

Working for you

Counting the Success Valley Gardens Harrogate

Sue Wood
Horticultural Officer

- Developing a counting system for park visitor numbers
- Maintaining and sustaining a quality park
- Ensuring sustainability and relevance for future visitors

Royal Bath Hospital and Museum, Harrogate.









ENTRANCE TO VALLEY GARDENS, HARROGATE.

G.1113.





Formal Areas

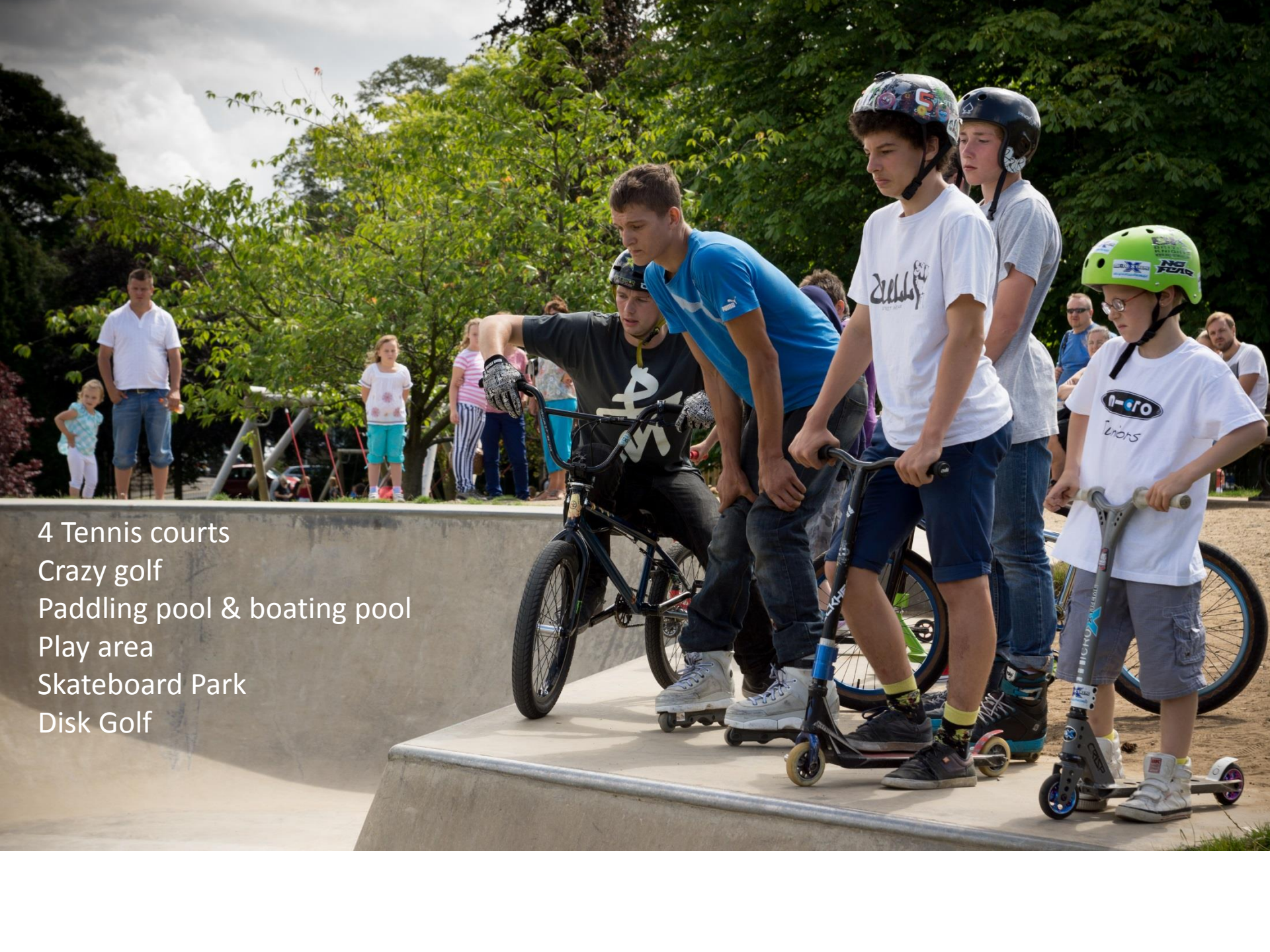


Sun Pavilion & Colonnades built in 1932 and renovated in 1998 with Lottery Funding





