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JUBILEE GARDENS MASTERPLAN

RIBA Stage 1 Report

P3; 20.03.2026: MUGA upgrade added to Phase 1; Figures 1-3 updated to reflect part retention of concrete access road to construction compound.

P2; 02.03.2026: Figures 1-3 updated to reflect Wyre Council requirements.

P1; 05.02.2026: Review and update informed by Wyre Council officer comments.

RIBA Stage 1 Report

JUBILEE GARDENS MASTERPLAN

Prepared for Wyre Council

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1 Introduction

Purpose of this Report

- 1.1 This RIBA Stage 1 Report sets out the Preparation & Brief for the Jubilee Gardens Masterplan. It builds directly upon the approved Stage 0 Strategic Definition Report, translating the strategic vision and project ambitions into a detailed brief to guide concept design (RIBA Stage 2).
- 1.2 The purpose of Stage 1 is to:
- Confirm the project brief and spatial requirements
 - Consolidate baseline site information
 - Summarise stakeholder engagement
 - Confirm a three-phase delivery strategy: Core, Enhanced and Aspirational Works.
 - Identify survey needs, technical requirements, constraints, opportunities
 - Establish programme, risks, sustainability requirements, and budget framework

Background

- 1.3 Jubilee Gardens is a 2.1 ha coastal park on North Promenade, Cleveleys. Part of the site has been used as a works compound for the Wyre Beach Management Scheme since 2023 and remains closed until reinstatement in 2026. The Council intends to reinstate this land and regenerate the wider Gardens to create a safe, accessible, nature-rich park aligned with Cleveleys' wider regeneration strategy (Stage 0 Report: Site Context, pp. 11–13)

Summary of Stage 0

1.4 Stage 0 established:

- Alignment with the ITQ aims and objectives (Stage 0 Section 1)
- Strategic vision for a multifunctional coastal park
- Preliminary feasibility (physical, ecological, social, economic)
- Draft community engagement strategy (Appendix A)
- Draft Project Execution Plan (Appendix B)
- Initial risk register and indicative budget

1.5 Wyre Council has approved progression to Stage 1.

2 Project Vision and Objectives

Vision Statement

- 2.1 The vision for Jubilee Gardens is to create a safe, inclusive, multifunctional coastal park that supports community wellbeing, enhances biodiversity, strengthens local identity, and contributes to Cleveleys' wider regeneration (Stage 0 Executive Summary).

Refined Project Objectives

- 2.2 Derived from both the Invitation To Quote and Stage 0 (pp. 4–5):
1. **Beautiful, well-designed place** that reflects coastal character.
 2. **Nature-rich and biodiverse environment** resilient to coastal conditions.
 3. **Active and healthy setting** supporting informal sport, play, walking, cycling.
 4. **Supporting communities** promoting activity and regeneration.
 5. **Resilient, climate-positive park** aligned to Wyre's zero-carbon goals.

These objectives guide the Stage 1 brief.

Required Stage 1 Outcomes

- 2.3 Stage 1 must:
- Define the project brief
 - Summarise engagement findings
 - Outline spatial zones and functional requirements
 - Identify technical, environmental and accessibility requirements
 - Confirm survey needs (e.g. drainage/ SUDS investigation)
 - Refine programme and risks
 - Establish the foundation for Stage 2 design development

3 Site Information and Baseline Understanding

Site Boundary

3.1 Wyre Council confirmed the red-line boundary during Stage 0 approvals which includes:

- Entire Jubilee Gardens park;
- North Promenade to the sea defence wall; and
- Existing car park areas.

Stage 0 Feasibility Review

3.2 Key findings from the Stage 0 Feasibility Review include:

Physical Context

- Level topography provides accessible, flexible space
- Coastal exposure: wind, salt spray, high UV (material and planting constraints)
- Deteriorating retaining wall on south boundary requires structural assessment
- Need to address severance between promenade and park
- Post-compound ground compaction and drainage impacts

Environmental and Biodiversity Context

- Low existing biodiversity
- Opportunities for resilient planting, habitat creation, and sustainable drainage system (SUDS) features
- Coastal soils may require testing and remediation

