strategy, the Play Strategy, and the Ecology Strategy appear as updated versions. Once again these are included as important parts of the overall management plan but will also be used separately by the various forums. These strategies are deliberately produced alongside the management plan so that each Forum can see the results of their time and work directly informing the direction of the park. The objectives are collated in this document.

1.1.3 The Forums continue to challenge and move the Head of Parks out of his comfort zone, which is taken as a sign that there is a less autocratic approach to managing the park. However, the final responsibility for any decisions continues to rest with the Head of Parks.

1.2 Review of last year

1.2.1

“Mean Business” was the focus for 2011 and like many other organisations we approached this from an unfamiliar angle as groups that had supported us and businesses that we relied upon for income collapsed.

Throughout the year the park sought to maximise income and minimise expenditure and look at alternative ways of continuing the provision. For example making much more use of volunteer labour and propagating existing plants to populate new beds in the park. The park has also been very fortunate in receiving some welcome donations to the work of the park. These have come from the corporate sector connected to the park and have enabled us to provide a full programme of events.

1.2.2 The Objectives in the 2011 Action Plan collated objectives for the park in

general and from each specific forum, the latter are repeated in the individual strategy as the strategies are working documents for each group. All the objectives were the responsibility of the Head of Parks and the Mile End Park team.

1.2.3 Review of Park achievement in general

1.2.4 The transformation of the Ecology Pavilion into a wedding venue for weddings and similar occasions helped raise income levels making the pavilion more self sustainable as well as significantly reducing contributions from the local authority. The building was subject to a comprehensive marketing campaign and currently in the process of applying to be licensed for weddings and aim to have this finalized by March 2012. Income generation was also contributed by various other activities within the park.

1.2.5 The skateboard park had its official launch on May 2011. The skatepark utilizes both arches to provide a supply point for skateboarders and supervision for the site. A small café has also been set up for young people, together with an indoor skateboard area for the junior uses of the park.

1.2.6 An increasing number of corporate volunteers helping with the maintenance and upkeep of the park. We had more corporate organizations and more volunteers than previous years and hope to attract more in 2012.

1.2.7 Having more rangers based at the park meant more day to day activities and task were carried out. The visibility of rangers have also been more apparent in the park, providing more information, advice and guidance to the park users.

1.3 Review of Ecology achievements

1.3.1 Planted 100 *Ulex europaeus* throughout the park, though in a greater concentration around the Green Bridge. Through this we bolstered the ecological benefit of the urban park landscape where Gorse flowered for the majority of the year.

1.3.2 Planted of 20 - 30 *Juniperus communis* on the embankments of the Green Bridge. This brought in a new plant species to the park and bolstered the ecological impact on the urban park landscape.

1.3.3 Planted 20 *Pinus nigra* (black pine) on the embankments of the Green Bridge to extend the distribution of this plant through the park and to increase the habitat available to the Mile End Park Jumping Spiders.

1.3.4 Stag beetles were introduced into the woodland area behind Clinton Road. It has long been an aspiration to have Stag beetles in the park. However this year an opportunity to introduce grubs. Whilst it is illegal to buy and sell Stag Beetles if these are freely given it is not outside the law.

1.3.5 The edges of the art lake were lined with rolls of coir matting that were impregnated with suitable wild flower seed to produce a wild flower margin to the harsh edges of the Art Lake.



1.3.6 Fenced off both viewing platforms on the Green Bridge that encourages anti social behavior. The areas within the newly sealed areas were planted with Gorse and Ivy in order to provide an untrammled habitat for wild life and to prevent human encroachment.

1.3.7 Imported soil on top of the Green Bridge's green roof in order to increase the quality and depth of planting in high density tree seeding of *Betula nigra*, *Alnus incana* and the occasional *Ulex europaeus*. The seedlings will be of varying height however their ultimate height will be determined by the root capacity itself restricted by available moisture and soil depth so it will never get too high. These will be thinned out over the next five years.

1.3.8 As a result of the damage caused by contractors to the habitat of the Striped Bombardier Beetle, light repairs were carried out through out the perimeter of this particular area in order to nurture the recovery of the habitat. Although the repairs are temporary we hope strengthen the perimeter more by April 2012.

1.3.9 Wild flower seed both annual and perennial were sown on the embankments and surrounding area of the Meath Bridge.

1.3.10 The gabions were repaired and filled with soil and wild flower seed to camouflage them and to prevent vandalism.

1.3.11 The outdoor classroom was relocated within the Ecology Park at the rear of the Ecology Pavilion.

1.3.12 Additional compost bins were built within the Compost area of the Ecology Park.

1.3.13 Hedgerows along both side of the Roman Road, this includes Wennington Green and Ecology Park.

1.3.14 70,000 Crocus bulbs were planted within the Wennington Green, which will flower during the early period of the summer season. This area of the park is well used and the Crocuses will add to the aesthetic appeal during the summer months (including the Olympic period) where the number of users within this particular part of the park will increase.

1.3.15 A rare spider (new to Britain) was trapped at Kirk's Place (where the rare beetle was found) in September. It is Anyphaena sabina related to the common buzzing spider Anyphaena accentuata. So far we have a single adult female.

1.4 Review of Arts achievements

1.4.1 Promotional materials were produced to market the Art Pavilion to universities and colleges both in London and outside, attracting more usage.

1.4.2 A collaborative exhibition of local artists offering those who might not otherwise get the opportunity to exhibit alongside more established artists.

1.4.3 Have explored and recieved various quotes for the Wi Fi system which has been deemed too expensive. In order to encourage wider use of the gallery both for the artists and the audience to encourage casual drop in when an exhibition takes place. We will continue to explore cheaper options.

1.4.4 A data base of prospective artists was built of those who visit galleries to promote activities within the Pavilion.

1.4.5 The Arts Forum designed and introduced 2 new website in addition to the Council's website to attract more users to the Arts Pavilion. Regarding the design the website it is not merely about hiring it, however emphasizes the fact that it offers an impressive space at a very reasonable rate. Through time the website will develop further. The new sites are:

www.mile-end-art.co.uk

www.mile-end-art-pavilion.co.uk

1.4.6 Consultation and plans for the Arts café with the Arts Forum have taken place, and we hope to have a fully run small arts café 2012.

1.4. 7 Specific publicity was created for the Mile End Spring Open which was adapted and utilized for other branding purposes.

1.4.8 Identified a list of places to advertise the Art Pavilion as advised by the members of the Arts Forum.

1.4.9 New art seating area was installed within the Wennington Green, nearby to the Liminal 1 play area. The art design consisted of some benches made from whole logs, with pebbled floor. The floor and seats are engraved with mosaics and quotes. This initiative was donated by a local school dedicating a late teacher who had contributed immensely towards the school.

1.5 Review of Play Achievement

1.5.1 Three Play cues were installed around Green Bridge as part of the playful mile in MEP to continue the long held aspiration of creating small element of play at locations throughout the park leading from the northern most end to the Children's Play Park. By this we aim to encourage families with young children to travel the length of the park.



1.5.2 Revitalise/ Reconstitute the Play Forum by inviting new members from new organisations so that the Forum is more representative of the potential park user.

1.5.3 Both of the Liminal Play Spaces were redesigned to increase their appeal to children. Perspex birds were installed, wood carving of tables, wooden stepping stones and paths and woodland flowers were planted.

1.5.4 In order to reduce pressure on the budget we identified and produced cheaper play events whilst including some of the old favourites. This is to retain attendance levels but to reduce overheads and risks due to wet weather or snow whilst still producing a play activity each month. This will be ongoing through out 2012.

1.5.5 Continue and ensure the Play Pod is opened regularly, weekly if possible so that people get used to seeing it open.

1.5.6 Installed a large outdoor 'Play Here' signage outside of the play pavilion to improve the visibility of the Play Park.

1.5.7 Developed additional raised beds in the children's garden to encourage more outdoor garden activities for children.

1.5.8 Upgraded certain play areas with more natural play equipments within the play park, and also planting of several trees within the play park.

1.5.9 Consultation and planning of an amphibian pond within the childrens play park. Works have already begun and we hope to complete this by April 2012.

1.5.10 Utilised the space to maximise income by marketing the Play Pavilion for birthday parties. We had an increasing number of birthday parties than before.

1.5.11 More joint events in collaboration with local third sector organizations, statutory sectors and Council Services.

2.0 Mission Statement

2.1 To make Mile End Park a centre of excellence, an exemplar amongst public parks that pioneers the way parks are perceived in the 21st century.

3.0 Vision

3.1 To give each section of the park a strong sense of place that is immediately obvious to the casual park visitor. To unite the various sections of the park so that areas physically separated by road or rail are easily identified as part of the park and that users enjoy the park as a linear park in its entirety and do not restrict themselves to sections of the park.



4.0 Recent History

4.1 The park was constructed from several pieces of land and was originally designed to become an almost continuous green strip less than half a mile from Victoria Park in the north and reaching to within 0.75 mile of Limehouse in the south.

4.2 Although the park doesn't quite reach Limehouse and there remain two roads that divide the park, the presence of the towpath along the Regents canal allows for an unbroken walk through the park.

4.3 The concept of the park for the 21st century sprang from the local community following a "planning for real" weekend where they were invited to meet and discuss what they would like to see in the park. In September 1995, 300 people attended the Mile End Park planning weekend in a local school adjacent to the park. Participants were given blank copies of the park outline and the broader strategic plan and asked to write down what they would like to see in their park and to list their priorities for the site.

4.4 A park for the 21st century was about to spring up from true consultation and only when the results of that consultation had been assessed would the professionals be brought in to make the park a reality.

4.5 As with any scheme of this scale not every element could be completed on time and to budget, nor did all the assumptions made for a revenue stream occur exactly as predicted.

4.6 This resulted in compromises being made and some elements remaining to be completed. Almost all of these elements have been successfully implemented with the exception of the proposed completion of the solar canopy above the go kart track.

4.7 Like anything organic the park continues to develop, but it has at its core the dreams and aspirations of the people drawn from the local community who made their views known at that first consultation meeting.



5.0 Historical Context

5.1 Mile End Green was the place that Watt Tyler, Leader of the Peasant Army met King Richard II and his assembled army in 1381.

5.2 In 1820-1838 it was the site of a famous pleasure garden or tea garden, known as the New Globe Inn Gardens. These pleasure gardens were slightly less fashionable than Vauxhall and Raneleigh Gardens, but at sixpence entry fee, still considering itself genteel. The New Globe Inn can still be seen today with its characteristic globe on the roof.

5.3 In 1936, following the death of King George V, a charity was formed to improve playing fields and recreation grounds across the country in commemoration of the late King. Mile End Park received the single largest grant of any park in the country and the commemorative plaques can be seen embedded in the gate piers adjacent to Copperfield Road.



5.4 In 1944 Lord Abercrombie developed the most ambitious plan for the establishment of parks in London. Amongst the proposals was the establishment of parkland linking Victoria Park to Limehouse effectively elongating Mile End Park.

5.5 The first V2 bomb dropped on the railway bridge adjacent to Mile End Park in 1944 and the blitz continued to devastate the East End. Such devastation made possible the potential implementation of the Abercrombie Plan.

5.6 In 1950 the park was created out of the devastation of the Second World War with the beginning of compulsory purchasing of houses and factories.

5.7 In the 1980s the GLC (Greater London Council), who managed the original park, resurrected the plans first formulated by Patrick Abercrombie MP and indeed drew up extensive plans. The GLC were abolished by central Government before the plans could be fully implemented.

5.8 In 1994 the newly established Millennium Commission sought suitable projects to mark the new millennium. The London Borough of Tower Hamlets joined forces with the Environment Trust and the East London Business Alliance to form the Mile End Park Partnership.

5.9 In January 1998, building work began on the new Mile End Park and by September the first major construction begins with work on the Terrace Garden and the centrepiece of the scheme “the Green Bridge” that would span the busy Mile End Road.

5.10 Work on the Green Bridge was completed by July 1999, followed in October by the start of phase two: the construction of the Art Park and the Ecology Park.

5.11 Late 2001 saw the construction of phase three the Children’s Park and the Children’s Pavilion. The Children’s Park became fully operational in 2003. Mile End Park Management Plan 2008–2009

5.12 A new bridge was opened on October 20th 2009 effectively joining a piece of land on the other side of the canal to Mile End Park and encouraging wider use of the park to a greater number of people. This was the final piece of outstanding work that was promised to the Millennium Commission.



6.0 The Park Deconstructed

6.0.1 The park can be divided into six segments and whilst these have their own individual characteristics they should blend seamlessly to make the whole park. This is made more difficult by the fact that the park is physically bisected by two busy roads and two railway lines and the design of the park has intentionally incorporated this to make a truly urban park of the 21st century. Any amendments to the design must seek to preserve this urban realism rather than attempt to screen it out. The sight of a train crossing the park has an aesthetic quality equal to that of any other landscape feature.

6.0.2 The main six segments of the park beginning at the northern most part are: the Play Arena, the Ecology Park, the Art Park, the Green Bridge and Terrace Garden, the Adventure Park, the Children's Park. In addition to these six segments there are slightly less distinctly defined areas of the park that inter-link the main segments and act as transitional areas for the park visitor. Such areas remain clearly intrinsic to the entire park and may have individually strong features within them.

6.1.0 The Activity Arena

6.1.1 Concept

This area is designed to allow outdoor entertainment to take place, particularly, though not exclusively, for children. It allows a pleasant setting for a range of outdoor activities from small fairs to the St Barnabas Church Community Fete. It is sufficiently near to a good selection of food outlets and public transport (bus). Its' high visibility from the road makes it an attractive venue from the point of view of potential operators. In 2010 it became a venue for Zippo's Circus income form which helped to generate income for the park.

6.1.2 Description

The arena comprises a large grass area with some mounding to form a partial amphitheatre. Within the mounding is an outdoor gym (the Adizone) which is brightly coloured and can easily be seen from the road. Fencing defines the area on three sides and the Regent's Canal marks the other boundary. Trees have been planted around the periphery, but the area is easily visible from the road. In one corner the first liminal play space has been established (see the Play Strategy for description) There are two types of seating in this area, the modern steel design and a more natural basic wooden type that appears away from the main areas of paths.

A small playground exists across the small road that divides the grass area from the Bow Wharf development. The play area is designed for the 1 to 8 year old age group.

The site is dominated by the Adizone which has transformed this section of the park bringing in a whole new all year round audience to the park and creating a focus for this section of the park and attracting people from other sections of the park.

This section of the park also had an addition to its architecture and colour. The installation of the arts seats is located adjacent to the Liminal Space 1 and the Adizone. The new seat functions as children's play piece and is designed by artists and commissioned by the family and friends of a local resident to commemorate her life.

