

Friends of Eaton Park Management plan 2023-2028

11. Appendices

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Appendix 1: Communication plan 2023-28

Target audiences	Aim / Key Messages	Communication channels	Details of communication/activity	Who and when
Regular users Norwich +Norfolk residents Visiting friends and family Tourists Students	The basic information Free entry Open 24/7 Address/location Large, beautiful public park with something for everyone.	FOEP website FOEP Facebook page FOEP Insta @eatonparknorwich NCC website (location only) Trip Advisor & Google maps visitnorwich.co.uk visitnorfolk.co.uk Postcards	Attractive, information-rich, authoritative site. 'About' section of Facebook page + posts Biog links to FOEP website Eaton Park page (limited info in standardised, basic format) Check listings still correct. Update photos etc as needed. 3 attractive postcards with website on back	FOEP annual check. Update as needed NCC Comms/Park Officer FOEP annually Launch 2023
Regular users Norwich and Norfolk residents Visiting friends and family Tourists Students	A wide range of opportunities for informal (drop in) sports and other outdoor activities <i>Free</i> - boating, children's play area, five-a-side football, multi-use games area (MUGA), petanque, running (parkrun etc), skatepark, table tennis <i>Paid for</i> - crazy golf, cricket and softball pitches and equipment for hire, miniature railway, pitch and putt/kick, tennis	Park plan on 2 main park notice boards NCC and website Group websites FOEP website FOEP Facebook Park information boards (general x 2, running, tennis and petanque) FOEP email newsletter	Locations shown on attractive, clear park plan NCC website – Eaton Park page Individual sites for crazy golf, trains, boating and parkrun Information and links to individual sites above on 'What's here', 'Boats and trains' and 'Sports and activities' pages Facebook posts Individual posters (petanque, table tennis, cricket, running, railway) Reminders and news with detailed information and links for more information	New for 2023 update every 5-10 years NCC annual check and update FOEP ongoing + as info supplied FOEP update annually FOEP 5-6 times a year

Target audiences	Aim / Key Messages	Communication channels	Details of communication/activity	Who and when
Regular users Norwich residents Students	<p>Sports clubs to try out and join...</p> <p>What they do and how to contact them to find out more or join.</p> <p>Norwich Croquet Club, Norwich Stars Cycle Speedway, Over 50s pitch and Putt, Norwich Park's Tennis</p>	<p>2 x park Information notice boards</p> <p>FOEP website Sports club own websites (links in FOEP website)</p> <p>FOEP email newsletter</p> <p>FOEP Facebook FOEP newsletter Norwich Citizen</p>	<p>Listings poster with contact details and websites</p> <p>Listings with quite detailed info, pics and links (What's here/sports and activities)</p> <p>NCC website list with links to key info</p> <p>Reminders and news with detailed information and links</p> <p>Facebook posts Occasional newsletter articles Occasional coverage of specific activities</p>	<p>FOEP information check + update, annual As above</p> <p>NCC annual check</p> <p>5-6 times a year + copies in café & Friends' Room FOEP ongoing + as info supplied NCC comms team</p>
Regular users All visitors	<p>A friendly and welcoming environment for all</p> <p>Clear, smart signs and notice boards welcome and help visitors get the most out of their visit</p> <p>FOEP provides a trusted and warm voice for the park</p> <p>Park communications are clear, concise and friendly</p>	<p>Entrance signs Main notice boards x 2 Main information boards x 2</p> <p>FOEP website</p> <p>FOEP Facebook</p> <p>Coverage in local community media</p>	<p>Name/welcome signs at park entrances Park plan, key information on games etc Curated board provides up to date overview information clearly and concisely Content-rich, authoritative, navigable</p> <p>Informative, friendly posts on all aspects of the park plus responds to comments</p> <p>Regular articles and pics in Just Eaton and Cringleford (monthly) and Eaton Parish Magazine (twice a year)</p>	<p>Re-furbish 2023 Re-furbish 2023 FOEP regular updates Annual check and updates plus ongoing updates 2-3 posts a week</p> <p>Words and pics provided by FOEP</p>