Social and Community Context

- Valued for skate park, MUGA, and play
- Link to toilet provision, shelter, and amenities nearby on seafront
- Anti-social behaviour (ASB) issues requiring Crime Prevention Through Environmental Design (CPTED) led design responses
- Strong community identity

Economic and Management Context

- Low maintenance budget and reliance on Council operational capacity
- Alignment with external funding options

Required Surveys

3.3 As per Stage 0 Next Steps:

- Topographical survey (compound area)
- Drainage and utilities mapping
- Soil testing
- Ecological appraisals
- Structural assessment of retaining wall

4 Stakeholder Engagement Summary

- 4.1 This section provides a summary of the stakeholder and community engagement undertaken to inform Stage 1 of the Jubilee Gardens masterplan. Engagement has played a central role in shaping the emerging brief, ensuring that local priorities, concerns and aspirations are clearly understood and embedded within the design process.
- 4.2 The engagement approach and detailed findings are documented in full within the Phase 1 Consultation Report in Appendix 1. This section draws out the key themes, quantitative results and qualitative insights most relevant to the development of the masterplan, focusing on how feedback has influenced functional requirements, spatial priorities, safety considerations and biodiversity ambitions.
- 4.3 Engagement activities were undertaken with a wide range of stakeholders, including local residents, community groups, youth organisations, businesses and elected members, using a combination of digital, in-person and targeted engagement methods. The outcomes provide a robust and transparent evidence base to support option development and decision-making at Stage 1.

Engagement Approach

- 4.4 The Communications and Engagement Strategy outlined a two-phase programme including:
- Online questionnaire
 - Drop-in sessions
 - Face-to-face meetings with councillors, a representative of the Friends group, Jubilee Gardens Bowling Club
 - Youth engagement via Real Skate NW and street art workshop

Stakeholder Groups

- 4.5 Identified groups:
- Residents & visitors
 - Friends of Jubilee Gardens
 - Jubilee Gardens Bowling Club
 - Wyre Boat Angling Club
 - Schools & nurseries
 - Youth services & skate community

- Local businesses (The Venue, Cove Café, JD Gym, Vue)
- Councillors and MP
- Community groups (Care for Cleveleys, Cleveleys Together)

Online Survey

- 4.6 An online survey was undertaken between October and November 2025 to inform the Jubilee Gardens Masterplan. The survey received 164 responses, exceeding the target response rate and providing a robust and representative evidence base for the Stage 1 brief. Respondents ranged in age from children and teenagers (8–14) through to adults aged 75+, with the majority being Wyre residents.
- 4.7 Skatepark users accounted for approximately 18% of respondents, and Bowling Club users approximately 12%, ensuring that key user groups were well represented.

Community Value and Use of Green Spaces

- 4.8 The survey confirms very strong community support for Jubilee Gardens and public green space investment:
- 99.4% of respondents value access to parks and open spaces
 - 97.5% agree that green space improves wellbeing
 - 96.9% agree green space improves community cohesion

Almost half of respondents had visited Jubilee Gardens within the last week, indicating high existing use despite current site condition and partial closure.

Primary Reasons for Visiting Jubilee Gardens

- 4.9 Respondents identified the following primary reasons for visiting Jubilee Gardens:
- Walking and passing through the site
 - Skatepark use (c.18%)
 - Bowling Club use (c.11%)
 - Children’s play and informal recreation
 - Proximity to nearby amenities and the promenade

This confirms the site’s importance as both a destination and a movement corridor.

Community Priorities for Investment

4.10 Respondents were asked to select up to three priorities for future investment. The top priorities were:

- Improving existing facilities – 55.7%
- Adding new facilities – 55.1%
- Improving space for nature – 45.9%
- Improved play areas – 44%
- More seating, bins and lighting – over 50%

These results strongly support a combined approach of facility upgrades, biodiversity enhancement and safety-led design.

Biodiversity and Landscape

4.11 There is exceptionally strong support for biodiversity enhancement:

- 97.4% stated it is important to enhance habitats and biodiversity
- 83% support coastal planting gardens
- 81.7% support tree planting
- 59.4% are supportive of less manicured areas in designated zones

This clearly supports a nature-led, coastal planting strategy with defined biodiversity zones.