6.1.3 Work outstanding - None

6.2.0 The Ecology Park and Ecology Pavilion

6.2.1 Concept

To offer the casual visitor an insight into ecology and bio diversity that may lead to seeking out further information on the subject elsewhere in the park. Although these themes are present throughout the park, it is intended for this area to be the core focus area and to build on levels of knowledge and involvement.



6.2.2 Description

The area has three ponds that have already attracted damselfly and dragon flies, both new species to the park. The ponds are designed to give the impression of being linked to the canal, but they are in fact fed from a borehole. The area is dominated by a wind turbine that powers the pump circulating water in the lakes and is an example of wind energy in action. The earth insulated Ecology Pavilion that is largely used as a public building for the display of exhibitions, conferences, and seminars and for private hire, which act as a valuable source of revenue. There are typical water marginals planted in the ponds and some of the beds in this area have been planted with plants not necessarily typical of British natives. An outdoor classroom and a damp scrape (an area of soil scraped to leave a lower area that retains moisture for longer so providing a new habitat).

6.2.3 Current Position

Work continues here and elsewhere in the park to undertake some trapping of invertebrates to compare the findings with the previous year, in order to monitor the success of the ecology strategy.

A new more suitable sign was erected above the Pavilion and the two shrub beds have been replanted to enhance the entrance to the venue. A tool storage unit has also been installed in the park in order to free up space in the Ecology Pavilion.

6.2.4 Work Programmed

To encourage usage of the Ecology Park by local schools and local people by engaging in activities with the Rangers and taking part in initiatives such as Project Opal.

6.2.5 Work outstanding – None

6.3.0 The Art Park

6.3.1 Concept

To provide a complementary backdrop for art in all its many forms both in the exterior and interior of the park. This would range from temporary to permanent pieces of sculpture and to a range of exhibitions held in the earth insulated Art Pavilion.



6.3.2 Description

A large pond with cascades, islands, bridges and an arts pavilion dominate the Arts Park. Further south is a partially planted small hill known as the Art Mound, affording views across the park. A set of giant grass steps provides a more energetic method of reaching the top, but a path around the mound allows for a far gentler ascent. There are some beds of imaginative planting that afford interest throughout the year to the front of the Pavilion. To the rear of the Art Pavilion the globular line of willows have been removed and replaced with a series of new beds planted to provide all year round interest. This is a phased development with new beds being dug out during the

summer and planted the following winter. Plants from the original two phases will be used to populate future beds so saving money. Interestingly the new design has already encouraged park visitors to walk between the beds to obtain a better view.

6.3.3 Current Position

The harsh concrete edges of the Ecology Lake have been covered with rolled coir matting impregnated with wild marginal plant seed. This work took place in February 2011.

The gabions that have been vandalised over the years have been restored.

6.3.4 Work Programmed

The location of further pieces of work for exhibiting outdoors, on a permanent or semi permanent basis remains a priority. This will continue to prove difficult to achieve, as the park is fully accessible 365 days of the year and therefore, potentially vulnerable to damage and theft. However, it is hoped that young artists will follow the lead of the artist who designed the sculptural seats. The area is currently being landscaped and the final phase was completed in January 2010. The final two beds will be marked out in February 2012.

6.3.5 Work outstanding - None

6.3.6 Although the arts café initiative has started and undergoing planning, we hope to further progress with this project and by March have this opened to exhibition visitors. This will include having stocked fridge units with cold drinks sponsored by vending companies. We also plan to relocate the sink unit within the main pavilion floor to make water accessible to users of the pavilion.

6.3.7 The inside walls of the Arts pavilion will be re-coated with another layer of paint to provide a newer and fresher appeal.

6.3.8 The natural meadow area within the Arts Park was unfortunately trimmed accidentally by contractors. This had provided a habitat for varied number of invertebrates over a number of years. We hope to redevelop this area as it originally was by leaving it to grow naturally without any pruning or cutting of grass.

6.4.0 The Green Bridge and Terrace Garden

6.4.1 Concept

The Green Bridge is the iconic statement of the park, making it clear that traffic filled roads will have no dominion over a park of the 21st century. It unites the two halves of the park and allows one to walk through the park oblivious to the four lanes of traffic below on the busy Mile End Road. The Bridge also unites the two communities of Bow and Poplar, as they are no longer physically separated by the busy road and are free to wander through the length of the park.

The Terrace Garden is designed for year-round interest and was laid out with older people in mind. Each level can be reached by a sloped access and there are many seats from which to rest and watch the fountain play in the more formal water feature. The aesthetic interest of this area makes it a popular meeting place for both young and old alike and in many ways it is the centre piece of the park.



6.4.2 Description

The Green Bridge, designed by Piers Gough, spans the road and can be easily identified from Mile End Tube station. The original planting scheme was to plant Silver Birch and Black Pines set in grass with a footpath and a cycle path running through the centre. The trees are effectively planted in large containers that are plunged into the polystyrene that fill the bridge and as such must be treated as containerized plants. However there are structural problems which lead to the water from the planting containers dripping into the shops directly beneath. This has prevented the replanting of the trees on the bridge and is due to be rectified in January / February 2011.

The Terrace Garden is a series of terraces leading down from the bridge on the southern side to the pool and fountain. Each terrace is planted to maintain year-round interest and is supplied with the formal steel seats. The water feature has a fountain at one end and five burbling jets at the other. Water travels from one end to the other down a cascade, so providing the noise of

running water in the area. The far side of the feature is less formal and reeds and other natural aquatics have been allowed to establish.

6.4.3 Current Position

The borehole feeds the Fountain so that there is no reliance on nutrient rich mains water and as a result the presence of blanket weed seems to reduce year on year. The presence of a dense fence line planting prevents people on the Mile End Road from seeing into and potentially being enticed into the Park.

6.4.3.1 Thanks to funding made available due to the occurrence of the Olympic Games long standing work has now started in the Green Bridge and Terrace Garden area.

6.4.3.2 The challenge with the watering system has been overcome by the relatively simple idea of treating the Green Bridge as a green roof. Following investigations into soil quality and depth and engineering calculations to assess the loading that the bridge can bear to allow the importation of good quality top soil to facilitate the growth of nursery produced tree seedlings and whips of *Alnus incana*, *Ulex europeas* and *Betula*. These have been planted thickly and will be thinned as appropriate as they grow governed by the degree of rainfall and the depth of soil.

6.4.3.3 Fencing off the viewing platform will deter antisocial behaviour which has been a problem of the original bridge design. These areas will then become undisturbed habitats for wildlife and supplement the aims of the ecology forum.

6.4.3.4 The clearance of trees and understory reveal the Terrace Garden and Park from the Mile End Road, and the removal of the fence along this section will improve pedestrian access from the road once fully complete.

6.4.3.5 The removal of brick curtain from the bin store denies access to the roof of the bin store and also has removed a litter trap created by the original design.

6.4.3.6 Two Play pieces have been installed on the approaches to the bridge. This forms part of the strategy to promote play throughout the length of the park with pieces that will form play cues rather than formal play equipment.

6.4.3.7 Removal of the central reservation from the section of the bridge itself will enhance the visual aspect of the Green Bridge once the tree seedlings begin to grow.

6.4.4 Work Programmed

6.4.4.1 The Elder Peoples Garden partnered with Link Age Plus, on the north of the Green Bridge is in the process of having pebbled floors around the perimeters of the raised beds to make walking easier for the elderly users. The pebbled floors will also be aesthetically appealing, and importantly will solve the problem of having slippery ground within this garden.

6.4.4.1 The challenge with the watering system has been overcome by the relatively simple idea of treating the Green Bridge as a green roof. Following investigations into soil quality and depth and engineering calculations to assess the loading that the bridge can bear to allow the importation of good quality top soil to facilitate the growth of nursery produced tree seedlings and whips of *Alnus incana*, *Ulex europaeus* and *Betula*. These have been planted thickly and will be thinned as appropriate as they grow governed by the degree of rainfall and the depth of soil.

6.4.4.2 Fencing off the viewing platform will deter antisocial behaviour which has been a problem of the original bridge design. These areas will then become undisturbed habitats for wildlife and supplement the aims of the ecology forum

6.4.5 Work Outstanding

6.4.5.1 The Cascade gardens in the south side of the Green Bridge are currently having restoration works carried out to the pumps to clear jam. The cascade also had a full clean up, together with minor repair works carried out to the perimeter walls of the fountains. By February we aim to have a fully working cascade.

6.6 Adventure Park

6.6.1 Concept

The Adventure Park was conceived following park research that concluded that there was an under provision of play for 11 year-olds and older children in parks across the country. MORI (Market & Opinion Research International) poll findings indicate that residents are very concerned about a lack of things for teenagers to do. Tower Hamlets has a population of which 25% are under 16 years old.

The area is designed to appeal to those between the age of 11 and 17. It takes as its starting point that it is impossible to provide a single piece of equipment that would be of interest to both ends of this age range so one item has been provided as a transitional piece in so much as it is a bigger more challenging version of that in the Children's Play Park for the under 11s. From this the younger children can observe the etiquette of this play space and gain confidence before venturing onto the less familiar equipment. The other basis of the design is that most young people in this age category tend to want places that they can sit and chat, away from adults. This is particularly important in areas of high overcrowding and a lack of open space. Therefore most of the equipment can serve this purpose as well as the one for which it was designed.

6.6.2 Description

6.6.2.1 The Connexions building is a large sea container that has been

adapted to make office accommodation to house personal advisers, interview rooms and a chill-out space for more casual visitors. At the front of the office is an area allowing internet access to the young people and freely available information on such topics as drug abuse, safe sex, under age pregnancy, homophobia, bullying etc. The target group is anyone who may have dropped out of employment or further education opportunities for similar reasons to those listed above. Outside there has been some landscaping to offer limited seating in a coastal themed garden.

6.6.2.2 The Adventure Park is located behind the Connexion building incorporating more challenging play and areas to simply “hang with your mates”. The equipment includes a transitional piece that allows children to become comfortable in an area at which they are very much the newcomer and most of the equipment is unfamiliar. The transitional piece is a larger, more challenging version of what is in the Children’s Play Park. In addition to the regular equipment the site boasts a climbing rock, a multi use games area and two teen shelters.

6.6.2.3 Since the autumn of 2006 a youth outreach centre known as the Urban Adventure Base has operated in this area of the park. It is run and funded by Children’s Services who operate both inside and outside the park and even the adjacent canal. Some of the Rangers work with the base running cycling sessions in the park.

6.6.2.4 Linked to the provision for youth is the Skateboard Park, formerly the Extreme Sports area but named by the users as the Skateboard Park and so that is the name we will give it despite it’s name we intend to continue to allow other wheeled sports to use the area. A full description of the site appears in the Interlinking Elements section later in this document 6.9.0.

6.6.2.5 The park is currently working with the youth & Connexions Services, Urban Adventure base to develop an outdoor BMX track. Like the Skateboard Park this will also be an extreme sport and will attract more young people to the park. Work has started and we hope to have this complete in ready for the Olympics.

6.7.0 The Sports Park

6.7.1 Concept

To provide a wide range of sporting activities within the park, that builds on the already successful athletic track and all-weather sports pitch. The activities should be easily accessible to a wide cross section of the community and have the promotion of healthy lifestyles as a core objective.

Note: although these are based in the park they are run separately from the park by the sports development section of the London Borough of Tower Hamlets.

6.7.2 Description

The area contains two all-weather surface sports pitches, a full size athletics track and stadium with changing room complex. These facilities are widely used both by local athletes, local schools and the local community. The £15.3 million leisure centre opened in 2006 and incorporates two swimming pools, two gyms, a steam room, a fitness studios, sauna and physiotherapy and massage surgeries together with 10 outdoor football pitches and associated changing facilities.

6.7.3 Current Position

The Sports Park has been a great success and is well used by the local community. This has been helped by the policies of the previous government and it is unclear how the new Coalition's Government policies will impact on this if at all.

6.7.4 Work Programmed

The construction of an access shaft for the new Cross Rail development will remove one pitch and so work is being programmed to build a replacement prior to it being taken out of commission.

6.7.5 Work outstanding

The construction of the new pitch should be completed in 2012.

6.8.0 The Children's Play Park

6.8.1 Concept

To provide a range of child-based activities for children aged between 1 and 11 years of age and to offer a range of support for the parents and carers of children in this age range.

6.8.2 Description

A large play area filled with opportunity for challenging play to include all of the stated age ranges. The outdoor area comprises a number of diverse pieces of fixed play equipment, a water jet feature, an area for imaginative play based around a make believe dry river bed, a small climbing wall and a small ruined castle. In addition there is an area for ball games.

Elsewhere is an area of grass, which is managed as wild meadow for younger children to gain a first understanding of nature. A refreshment kiosk and toilets can also be found in the play area.

More recent additions include outside musical instruments, an outdoor theatre and a range of different swing types and a fire pit where children can learn about fire under the supervision of the rangers or play staff. The Growing Zone is an area with six raised beds, a cold frame and a compost bin. It is used to offer the children the experience of growing fruit and vegetables.



Outdoor classroom.

6.8.2.1 The Play Pavilion building is fully equipped with a soft play area, toilets, and a kitchen, office and storage space and provides a large indoor play space. The groups using the centre share a range of equipment, but they may also bring their own age or ability appropriate equipment to enhance their sessions. Two offices are available. One office is to allow play leaders somewhere to hold confidential meetings or store files. The location of the Ranger's office in the Children's Park means that the children get to see the Rangers on a daily basis in a positive light and will hopefully build a relationship with them when they come to the park unaccompanied, as older children. In addition a fantasy room known as the Narnia room and accessed by a wardrobe with the back removed offers a fantasy space to children and is used for story telling. A fully operational kitchen, known as Beth's Kitchen, allows for both healthy eating activities and for cooking sessions so that children get the opportunity to understand how food is prepared. It is linked with the growing zone outdoor which produces fruit and vegetables.

6.8.3 Current Position

The presence of a play team has added hugely to the play offer particularly for local children. Unfortunately the funding for this runs out during 2012. With the increased number of rangers with the park we hope to sustain the number of community and children events within the park, and also continue to work in partnership with local user groups sharing resources and materials.

6.8.4 The current Play Team is comprised of A senior Play Coordinator and two part time play workers, the latter to produce an after school club and to support other child based events in the park. The funding for the posts has come from

the Play Matters fund which runs out on 2011. The two Stay and Play Posts are also part time but are funded from the Park budget.

The Children's Play Pavilion allows a base for an under 5 Stay and Play facility, an after-school club and a range of play sessions in addition to the school holiday play programmes. Sure Start, the under-5s provider, Toy House Library and a Somalian Play group, Al Huda, also run regular sessions from the children's Play Pavilion. The pavilion operates as a play centre and is currently operational over the seven days.

6.8.4.1 The installation of an intercom at the gate removed the need of the security guard which is part of the budget reduction set for the park.

6.8.5 Work Programmed

6.8.5.1 To encourage bio-diversity within the park and deliver more ecology based children's programme, an amphibian pond is currently being developed.