Target audiences	Aim / Key Messages	Communication channels	Details of communication/activity	Who and when
<p>Regular users</p> <p>Norwich residents</p> <p>Some residents from further afield</p> <p>Specialist interest</p>	<p>Events and activities to go to, watch and get involved with</p> <p>FOEP events and activities: band days, carol concert and Christmas fair, regattas, wildlife walks and activities, rooftop tours, heritage open days</p> <p>NCC: commercial hires: Oktoberfest, Whitsun Fair, Thai Festival etc</p>	<p>Posters for individual events and programmes of events,</p> <p>Social media</p> <p>FOEP website</p> <p>Digital and print media</p> <p>Advertising and posters</p>	<p>Simply designed, smart, clear posters printed at home for notice boards, to email to members & partners and for small local distribution list (the Community Centre, Earlham Library, shops)</p> <p>FOEP Facebook page and Twitter</p> <p>FOEP website 'Events' and 'What's here/boats and trains' pages</p> <p>Listings in local press and Visit Norwich website</p> <p>Adverts in local press and social media</p> <p>Large format posters in the park</p>	<p>FOEP ongoing</p> <p>Facebook events, posts & Tweets</p> <p>Blog format event info</p> <p>FOEP PRs + listings</p> <p>Promoter</p>
<p>Families</p> <p>Children</p> <p>Young people</p>	<p>Opportunities for children to play, learn and develop</p> <p>Facilities: five-a-side, MUGA, play area, outdoor ping pong, skate park</p> <p>Seasonal: boat pond, crazy golf, cycle speedway, petanque, miniature railway, tennis</p> <p>Free downloadable nature trails, wildlife-rich woodlands and meadows to explore</p>	<p>Park plan on 2 main notice boards</p> <p>FOEP website</p> <p>Event days</p> <p>Sessions with 2 x local schools</p>	<p>Locations shown on attractive, clear park plan on two main notice boards</p> <p>Information on various pages</p> <p>There is a need for a page just for families.</p> <p>FOEP volunteers chatting with families, giving out trails and talking about upcoming events</p> <p>Led events share information with children and teachers from Bluebell and Colman Schools</p>	<p>New plan 2023, update every 5 to 10 years</p> <p>Check/update annually</p> <p>New 'families' page 2023</p> <p>6-8 times a year</p> <p>4 sessions + ongoing comms</p>

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Regular users General visitors User groups	Responsive to changing public needs and aspirations NCC and FOEP want to hear from and engage with Eaton Park's users, groups and communities	FOEP Facebook page FOEP website Public consultations FOEP event days (typically Sunday afternoons)	Queries –constructive answers and where appropriate feedback shared with NCC As above FAQ page – ongoing development and updating By both FOEP and NCC (recently parking and park development) FOEP volunteers talking with the public Visitors book & suggestions box	On-going basis Annual check + new FAQ as needed 6-8 times a year 6 times a year From Easter 2023
Regular users Local residents People who care about Eaton Park Local businesses	Opportunities to contribute to the care and development of Eaton park Help Eaton Park thrive FOEP membership – be in the know, support our work Get involved in helping Eaton Park thrive – events, gardening, heritage, schools, litter picking etc Opportunities for individuals to sponsor benches, trees and band days Opportunities for local businesses to do team away days volunteering	FOEP leaflet and membership form FOEP website NCC website (Trees for Norwich scheme)	A4 leaflet given out on event days 'Get involved' page has volunteering and donations sections plus PDF membership form (with BACs payment option) and bench info sheet. Info sheet and new website section needed for opportunities for businesses. FOEP fronts new bench scheme from online promotion to emails, phonecalls and site visits	6 times a year Ongoing development FOEP 2023 2-4 x a year