Informal Areas for play and sport



4 Tennis courts
Crazy golf
Paddling pool & boating pool
Play area
Skateboard Park
Disk Golf



Pitch and Putt Area



Woodland Area

Developing a counting system for parks visitor numbers

- Little was known about the number of people using the parks and open spaces
- The time of day they visit
- How visitor numbers change through the seasons
- Visitor numbers were based on a best guess and it was difficult to measure the success of events

Developing a counting system for parks visitor numbers

- To enable visitor numbers in the parks and open spaces to be recorded and monitored
- The data can be utilised to support grant funding applications, external accreditation
- To improve and focus expenditure on the gardens
- It is essential we can identify the impact made by evaluating the numbers of users when events are staged and target investment



Pedestrian Counters installed at the Main Entrance



Sensors in the posts

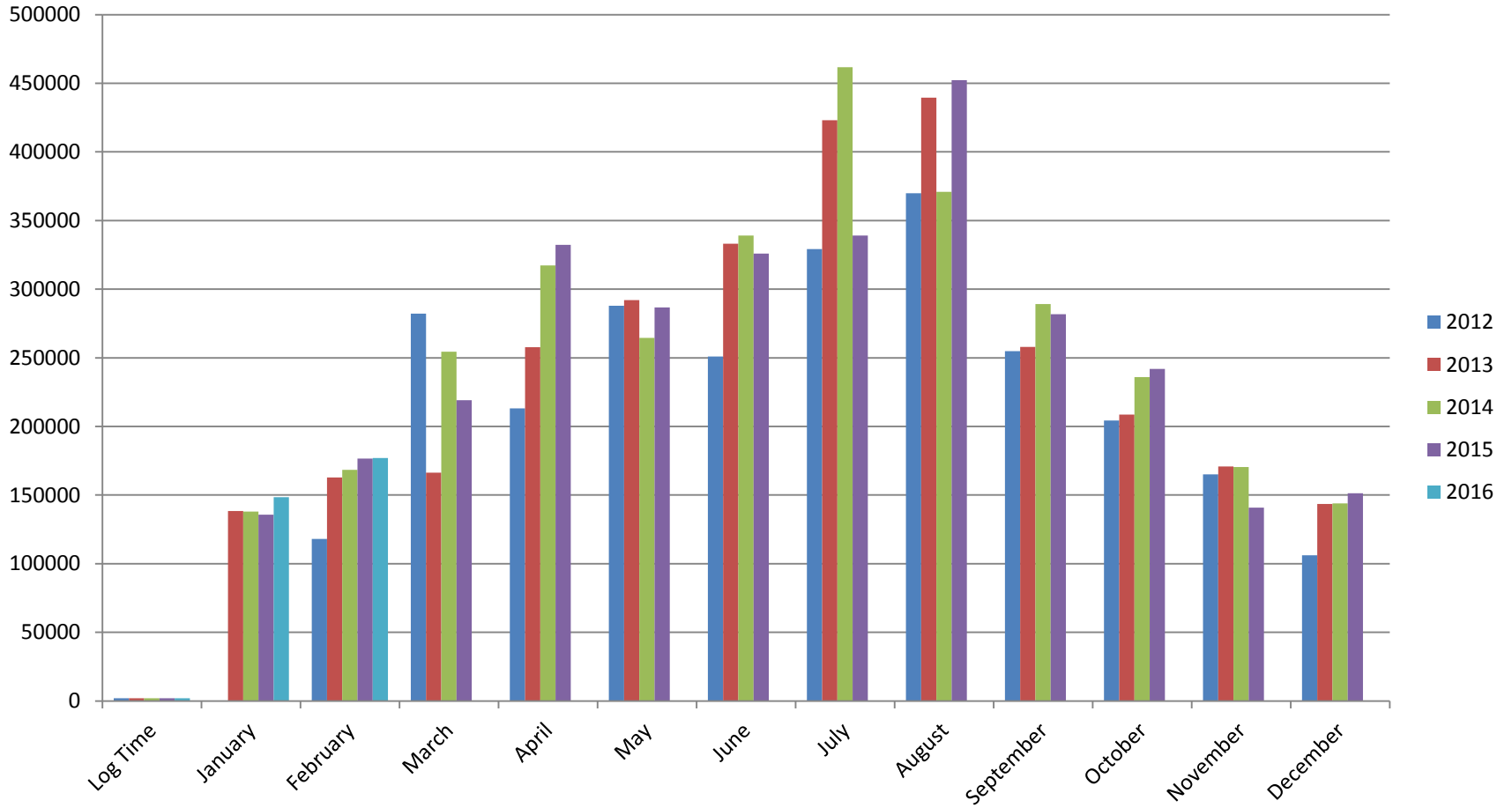
	Valley Gardens	
Installation	£ 5705.00 (2011)	
Maintenance & Data Management	£ 1000.00 (approx)	Annual cost
Total	£ 6705.00	