6.8.5.2 We aim to build more raised beds within the children's gardening area in order to deliver more activities relative to horticulture.

6.8.6 Work outstanding

There is no outstanding work

6.9.0 Interlinking Elements

6.9.1 Within Mile End Park there are several spaces that interconnect the themed areas and whilst not necessarily featuring so prominently on plans or in accompanying text, they are no less clearly defined and make a significant contribution to the overall success of the park. Sometimes these are fully developed and with a clear purpose and at other times they are flexible spaces without any defined role.

6.9.2 "Fishy places" was a piece of artwork designed by local children to interact with the local anglers that fish the canal. It is situated within the park at the point that the canal flows under Roman Road at the entrance to the Ecology Park.

6.9.3 The Meath Bridge dominates the area in front of the climbing wall. The bridge crosses the canal connecting the park to Meath Gardens. This was a requirement of the Millennium Commission and was a part of the original scheme. The bridge opened on October 20th 2009 and has proved very popular with people on the Meath Garden's side of the canal continues to bring a new audience into Mile End Park.

6.9.4 The Climbing Wall is privately owned and is situated adjacent to the canal and in the area that separates the Ecology Park from the Art Park the building is occupied on a peppercorn rent from the park but remains totally independent. However, the operators act as partners in the park and offer

various activities to park users including the play schemes and the provision of demonstrations as part of larger-scale park events.

6.9.5 Behind the Climbing Wall premises, and bound on its furthest side by Grove Road, is an area of open grass. This space known locally as Haverfield Green is used for informal games of football and as a space that can be used for larger Park Events e.g. Park Life that is organised by the Friends of Mile End Park.

6.9.6 Liminal Play Spaces have been introduced to two areas of scrub on the periphery of the park. Liminal 2 is sited at the southern perimeter of Haverfield Green adjacent to the railway line. The liminal Play space takes over a natural area e.g. of scrub and inserts a series of play cues i.e. not traditional play equipment so that children can happen upon it and utilise it directed only by their imagination. Examples of the play cues used include a gate that leads to nowhere, an arch of no apparent purpose, a mirrored corridor and a polished chrome dome reflecting the sky or the child's face.

6.9.7 The Older person's garden is sited at the southern end of Clinton Road and was a remnant of an older park design. It was an area of traditional shrubs and grass fenced off from public access and so served no purpose to the park. It has been transformed into an older person's garden with raised beds and a garden shed which allows older people who are mostly living in flats without a garden somewhere to practice growing.

6.9.8 Shops and Restaurants are built into the Green Bridge and the rent derived from these units is part of the revenue stream for the park. The units were leased as empty shells and in return for six months free rental, the tenants were expected to fit out the units using high quality design and materials. The units on the north side comprise an estate agent, a coffee bar and a supermarket, whilst on the south side four restaurants offer cuisines to a wide range of visitors.

6.9.9 The South Park links the Terrace Garden area to the Adventure Park and is an area of short grass and trees. Like the area behind the climbing wall, open areas of grass are useful to balance the more developed areas of the park. However, there are some important areas of scrub and these will be managed in the interests of bio diversity to form mixed woodland areas. Also in this area is a Play Pod which offers impromptu play whenever opened. It contains a selection of loose parts (e.g. cardboard, material and anything that can be used in imaginative play. It is to be operated by the Tower Project as a placement for their clients who have special physical or learning needs and so has a symbiosis with the inclusivity that is the ethos of the park.

6.9.10 The Borehole, by its nature, cannot be seen, but the effect on the park cannot be underestimated. The park has a licence to remove water directly from the water table beneath the park. Water from the borehole is pumped into the lake and also feeds the automatic irrigation system to water the trees on the Green Bridge and along the spinal path.

6.9.11 At the north end of Copperfield Road on a space that had no obvious purpose even for informal recreation a Dog Gym or Dog Agility course has been introduced. A local volunteer who is an expert at dog training offers classes once a month and these are proving very popular with local dog owners.

6.9.12 The Railway Arches are situated beneath a busy mainline railway and act as a visual as well as physical barrier. They had acted as a blot on the park landscape as they were filled with examples of "dirty industry", for example garages and breakers yards etc. A policy decision was taken by the London Borough of Tower Hamlets to lease the arches on a 99-year lease from Railtrack and to re-let them to selected sub-tenants. This has had the effect of cleaning up an untidy area and the new tenants include the Animal Wardens' operational headquarters with an animal operating theatre and holding pens as well as Venture, "Concordia" which boasts a recording studio and mixing suite and is used by young people from the Somalian, Bangladeshi and English communities. In addition, English as a Second Language and IT skills are taught in classrooms within the centre.

6.9.13 One arch has walls housing official graffiti boards, where local artists are able to design graffiti art and which fellow artists will wipe out in time to allow new art to be displayed. This central archway leads through to the go-karts and Skateboard Park, the latter offering more graffiti boards. The central arch will remain as a linking space between the 5-a-side football facilities and the path leading to the children's Play Park The two remaining arches will be used to house a half pipe to allow skateboarding in wet weather and a skateboard outlet which will offer supervision of the site and youth chill out area/cafe.

Although the arches are based in the park there is no financial benefit to the park, as the arches are leased at the market valuation and sub-let on the same terms. However, the tenants of the arches see themselves as partners in the park and meet regularly with the Head of Parks.

6.9 14 The Skateboard Park has a polished concrete floor and is designed to provide an experience for all abilities from the absolute beginner to the advanced practitioner of the sport. It attracts a wide variety of age groups and although the predominant use is skateboarding it is also used for BMX and in line skating. The area has graffiti boards on two sides as this activity is very much aligned to skateboarding.

6.9.15 Revolution Go-Karting is another tenant of the park and rental from the track is another important source of revenue to the park. The karts were the first electric go karts in London and in keeping with the environmental policy of the park there are no exhaust fumes and little noise unlike their petrol/diesel equivalent. The next phase of development is to build a solar panel roof that will provide electricity to the karts. The operator will fund this and planning permission has already been obtained. The operator continues to be confident that this will go ahead despite the economic climate.

6.916 Kirk's Place is a piece of grass that flanks the Regent's Canal and visually at least it does not currently connect with the park. Linking the Sport Park via the brick gate piered entrance/exit, (which still has the plaques commemorating King George V Playing Fields) and crossing the busy Rhodeswell Road accesses the site. A listed vented brick sewer chimney dominates the area, belonging to Thames Water whilst the British Waterways Board is responsible for the canal and towpath. The area has an open aspect and as well as the 50,000 daffodils it has been sown with a wild flower mix which makes this a spectacular part of the park in the spring. It is also the site of the Bombadier beetle, only the second in the country, although this could not be confirmed in 2012.

6.9.17 The Spinal Path is the main path that travels north/ south through the centre of the park. It is divided into two sections so as to separate cyclists and pedestrians and is constructed of two surfacing materials a tarmac and a hot tar resin bound surface. A narrow linear shrub border containing mixed shrub and tree planting that is protected by temporary fencing separates the two paths. Some of the shrub planting has failed to establish and the fencing continues to be broken by pedestrian traffic seeking out desire lines. The cycle path has periodically placed rumble strips to slow down cyclists as they traverse the park in order to protect the health and safety of all park users.

7.0 Interpretation

7.1 In this instance interpretation refers to a method by which park visitors and possibly even non-users can relate to the park. For the purpose of this document it has been separated from signage, which appears in 9.0.

7.2 Interpretative panels have been interspersed throughout the park to allow the casual visitor to explore the full potential of the site. The panels inform and explain what is to be seen in the park and how the park contributes to the local history of both the area and its communities. The panels, whilst based in the park also describe the local heritage of a wider geographic area. Heritage signs have also been introduced on a limited basis to give a flavour of the heritage of the site. These include information on the original Pleasure Garden, the King George V Playing Fields and the local history of the area.

7.3 The natural heritage as witnessed in the park forms an integral aspect of the interpretation strategy. The panels cover basic information about bio diversity and local information about flora and fauna to look out for in the park. Also included on the panels are more educational facts that link an aspect of the park to the wider issue and so enhancing a park visit, for example, the connection of global warming to the earlier hatching of butterflies and the use of early spring bulbs as a pollen source.

7.4 More transient yet more immediate signs are erected to inform of more imminent works. The scale of the works dictates how long before an activity commenced that the sign are erected. Similar signs inform visitors of activities in the park, for example, holiday play schemes and up-and-coming events. In all cases these signs have a limited life and are removed promptly.

7.5 The Internet is a popular source of information and therefore it is imperative that information available in the park is also available to a web audience and the parks website offers up to date information as well as this management plan. In addition the park has launched Facebook site and a Twitter account. The Facebook site is the most popular social networking site under the umbrella of the local authority. The web site also hosts the "Walk a Mile in Mile End Park" (see 8.6) cartoon and maps, and the downloadable audio tour of the park voiced by patron Joanna Lumley.

7.6 Other panels offer information on healthy walks to be undertaken in the park. These are headed Walk a Mile in Mile End Park and are accompanied by swipe points for the electronic measured mile and seek to encourage more physical activity in the park. It is believed that this is the first electronic measured mile in a public park anywhere in the world. These panels also offer a map for the casual park user to orientate themselves.

8.0 Signage

8.1 In the park the cruciform monoliths (X signs) appear at most entrances. The signs are unique and are an immediate signifier that this is an entrance/exit point at Mile End Park. Their unusual design indicates that this is not a traditional park and each sign has cut out lettering preventing defacing, and indicates the direction of main features. The cruciform monoliths have been specially treated in the paint mix to allow for the easy removal of graffiti without recourse to special chemicals or a sacrificial layer treatment. A slogan on the sign welcomes new visitors whilst asking them to be kind to the park and other park visitors. Directional signs offer directions within the park.

9.0 Forums

9.1 The establishment of a series of forums consisting of local experts and enthusiasts to consider policy and direction around a specific theme began in February 2004 with the Ecology Forum. The purpose of the Forum is to develop expert opinion on a specific topic and to tap into a wealth of expertise that is freely available.

9.2 The participants of the Forum are able to influence policy in their local park and the quality of debate and decision is far superior to that achieved by a single generalist. The experience, knowledge and networks that each forum can draw upon ensure quality decisions and a shared ownership of the policy.

9.3 The Ecology Forum has a botanist, a generalist, a spider expert, and an ornithologist, together with experts on dragon and damselfly and bats. The Forum meets every six to eight weeks; its remit covers recording and interpretation as well as directing the ecology policy for the park. The Ecology strategy for the park, is updated annually and appears as a separate document but under the scope of this management plan.

9.4 The Play Forum considers the play provision in the park for 1-11 year-olds and how this can be developed and extended. The updated Play Policy also appears as a separate document but under the scope of this management plan.

9.5 The Art Forum has devised a policy aimed at bringing more artists to show their work in the Art Pavilion and the Art Park. It takes its responsibility to raise income as a central tenet whilst at the same time seeking to extend the audience who visit the Art Pavilion.

10.0 Community Involvement

10.1 Perhaps the biggest legacy of this particular millennium project is the continuing community engagement and the relationship which has been built between the park and local people.

10.2 The public can access information about the park and its users from the website and via social networks such as Facebook and Twitter. There is also a regular column in the local paper East End Life which has a circulation of 90,000 Tower Hamlets residents.

10.3 Monitoring of feedback is carried out via GreenStat and is available to download on line. In addition East End Life regularly promotes the use of GreenStat to feedback their views on the park. Throughout the year face to face GreenStat surveys are carried out at major park events. In addition the Play offer has been monitored independently as part of the condition of the grants awarded.

10.4 Involvement occurs on very many levels from the three forums to the individual volunteering to provide cookery activities for the children or dog obedience classes. Once a month local volunteers help with tasks in the park. The most obvious example of local engagement occurs at the Halloween event where volunteers from the community give up their Saturday evening to dress up and put on a show. The true breakthrough has been the groups within the community that have written their own scripts, designed their own costumes and entertain other members of their community.

10.5 The Forums are drawn from community groups, local residents and third sector organization and these set objectives for the park which are all included in the plans. The park has built its reputation in growing community organically, i.e. responding immediately as opportunities arise to work with new extended groups. Currently there are no groups underrepresented in the park and for these reasons there are no requirements to formally plan additional engagement. Mile End Park in 2011 was used as an example of good practice on community involvement.

10.6 The key outcome of the community involvement process when the park was being constructed was the "Friends of Mile End Park". This is an active group who feed into decision-making about the park through work with the Park Head of Parks and Open Spaces. The relationship between the Friends and the Head of Parks and Open Spaces is an important one and one that both sides seek to sustain and improve. In 2010 the Friends took over what had previously been a jointly run event and ran it entirely independently of the park including the raising of the funding to support the event. The event, "Park Life" was deemed a great success and an example of how the Friends work with and on behalf of the park. This success was reported again in 2011.

10.7 In addition, practical activities are organised to improve the park. In 2010

the park benefited from the work of more than 1700 corporate and community volunteers who carried out planting, pruning, the painting out of graffiti and wood staining throughout the park. It is hoped that these volunteers will form a bond with the park and continue to champion the various projects. In addition to their enthusiasm the volunteers also made a donation in excess of £30,000

10.7.1 There are three distinct types of volunteer who work in the park, and these are best described as:

- a) The corporate volunteer mostly drawn from the institutions in Canary Wharf and the City. These tend to offer one day with a team of volunteers tackling a single project.
- b) The organised volunteer, often school groups who will attach themselves to a particular on going project under the guidance of another outreach programme.
- c) The casual volunteer who may be a child or an adult and who comes regularly to the park to take part in an activity organised by park staff. These take place on the last Sunday of the month.

10.7.2 There is a range of work and projects that can be found all year round. However, it is important to ensure that the project does not exceed the capacity of the volunteer. Work should also be of an interesting and diverse nature.

10.7.3 Site visits take place with the team leader of corporate volunteer teams prior to the commencement of the activity and all risk assessments are carried out.

11.0 Health and Safety

11.1 The London Borough of Tower Hamlets Corporate Health and Safety Policies apply in all parks. The policies are available on request.

11.2 The Borough is committed to promoting the Health, Safety and Welfare of all employees and of the public who come into contact with its premises and services. It is the policy of the Directorate to develop a positive Health and Safety culture throughout the organisation because we believe that good safety is good business. This Health and Safety Policy intends to set the ground rules through which continuous improvement of the standards of Health, Safety and Welfare of all employees and clients can be achieved. The safety policies are in accordance with section 2(3) of the Health and Safety at Work etc. Act 1974 and are revised on a regular basis. Their implementation is checked regularly by the Directorate's H&S officer.

11.3 The Council is highly committed to promoting high standards in health safety and welfare towards its staff, volunteers and users. We strive to ensure the safety of our users is paramount at all our sites, enabling visitors to enjoy a safe and pleasurable experience within the Park and its facilities.

