



Report of Director and Environment and Neighbourhoods

Report to Executive Board

Date: 9th January 2013

Subject: Proposed Improvements to Golden Acre Park Bakery Café

Are specific electoral Wards affected?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, name(s) of Ward(s): Adel and Wharfedale		
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, Access to Information Procedure Rule number:		
Appendix number:		

Summary of main issues

1. The Bakery Café is situated in the heart of Golden Acre Park, one of the major parks in Leeds with ornamental and display gardens, host to National Plant Collections and holder of the Green Flag Award.
2. During the winter months and inclement weather, the outdoor seating area is not available and therefore café sales are restricted by the limited number of indoor seats.
3. Franklin Windows Ltd, a local company, have presented a proposal to work in partnership with the Council to provide and install a conservatory in return for specified sponsorship benefits.
4. The scheme will transform outdoor seating on the upper terrace patio area to enable additional seating for 40 people which would create indoor seating for 86 people in total. The remaining lower patio would be retained for outdoor seating and reconfigured to retain the existing 80 outdoor seating capacity.
5. Officers from Adult Social Care have also identified Golden Acre as a suitable location for the investment of a Changing Places toilet facility that would also be created within an extension providing public baby changing space and improvements to existing toilets.
6. This project will contribute to the 2013/14 budget for Parks and Countryside that includes an additional external income target from commercial activities of £100k.

7. It is felt that delivering this project will have significant benefits to achieving the vision for Golden Acre Park, and to visitors and the wider community:
- Additional comfort via the provision of increased space for indoor seating.
 - Sustain the provision of outdoor seating.
 - An awning area to provide sheltered space for dog walkers.
 - Improved toilet facilities for all visitors.
 - Improved baby changing facilities for all.
 - The addition of a Changing Place toilet, to encourage and enable visitors with profound and multiple learning disabilities, as well as other serious impairments, to gain access.
 - To enable the hire of private space for community use when available.

Recommendations

8. That Executive Board notes the contents of the report and supports the principle of a sponsorship agreement with Franklin Windows Ltd for the creation of a conservatory to the existing café at Golden Acre Park.

1 Purpose of this report

- 1.1 This report outlines a proposal to develop the café at Golden Acre Park with the addition of a conservatory and Changing Places toilet facility in partnership with a business sponsor and Adult Social Care.

2 Background information

- 2.1 The Bakery Café is situated in the heart of Golden Acre Park, one of the major parks in Leeds with ornamental and display gardens, host to National Plant Collections and holder of the Green Flag Award. It consists of approximately 55 hectares of gardens and mature woodland surrounding an attractive lake which is home to many species of wildfowl. From the resident survey conducted in 2009 there are approximately 1.9 million visits each year to the park, and increase of over 200,000 compared to the 2006 survey.
- 2.2 In recent years, the whole area has seen much transformation. Existing features have been upgraded, beds and borders refreshed and new themes added. Features include - lime and sand stone rock gardens, waterfalls and fountain, bog gardens and seasonal borders, courtyard, demonstration garden and display house. Today the overall use of the garden has not changed in principle from its original idea, and it provides inspiration and ideas for the many visitors, as well as providing the dahlia and chrysanthemum national society display beds.
- 2.3 The café is managed and operated by the Parks and Countryside service and provides an important social hub for park users. Development of the facilities took place in 2006, with improvements to the interior of the café and the addition of a terraced patio area to enjoy the vista of the newly added features to the park. It currently has indoor seating for 38 places and approximately 80 outside seats on the two terraced patio levels. Budgeted income for the café in 2012/13 is £335k.