Collecting the Data

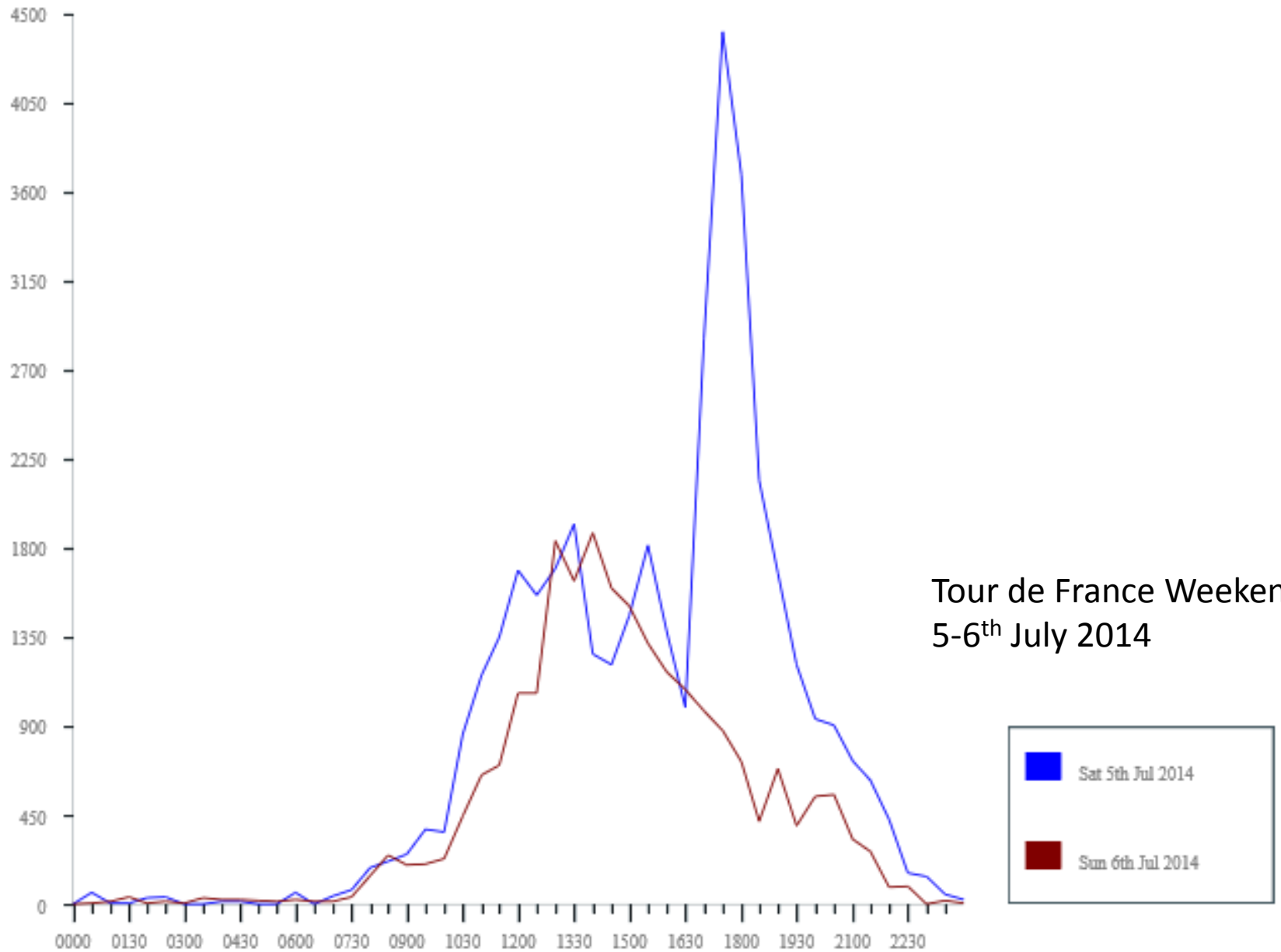
Several options were looked at including