Safety and Anti-Social Behaviour

4.12 Safety and anti-social behaviour were a recurring concern:

- 70 respondents explicitly raised safety or ASB concerns
- 88.1% requested improved lighting
- 79.1% requested CCTV
- 56.7% felt increased activity would help improve safety

These findings strongly support a CPTED-led design approach, increased lighting, improved surveillance and greater activation of the site.

Requested New Features

4.13 Frequently requested new or improved features included:

- Enhanced skatepark facilities (including beginner-friendly design)
- Replacement and upgrading of play areas
- Sheltered seating and picnic areas
- Outdoor performance / events space
- A potential community hub or pavilion building
- More trees, coastal planting and pollinator-friendly landscapes

Qualitative responses consistently highlighted the desire for a multi-functional, multi-generational park with year-round use.

Care for Cleveleys Meeting (22.11.25)

4.14 A meeting with Care for Cleveleys was held on 22 November 2025 which gathered additional community insight and understanding of local priorities relevant to the emerging masterplan as follows:

Youth & Community Involvement

- LCC Youth Worker Michelle Beavers emphasised structured youth participation, using established youth networks.
- Opportunities to embed youth wellbeing and inclusive play themes into design.
- Proposal to run youth workshops, potentially linked to planned Street Art workshops.

Existing Site Uses

- Skatepark: Well-used; issues around behaviour and maintenance require design-led mitigation.
- Horse riders from Rossall Road Stables use the park to access the beach; access must accommodate shared use safely.
- Car park: Underused;

Facilities & Infrastructure Ideas

- Bowling Club: Developing proposals for a new clubhouse and potential indoor bowling.
- Boules: Interest expressed in creating a petanque area to extend intergenerational offer.

4.15 Themes captured during stakeholder engagement and discussions include:

- Desire for improved shelter and seating
- Replacement of outdated play area
- Enhancement of skate park
- Better pedestrian/cycle connections
- A need for community space/ bowling club pavilion
- Strong support for biodiversity and climate resilience measures
- Concerns about ASB and safety lighting

Jubilee Gardens Bowling and Social Club Meeting (27.11.25)

4.16 A meeting with the Jubilee Gardens Bowling Club was held on 27 October 2025 to understand the Club's current operation, facilities, and future aspirations, and to identify how the emerging masterplan could support both reinstatement works and longer-term development.

Club Use and Membership

- The Club operates seasonally (March–September/October), hosting league matches, social bowling and open competitions, with winter use of the pavilion for social activities.
- Membership stands at approximately 75 and is gradually growing, though the profile is ageing.
- The Club places strong emphasis on member wellbeing and long-term sustainability.

Pavilion Condition and Immediate Needs

- The existing pavilion is in poor condition, with water ingress and fabric deterioration requiring urgent attention.
- Cracking to paths and fencing has occurred as a result of adjacent compound works.

4.17 Wyre Council has allocated some funds towards a replacement solution, with container-style options currently under discussion.

Future Development Aspirations

- The Club has established a Development Committee and is working with governing bodies to explore funding opportunities.
- Design proposals have been prepared for replacement pavilion options, including potential indoor bowling provision.
- A longer-term aspiration exists for a larger, multi-use community facility incorporating the Bowling Club, though the Club would not seek to operate such a building directly.
- All options would require an expanded footprint, extending westwards into the existing car park area.

Access, Parking and Wider Site Issues

- The Club highlighted the importance of improved parking provision for members and visitors.
- Better lighting across Jubilee Gardens was identified as a priority for safety and usability.
- There was recognition of a disconnect between the promenade and the Gardens, with suggestions for community or sensory gardens to strengthen identity and use.

4.18 Themes captured during discussions include:

- Urgent need for replacement or refurbishment of the Bowling Club pavilion
- Support for exploring a shared community hub approach
- Requirement for improved parking and access arrangements
- Strong interest in improved lighting and safety across the Gardens
- Opportunities to integrate community gardens and biodiversity features
- Importance of safeguarding the Bowling Club's long-term future within the masterplan

Jubilee Ward Councillors Meeting (27.10.25)

4.19 A site meeting with Jubilee ward councillors was held on 27 October 2025 to gather local insight and strategic priorities to inform the emerging Jubilee Gardens masterplan.