3 Main issues

- 3.1 Golden Acre Park, as a major park is an important visitor attraction in the North West of Leeds. It has held the Green Flag Award for a number of years, and as part of sustaining the award, needs to demonstrate that the facilities are appropriate for the needs of visitors to the park. It is also important to involve the community and visitors in planning improvements to better meet user needs. From customer feedback and observation of customer usage, it has become clear that improvements have increased the popularity of the park to a point where there is a need for more indoor seating within the café.
- 3.2 During the winter months and inclement weather, the outdoor seating area is not available and there is a restriction on the number of indoor seats which limits the number of people who can enjoy the café facilities as part of their visit to the park. Furthermore, from feedback provided by visitors and through an assessment of visitors facilities from an equality perspective, toilets are in need of improvement as those provided in the café do not make adequate provision for disabled people, and there are limited baby changing facilities.
- 3.3 The Parks and Countryside service have adopted an innovative approach in funding improvements to the café by seeking interest from companies who may wish to enter into a sponsorship arrangement in return for the development of a

conservatory to the upper level of the existing patio. Franklin Windows Ltd, a local company, have presented a proposal to work in partnership with the Council to provide and install a conservatory (valued at over £100k) in return for specified sponsorship benefits. The company are already participants in the roundabout sponsorships scheme offered by the service, and the Franklin family are regular users of the park.

- 3.4 Officers from Adult Social Care have also identified Golden Acre as a suitable location for the investment of a Changing Places toilet facility, that would enable people with profound and multiple learning disabilities, as well as other serious impairments, to gain access to extra facilities. Changing Places toilets therefore are different to standard disabled toilets with extra features and more space to meet these needs. A design and cost report is in process of approval to provide £45k funding to support this facility.
- 3.5 The proposal is to bring together both of these opportunities to provide added value and address visitor aspirations to improve the recreational offer at Golden Acre Park. A plan of the existing and proposed scheme is shown in Appendix 1. The scheme will transform outdoor seating on the upper terrace patio area to enable additional seating for 40 people in a purpose built conservatory as part of a sponsorship arrangement with Franklin Windows Ltd, which would create indoor seating for 86 people in total. The remaining lower patio would be retained for outdoor seating and reconfigured to retain the existing 80 outdoor seating capacity. A Changing Places toilet provision would be created within an extension also providing public baby changing space and improvements to existing toilets. The sponsorship agreement will provide ongoing maintenance of the conservatory and interpretation of Golden Acre Park along with an opportunity to update the décor and furniture within the café. An increase on indoor catering space would also provide opportunities to promote the site for private hire or events, an option that is not currently available due to the restricted space.
- 3.6 In addition, following public consultation and ongoing correspondence, Franklin Windows Ltd have agreed to install an awning in keeping with the plans for the conservatory. This would be located joining the entrance to the café and exit to the conservatory (not shown on the plan). This would enable a covered area for dog walkers to enjoy the café facilities.
- 3.7 As indicated, Franklin Windows Ltd support for the scheme is dependent on the Council granting the following benefits:
- To have the Franklin Logo included on welcome signs at the entrance to the park for an initial term of three years, after which continuation would be subject to negotiation.
 - To display interior decorative pictures and leaflets in agreement with the Council which show Franklin Window Ltd products, for a term of three years after which continuation would be subject to negotiation.
 - To have the Franklin Windows Ltd logo on the menu reverse and included on an electronic interpretation screen provided in the conservatory.
 - Naming of the space for private hire as “The Franklin Suite”.

- Sponsorship of Yeadon High Street roundabout for a three year term period.