- a simple counter next to the sensor, which would need to be read on a regular basis
- install the sensors system with an internal memory system that collects data on a cube
- install a sensor system which sends the numerical data to a central data logger by radio waves to one computer in the Parks Office
- install a similar sensor system but the data would be uploaded remotely by GSM to the provider so the data can be accessed through the provider's website. The data could then be viewed from any computer with internet connections as long as the person had a username and password. This would give instant access to data

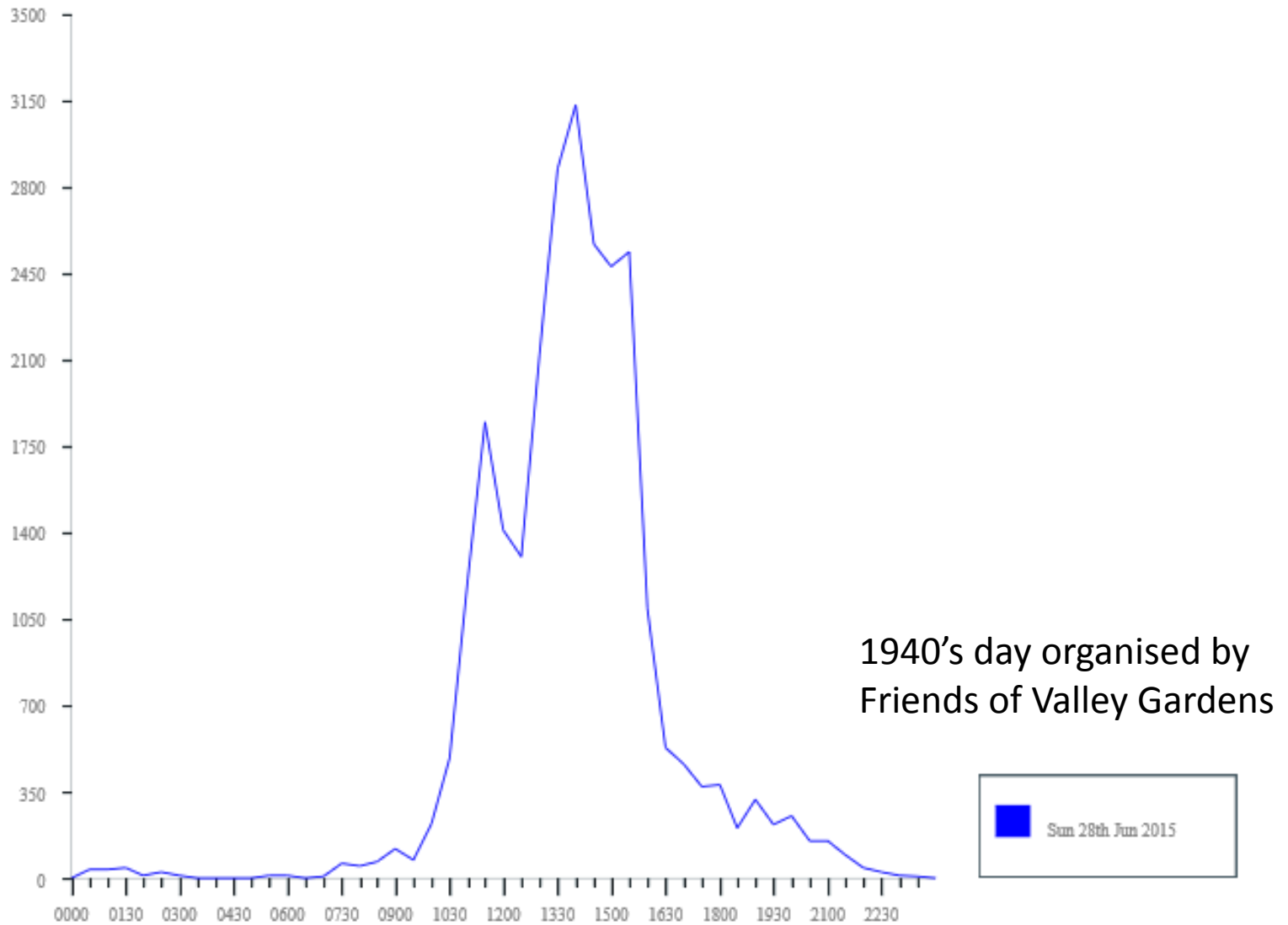
February 2012 -2016



Valley Gardens Daily Analysis - COUNT by Time Sat 05 Jul 2014 to Sun 06 Jul 2014

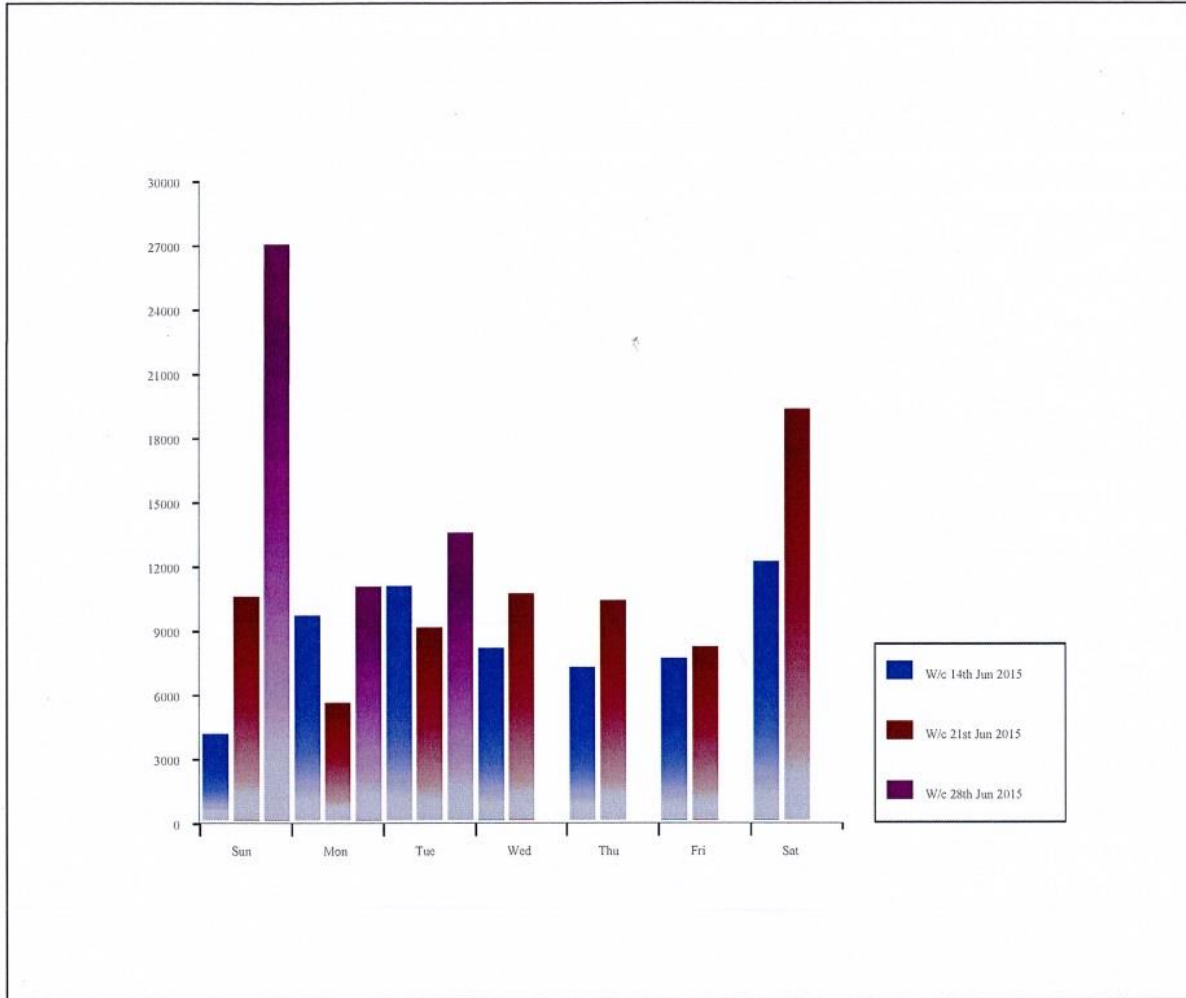


Valley Gardens Daily Analysis - COUNT by Time Sun 28 Jun 2015 to Sun 28 Jun 2015



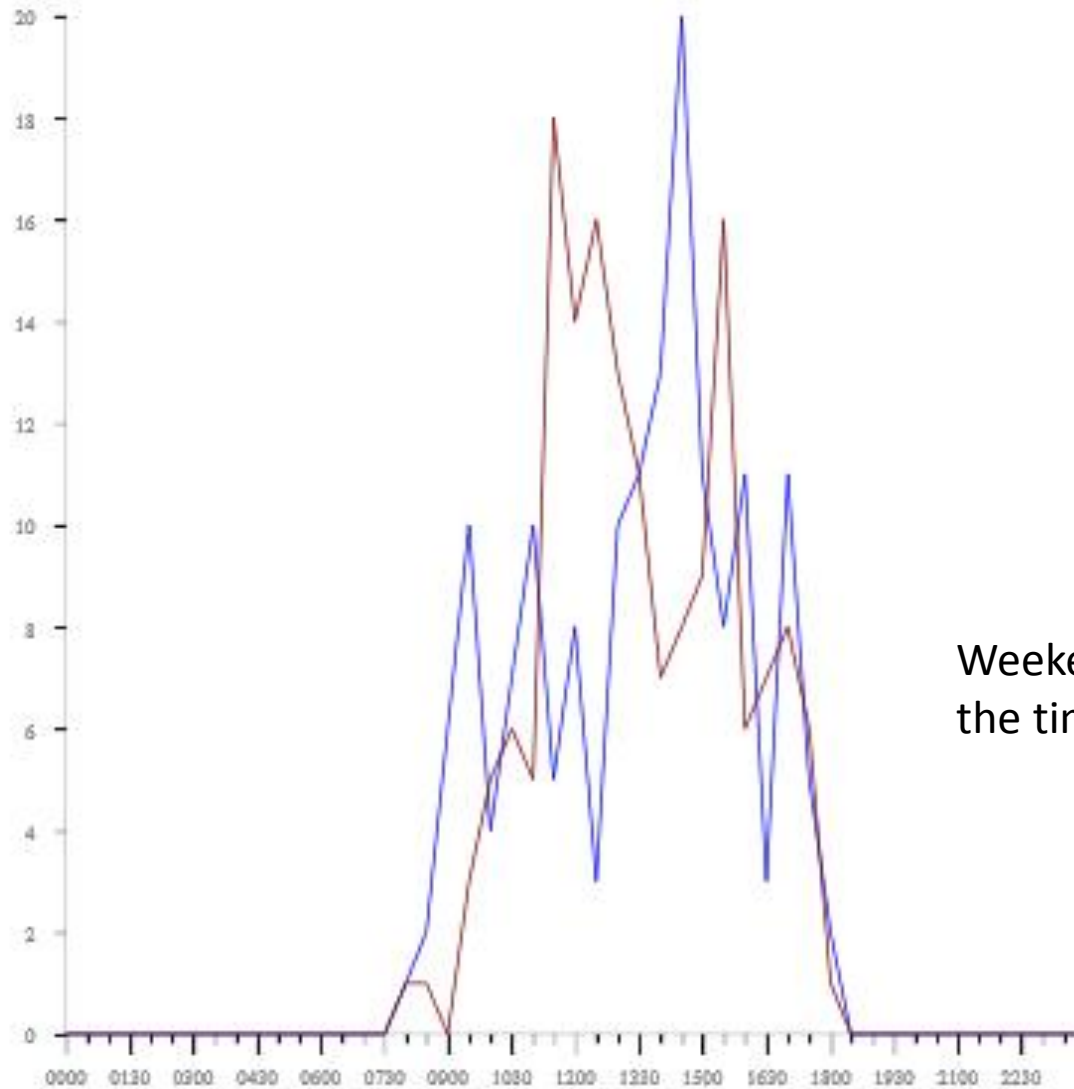


Valley Gardens Weekly Analysis - COUNT by Time
Sun 14 Jun 2015 to Tue 30 Jun 2015



	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
W/c 14th Jun 2015	4,200	9,708	11,094	8,178	7,278	7,698	12,246	60,402
W/c 21st Jun 2015	10,596	5,646	9,156	10,728	10,398	8,256	19,338	74,118
W/c 28th Jun 2015	27,048	11,082	13,590	-	-	-	-	51,720

Valley Gardens Daily Analysis weekend 27-28 Feb 2016



Weekend figures showing
the time through the day



Maintaining Quality Standards

- Dedicated staff – experienced, local staff
- Quality assessment system carried out regularly
- Commuted sums (106 agreements)
- Support & funding from Friends of/In Bloom groups
- Pedestrian Counters give evidence on amount of spending per head

Commuted Sums Policy (Section 106 Agreements)

From the Government's Planning Policy Guidance note 17: Planning for open space, sport and recreation local authorities have been advised to set their own standards of provision for a range of open space, sport and recreation facilities and include these within their Local Development Framework. These standards should be used to ensure that the occupants of new houses have access to sufficient, good quality open space to meet their recreational needs. The commuted sums policy determines the level of open space contributions that will be sought from new residential developments. Commuted sums gain monies for new provision of residential dwellings within the Harrogate District. They fall into 7 categories

