

Action Plan – SCRUTINY REVIEW OF THE FUTURE OF COUNTRYSIDE SITES

| No. | Recommendation | Proposed Actions/Progress | Success Measures | Responsibility | Date |
|-----|--|--|---|---|--|
| 1 | An overall strategic plan and updated site management plans for countryside sites should be prepared, reflecting the Council's broad strategic objectives and should aim to target capital and revenue resources effectively in light of revenue restrictions. | Prepare a strategic plan for the future development of country parks and other countryside sites | Plans completed and implementation commenced | Greenspace Strategy & Partnership Manager | Draft strategic plan by Dec 2015 |
| | | Prepare updated site/habitat management plans, ensuring a consistent and coordinated approach across all countryside sites | | | Initial site/habitat management plans prepared by March 2016 |
| 2 | External funding for physical improvements to countryside sites should be sought where these are in line with the Council's strategic objectives and taking into account implications for future revenue funding. | Seek external funding to deliver against objectives set out in strategic plans and site/habitat management plans | Amount / percentage of external funding maximised | Greenspace Strategy & Partnership Manager | On-going – March 2018 |
| 3 | The Council should continue to explore opportunities for external partners to carry out management functions and deliver associated services at countryside sites. | Identify opportunities for external partners to deliver services at countryside sites | Range of services maintained or increased | Greenspace Strategy & Partnership Manager | Opportunities identified and prioritised by Dec 2015 |
| | | Implement projects on a pilot or permanent basis | Quality of services maintained or improved | | On-going – March 2018 |

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| 4 | Where resources allow, the Council and its partners should continue to encourage community and volunteer involvement in countryside sites, helping to support the positive management and development of these assets and benefiting the individuals involved. | Continue and further develop volunteer programmes at countryside sites | Number of 'volunteer hours' maintained or increased, and skills developed | Greenspace Strategy & Partnership Manager | On-going – March 2018 |
| | | Identify opportunities for wider community participation in countryside sites. | Increased involvement of community groups | | On-going - March 2018 |
| 5 | All the council's countryside sites be promoted and, where possible, used to host a range of recreational, cultural and educational activities, maximising economic, social, health and environmental benefits. | Develop a consistent approach to signage at countryside sites (and other parks) reflecting the Council's corporate branding | Increased public awareness of sites | Greenspace Strategy & Partnership Manager | Draft signage concepts / designs by Sept 2015 |
| | | Utilise a variety of media to promote, and provide information about, the Council's countryside sites. | Increased number of visitors. Level of visitor satisfaction maintained or improved | | On-going – March 2018 |
| | | Further develop events/activity programmes. | Number or range of events/activities increased | | On-going – March 2018 |
| 6 | Explore the possible use of modern technology to enhance visitor experience at, or about, the various countryside sites e.g. QR codes on information boards and signs that allow mobile devices (phones, tablets) to deliver additional information. | Identify potential opportunities and project proposals | Wider range of media used | Greenspace Strategy & Partnership Manager | June 2016 |
| | | Implement projects on a pilot or permanent basis | Improved access to information and increased customer satisfaction | | On-going- March 2018 |