Previous Consultation Insight

- Councillors referenced earlier Friends of Jubilee Gardens consultations (2016 and 2018), highlighting long-standing dissatisfaction with the open plan layout, boundaries and gardens.
- Strong historic support for the bowling green and skatepark was noted.
- It was emphasised that the masterplan should respond to, but not be constrained by, earlier consultation outcomes, taking account of current needs and expectations.

Access, Boundaries and Connectivity

- A perceived disconnect between the promenade and Jubilee Gardens was identified as a key issue.
- The need to strengthen east and west boundaries was highlighted, both to mitigate exposure and to prevent unauthorised access.
- Use of boulders similar to those used in the beach management works was suggested to provide boundary definition and reinforce a coastal identity.

Existing Facilities and Design Issues

- The skatepark, MUGA and play areas are well used but dated and in need of renewal and weather protection.
- The large open grassed areas were considered underutilised, lacking focal points and structure.
- Support was expressed for reviewing facilities for all age groups, including inclusive and accessible play provision.
- Drainage issues at the eastern end of the site were highlighted, with potential for wetland or wildflower solutions.

Future Aspirations

- Interest in introducing a café or community facility, potentially in the north-east of the site where services already exist.

- Support for exploring traditional park features (e.g. bandstand, pitch and putt, splash play) subject to commercial viability.
- Aspiration for Jubilee Gardens to achieve Green Flag status in the long term.

4.20 Key themes emerging from the councillors' meeting include:

- Desire to move away from a largely open-plan layout towards defined zones
- Improved connections between the promenade and the Gardens
- Renewal and enhancement of existing play, skate and sports facilities
- Boundary treatments that address exposure, access control and coastal identity
- Use of landscape-led solutions to address drainage and biodiversity
- Designing out anti-social behaviour through activity, lighting and natural surveillance

Street Art Workshop with Local Young People (07.11.25)

4.21 A street art workshop with local young people was held on 7 November 2025, providing creative engagement and insight into youth priorities for the Jubilee Gardens Masterplan. The workshop combined practical street art activities with mapping exercises to explore ideas for the future use and character of the Gardens.

Youth Priorities and Ideas

- Strong desire for a building on site, most commonly suggested as a café, youth club or community space.
- Clear interest in creating spaces specifically for teenagers, providing somewhere to socialise and "have something to do".
- Support for improved skatepark facilities, including new features, better lighting and sheltered seating.
- Requests for BMX, scooter and mountain bike facilities, particularly linked to the existing car park area.

Nature, Landscape and Comfort

- Widespread support for flower gardens, wildflower areas and nature-rich spaces to attract wildlife.
- Interest in water features such as ponds or splash areas.

- Recognition of the exposed coastal conditions, with suggestions for windbreaks, sheltered seating and landform to improve comfort.
- Support for walking trails and quieter spaces alongside more active uses.

Art, Identity and Character

- Strong support for retaining the existing graffiti wall as an important expression of local identity and character.
- Interest in public art and installations, including sculptures, etched walls and artwork reflecting local history.

4.22 Themes captured through the workshop and associated youth outreach include:

- Need for youth-focused spaces and facilities
- Enhancement of the skatepark and active recreation offer
- Improved shelter, seating and lighting
- Strong support for biodiversity and flower-rich planting
- Retention and celebration of street art and local character
- Desire for a café and toilet facilities to support longer stays and year-round use

Friends of Jubilee Gardens – Formal Response

4.23 A formal written response was received from the Friends of Jubilee Gardens, drawing on extensive community engagement undertaken between 2016 and 2018 and setting out key issues and principles considered relevant to the emerging masterplan.

Key Issues Identified from Previous Consultations (2016–2018)

- Strong dissatisfaction with the open plan design introduced in 2005, with a clear preference for a return to a defined “gardens” character.
- Concerns regarding lack of shelter from coastal exposure, absence of trees, planting and landscaped structure.
- Central grassed area considered overly large and underused, with calls for better zoning and focal features.
- High satisfaction with the bowling green and skatepark, but concern over the quality and quantity of facilities for other age groups.

- Significant support for reducing or reconfiguring the car park, with part returned to leisure or community use.