11.4 Risk Assessments for the park are carried out annually and in the Children's play area every six months. These are checked by the Head of Parks who also takes responsibility for ensuring that any resulting actions are carried out to the required timescales. Monitoring the result of the actions taken also takes place to ensure their timeliness and appropriateness. Event specific risk assessments are created prior to the event taking place. A generic risk assessment is used for the volunteer sessions but the starting position is one of volunteers not been allowed to use chemicals, power tools or work at heights. A tool talk and a safety talk precede each session.

11.5 Items of equipment in the play area are visually inspected daily by the Rangers, in addition to monthly inspection checks carried out by the ranger qualified to do so. The Royal Society for the Prevention of Accidents (ROSPA) provides six monthly independent assessments.

11.6 The Parks Development Officer undertakes a visual inspection of the park at least once a week as part of walking the job, which, although unrecorded, results in immediate action.

11.7 All Fountains Support Services Ltd' staff have induction and basic H&S training. Risk assessments are done and staff must meet the resulting codes of practice. All cleansing staff have manual handling training. Staff have additional training in accordance with their duties and the tools / machinery they are required to use, such as first aid, chainsaw, RoSPA playground checking training and so on.

12.0 Security and the Community Rangers

12.1 The Mile End Park Community Ranger joined the park in May 2004 and were originally a team of four, however as an outcome of the re-structure there are now six rangers who cover all aspects of the park work over seven days. Their work also covers the rest of the borough.

12.2 More recent thinking has led to a park design geared towards people enjoying using the park, not merely viewing the aesthetic quality of the grass. Nowhere is this more obvious than in Mile End Park and it is here more than anywhere else that the Community Ranger has evolved to meet the needs of the 21st century.

12.3 The modern community ranger is as diverse as the park users and their equally diverse requirements. The community ranger of the 21st Century is a hybrid of many of the previous incarnations of the Park keeper, Park Warden and Park Ranger.

12.4 In Mile End Park the Rangers are based front of house, the most visible and fully integrated aspect of the park with a mission to delight the customer. They are highly trained, highly motivated and have a clear view of how this

will be offered opportunities for career advancement. The traditional view that the only advancement for Park keepers was that of a relatively minor supervisory role has been transformed, as this new breed of Ranger is equipped to advance in a whole range of different career choices. The Rangers are where possible recruited from the local area.

12.5.1 The Rangers are responsible for the safety and enjoyment of the park users and will encourage the park bylaws to be upheld. The Ranger staff wear highly visible uniforms allowing easy identification from a distance. Park personnel are the point at which members of the public can voice their concerns, get information about what is happening in the park or can give general feedback whilst carrying out their general day to day duties.

12.5.2 Rangers supplement the contracted litter collection on an as necessary basis, which can be two three, or four times during the busy summer months, equally they react to spot littering eg fly tipping or broken glass.

12.6 Graffiti removal occurs each morning, so that the perpetrators of the graffiti get bored, as their work cannot last for more than a few hours and always less than 24 hours. This has proved very successful in deterring graffiti although it has attracted major attacks from gangs outside the area who presumably see it as a challenge, for example. The large stainless steel ventilation unit from the restaurant that features strongly in the Terrace Garden is a magnet for graffiti and it is essential that this is removed as soon as possible and the surface coated with WD40 to keep the surface clean and make further graffiti more difficult.

The cruciform monoliths have been treated with a special paint that allows graffiti to be removed with soap and water. The design of the tubular steel seats makes graffiti hard to apply.

12.7 The more complex gardening role e.g. the ecology area will largely be undertaken by the Rangers, initially as a supplement to the contractor, but they will take on this role increasingly more as the staff and volunteer complement increases. It is unlikely that the Rangers will take on the grass cutting, as this would require significant investment in machinery, which would be unlikely to be recouped given the scale of the area.

12.8 The maintenance of the terrace garden and the cascade and water features will also be part of the remit as the number of volunteers increase. Routine horticultural tasks e.g. pruning, shrub and tree and bulb planting will ensure that the rangers have a good grounding in horticulture and could pursue this as a future career opportunity. Rangers are expected to have a full although not necessarily specialist knowledge of ecology and biodiversity and undertake works to ensure the stability of a wide range of habitats and their interpretation. In addition, the Rangers lead pond-dipping, sweep netting and a range of similar activities with school children and run monthly volunteer sessions for adults.

12.9 The rangers undergo regular police checks so that they are able to undertake the role of play workers and provide school holiday activities both in the park and in the Play Park. This will mean that the local children grow up with very positive experiences of the Rangers and a different form of interaction may take place as they get to age where traditionally disaffected youth turn to vandalism and graffiti. This is very much a long-term strategy that depends on building a positive relationship over a long period, however the rangers are still expected to enforce the byelaws.

12.10 As Event Officers, the rangers ensure that all events run smoothly and that the park and its buildings are not compromised by the events taking place. The client will have met the person at the pre booking stage and will have a known person on hand to manage any last minute problems connected to the hiring of the building and will be trained to resolve them efficiently. The cost of such provision is added to the bill of hire.

12.11 Event organisation is a part of this role and will include seeing fairs, circus's and exhibitions comply with their terms of hire. They will also take part in discussing more complicated events e.g. Festivals etc and supervise the smooth running of the same.

12.12 In their role as the visible presence of the park the Rangers organise, publicise and lead a range of guided walks as part of an annual programme of events that will encourage more and wider use of the park.

12.13 In this way the Community rangers are able to interact with all park users and will truly become 21st century ambassadors for a 21st century park.

12.14 The community rangers are one of several other measures introduced in order to increase perceptions of safety.

12.15 CCTV cameras are in operation through the centre of the park and also in the Children's Play Park. The cameras are monitored from a control room that is linked to the local police station. Cameras are also in operation on the outside of the park a either side of the Green Bridge.

12.16 Lighting in the form of lampposts occurs along the spinal path, the towpath, and at crossover points on major routes. These are particularly important as the park boasts unfettered access around the clock seven days a week throughout the year. The lighting in the park has been enhanced with the addition of new lights and the replacement of some lights with stronger outputs

12.17 Police liaison occurs between the Head of Parks and Open Spaces and the local Police Stations. Officers on police horses continue to be regularly seen patrolling the park.

13.0 Maintenance

13.1 The park has been designed specifically to reduce the amount of maintenance necessary in a bid to be a sustainable park. The various sources of revenue described previously are used to ensure the ongoing sustainability of the various projects within the park. The annual grounds maintenance budget is £175,000, which includes in-house as well as contractors costs and other services.

13.2 The trees are mainly relatively young and there are few that can truly be called mature. Due to the thin topsoil and the planting of larger specimens, establishment has become an issue. However, the park seems to have been over planted so currently trees that do not survive are not automatically replaced. (See also 14.2.4)

13.2.1 The other significant problem of establishing young trees is the damage caused by the pit bull terriers in the process of their training as fighting dogs. It appears that their owners hang the dogs from the lower branches of young trees in order to encourage strong jaws regardless of the detriment to the trees. This practice is widely known yet never witnessed. Fortunately it seems that the practice is in decline.

13.2.2 The larger trees, mostly London Plane are pruned on a four year rotation to prevent encroachment onto the road which is used by double decker buses.

13.2.3 Many of the trees are planted on thin soils or in the case of the Green Bridge, in large containers. For this reason it is important for all the trees to be routinely checked for drought intolerance and to irrigate as necessary. In 2012 it is programmed to plant very small whips on the bridge and for the water availability to determine the root growth and so eventual height of the trees and to plant with drought tolerant species including gorse.

13.2.4 An annual inspection of the trees will establish and programme restorative/remedial pruning, and in order to prevent an aging tree stock, some whips will be planted each year at various points throughout the park.

13.3 Shrubs are planted throughout the park and will be pruned to retain their natural habit, flowering and fruiting characteristics. Borders will be lightly forked annually and compost added where available. Borders will be kept in a weed free condition. Where overcrowding occurs, shrubs will be removed as part of the winter work programme.

13.4 The grass along the main road will be mostly kept shorter whilst large areas of the interior and all slopes will be managed as meadowland. A one-metre strip of short mown grass will flank all the paths in the park and a two-metre strip of unmown grass will surround all areas of copse and scrub to form a buffer zone and to increase specie biodiversity. This course of action

will prevent indiscriminate pedestrian trampling but will allow areas for picnicking, sunbathing etc.

13.5 Vandalism does occur, but mostly on a fairly limited basis. The fact that the park is open 24 hours, seven days a week could make the park vulnerable. However, the ethos of the park is to encourage more active use to deter acts of vandalism and this seems to be working in the main. During 2011 no major acts of vandalism were identified although metal seats (one suspects stolen for their scrap metal value). The situation will continue to be monitored.

13.8 50,000 bulbs will be planted each year for a period of 10 years (2005 was year 1). Bulbs will be introduced each autumn in large drifts to bring a more horticultural flavour to the park. Volunteers from Canary Wharf and the city have now planted almost 500,000 bulbs and it is estimated that to date we have planted 950,000 bulbs in the park. A continual band of snowdrops along front edge of the park has been extended each year and now heralds the spring to the casual passer by along the complete length of the park. At the Silver Birch Grove a large drift of Chionodoxa, Scilla, Anemone, and Bluebell was planted by volunteers and these continue to be added to provide a carpet beneath the trees from February to May. Perhaps the most dramatic bulb display is that of a swoosh of crocus which in February will number some 120,000 in mixed colours and attracting a great number of positive comments from the local community.

13.9 As the park is managed for bio-diversity, a large section does not conform to routine grounds maintenance, therefore negotiated through the contract. E.g. there will be areas of wild meadow which is constantly changing, and the maintenance regime which is constantly being refined in response to conditions. Please see Appendix G, which is a sample of the full specification tendered to our Contractor Fountains.

13.10 Seating will be maintained and kept in good repair and an annual visual check will be carried out each January so that all repairs can be completed by Easter. More seats of the tubular steel design will be added where seating is considered to be sparse. As the particular design costs £1,000.00 per seat it is only possible to add one or two seats a year unless a previously unidentified source of funding becomes available. This year the Friends are applying for a grant to purchase a number of adapted seats to aid older people to sit at points throughout the park.

Examples of earlier styles of seating that do not conform to the corporate image of the park have now been removed. The two types of seat provided are the stainless steel tubular for paths and the chunky wooden for setting in grass.

13.11 Monitoring is carried out by the local authority's Contract Monitoring Team and the Parks Development Officer who visits the site at least four times a week. To assist in the monitoring the Head of Parks and Open Spaces receives a copy of the programmed work for the next period.

The Head of Parks and Open Spaces meets monthly with the Contract Manager to walk through the park and discuss any outstanding issues and is in daily contact to resolve local issues. Each quarter the Head of Parks and Open Spaces receives a copy of the variation orders and any penalties issued, so that the money saved within the contract can be re-invested in the park and does not wait until the end of the year.

13.12 The Contractors for the park are Connaught/Fountains/Environmental who are responsible for the general grounds maintenance and the daily litter picking and collection. The Parks Development Officer meets monthly with the Area Manager to walk through the park and explain the direction the park is going in and how the contractors fit into that vision. Although all formal communication with the contractor is through the Contract Manager the Parks Development Officer deals directly on day to day issues that can be speedily resolved by immediate intervention with staff on the ground or the local manager.

13.13 The Parks development Officer monitors building Maintenance and works issued to relevant contractors either directly or by the Building and Technical Services Team employed by the local authority. Specific pieces of equipment are routinely serviced under a service level agreement with the manufacturer; e.g. the fountain and the water play feature in the Children's Park.

13.14 General day to day repairs are dealt with in one of three ways. Small repairs e.g. blocked sinks/urinals etc are dealt with by the Rangers two of whom have had specific training. Routine repairs that fall outside the scope of the rangers are passed on by the rangers directly to local contractors who carry out most of the councils repair eg Water leaks or fence repairs. Finally major repairs eg boiler replacement is passed to the Council's Buildings and Construction team to be managed by their clerk of works.

13.15 Play equipment is repaired by the manufacturer/supplier other than routine replacements e.g. swing chains which are carried out by the rangers.

13.16 The cleanliness of the buildings is the responsibility of the Senior Play Coordinator as he has close links with the cleaning contractors due to managing the Play Pavilion. The rangers supplement this monitoring but report any issues through the Senior Play Coordinator. The Head of Parks also carries out regular spot checks.

14.0

Environmental impact of the park and Sustainability

14.1 In its original condition the park was mostly comprised of short mown grass that was very species poor, a condition that was also reflected in the

number of species of wildlife that could be seen. Areas not covered in short grass were mostly covered in tarmac or fly tipping. Since the park has been developed it is estimated by the Environment Trust that the number of species has risen by some 50%. In 2004 monitoring of some invertebrates took place in the park to provide a base line against which to measure progress of the ecological policy. (See also the Ecology Strategy).

14.2 There are three earth sheltered buildings in the park, which are the first such publicly owned buildings in the United Kingdom. From the entrance most of the building is covered with earth and grass and has the appearance of a gentle hillock. A glass front looks out on to the park allowing a lot of natural light whilst the earth mounding provides insulation for the building.

14.3 The go-karts are the first electric vehicles to be used in London for this purpose and are environmentally friendly in terms of air and noise pollution. A solar canopy remains an aspiration of the Go Kart manager and will be installed over the track to provide power to the karts once the financial climate allows.

14.4 The wind turbine located in the Ecology Park is used to power the pump that circulates the water in the lake. However, it also serves to act as an example of what a wind turbine looks and sounds like. Unfortunately a new motor is required at an estimated cost of £9,000 and with the current budget restraints it is unlikely that this will be identified in the immediate future.

14.5 The replacement of the strict mowing regime with a meadow management plan has not only given a huge boost in terms of bio diversity, but also slightly reduces the annual cost of mowing.

14.6 All wood felled on the site is either left in situ to decompose or is taken to the long grass areas where the benefit to wild life derived from the decomposing wood is greatest. Wood felled at other sites is also welcomed in the park as are bark chippings which are used for footpaths and to create a forest floor habitat amongst groups of trees. The only exception to this policy is if the trees are diseased and the arborist recommends removal and burning.

14.7 All grass and green waste resulting from pruning, the mowing of meadows or the annual leaf fall are taken to the composting bins which is a part of the outdoor classroom or the composting bin that serves the children's growing zone as part of the Play Park.

14.8 The contractors as part of the contract are required to recycle as much litter as possible and thus the litter picking is separated out from land fill waste. This is particularly evident in the Skateboard Park where there is a preponderance of plastic water bottles.

14.9 Wherever possible materials arising from events are recycled so the cardboard from Cardboard City may be used at Halloween for the Park after Dark. Spare wood may be burnt at the fire ranger sessions. Plants used to plant some of the beds in the Art Park are lifted and divided to plant new beds

in two seasons time.