Target audiences	Aim / Key Messages	Communication channels	Details of communication/activity	Who and when
<p>Regular users</p> <p>Norwich + South Norfolk residents</p> <p>Visitors from further afield</p>	<p>A beacon for sustainability Encouraging visitors to travel on foot, by bike/scooter, public transport or a combination of the above</p> <p>Driving is only recommended if no other option is available. Car sharing is encouraged.</p> <p>Eaton Park is a community cycling hub championed by FOEP and Eaton Park Community Centre</p> <p>Eaton Park Café champions local suppliers, offers veggie/vegan food and waterbottle refills, plus uses recyclable cutlery cups etc</p>	<p>FOEP website FOEP leaflet FOEP facebook</p> <p>Travel suggestions in information pack provided to sports hirers and businesses</p> <p>Walks and talks FOEP newsletter</p> <p>Community Cycle Hub newsletter</p> <p>Local papers</p>	<p>'Visit', travel section, 'What's here/cycling' page and FOEP leaflet have detailed travel and information and discourage travel by car</p> <p>Info on park's limited parking and aspiration to champion sustainable travel to Eaton Park</p> <p>Sustainability and travel/parking regularly mentioned in FOEP walks and talks and Q & As Regular coverage of sustainability issues</p> <p>Monthly cycle rides, Dr Bike events & event day</p> <p>Occasional articles, Evening News and Just E&C</p>	<p>FOEP website NCC website too from 2023?</p> <p><i>FOEP New for 2023</i></p> <p>FOEP 8-12 a year</p> <p>6 x a year, FOEP</p> <p>FOEP /community centre</p> <p>2-3 a year</p>
<p>Regular users</p> <p>Norwich + South Norfolk residents</p> <p>Specialist interest</p>	<p>A haven for wildlife</p> <p>Supports NCC's biodiversity plan and champions biodiversity in Eaton Park</p> <p>Celebrates and raises awareness of park wildlife</p> <p>Encouraging re-wilding to create space for nature</p>	<p>FOEP website</p> <p>FOEP newsletter</p> <p>Events</p> <p>Partnership activity with local environmental groups</p> <p>Local press</p>	<p>'About/wildlife' section of website Review blog-based section to better support activities and information on biodiversity Listings, occasional PRs and articles</p> <p>Free events/walks/activities with experts & wildlife partner organisations</p> <p>Occasional inclusion of park events in partner's own marketing.</p> <p>Regular articles</p>	<p>Annual update <i>FOEP 2023</i></p> <p>Bi-monthly + in café and FOEP room 6-8 a year</p> <p>3-4 a year</p> <p>3-4 a year</p>

Target audiences	Aim / Key Messages	Communication channels	Details of communication/activity	Who and when
Disabled people	Good and safe access for all	FOEP website	'Access' section on 'Visit' page	FOEP annual update
Older people	Level access on pathways throughout the park and well-located benches			
Families with young children	Ramped access to historic buildings including toilet and café		Occasional press releases and articles in Norwich Evening News and Eaton and Cringleford Gazette	2-3 a year
	Loos in two locations including RADAR key loo in the rotunda and at the Crazy Golf		Occasional posts on Facebook	2-3 a year
	Railway has wheelchair / push chair carriage			
	Level access to crazy golf			
	Accessible swing seat in play area	FOEP website	'What's here/Eaton Park Café' page. Detailed info	
	Eaton Park Café: veggie, vegan & gluten free; low to mid-range pricing; free water bottle refills	FOEP website	'What's here/Cycling' – detailed info including contact info	
	Cycle club offers tandem and pilot for people who are visually impaired	Through FOEP website and Facebook page, shared with Park Officer	Queries relating to access are always responded to constructively and where appropriate are passed on to Park Officers	2-3 a year
	Eaton Park its groups and businesses want feedback and are open to suggestions for improvements			

Target audiences	Aim / Key Messages	Communication channels	Details of communication/activity	Who and when
	<p>To raise awareness and encourage pride in Eaton Park's rich heritage</p> <p>A fine example of an early C20th civic park</p> <p>Inspiring post WW1 beginnings show vision of city elders and close involvement of local people from the beginning</p> <p>Handsome grade II* listed structures and park design</p>	<p>Website</p> <p>EDP and Evening news Just Eaton and Cringleford</p> <p>FOEP Facebook</p> <p>Rooftop tours and other talks and walks</p> <p>Friends' room and open/event days</p> <p>Heritage Open Days (HODS)</p>	<p>FOEP website 'About/History' section including photos, memories page, info on books and links to info sheet on Sandys-Winsch.</p> <p>Occasional PRs and articles</p> <p>Facebook posts – regular posts on new info discovered and sharing key heritage message and images</p> <p>Ten minute script developed for rooftop tours. Other walks and talks include intro to history</p> <p>Display of early photos and key information in FOEP room which is open to the public on event days. FOEP volunteers talk with visitors and gather new photos and memories.</p> <p>Promoted though HODs publicity. Led tours including FOEP room, boat pavillion and railway</p>	<p>FOEP add to on on-going basis</p> <p>FOEP @ twice a year</p> <p>3-4 times a year</p> <p>3-4 times a year</p> <p>6-8 times a year</p> <p>Annually</p>
Regular users and user groups	<p>Provide a clear Management Plan that is openly accessible to stake holders and to review and update this annually</p>	NCC website	Plan to be made available for feedback and comment from late January 2023	Jan/Feb 2023
Park users and user groups		FOEP website	PDF of park plan on 'Further reading' section of the page 'About/get involved'	From March 2023
			Review of plan by Park Officer and FOEP chair reflecting feedback from during the year	Annually in January