Facilities and Uses

- Continued support for enhanced play provision, with clearer age differentiation and improved quality.
- Strong support for inclusion of a café or kiosk, potentially linked to bowling club facilities.
- Interest in traditional park features such as pitch and putt, bandstand/events space, picnic areas, and water features.
- Recognition that seating provision has improved since 2016, but emphasis on reinstating stored seating and improving path interest and circulation.

Design Principles and Aspirations

- Reinstating Jubilee Gardens as a place that “looks and feels like a park”, with gardens at its heart.
- Creation of partitioned zones rather than open, undefined space.
- Provision of natural windbreaks, boundary treatment and shelter.
- Strong alignment with Green Flag principles, including safety, biodiversity, sustainability and community involvement.
- Health, wellbeing and accessibility for all ages to be central to design thinking.

4.24 The Friends of Jubilee Gardens emphasised that the revised masterplan should build on both historic consultation evidence and the 2025 consultation findings, addressing long-standing concerns around openness, exposure, drainage and lack of focal features, while accommodating opportunities for phased delivery and future enhancements.

Formal Written Responses (October–November 2025)

4.25 Formal written responses were received from key stakeholder groups and regular users of Jubilee Gardens, including Care for Cleveleys, Cleveleys Together / Cleveleys Town Centre Group, Friends of Jubilee Gardens, Real Skate Northwest, and individual skatepark users. These responses provided additional qualitative insight into long-standing issues, aspirations and priorities for the emerging masterplan.

Parks Identity, Layout and Character

- Strong consensus that Jubilee Gardens no longer reads as a “park” due to the open plan layout introduced in 2005.
- Repeated calls for a return to a garden-led identity with defined spaces, planting, trees and routes.
- Widespread support for breaking up large open grassed areas into smaller, purposeful zones.

Facilities and Uses

- Strong support for improved and expanded play provision across multiple age groups.
- Continued recognition of the importance of the skatepark, alongside a need for significant redesign and modernisation.
- Support for inclusion of a café or community hub to increase footfall, safety and year-round use.
- Interest in traditional park features such as picnic areas, bandstands, pitch & putt, and informal leisure uses.

Skatepark-Specific Feedback

- Clear preference for beginner-friendly, street-style skate features rather than large ramps.
- Emphasis on smooth flat areas, simple obstacles and shelter from weather.
- Recognition that poor quality facilities contribute to underuse and anti-social behaviour.
- Strong willingness from the skateboarding community to engage in future design stages.

Car Park and Boundaries

- Long-standing concerns about the scale and dominance of the car park.
- Support for reducing or repurposing parts of the car park for leisure or community uses.
- Desire for clearer boundaries and wind protection, particularly along exposed edges.

Biodiversity, Climate and Environment

- Strong support for enhanced planting, wildflower areas and biodiversity measures.
- Recognition that less manicured areas are acceptable where clearly designed and intentional.
- Support for landscape-led solutions to drainage and waterlogging issues.

4.26 Themes captured across formal written responses reinforce earlier consultation findings and include:

- Desire to move away from an open, exposed park layout
- Strong support for zoned spaces with shelter, seating and planting
- Need for upgraded, inclusive play and skate facilities
- Importance of biodiversity, climate resilience and drainage solutions
- Value of community facilities in improving safety, identity and year-round use