16.0 Conservation of Heritage

15.1 As a newly constructed park, little of the physical heritage remains to be conserved. However, there are some smaller elements that give a flavour of former times and these should be conserved and interpreted for the park visitor.

15.2 A plaque just outside the park on the Railway Bridge on Grove Road commemorates the place that the first V2 bomb landed in London. This has been incorporated into a panel in the park to highlight the very real sacrifice made by the people living in this area during the second world war

15.2.1 Two plaques proclaiming the park as the King George the V Playing Fields are embedded in the gate piers adjacent to Copperfield Road. These will need to be cleaned of graffiti and if necessary re carved. Interpretation panels refer to the life of King George V and the setting up of the fund in the context of the development of the park.

15.3 The tall brick chimney dominates the area currently known as Kirk's place and probably dates back to Victorian times. It is in fact a listed vented sewer chimney and as well as protection and some restoration it should be interpreted either in its own right or as a longstanding feature of the local skyline. It is owned by Thames Water

15.4 The Regents Canal, although strictly speaking not a part of the park, does have a symbiotic relationship with the park that should be recognized and celebrated. Park furniture could be placed near the canal and the old mile marker stones restored, whilst the canal, its history and its links to Mile End Park are explored in more detail in a series of interpretation panels. Talks with British Waterways continue to take this project forward, but the uncertainty of the current financial climate has stalled discussion.

15.5 An art exhibition evoking the memories of people who had moved to the Mile End area resulted in English Heritage designing two more panels to be sited in the park describing local history through the memories of the wider community in relation to the locale.

17.0 Marketing

16.1 The web site is been designed to meet the needs of the park visitor, park enthusiast and researcher alike. It is intended that it will be updated regularly to mirror the ever-changing face of Mile End Park. Social network eg Facebook and Twitter also serve to market the park and activities taking place in the park

16.2 Exhibitions are mounted at the Art Pavilion covering a range of themes. Artists range from those who have exhibited nationally or internationally to those in their final year at Art College. Each exhibition brings in a new audience to the park and the accompanying publicity raises the parks profile.

16.3 Newspaper articles in the local, national and trade press maintain interest in the evolving park project. They cover the various aspects of the park, encouraging the reader to see the park offering a variety of opportunities to the casual park visitor. The consistent message to the reader is that the park can offer something for everyone and will reward a longer visit. The subtext is that there is always something new happening in Mile End Park.

16.4 Each year we give the park a focus, in 2005 it was bringing the countryside to the East End; 2006 was the year of Inclusive play; 2007 was "Making Ourselves Heard"; 2008 was the year of Building on Success; 2009 it was the Playful Park , 2010 was Tightening Belts, 2011 was the year of 'Mile End Means Business'.

16.5 In 2012 the chosen theme is 'Getting fit for the Olympics' as the park face a challenging year due to the impact of such a significant sporting event it also indicates that the park will be looking to impact fitness amongst its users.

16.6 Art Forum have developed their own website which is updated by the Forum and is attracting high number of users, However, updating information on the central Tower Hamlets website is being implemented in 2011 and with limited resources due to the restructure we hope this will be revised in 2012, although the 2012 we may for further delay this.

16.7 The Art Forum have also produced a number of flyers and posters to advertise the pavilion as will be distributing these through their contacts.

Management

17.1 Organogram

17.2 The Head of Parks and Open Spaces's role covers many of the posts that were in the original organisation chart (but never funded or implemented) aided by the three Forums' previously described. The Head of Parks and Open Spaces also manages the ring-fenced budget for the park.

17.3 The Head of Parks and Open Spaces reports to the King George V Charity board that is made up of the entire cabinet of Tower Hamlets chaired by the Mayor. However, the board has created a sub-group that is formed from members of the most senior councillors i.e. the Cabinet. All major decisions taken by the sub-group are reported to the full Council.

17.4 The Head of Parks and Open Spaces also reports to the Mile End Park Partnership board. This was formed to oversee the construction phases of the park and continues, to cover the outstanding items. The board consists of two senior councillors from the London Borough of Tower Hamlets, the East London Business Alliance and trustees of what was the Environment Trust and are joined by the Friends of the park in the capacity of observer who enjoy speaking rights but do not have voting status.

17.5 The Head of Parks and Open Spaces post is located in the Department of Communities, Localities and Culture in the London Borough of Tower Hamlets, but is intentionally separated from the parks section and has its own ring fenced budget.

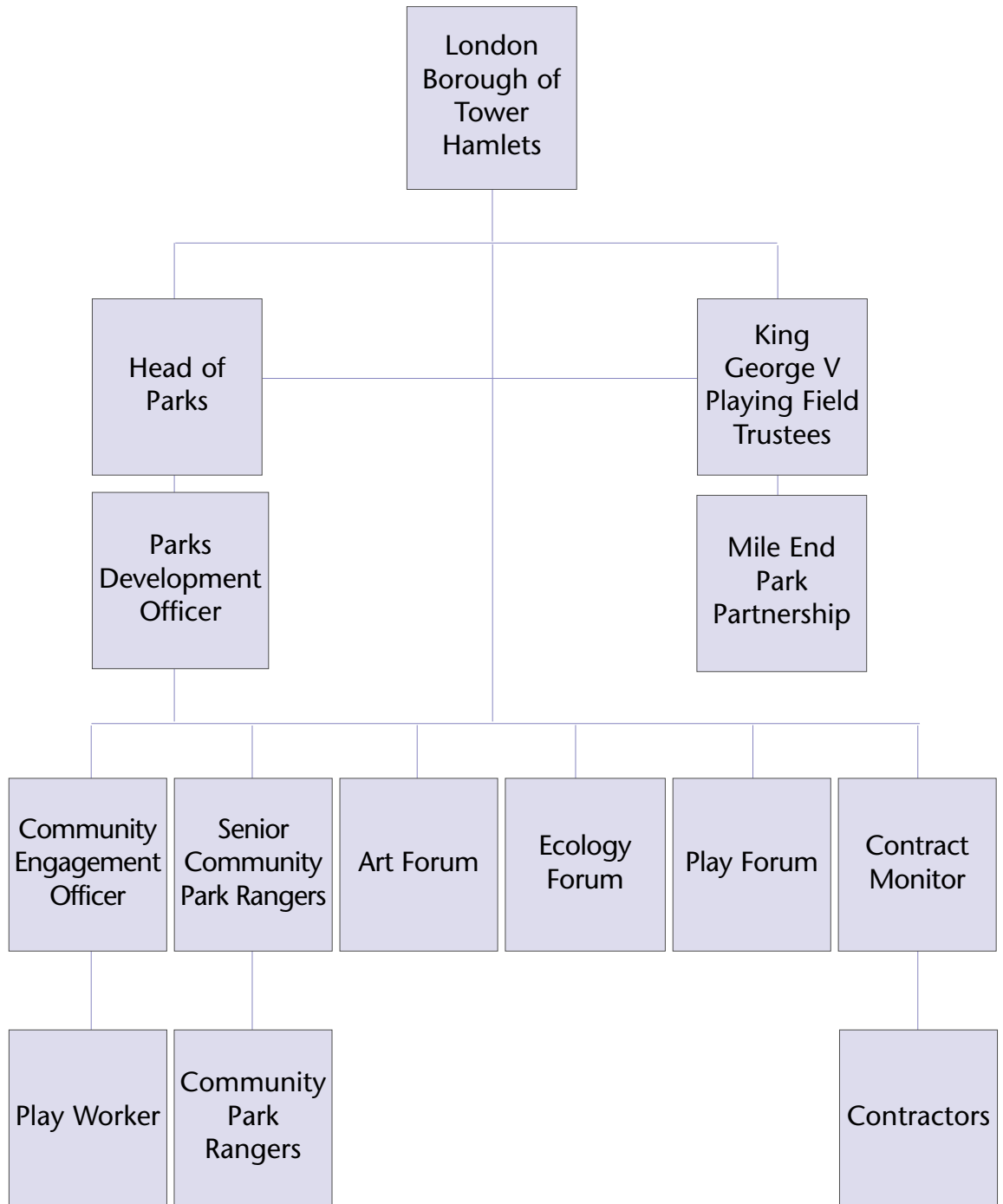
17.6 The Parks Development Officer line manages the Community Park Rangers, Play Workers. The Play Coordinator role currently manages the Play Park. Everything else is managed through a contact.

17.7 The contract is managed by a Contract Manager who is employed directly by the London Borough of Tower Hamlets and is responsible for monitoring all contracts in parks within the borough. The Contract Manager is also responsible for the monitoring of the contract and the issuing of variation orders at the direction of the Park Head of Parks and Open Spaces.

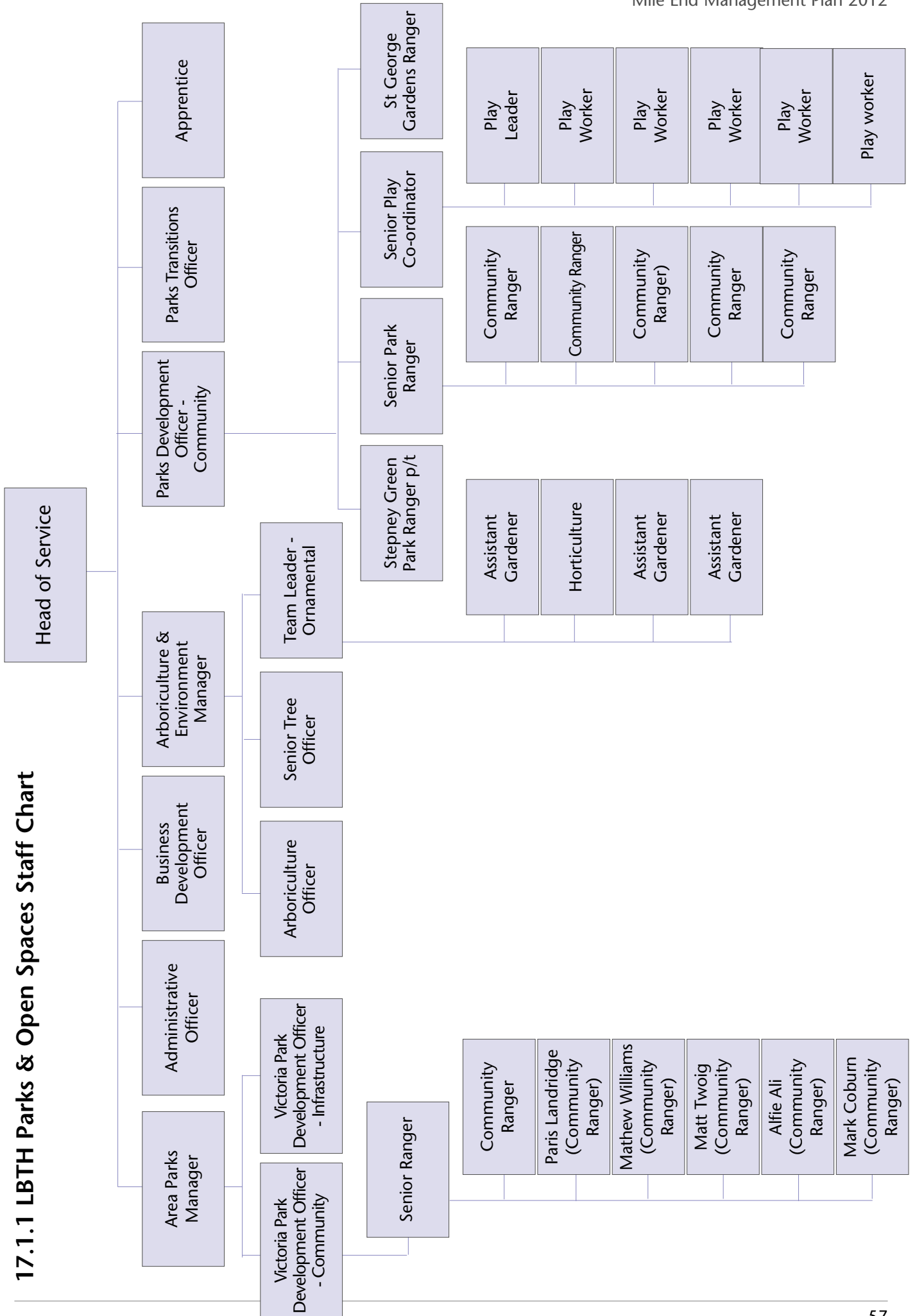
17.8 Following the reduction in government funding a radical restructure is currently underway and it is unclear how the future management of the park will look in 2011 and beyond.