- Parks and Gardens
- Natural and Semi- Natural Green spaces
- Outdoor Sports Facilities
- Amenity Green spaces (including Green Corridors)
- Provision for Children and Young People
- Allotments
- Cemeteries

Committed Sums

This has generated nearly £400,000 for Valley Gardens

£390,416.78 received in total

£16,324.25 Committed

£7,802.40 still to spend

Out of a total of £5,270,630.00 over 20 years



Valley Gardens Play Area Redeveloped in 2012 funded from Commuted Sums Policy



Support from Friends of Valley Gardens

Restoration work included

- Renovation of the Magnesia Well Pump Room inside and out
- Landscaping the area
- Providing interpretation boards in the interior of the building

Fund raising by Friends of Valley Gardens = £82,000



During the renovation



The final cost of the restoration was £82,000



www.friendsofvalleygardens.co.uk



Interior interpretation Panels



Noticeboard funded through Awards for All £7,500 applied for by Harrogate in Bloom



In 2010 HBC was bequeathed £10,000 to renovate the New Zealand Garden





Scheme for Donating Memorial Benches including maintenance

Ensuring sustainability and relevance for future visitors

Skate Park 2011

Scree Garden 2009

Play area refurbishment 2012

Allotment Area 2010

Games Pavilion 2012

New Zealand Garden
Refurbishment 2010

Pedestrian Counters 2012

Biodiversity Planting of
Nectar Bar 2011

Tour De France 2014

Old Magnesia Well Pump
Room & Landscaping 2015



Constructed 2012



Events in Valley Gardens include 1940's Day organised by FOVG, Band concerts, National Play Day, Allotment Show, Food Festivals



Developed an allotment in partnership with local allotment federation



Planted areas specifically for biodiversity & to show different planting styles



Wildflower Areas



Encouraging tours round Valley Gardens helps to increase visitor numbers

Specialist trees - 26 county champions & 2 Britain & Ireland Champion Trees



= 2015 =
Winner



tripadvisor®

CERTIFICATE *of* EXCELLENCE

Awarded to
Valley Gardens

Based on the following rating by guests on TripAdvisor



Steve Kaufer

Stephen Kaufer, President and CEO, TripAdvisor

972 Reviews
4.5 score

2nd out of 62 things to
do in Harrogate

Trip Adviser

Lovely walk on a sunny day”

This is a lovely set of gardens in the centre of the town, down the hill from Betty's cafe. There are good paths though out and you can easily spend half a day looking round, It carries on into the Pine Woods if you want to walk that far. There is a fabulous childrens playground, paddling pool, boating pool (toy boats), lovely cafe to sit and read the Sunday papers in over a coffee.

There is a long covered in walkway on the right hand side, which leads up to the "sun pavillion". This used to be where everyone went dancing on a Saturday night in the 50's. Backing onto the Valley Gardens used to be the Royal Baths hospital from the Spa days, to treat Arthritis and Rheumatism patients.

Visited January 2016

“Lovely Gardens”

Although it was only February we enjoyed our visit to the gardens. The crocuses & snow drops were lovely. It is a well laid out garden & a popular place for walking dogs (We do not have a dog !)
A pleasant tea room also available.

- Visited February 2016

- No gardens in England are at their best in February, but these have more than just flora and fauna to offer. It was a miserable wet day when we visited, but that didn't detract from the history and geology of this Victorian Spa town told around the Park Garden. Of the plants, it was surprising to see some in flower at least a month early.
- Visited February 2016

“Beautiful Valley Gardens”

- Well tended gardens
- Great children's playground, mini golf (Summer), putting, table tennis and tennis
- Great cafe mid point in the park
- Quiet areas for picnics
- Wildlife (birds & squirrels)
- Colonnade
- Pine woods at the top of the park
- Great Victorian architecture

Voted Best Park by RHS Britain in Bloom 2009





Over 3 million visits to Valley Gardens in 1 year



Any questions?