5 Functional and Spatial Brief

- 5.1 This section sets out the functional and spatial requirements that will guide the development of the masterplan. It defines a series of complementary spatial zones, each with a distinct purpose, while ensuring the overall site functions as a coherent, inclusive and resilient public space.
- 5.2 The spatial framework has been informed by community feedback obtained through surveys and stakeholder engagement, which demonstrates strong support for enhanced play and skate facilities, biodiversity-led landscape design, improved safety measures, and the exploration of a potential community hub or pavilion. It is structured to allow phased delivery:
- Phase 1 – Core: circulation routes, landform, drainage and baseline planting across all zones;
 - Phase 2 – Enhanced: active recreation upgrades, biodiversity intensification lighting and CCTV; and
 - Phase 3 – Aspirational: promenade integration, signature landscapes, art feature and bowling club building.
- 5.3 Aspirational ideas identified through consultation, including a community hub and dedicated events space, have been carefully reviewed. Facilities typically associated with a community hub are already available in close proximity to the gardens along the seafront, and improving access to these existing assets is therefore considered to represent a more appropriate and deliverable response to community needs.
- 5.4 The introduction of fixed infrastructure to accommodate events has also been discounted due to limited demand and the potential impact on the openness and character of the gardens. Instead, a flexible open lawn is included, capable of hosting occasional small-scale events, markets or performances while functioning as high-quality public open space for everyday use.
- 5.5 Overall, the spatial framework seeks to balance social, recreational, ecological and operational requirements within a challenging coastal environment. The proposed zones are intended to be adaptable, future-proofed and capable of accommodating a wide range of users, activities and seasonal demands. In addition to defining spatial zones, this section outlines key technical, accessibility and inclusion principles that must be embedded throughout the design to ensure long-term durability, safety, inclusivity and environmental performance. Together, these requirements provide a robust brief against which design options can be developed and tested.

Spatial Zones

5.6 The following functional zones are required in the masterplan:

Community Interface Zone

Phase 1:

- Improved crossings
- Wayfinding and public art

Phase 2:

- Lighting improvements

Phase 3:

- Potential partial reconfiguration of road (subject to feasibility)
- Bowling Club accommodation

Active and Play Zone

Phase 1:

Routine maintenance of play areas, MUGA and skate park

Phase 2:

- Replacement of outdated equipment
- Provision of safety surfacing
- All weather play
- Inclusive and accessible play features
- Natural play elements blended with coastal character
- Adjacent seating and shelter
- Upgrade skate area with user-led refinements
- Improved lighting (critical safety priority)
- Clear sightlines and surveillance
- Additional social space for teens
- Adjacent seating and social space

Phase 3:

- Destination play and skate facilities

Events and Flexible Lawn

Phase 1:

- Flexible lawn
- Robust, well-drained turf
- Space for community events and informal sports

Phase 2:

- Shelters

Phase 3:

- Infrastructure to support events (e.g. power, water supply)

Biodiversity and Landscape Zone

Phase 1:

- Dune-style landforms for wind protection
- Mixed coastal planting

Phase 2:

- Habitat creation
- Sustainable planting

Phase 2:

- Nature interpretation boards

5.7 The following technical requirements are to be considered to ensure long-term durability, safety, and resilience within the exposed coastal environment:

- CPTED integration
- CCTV
- SUDS (rain gardens, swales)
- Marine-grade materials
- Drainage improvements
- Lighting strategy

5.8 The following accessibility and inclusion principles to be embedded to deliver a fully inclusive public space that meets the needs of all users:

- Step-free routes throughout
- Dementia-friendly colour contrasts and wayfinding
- Inclusive play opportunities

6 Sustainability, Climate and Biodiversity Brief

- 6.1 This section sets out the sustainability, climate resilience and biodiversity principles that will inform the masterplan design. Derived from the findings and recommendations of Stage 0 (Sections 4.5–4.12), the brief establishes a framework for responding positively to the site’s exposed coastal conditions while maximising environmental value and long-term resilience.
- 6.2 The approach recognises the need to address climate change impacts such as increased wind exposure, extreme weather events and surface water management, alongside opportunities to enhance biodiversity and ecological connectivity. Landscape-led solutions are prioritised to deliver multifunctional benefits, including microclimate creation, habitat provision, carbon sequestration and improved user comfort.
- 6.3 By embedding climate-responsive design and biodiversity enhancement from the outset, the masterplan seeks to balance ecological sensitivity with recreational use, support environmental education and management, and contribute to a sustainable, resilient and high-quality public realm for the long term.