17.0 Management

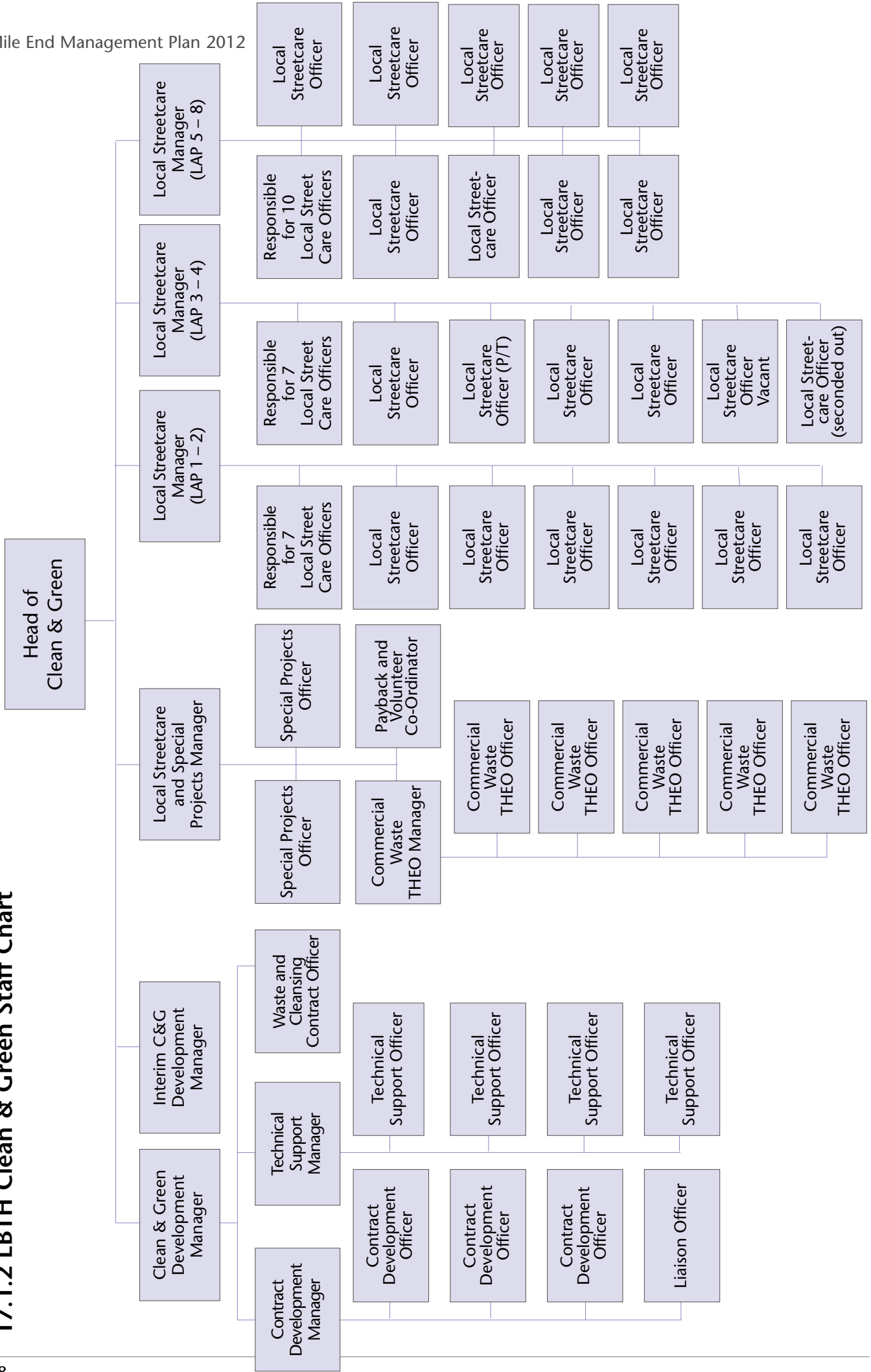
17.1 Mile End Park Staff Chart 2012



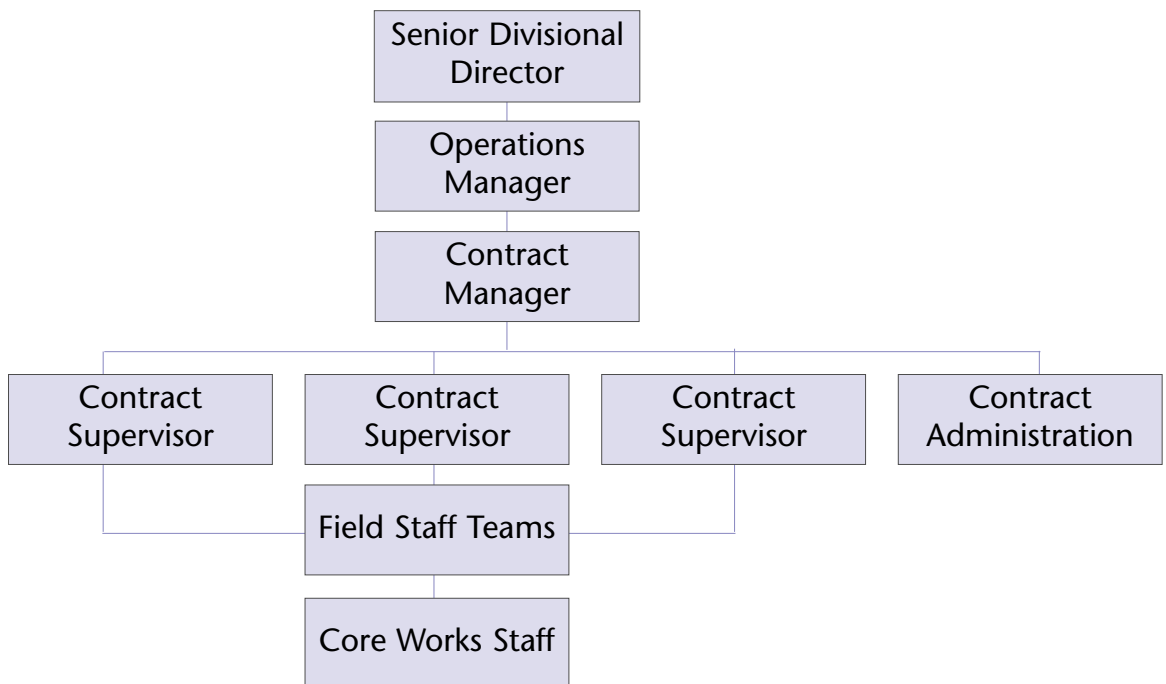
17.1.1 LBTH Parks & Open Spaces Staff Chart



17.1.2 LBTH Clean & Green Staff Chart



17.1.3 Contractors Staff Chart



Fountains Plc. Tower Hamlets Operating Chart

Staff Welfare

Fountains plc makes the following provisions to ensure the welfare of its staff:

- Safety training
- Personal Protection Equipment
- Training on job specific machinery & equipment
- Ensuring machinery is correctly chosen and maintained to provide user safety
- Hand wash facilities in all vehicles
- First Aid kits
- Toolbox talks, including site specific risk assessments
- Incident, Accident & Near miss Reporting Procedures, including a 24 hour incident reporting line.

Permanent Staff Development

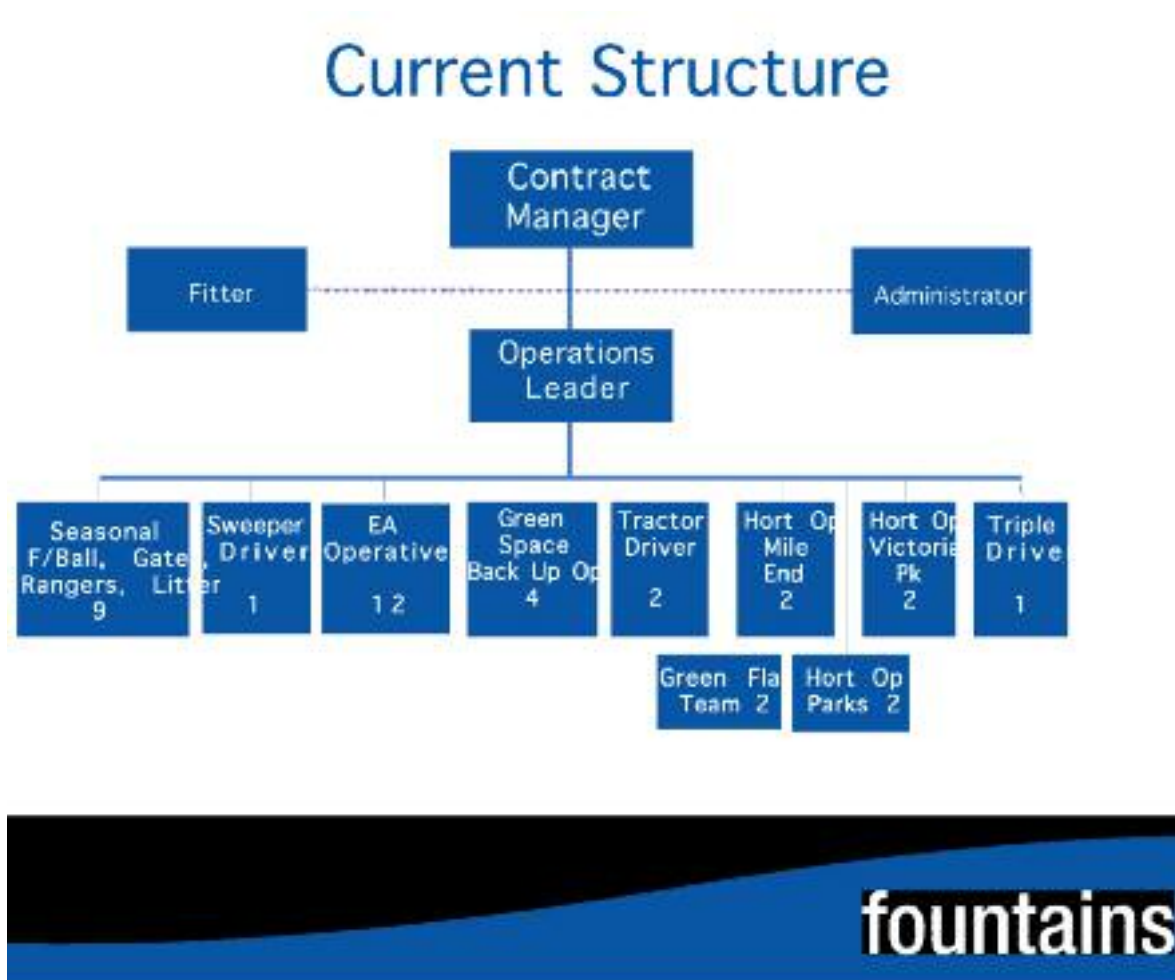
Fountains plc plans to invest in and retain staff. The company undertake to train all staff a minimum NVQ Level up to NVQ Level 4 and 5 to ensure that the next generation management stays within the borough.

Image, Uniform & Customer

Fountains plc seek to establish good community relations by being a visible and approach presence. All vehicles are liveried with Fountains plc's logo, and all staff carry photo ID and corporate clothing and are issued with appropriate Personal Protection Equipment.

All Fountains staff are trained to communicate clearly with the public and deal with queries in a knowledgeable, professional and courteous manner. Fountains Competence Management procedure includes the assessment of communication ability where these are required by site circumstances.

17.1.4 Fountains Staff Chart as of April 2012



The Contractor must prepare, submit and maintain a comprehensive Work Programme for the service. The Contractors schedules must identify the time and place of operations to be carried out in order to achieve the specified performance standards and outputs contained in the contract. Variation will only be permitted after discussion with and approval of the AO. The Programme and Schedules must be available from the commencement of the contract, revised and updated to reflect any changes, and must be accessible to the AO, throughout the term of the Contract.

17.2 The Head of Parks and Parks Development Officers role covers many of the posts that were in the original organisation chart (but never funded or implemented) aided by the three Forums’ previously described. The Head of Parks and Parks Development Officers also manages the ring- fenced budget for the park.

17.3 The Head of Parks reports to the King George V Charity board that is made up of the entire cabinet of Tower Hamlets chaired by the Mayor.

17.4 The Head of Parks also reports to the Mile End Park Partnership board. This was formed to oversee the construction phases of the park and continues, to cover the outstanding items. The board consists of two councillors from the London Borough of Tower Hamlets, the East London Business Alliance and trustees of what was the Environment Trust and are joined by the Friends of the park in the capacity of observer who enjoy speaking rights but do not have voting status.

17.5 The Head of Parks post is located in the Parks & Open Space Services, Department of Communities, Localities and Culture in the London Borough of Tower Hamlets, but is intentionally separated from the parks section and has its own ring fenced budget. The Clean & Green is also located in the Department of Communities, Localities and Culture in the London Borough of Tower Hamlets and is responsible for maintenance and cleanliness of parks equipments such as play props and also monitoring and maintenance of the streets.

17.6 The Parks Development Officer line manages one Senior Community Ranger, seven Community Rangers and one Community Engagement Officer who is a team leader for the play staffs within the park. The original structure consisted of four dedicated ranger to this park. However, there are now six rangers based in the park and as from April 2011 their responsibility has broadened to borough wide parks, although they are centrally based in the Mile End Park.

Everything else within Park is managed through a contract.

17.7 Following the reduction in government funding a radical restructure took place, which resulted in the previous Head of Parks and Open Spaces of the Mile End Park being appointed as the Head of Parks. A new Community Development Officer role was created to cover parks duties borough wide, although having a strong link with the Mile End Park. Two additional rangers came on board to support the park, however the overall ranger responsibility for what was dedicated to this Park has now expanded to borough wide parks. The dedicated Senior Play worker is now the Community Engagement Officer overseeing several other play centres and with additional responsibilities than before.

We have also increased revenue from the hiring of the pavilions, corporate volunteering and re-letting of shops, and this has increased by 23%. Further to this the Park always seeks further external funding and work with other groups to maximize expenditure or reduce costs where ever possible.

18.0 Action Plan 2012

18.1 The Objectives in the 2012 Action Plan collate objectives for the park in general and from each specific forum, the latter are repeated in the individual strategy as the strategies are working documents for each group. All the objectives are the responsibility of the park Head of Parks and the Mile End Park team.

18.2 Park in general

18.2.1 Continue to reduce the contribution from the local authority by raising income levels from the transformation of the Ecology Pavilion into a venue for weddings and similar occasions. The building will be subject to a comprehensive marketing campaign and will apply to be licensed for weddings. More income can be raised from other activities in the park. Completion March 2012.



18.3 Taken from the Ecology Strategy

18.3 Enhance the habitat for the Kirk's place. Keep the area protected by fencing the area off. Completion by September 2012.

18.4 Sow fine grasses (Festuca) in Kirks' Place and the Scrape and elsewhere

on bare earth to improve the species mix of the meadow areas. Completion by March 2012.

18.5 Plant 20 *Populus tremula* (Aspen) throughout the park but particularly in the southern half of the site.

18.6 Renovate a storage room into a kitchen/utility room within the Ecology Pavilion. This will make the venue more user friendly for caterers, thus attract more users. This will also benefit the general usage of the building when there are weddings, parties, conferences and trainings.

18.7 Formally have the park designated as a Metropolitan Site of Nature Conservation.

18.8 Installation of additional bird boxes in the Lime trees in the Arts and Ecology Park.

18.9 Completion of the amphibian pond in the children's garden in the play centre.

18.10 Pollarding the trees in the Ecology Park lake on a 4 year cycle.

18.11 Write a long term tree strategy for the Mile End Park.

18.12 Create a wild flower meadow at the King George's Gate. Completion in March 2012.

18.13 Establish woodland plants sourced from Cemetery Park in the wooded areas in the park (Behind Clinton Road, adjacent to Mile End Road and in Chestnut copse near Solebay Bridge entrance).

18.14 30,000 Birch tree seeding to be planted in the Green Bridge.

18.4 Taken from the Art Strategy

18.4.1 Increase the marketing to Universities and College both in London and outside of London who would like to exhibit in London.

18.4.2 Continue to produce a collaborative exhibition of local artists offering those who might not otherwise get the opportunity to exhibit, together with more established artists.

18.4.3 Extend the data base of prospective artists and those who visit galleries and identify a list of places to advertise the Art Pavilion shows from the local knowledge of the Art Forum.



'Off the Clock' curated by Iavor Lubomirov

18.4.5 further develop and refine the web sites dedicated to the Arts Pavilion. The websites are:

www.mile-end-art.co.uk

www.mile-end-art-pavilion.co.uk

18.4.6 Light renovation within the interior of the pavilion to make it more welcoming.

18.4.7 The natural meadow area within the Arts Park was cut accidentally by the contractors resulting in severely damaging the habitat. The area will be allowed to renew naturally, where the effects and changes will be monitored.

18.4.8 Install new signage to the Arts Pavilion and explore ways of making the routes to the Pavilion better.

18.4.9 Create a promotional video of the park to better advertise its facilities and services to encourage visitors and users.