- 3.8 In return for these sponsorship benefits, Franklin Windows Ltd will assume the role of principal building contractor throughout the planning and build processes for the development of the scheme. They will provide and construct a conservatory to a mutually agreed design and specification including the supply of labour resources with the exception of the construction of a concrete base and electrical works. They will then provide a mutually agreed structural maintenance regime both internal and external for a minimum three year period.
- 3.9 As part of this sponsorship agreement the Parks and Countryside service would be required to provide new sponsorship plates to be fitted to relevant park signage and to provide materials for the base, brickwork, plastering materials, flooring and decorations. It is estimated that the value of these materials is £28k which will be funded through existing revenue budgets.
- 3.10 These proposals are subject to a formal legal agreement between the Council and Franklin Windows Ltd. They are also subject to planning consent for which a decision is anticipated around the end of January to enable constructions works to commence in February when the café is less busy.
- 3.11 It is felt that delivering this project will have significant benefits to achieving the vision for Golden Acre Park, and to visitors and the wider community:
- Additional comfort via the provision of increased space for indoor seating.
 - Sustain the provision of outdoor seating.
 - An awning area to provide sheltered space for dog walkers.
 - Improved toilet facilities for all visitors.
 - Improved baby changing facilities for all.
 - The addition of a Changing Place toilet, to encourage and enable visitors with profound and multiple learning disabilities, as well as other serious impairments, to gain access.
 - To enable the hire of private space for community use when available.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 The Executive Member for Environmental Services and local Ward Members have been consulted on the proposals. A survey of visitors to the café has also been undertaken, along with the survey made available on Talking Point. From 173 responses received to the end of November, 73% considered important the improvement of the café area by adding a conservatory. People were also asked to rate the current standard of toilet facilities. From responses made 32% rated them as 'poor' or 'below average', with a further 26% rating them as 'average'.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 An equality and diversity, cohesion and integration impact assessment has been undertaken and is included as an appendix to this report. In particular this highlights that the proposal will provide more space and comfort for visitors and will enable people with profound and multiple learning disabilities, as well as other serious impairments, to gain access to extra facilities. Baby changing facilities will be made available to both sexes as the existing facility is limited and only available in the female toilet facility. The proposal provides more opportunity for increased social interaction by dog walkers and scope for increased use by disability groups. There were no negative impacts identified.

4.3 Council policies and City Priorities

- 4.3.1 The Vision for Leeds 2011 to 2030 sets out a revised vision for the city with the specific objective for Leeds to be the best city in the UK by 2030. In establishing this vision one of the top priorities to emerge from consultation was for the city to be a cleaner greener city. Aspects of this priority can be found in all of the areas in which the vision is intended to make a difference, although specific reference can be made to the commitment within the vision for Leeds to be the best city to live with good green spaces where everyone can enjoy a good quality of life.
- 4.3.2 This proposal contributes to the Council value of Spending Money Wisely and the priority to keep within budget. It contributes to the ambition to commission and deliver quality and value for money public services, by mixing provision from the council and the private sector for the benefit of local people, as well as being efficient and dynamic.

4.4 Resources and value for money

- 4.4.1 Franklin Windows Ltd, a local company, have presented a proposal to work in partnership with the Council to provide and install a conservatory valued at over £100k in return for specified sponsorship benefits. Officers from Adult Social Care have also identified Golden Acre as a suitable location for the investment of a Changing Places toilet facility, and a design and cost report is in process of approval to provide £45k funding to support this facility. It is estimated that the cost of additional materials provided by the Parks and Countryside service is £28k which will be funded through existing revenue budgets. This project will contribute to the 2013/14 budget for Parks and Countryside that includes an additional external income target from commercial activities of £100k.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 These proposals are subject to a formal legal agreement between the Council and Franklin Windows Ltd. They are also subject to planning consent for which a decision is anticipated around the end of January to enable constructions works to commence in February when the café is less busy. There are no access to information restrictions. This report is subject to call in.

4.6 Risk Management

- 4.6.1 This proposal is subject to a legal agreement between the Council and Franklin Windows Ltd who will undertake the supply and installation of the conservatory once this agreement is in place. Consultation with planning officers has been undertaken on this proposal, but is subject to planning consent.

5 Recommendations

- 5.1 That Executive Board notes the contents of the report and supports the principle of a sponsorship agreement with Franklin Windows Ltd for the creation of a conservatory to the existing café at Golden Acre Park.

6 Background documents¹

- 6.1 None.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.