Climate Resilience

- Use landform (dunes/mounds) to reduce wind exposure and create microclimates
- Integrate tree planting for shade, carbon sequestration, and wind mitigation
- Coastal-tolerant species
- Shade provision
- Flood-adaptive landscape strategies

Biodiversity Requirements

- Implement designated biodiversity zones to balance ecological value with recreation
- Meadow and dune-style planting
- Wetland or rain garden feasibility
- Provide interpretation to support community understanding and responsible environmental management

7 Masterplan Strategy and Phased Approach

- 7.1 The Masterplan has been developed using a vision-first and phased delivery approach to ensure that early investment delivers immediate community benefit while safeguarding the long-term aspirations for Jubilee Gardens. The fully realised masterplan establishes the ultimate spatial structure, landscape character and functional role of the Gardens, from which a logical sequence of delivery phases has been derived.
- 7.2 A fundamental principle of this approach is that Phase 1 works must not preclude later development. All early interventions, particularly in relation to circulation routes, drainage infrastructure, landform creation and service corridors, will therefore be designed to accommodate future enhancement and expansion without requiring abortive works. This ensures that the initial £500,000 investment strengthens, rather than constrains, the long-term transformation of the site.
- 7.3 Phase 1 is intentionally focused on addressing safety concerns, resolving drainage and ground condition issues, and enabling the full reopening of the Gardens, responding directly to community priorities identified through consultation and to constraints arising from the former compound use. These core interventions establish a resilient and functional baseline park environment upon which subsequent phases can build.
- 7.4 Phases 2 and 3 are conceived to intensify activity, strengthen identity and significantly enhance biodiversity, introducing higher-value recreational facilities, signature coastal landscapes and improved connections with the promenade as funding opportunities and statutory approvals allow. This incremental strategy enables Jubilee Gardens to evolve over time into a destination coastal park while remaining adaptable to changing patterns of use and emerging regeneration initiatives.
- 7.5 To support this staged delivery, all landscape elements delivered as part of Phase 1 will be future-proofed, with allowance for spatial flexibility required to accommodate Phases 2 and 3. This forward-planning approach reduces long-term risk, improves cost certainty and provides Wyre Council with a robust platform for securing external funding and progressing future enhancements.

PHASE 1 – CORE WORKS (ESSENTIAL INFRASTRUCTURE AND REINSTATEMENT)

Indicative Budget:

£500,000

Purpose:

To reinstate the site following compound removal, address essential infrastructure deficiencies, and provide a safe, functional baseline park environment.

Core Components:

- **Path Upgrades:** Addressing worn areas on primary footpath.
- **MUGA Upgrade:** Resurfacing and fencing.
- **Compound Access Road:** Retention of part of road to provide improved access to Wyre Boat Angling Club.
- **Drainage and Ground Remediation:** Soil remediation, regrading of ponding areas, and improvements linked to post-compound reinstatement.
- **New landform:** Reuse of demolished compound hard surfacing to create 'dunes'.
- **Baseline Planting and Biodiversity Framework:** Coastal-tolerant planting, establishment of initial biodiversity corridors, dune-style mounding.
- **Seating, Shelter and Furniture:** Replacement of worn benches, bins, repainting of existing shelter and provision of new simple, durable shelters.

Outcome:

Provides the essential works required to safely reopen the park, address community-identified safety concerns, and set a foundation for future enhancements.



Figure 1: Phase 1 – Core Works

PHASE 2 – ENHANCED WORKS (IMPROVED FACILITIES, ACTIVE RECREATION, BIODIVERSITY)

Indicative Budget:

£500,000 – £750,000 (in addition to Phase 1 Works)

Purpose:

To improve activity zones, enhance biodiversity, and deliver upgraded facilities informed by consultation findings.

Enhanced Components:

- **Replacement of Children’s Play Area:** Installation of inclusive, coastal-character play features with improved safety surfacing.
- **Skate Park Upgrade:** User-informed improvements, transitions, surfacing upgrades, lighting and social seating.
- **Biodiversity and Coastal Landscape Enhancements:** Dedicated habitat areas, wildflower banks, rain gardens, coastal planting.
- **Enhanced Path Network and Wayfinding:** New interpretation, and clearer visual connectivity; and new paths
- **Social and Picnic Areas:** Introduction of sheltered picnic facilities and improved microclimate areas.

- **Lighting:** New, energy-efficient lighting to improve safety, legibility and evening use, designed to minimise light spill and ecological impacts.
- **CCTV:** Provision of CCTV system to improve safety and deter anti-social behaviour.

Outcome:

Creates a significantly more attractive, activity-rich park environment that caters to a wide range of users and supports health, biodiversity, and community cohesion.



