

Warwickshire's Country Parks

Surviving & Thriving!

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Country Parks Manager

The Portfolio





Country Parks

Our Vision

- To provide and develop safe and attractive green spaces for the benefit of the wildlife, people and communities of Warwickshire and visitors from across the region and beyond.

Our Priorities

- Focusing on four priorities will enable us to meet our vision and aim for the Country Parks Service. We will continually seek out and implement:
 1. New ways to reduce and minimise our expenditure;
 2. New ways to work more efficiently and build capacity within our teams;
 3. New opportunities to generate income from our resources;
 4. Effective operational and maintenance solutions to sustain our business.

Country Parks

- 1,500 acres in total
- 900,000+ visits
- Entry free, but generating £1,000,000 income!
- Former industrial land, transformed by WCC into vibrant community assets
- Sustainable land use
- Cost neutral to Council

Our USP

- Some of the finest countryside
- Accessible ancient woodland, rivers, lakes, nature reserves and view points
- Created from former industrial land (mines, quarries, gravel workings)
- Part of Warwickshire's rural tourism offer, but also contributes to health and well-being and the rural economy
- The parks host many rural businesses and community ventures, including 4 farming tenants



Transformation



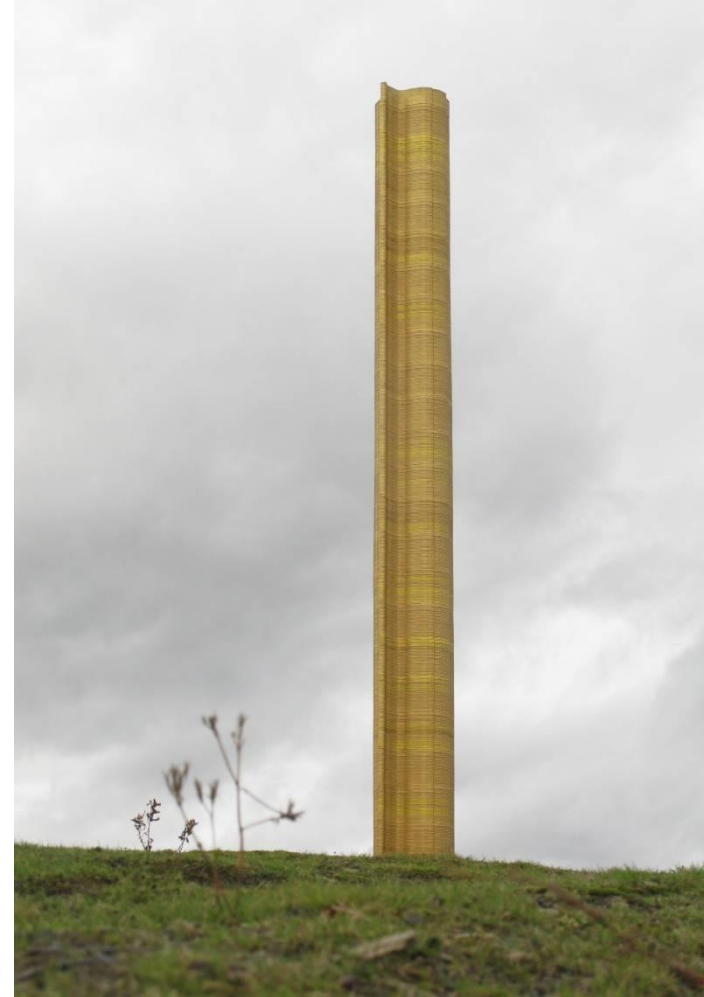
Kingsbury Water Park



Hartshill Hayes Country Park



Pooley Country Park



Ryton Pools Country Park



Burton Dassett Hills



Plus..3 Greenways

- Stratford
- Offchurch
- Kenilworth



Commercialisation



Commercial and community partners

Commercial

- 4 cafes
- Jet Ski lake
- Camping & Caravan Club site
- Children's Farm
- 2 cycle hire
- Ices, donkeys, bouncy castles, land train, etc.

Community

- Sailing club
- Hydroplanes
- Fishing club
- 2 miniature railways
- Model planes / boats
- Volunteers, Friends groups, sheltered placements
- Event spaces

Finance & Income

- £200,000 rents/concessions
- £35,000 in-house fishery
- £580,000 car parking income
- £40,000 schools/events
- £140,000 retail sales
- £14,000 other – grants, access licences



Partnership Projects

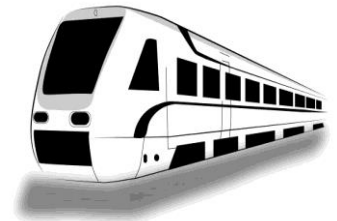
- Connect2 Kenilworth – sustainable transport scheme with Sustrans
- Pooley Country Park – arts regeneration project with HCA
- 2 x landscape partnership schemes, HLF funded projects @ Kingsbury Water Park & Ryton Pools Country Park
- Offchurch Greenway – development of Leamington Spa to Rugby cycle route

Savings & Challenges

- Already very commercial – what to add?
- Visitor numbers stable, need to increase dwell times & visitor spend
- Profit share arrangements with lease holders paying dividends
- Re-engagement with Council agendas

Future Issues & Opportunities

- HS2 – Phase 1 bisecting 2x greenways
- HS2 – Phase 2b crossing Kingsbury Water Park & Pooley Country Park
- Sustainability – ageing building infrastructure, bridges
- Static workforce v new blood
- WCC Transformation Agenda
- Biodiversity offsetting



My job in a nutshell.....



To help guide the service & sift through the 'corporate demands' coming down from on high.....



Whilst feeding up the positives!!



Any Questions?

