



Service Delivery Committee	Tuesday, 22 March 2016	Matter for Information
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Title: **Brocks Hill Country Park Update**

Author: **Anne Court - Director of Services and Monitoring Officer**

1. Introduction

This report covers progress and developments at Brocks Hill Country Park (BH) and as requested by the Chair of Service Delivery Committee setting out achievements and work in progress since January 2016 when activity was last reported.

2. Recommendations

That Members note the report made.

3. Communication Plan Brocks Hill (BH)

Regular media releases, based around events and activities across the Borough have been distributed. This has generated coverage in the Local media. Events and activities continue to be promoted via Letterbox.

4. Commissioned Events & Activities

Events have been commissioned by Food for Life (one of the GtB partners) as part of their annual awards in 2016. This will include guided walks and taster craft sessions for primary age school children.

The commissioned series of events for South Leicester College around orienteering/team building, these were completed in December 2015. The group are interested in running this annually. Participants include less mobile vulnerable young adults.

Further talks on the Natural Discovery Volunteer Development programme, which is supported by HLF, have been given at local forums and the youth council.

5. Social Media

www.facebook.com/BrocksHillCountryPark has continued to increase our marketing reach. There is significant engagement and sharing of page posts, with the page now having 2,018 followers (January 2016). When the page was 'claimed' June 2014, this was 292 (a 591.1% increase). Booking details, collated as part of the assessment for events, has shown social media is now an important marketing tool for the site, with over 25% of bookings coming via this promotional tool.

6. Brocks Hill Updates

6.1. Brocks Hill Country Park and Habitat Management

- Routine conservation management of site. All projects other than woodland thinning and tidying of stone/brash stores completed.

6.2. Country Park Facilities

- Volunteers have maintained fencing, wood chip and brash supplies around the den building and fencing around the memorial mound. Brash is now coming from winter felling.
- Music/low key “busking” events with Wigston Magna Music Band and other local performers have provided popular weekend additions both at the Sundial, Centre and Amphitheatre.

6.3. Community Engagement

- The door counters recorded visitor tallies in the Centre of

November	6,707
December	5,106
January	4,342
February	7,874
Total April 2015 – Feb 2016	125,378
Total Jan 2015 – Jan 2016	140,856

- Christmas holiday events had strong bookings. Events included up to three sessions a day. These included salt dough Christmas decorations and a number of drop-in craft days.
- Leicester De Montfort Rotary Club has continued to photograph Brocks Hill as one of their 2015-16 environmental projects. The group presented a cheque to the Friends Group to buy a dedicated digital frame for the conservatory to display their images.
- Borough-wide Archaeology Field Work Group continues to meet at BH.
- Menphys sponsored walk will take place at BH in May 2016.
- Through the Friends of Brocks Hill, contacts links have been made with Keyham SEN school. Year 9 pupils visited on the 30th November for a guided walk to inspire them to make sculptures and features for around the Centre/play areas that reflect their thoughts about nature and being outdoors. The group had discussions with officers, leaving with plenty of ideas. This project will continue throughout 2016.
- Support for Oadby Remembers event (commissioned input) continues.
- Borough Hindu Association will be holding a Holi festival event on site in March.
- 2,163 school children have had commissioned activities at Brocks Hill since April 1st with one school attending November – January.
- Brocks Hill family Christmas craft fair was fully booked and well attended. Officers are now working on Easter craft extravaganza.
- Continued working with Oadby and Wigston Lions for use of legacy money around the site to enhance facilities e.g. benches and sculptures.
- Preparation for the BH garden party is underway. This will see local natural history

groups and organisations coming together for the second year, to promote BH as the home for natural history on world environment day.

6.4. Centre and Building Work

- The planned capital re-development work to the conservatory has been put on hold due to the construction company instructed going into administration.
- Water leak repair completed. A new water main was installed with minimum disruption to site operation.

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Implications	
Financial (CR)	No significant implications.
Legal (AC)	No significant implications.
Risk (AC)	No significant implications.
Equalities (AC)	No significant implications.