18.4.10 Explore options in installing an arts monument on top of the arts hill.

18.5 Taken from the Play Strategy.

18.5.1 Reconstitute the Play Forum by inviting new members from new organisations so that the Forum is more representative of the potential park user.

18.5.2 Continue to open the Play Pod regularly i.e. weekly so that people get used to seeing it open.

18.5.3 Continue to utilise the space to maximise income by marketing the Play Pavilion for birthday parties.

18.5.4 The amphibian pond within the children's play area is in its early stages and we hope to complete this by April 2012. The pond will be an integral feature supporting the ecology curriculum provided to children visiting the play park.



18.5.5 Develop extra raised beds and a compost bin in the children's garden within the play area and market out to local community groups to maintain and look after these. In time develop a gardening club for children and users.

18.5.6 Further develop the Mile of Play initiative by adding to the number of play stops

18.5.7 Work with the Urban Adventure Base team to promote the usage of the BMX track to children once it has been developed.

18.5.8 jointly deliver more events and activities with the Victoria Park team.

18.5.9 Deliver more events and activities linked to the Olympic theme.

18.5.10 Build stronger links with the Ragged School Museum and deliver more partnership activities across the park.

19.0 Individual Strategies

19.1 The three strategies that accompany this management plan are produced so that each Forum can see the results of their time and work directly informing the direction of the park.

19.2 Each strategy is subject specific covering in depth the areas of Ecology, Play, Art and Security.

19.3 Each strategy contains its own action plan and is designed to be contained within the overall management plan and also as a stand alone document for the use of the individual forum.

Appendix A

1. Corporate Policies and Strategies

Mile End Park and L.B. Tower Hamlets Strategic Priorities/Corporate Objectives 2011.

The Strategic Priorities for 2011 have been defined as follows.

- One Tower Hamlets
- A Great Place to Live
- A Prosperous Community
- A Safe and Supportive Community
- A Healthy Community

The detail behind these themes are expanded upon below.

2. Tower Hamlets Vision and Community Plan

Tower Hamlets Council launched its first Community Plan in May 2001 following extensive consultation, involving residents, the Council and its public service partners, the voluntary and community sector, and businesses. The Council led the process, but involved a working group of key partners from other public services, large and small businesses and the voluntary and community sector. A number of key priorities were identified through the consultation process and the determination to tackle these underpinned the vision for the Borough's Community Plan to 2011, a vision in which services work in partnership to bring about early benefits to residents.

To fulfil this vision, key partners have agreed to focus service activities on the priorities identified through the five cross cutting themes set out in Tower Hamlet's Community Plan, which seeks to make Tower Hamlets:

One Tower Hamlets

1. To reduce inequalities, foster strong community cohesion and provide strong leadership inclusive services
2. Working effectively and efficiently as One Council

A Great Place to Live

3. Provide affordable housing and strong neighbourhoods
4. Strengthen and Connect Communities
5. Support vibrant town centres and a cleaner safer public realm
6. Improve the environment and tackle climate change

A Prosperous Community

7. Support lifelong learning opportunities for all
8. Reduce worklessness
9. Foster enterprise

A Safe and Supportive Community

10. Empower vulnerable people and support families
11. Tackle and Prevent Crime
12. Focus on Early Intervention

A Healthy Community

13. Improve health and reducing difference in people's health by promoting healthy lifestyles
14. Support mental health services to improve mental health
15. Improve access to, and experience of, health services

These themes are developed in the Council's Corporate Strategic Plan and the Directorate three-year action plans. These set out action grids with objectives, key activities, milestones and success criteria detailed and time tabled. Key officers are also identified.

Mile End Park works to achieve these corporate objectives.

3. Public Consultation

The borough follows a policy of active consultation and involvement with the community. Its aims and objectives reflect this and details are therefore subject to change. The borough has set up 8 Local Area Partnerships to increase the participation of the local community in local issues and developments. From the Best Value consultation exercises, it is clear that local people are most concerned about basic issues such as dog waste, security, park keeping and cleanliness; a large majority of people think that well-maintained parks promote social responsibility, increased use and reduced vandalism. Consultation for Local Agenda 21 found that additional issues are trees, children's play, a sense of well being, wildlife and need for balance in a densely built up area. In 2010 a park project based in the Skateboard Park was one of several to be submitted to participatory budgeting through which local residents decide what the spending priorities should be.

4. Planning policies

The current Unitary Development Plan defines the site as a metropolitan open space.

The land use is public open space and it is therefore protected from development. The land is also held in trust by the King George V Playing Fields Trust that operates, from the Fields in Trust offering further protection from development.

5. Local Agenda 21

This policy states that the Council will aim to protect and enhance all open space in the Borough protect and enhance all wildlife and their habitats reduce all types of environmental pollution reduce the inappropriate use and

disposal of hazardous materials encourage waste minimization encourage the involvement of individuals in the care of the environment encourage the use of local resources work in partnership with the local community to care for the environment work towards achieving equal access to a safe and pleasant environment for all sections of the community The reviewed UDP will be subject to a Strategic Environmental Impact Assessment and the new Environment Chapter of the UDP is much more demanding of developers including developments in parks.

6. Tower Hamlets Biodiversity Action Plan:

Habitat Action Plan for Parks, Squares and Burial Grounds

“Tower Habitats” is a group of council officers (including the Head of Parks and Open Spaces of Mile End Park) and voluntary sector bodies co-operating to prepare and deliver the Biodiversity Action Plan for Tower Hamlets. The new plan was launched in May 2009. The Parks, Squares and Burial Grounds Habitat Action Plan contains detailed actions and targets to increase the area and value for wildlife of the various types of park in the Borough. www.towerhabitats.org.uk and its’ commitment to achieving NI197.

7 Health and Safety

The London Borough of Tower Hamlets Corporate as well as the Communities, Localities and Culture Directorate’s Health and Safety Policies apply in all parks. The policies are too long to be incorporated here but are available to download on the Tower Hamlets Web Site.

The borough is committed to promoting the Health, Safety and Welfare of all employees and of the public who come into contact with its premises and services. It is the policy of the Directorate to develop a positive Health and Safety culture throughout the organisation because we believe that good safety is good business. This Health and Safety Policy intends to set the ground rules through which continuous improvement of the standards of Health, Safety and Welfare of all employees and clients can be achieved. The safety policies are in accordance with section 2(3) of the Health and Safety at Work etc. Act 1974 and are revised on a regular basis. Their implementation is checked regularly by the Directorate’s H&S officer. Risk assessments have been carried out for parks’ workers. Risk control measures are in place and are reviewed in the light of changing practice. The Head of Parks and Open Spaces of Mile End Park sits on a departmental group considers amendments to policies, new policies and training in health and safety.

The Mile End Park Rangers have been trained in first aid and dealing with aggression in difficult circumstances. The two part time play workers, who run the Stay and Play, have received similar training albeit not quite so intensive. All Fountains Ltd. staff are given an induction and basic H&S training. Risk

assessments are done for all tasks and staff must meet the resulting codes of practice. All cleansing staff are given manual handling training.

8. Complaints procedure – Customer Promise

Tower Hamlets has a three-stage complaint procedure. Stage 1 tries to resolve problems informally face to face and stage 2 is formal (with complaints received in writing or by phone in one of 8 languages or by minicom). Complaints are acknowledged investigated and responded to in 10 working days. The complainant then has the right of appeal to the chief executive (20 days). If the matter is still not resolved, the individual can thereafter take the matter up with the Local Government Ombudsman to ensure the Council has acted fairly and in accordance with its agreed procedures.

The Customer Promise was launched in 2005 and guarantees a response within 10 working days to written enquiries and comments. The strategy has improved accessibility for members of the public, by telephone, letter and face to face and is strictly monitored to ensure that targets are being met.

9. Equalities

Equality issues are high on the agenda in an area with a high proportion of minority ethnic group residents and the department has a number of initiatives to foster good race relations. All sports clubs that make bookings for use of the pitches are required to sign and adhere to the borough's Anti-Racism in Sport Charter. The department encourages events that celebrate ethnic diversity and racial harmony. An Equality monitoring officer offers support and advice to ensure that the equality impact assessments have taken place for all new initiatives and that all consultation exercises are accessible to all sections of the community. An equalities unit monitors all projects to ensure that all conform to an inclusive agenda including Ethnicity, Disability, Gender Lesbian, Gay, Bisexual and Transgendered issues together with the issues of Older People are fully considered in all activities. In December 2008 Mile End Park undertook an Equalities Impact Assessment; the recommendations of this will continue to feed into both this Plan and the Annual Service Plan. The Head of Parks and Open Spaces of Mile End Park sits on the departmental Equalities Action Team which looks at policies issued from the corporate centre and also equalities initiatives within the department. During 2010 the park worked closely with the Tower Project offering placements to their clients with special needs. In the late summer a theatre group comprised of actors with disabilities gave two performances to local children.

10. Policy on peat and pesticide

The park has its own ecology strategy (contained in the Management Plan) and is dedicated to sustainability and creating a wide variety of species rich habitats. For this reason the park will not have pesticides used in the park nor

will it condone the use of or purchase stock from suppliers using peat based compost. Peat will never be used as a soil conditioner. However where chemicals are the only solution to a particular issue an exception will be made. However all such exceptions will be based on independent advice received from Natural England. An example would be the spraying of a hectare of land with a contact herbicide to allow the establishment of a wild flower meadow on Kirks Place.



Mile End wild flower meadow

Appendix B

Events in Mile End Park 2012.

Month	Event	Date
January	–	–
February	Get Your Skates On (winter wonderland with Sports) Anything Pink Valentines Day Baking 1pm – 4pm	15 February 11 February
March	Half term Activities Daily 12pm – 4pm free play activities	30 March – 16 April
April	Easter Egg Hunt 12pm – 4pm	8 April
May	Jam Making Session 1pm – 4pm	5 May
June	Queens Jubilee Celebration Sweep netting and pond dipping to celebrate National insect week	4 or 5 June 25 June – 1 July
July	Summer Holidays Cardboard City	20 July – 3 September 25 July
August	Foot Steps in the park Possibly Bethnal Green @Sea Festival of water Mud Messy Play	1 August 15 August 22 August 29 August
September	Soup Making 1pm – 4 pm	22 September
October	Teeny Halloweeny' Halloween Park after Dark	26 October 27 October
November	Festival of Wind	17 November
December	Creative Christmas	15 December

The above is our plan of events for 2012. Please look out for additional details closer to the time. Main events are linked to local school holidays.

We reserve the right to change any of the events but please rest assured that at least one event will take place each month. Please check our website for details.

Tower Hamlets School Holidays 2011/12

Term one	
Term one start	Monday 5 September 2011
Half-term start	Monday 24 October 2011
Half-term finish	Friday 28 October 2011
Term one finish	Wednesday 21 December 2011

Term two	
Term one start	Wednesday 4 January 2012
Half-term start	Monday 13 February 2012
Half-term finish	Friday 17 February 2012
Term one finish	Friday 30 March 2012

Term three	
Term one start	Monday 16 April 2012
Half-term start	Monday 4 June 2012
Half-term finish	Friday 8 June 2012
Term one finish	Friday 20 July 2012

Mile End Park Events Manual

Introduction

Welcome to the Events manual for Mile End Park. It is designed to be a concise guide to planning and marketing a Mile End Park event. It is a living document, which is designed to be updated by the whole team as new events, contacts or marketing methods are found.

Note to users: If you find that any of the contacts or marketing methods do not work please insert a note giving reasons why. If in the course of marketing an event you find a new method or contact please insert details in the relevant section. All changes should be made on the master copy, which is held by Park Head of Parks and Open Spaces.

Marketing Strategy

Each different type of event will require a separate style of marketing but the following should be implemented each year and/or are relevant for all types of events:

IT MARKETING:

Websites:

- **LBTH:** A rolling programme of events should be posted on the Mile End Park webpage and information sent to the arts and events team to be listed on the Events database:
<http://www.towerhamlets.gov.uk/templates/events/>

There other websites to consider are:

- **MyVillage.com for Tower Hamlets:** To list fill in form found at http://www.mytowerhamlets.co.uk/towerhamlets/fe-community_contact-us.htm and email to myvillage@globaldatapoint.com allow at least one month for your event to show on the site.
- **Visit London.com** Send press releases and information about events in London to us at editorial@visitlondon.com or email specialevents@globaldatapoint.com
- **WhereCanWeGo.com:** register and you can advertise events for free <http://www.wherecanwego.com/events/signin.aspx?sid=&tab=3>
- **Your Local London:** call Sara Newman on 07810 503 366 or go to the your local London website. www.yourlocallondon.com

Email:

Targeted address groups need to be set up for each event type. A month prior to each event a branded email should be distributed with any official publicity attached listing:

- Event name
- Date
- Venue
- Target audience
- Time
- Special conditions

STATIC ADVERTISING:

- 1) Banners should erected listing details of next large event
- 2) Information sheets/ posters both as yearly programmes and information on next events should be posted around the park and in local shops. These should be simple and eye catching and should be posted in the same location each time so the public know where to go in the park for information. These locations should include entrances to park, by pavilions and in the sports centre

Poster sites

Location	Type of poster required	Notes (inc. Contact details)
eg: Orange Room	A4 Paper poster	
eg: Entrance to Children’s Park	A3 Laminated poster	

MEDIA:

Where a form isn’t specified all press releases should be made in the following format:

PRESS RELEASE:

- Release date:
- Event Date and time:
- Target Audience:
- List of opportunity for media to attend:
- Title of event
- Outline of event: including size and location

Contact details:

Notes to editors: including letting editors know you would welcome pre event coverage

NEWSPAPERS

London Papers

- The Metro: London Office:
 News Editor: Sarah Getty; Editorial Assistant: Hayley Coyle
 Tel: 020 7651 5242
 Fax: 020 7651 5342
 E-mail: news.london@ukmetro.co.uk
- Metro Life Editor: Siobhan Murphy
 Metro Life Assistant: Zena Alkayat zena.a@ukmetro.co.uk
 (Entertainment/ theatre/ arts/ music/ books, CDs, etc)
 Tel: 020 7651 5415

Fax: 020 7651 5298
E-mail: life.london@ukmetro.co.uk

- The Evening Standard: Londoner's diary
Diary Editor: Sebastian Shakespeare
P: 020 7938 7607
E: diary@standard.co.uk

Editor: Veronica Wadley
P: 020 7938 7007
E: editor@standard.co.uk

- Time out:
Use the form at http://www.timeout.com/contact/?action=mag_form

Submission date for events is two weeks prior to the day of publication, publication day is always a Wednesday.

If submitting an event then please include the following information

- Event Name
- Artists/acts appearing
- Date and time
- Event Location (with address, telephone number, full postcode and nearest public transport)
- Price
- Brief Description
- Contact Telephone Number

Tower Hamlets Papers

East End Life: Email: eastendlife.news@towerhamlets.gov.uk

Tower Hamlets Recorder: Address: Media House, 539 High Road, Ilford, Essex IG1 1UD.