Appendix 2: Species list 2022-28

Birds	Butterflies and moths
Blackbird Blackcap Blue Tit Carrion Crow Chaffinch Chiffchaff Coal Tit Collared Dove Common Tern Crossbill Dunnock Gold Crest Goldfinch Great Tit Greater-spotted Woodpecker Green Woodpecker Greenfinch Grey Wagtail Gull (Common, Black headed and Herring) Heron House Sparrow Jackdaw Jay Magpie Mallard Mistle Thrush Pied Wagtail Redwing Robin Song Thrush Starling Swift Tree-creeper Wood Pigeon Wren	Holly Blue Common Blue Small Copper Brown Argus Large White Small White Green-veined White Meadow Brown Ringlet Small Skipper Gatekeeper Red Admiral Small Heath (possible) Ectoedemia subbimaculella, Emmetia marginea, Nemophora degeerella, Alabonia geoffrella, Agapeta zoegana Agriphila tristella Idaea trigeminata, Treble Brown Spot Xanthorhoe fluctuata, Garden Carpet Chloroclysta truncata, Common Marbled Carpet Perizoma flavofasciata, Sandy Carpet Eupithecia pulchellata, Foxglove Pug Mimas tiliae, Lime Hawk-moth Spilosoma lubricipeda, White Ermine Spilosoma luteum, Buff Ermine Agrotis exclamationis, Heart & Dart Orthosia cerasi, Common Quaker Oligia strigilis, Marbled Minor Pseudoips prasinana, Green Silver-lines Rivula sericealis, Straw Dot Macroglossum stellataru Hummingbird Hawkmoth
Mammals	Fish, amphibians and reptiles
Rabbit Muntjac deer Mole Fox Grey squirrel Hedgehog Bats Mice Voles shrews	Goldfish and other carp species Common toad Common frog Smooth newt Slow worm Grass snake
Trees	No.
Acer species Aesculus species Ailanthus altissima Amelanchier lamarckii Betula species Carpinus species	30 30 1 3 92 10

Castanea sativa	3
Cercidiphyllum japonicum	1
Cercis siliquastrum	1
Chamaecyparis (unknown)	5
Chamaecyparis lawsoniana	2
Cornus controversa Variegata	2
Cotoneaster species	1
Crataegus Species	14
Fagus Species	36
Fraxinus Species	50
Ilex aquifolium	1
Ilex species	1
Ilex x altaclarensis	2
Juglans regia	22
koelreuteria paniculata	2
Larix decidua	22
Malus Bramley Seedling	4
Mauls domestic 'Adams Pearmain'	1
Mixed broadleaves	5
Mixed broadleaves and conifers	1
Mixed conifers	3
Picea sitchensis	1
Pinus Species	91
Platanus Species	23
Populus nigra	1
Populus trichocarpa	1
Prunus species	51
Pseudotsuga menziesii	2
Pyrus communis	3
Quercus species	155
Salix species	3
Sequoiadendron giganteum	7
Sorbus species	26
Taxus baccata	1
Thuja plicata	1
Tilia species	119
Ulmus lobel	1

Appendix 3: Wildflower survey 2021-22

Wildflowers identified Aaron Brown, Chris Durdin, Julian Flatt, Natasha Grist, Helen Mitchell, Richard Thompson and Gemma Walker

	North Park Meadow	North Park Woods	Miniature railway	Boat pond wall	Little meadow	South Park beech hedge	Pitch and Putt	Bluebell Woods	Other	Notes relating to other	
1	Wildflowers										
2	Autumn Hawkbit	Alexanders							Alexanders	North Park Avenue inside pitch and putt	
3			Bee orchid								
4						Bittersweet / Woody Nightshade					
5			Black medick								
6								Bluebell			
7	Birdsfoot										
8		Black horehound									
9	Broad leaved dock										
10											
11									Buckshorn plantain	By train track near table tennis	
12	Burnet-saxifrage								Bulbous buttercup	General grassy areas	
13									Bur chervil	Inside south park avenue hedge	
14	Cat's ear				Cat's ear						
15		Cleavers				Cleavers		Cleavers			
16											
17			Common bird's-foot-trefoil							Common broomrape	By tennis court/bowling green
18	Common chickweed										
19		Common dog violet					Common dog violet				
20				Common Fumitory							
21	Common Mouse Ear								Common mouse ear	Community Centre	
22	Common sorrel										
23	Common Vetch										
24		Cow parsley						Cow parsley	Cow parsley	North Park, woods near west car park	
25	Cowslip										
26								Cow wheat			
27	Creeping Buttercup							Creeping Buttercup			
28						Cretan briony					
29	Daisy				Daisy		Daisy		Daisy	General grassy areas	
30	Dandelion		Dandelion		Dandelion		Dandelion	Dandelion	Dandelion	General grassy areas	
31	Dock							Dock	Dock		
32	Dovesfoot Cranesbill								Dovesfoot Cranesbill	Beside west car park	
33	Field bind weed										
34	Field Scabious										
35			Forget-me-not					Forget-me-not			
36		Garlic Mustard						Garlic Mustard			
37	Greater plantain										
38								Great Stitchwort			
39								Greater chickweed			
40		Green alkanet							Green alkanet	North Park, woods near west car park	
41								Ground ivy			
42									Groundsel	Community Centre	
43								Guelder Rose			
44				Hairy tare							
45		Herb bennet									
46								Herb-Robert			
47		Hedge mustard				Hedge Mustard					
48								Hog weed			
49		Honesty									
50		Ivy				Ivy		Ivy	Ivy	North Park, woods near west car park	
51				Ivy leaved toadflax							
52	Haresfoot Clover		Haresfoot Clover								
53	Hedgerow Cranesbill										
54									Herb bennett	Inside north park hedge	
55	Wildflowers										
56											
57	Ladies Bedstraw		Ladies Bedstraw						Knotgrass	Bank beside west car park	
58			Lesser hawkbit								
59									Lesser Celendine	Bank beside Crazy golf	
60	Lesser Trefoil										
61		Lords and ladies						Lords and ladies			
62	Meadow Saxifrage										
63									Marshmallow	Chris Durdin Walk 2022	

Appendix 4: Grade II listed building designations

- Bandstand. Colour washed stone and concrete with copper dome. Classical style. Circular plan. Eight Tuscan columns rise from stepped plinth and support entablature and hemispherical dome. This bandstand stands at the centre of the quadrant pavilions and forms the climax of the significant group of structures in the layout at Eaton Park.
- Park pavilion. Colour washed stone and concrete with balustraded flat roof Classical style. Plan is a quadrant completely surrounded by a colonnade. Stepped plinth from which rise Tuscan columns which support an entablature with balustrade above, which has piers at intervals above the columns. Within the colonnade various doorways with panelled doors and fanlights, and mullion and transom windows, both interspersed with pilasters corresponding to the columns. Group of four and with the Bandstand part of the significant layout of structures at Eaton Park.
- Yachting Pond. GV II Yachting Pond. Concrete walls circa 1m high form the enclosure of this large rectangular pond.
- Mock bridge including steps, walls and piers. A balustraded raised driveway designed to look like a bridge stands between the Yachting Pond and the Lily Pond. To either end and on either side are attached ramps and steps terminating in low square piers. From those on the northern side extend low retaining walls which surround the Lily Pond and join in a central flight of steps which lead up to the Bandstand and Quadrant Pavilions.
- Lily pond. Kerbing to long rectangular pond has convex curved comers.
- Main gates. Concrete and wrought iron. Tall octagonal piers for carriageway and lower side piers for pedestrian entrances have hemispherical tops. Ornamental wrought-iron gates between.
- Water pavilion. Concrete with parapeted roof. Modern style recalling Mogul India. Two storeys, the upper forming a veranda all round. Boarded windows to ground floor which has central passageway leading to internal stairs either side. Passageway leads to canted front which faces the yachting pond and which has flat-roofed clock tower above. Roof has balustrade.