Submit a story at:

- <http://www.newhamrecorder.co.uk/comments/suggestastory.aspx>
East London Advertiser:

submit a story at:

- <http://www.eastlondonadvertiser.co.uk/comments/suggestastory.aspx>
- The Wharf: The Wharf, Trinity Mirror, Work One Canada Square, Canary Wharf, London E14 5AP email: newsdesk@wharf.co.uk

RADIO

For an idea of listener type for each radio station visit:

<http://www.londonradiostations.co.uk/>

- **BBC London Radio** (this is the same address for TV): email stories to yourlondon@bbc.co.uk

- **Capital Radio:** 020 7484 8958 or write to Capital Radion, 30 Leicester Square, London WC2H 7LA
- **Heart FM:** Fill in form at <http://www.heart1062.co.uk/invite-us-to-your-event-184>
- **Magic FM:** Magic 105.4, Mappin House, 4 Winsley Street, London W1W 8HF Tel: 0207 182 8160
- **Xfm:** 0207 054 8000 Address: Xfm, 30 Leicester Square, London WC2H 7LA
- **LBC:** 020 7314 7300 or fill in form at <http://www.lbc.co.uk/article.asp?id=226024>

TV

TV coverage and pre event publicity should be done on an event by event basis.

BBC London: email stories to yourlondon@bbc.co.uk

ITV London: email event details to planning@itvlondon.com

Or you can text: Text LONDON followed by your message to 80088

Specific Marketing for event Types

COMMUNITY EVENTS

Websites:

Partnership marketing:

Media Advertising:

Children's and Family events:

WEBSITES:

Post event details on

- Whatson4Kids.com at <http://www.whatson4kids.com/event-announce.php>
London.gov.uk <http://www.london.gov.uk/young-london/kids/events/index.jsp>
- **Partnership marketing:** In the contacts section are listed possible partners for events. All Children events can be advertised through the schools. Information can be distributed through the head teachers bulletin by contacting Helen Jenner 020 7364 3114 email: helen.jenner@towerhamlets.gov.uk
- **Play Organisations** can be contacted through PATH
Suzannah@playtowerhamlets.org.uk
- **Parents and children** can be reached through
info@toyhouselibraries.org.uk
- **Early years providers** can be contacted through Early Years Network
Tower Hamlets, Kelsey St, London E2 6HD Tel: 020 77295074
- **Children's Information Service:** The Tower Hamlets Children's Information Service provides information to parents, carers and professionals on childcare and play in the borough for 0-14 years olds (up to 16 for children with special needs). This includes childminders, day nurseries, playgroups, holiday schemes, breakfast and after school clubs. Details such as vacancies, costs and opening times are available. 189, Roman Road, London, UK, E2 0QY. 020 7364 6495 cis@towerhamlets.gov.uk
- **The youth service can be contacted at:**
 - Oxford House, Derbyshire Street, London E2 6HG Tel: 0207 739 9001
 - Youth Action UK, The Old Spice Store, Dod Street, London
Tel: 0207 536 2930
 - Poplar HARCA, 167A East India Dock Road, London E14 0EA
Tel: 0207 510 0500
 - Or by speaking to Kevin Munday at Mulberry place.
Kevin.munday@towerhamlets.gov.uk
 - Media Advertising: Time out do a free kids supplement see above for contact details.

ART EVENTS

Websites:

Post on: <http://www.britisharts.co.uk/submit.htm>

PARTNERSHIP MARKETING:

In the contacts section are listed possible partners for events

MEDIA ADVERTISING:

Newspaper:

- Evening Standard:
Arts Editor: Fiona Hughes
P: 020 7938 7588
E: artsdesk@standard.co.uk

- Guardian listings at weekend:

ECO EVENTS

Websites:

- Allthingseco.co.uk: To advertise email: econews@allthingseco.co.uk
- live-naturally.co.uk: Submit an event at <http://www.live-naturally.co.uk/yourevents/events/index.php?com=submit>
- www.ecolocal.com: Submit an event at <http://www.ecolocal.com/help/contact>
- greenevents.co.uk/london/: (Also a magazine) email: geonline@btconnect.com

Partnership marketing:

- For Children and Family events link with WATCH: Lucy Harrigan, by clicking on this email address link – lharrigan@wildlondon.org.uk

EVENT TYPES GRID

This grid outlines the audience and size for Mile End Park’s Regular events and should be used in defining those for adhoc events.

Event	Family	Community	Children’s	Arts	Eco
Small (under 40 participants)					
Great Mile End Park – Pancake Race	<input type="checkbox"/>				
Quarterly Children’s Festival Pilot Light Festival of Earth Water Festival Wind Festival			<input type="checkbox"/>		
Teeny Halloweeny			<input type="checkbox"/>		

Event	Family	Community	Children's	Arts	Eco
Medium (under 100 participants)					
Creepy Crawly Week	<input type="checkbox"/>				<input type="checkbox"/>
Easter Egg Hunt	<input type="checkbox"/>				
The Park After Dark	<input type="checkbox"/>				
St Barnabas Bowstock		<input type="checkbox"/>			
Large (over 100 participants)					
Big Land Draw	<input type="checkbox"/>				<input type="checkbox"/>
Christmas themed event		<input type="checkbox"/>			
Summer play day (Big Top)			<input type="checkbox"/>		
Mammoth (over 1000)					
Park Life		<input type="checkbox"/>			
Country show		<input type="checkbox"/>			
Specialist					

DELIVERY PLAN OUTLINE FOR EVENTS

This is the Outline delivery plan. One of these needs to be completed for each event and built upon. In the first year of using the events file the plans should be filled in as the event planning goes on with notes made on successes and failures. In subsequent years plans should be updated as necessary when changes have been made.

Event name:		Notes <i>(please note what was successful after each event or any changes which should be made for next year):</i>
Date:		
Time:		
Capacity:		
Target Audience:		
Partnership agencies		
Time line		
Date	Task	Responsible Person
Budget available		
Marketing strategy		
Which staff are required		
No volunteers required		
Resources required		
Was event successful?		

USEFUL CONTACTS

This is a directory of contacts who may help with or advertise events it is designed to be added to and annotated by the whole team.

You can search for voluntary sector groups details by accessing:
http://www.towerhamlets.org.uk/clubs_search.asp

Family Contacts

Community Contacts

- Interfaith forum newsletter :Sasta Miah, 020 7364 4455, sasta.miah@towerhamlets.gov.uk
- Interfaith forum newsletter :Sasta Miah, 020 7364 4455, sasta.miah@towerhamlets.gov.uk
- COF First floor of Norvin House, 45-55 Commercial Street, London, E1 6BD. Tel: 0207 426 9970 Fax: 0207 426 9979 E-mail: admin@towerhamlets.org.uk
- Radiyah Safar, Age Concern Tower Hamlets, 020 8981 7124.. She has good links with the Sundial Centre, Neighbours in Poplar, Sonali Gardens, St Hilda's Centre and the Geezers club.

- Shaynul Khan, Assistant Head of Parks and Open Spaces, London Muslim Centre, 020 7650 3000. Can help put you in touch with other muslim organisations.
- Akbal Ahmed, Communication Officer, Ocean NDC, 020 8709 5300. Has contacts with youth/elderly/school groups also the resident wardens on the Ocean patch which runs along western side of the park.

Children's And Young People Contacts:

- Nurul Islam, Youth Worker, Mile End Youth Project, 07961 397 369. They run their youth club from a church directly opposite the park.

Arts Contacts:

- Steve Murray
artsandevents@towerhamlets.gov.uk

Eco Contacts:

- Kenneth Greenway Cemetery Park Liaison Officer
Southern Grove, London E3 4PX Tel: 07904 186 981

General contacts:

- Cllr Shiria Khatun has very good links with Bangladeshi womens/girls groups around the borough.

Appendix C

Enabling Maps

Enabling Maps provide a pictorial step free map to amenities within the park.

A step-free route from Mile End Underground station to the Childrens Play Park. **1**




This map takes you from Mile End Underground station to the Childrens Play Park. See back page for information about accessible facilities and bus routes.

Map number: **A1**



The journey is around 440 metres long.
It should take around 10 minutes to finish.
If you have difficulty getting about, it could take 20 minutes.

Under each picture is a time-bar to show how much of the journey there is to go.

- = the length of travel for each part of the journey
- = the length of travel already completed

1



Turn left outside Mile End Station, the Green Bridge is in front of you. Cross over Eric Street.

2



At the corner turn left and use the pedestrian crossing to cross Burdett Road.

3



Turn left and walk down Burdett Road.

A step-free route from Mile End Underground station to the Art Pavillion. **1**




This map takes you from Mile End Underground station to the Art Pavillion. See back page for information about accessible facilities and bus routes.

Map number: **B1**



The journey is around 210 metres long.
It should take around 5 minutes to finish.
If you have difficulty getting about, it could take 10 minutes.

Under each picture is a time-bar to show how much of the journey there is to go.

- = the length of travel for each part of the journey
- = the length of travel already completed

1



Turn left outside Mile End Station, the Green Bridge is in front of you. Cross over Eric Street.

2



At the pedestrian crossing on the corner cross over Mile End Road to the 2nd island. Then turn right and cross Grove Road.

3



Turn right and go along Grove Road. Go past the bus stop and coin (20p) operated accessible toilet.

Appendix D

Key Sites Map

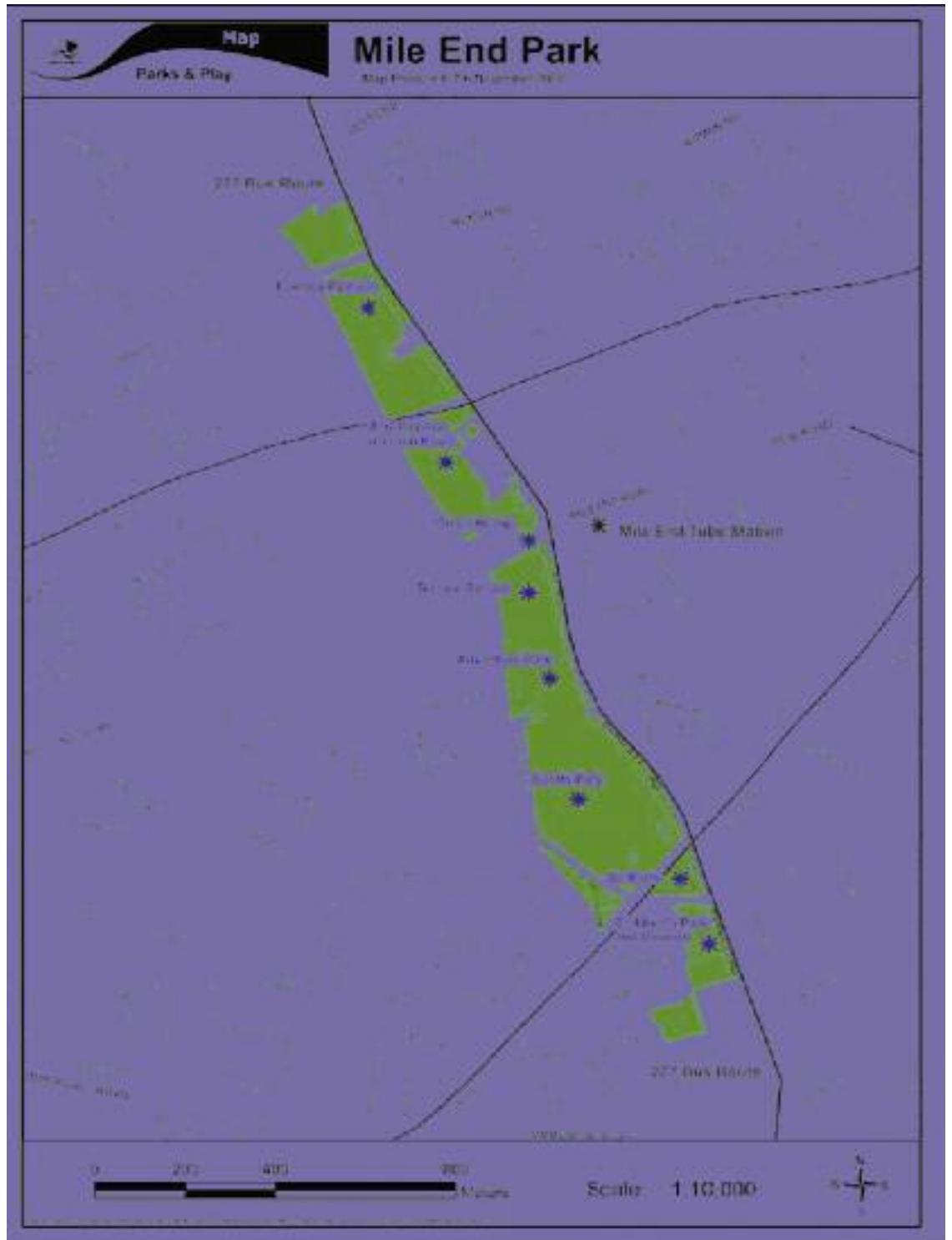
Map showing key sites within the park and those transport links within close proximity.

Map showing segmentation in Mile End Park



Appendix E

Map showing the dimensions of the park.



Appendix F

LONDON BOROUGH OF TOWER HAMLETS TENDER DOCUMENTS

FOR

THE PROVISION OF LANDSCAPE MAINTENANCE SERVICES:
PARKS AND OTHER SPACES

SERVICE SPECIFICATIONS

SPECIFICATION FOR LANDSCAPE MAINTENANCE OPERATIONS

DOCUMENT LAYOUT:			PAGE
PREAMBLE TO THE SPECIFICATIONS			6
GENERAL INFORMATION SECTIONS			
Chemical Application General Section 1			15
Highway Regulations General Section 2			20
Supply Of Plant And Other Materials General Section 3			21
SPECIFICATIONS			
User Guide To The Specifications			25
Spec No.	Spec Type	Description	Page
1.	AT	Athletics Areas	27
2.	AQ	Aquatic Areas	29
3.	BG	Bowling Greens	33
4.	CB	Carpet Bedding	44
5.	CL	Climbing Plants	50
6.	CP	Cricket Practice and Playing Facilities	52
7.	CR	Changing Room & Building Maintenance	56
8.	DB	Dog Hygiene Specification	61
9.	EL	Environmental Litter Collection	63
10.	FB	Seasonal Flower Bed Displays	67
11.	GC	Grass Cutting and Maintenance	78
12.	GR	Grass Establishment and Reinstatement	88
13.	HB	Hanging Baskets	96
14.	HE	Hedge Maintenance	101
15.	HP	Rugby Pitches	105
16.	LB	Emptying of Litter Bins	111
17.	MI	Miscellaneous Operations	113

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