Figure 2: Phase 2 – Enhanced Works

PHASE 3 – ASPIRATIONAL WORKS (TRANSFORMATIONAL PUBLIC REALM AND PROMENADE INTEGRATION)

Indicative Budget:

£400,000 – £650,000 (in addition to Core + Enhanced Works)

Purpose:

To deliver transformational interventions that reposition Jubilee Gardens as a destination coastal park with meaningful integration to the seafront.

Aspirational Components:

- **Promenade Interface Redesign:** Potential reconfiguration or partial closure of North Promenade to create a shared-surface, pedestrian-priority zone linking the park to the seafront.
- **Coastal Art and Interpretation:** Sculptural installation using reclaimed boulders and bespoke coastal-themed public art.
- **Cafe/ WCs Link:** Develop connection with the café and WCs on the seafront.
- **Signature Coastal Landscape:** Dune systems, tree planting for microclimate, Mythic Coast narrative and a distinctive coastal identity aligning Jubilee Gardens with wider Cleveleys branding.
- **Bowling Club Future Development:** New pavilion and indoor bowls facility promoted by Black Barn Architecture.

Outcome:

Provides the highest-value transformation, supporting tourism, events, regeneration, and long-term identity for Cleveleys while maximising biodiversity and climate resilience.

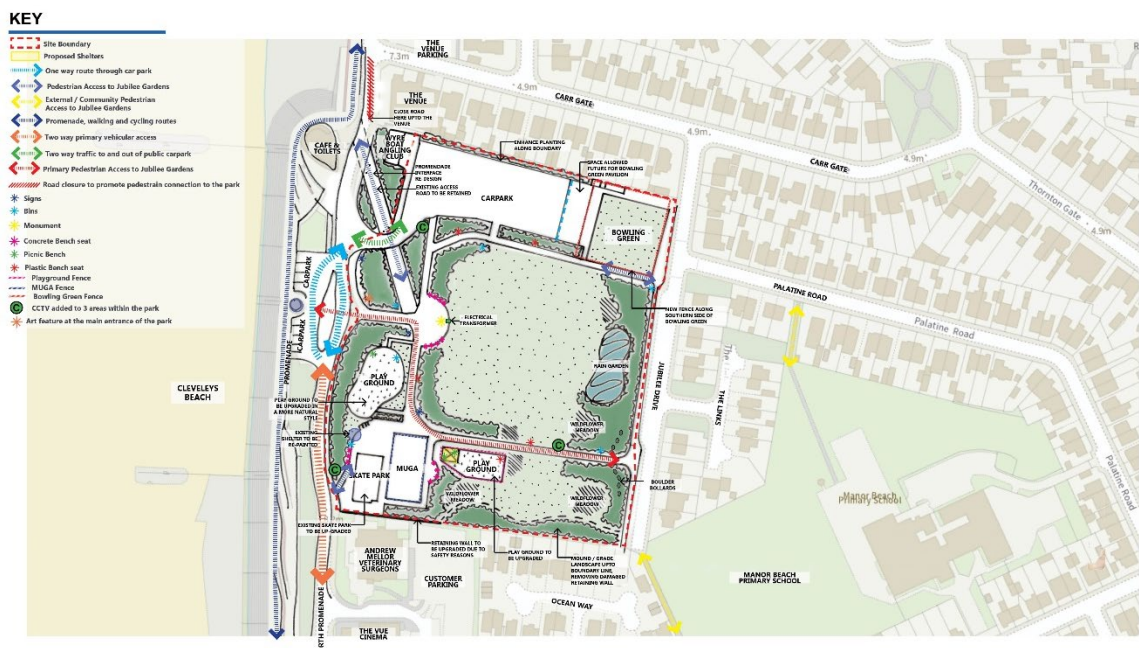


Figure 3: Phase 3 – Aspirational Works

Summary Comparison of Phases

Category	Phase 1	Phase 2	Phase 3
Site reinstatement	✓ Essential	–	–
Lighting & safety		✓ Major upgrade	✓ Integrated with new public realm
MUGA	✓ Upgrade		
Play		✓ Full replacement	✓ Premium-level destination play
Skate		✓ Enhanced facility	
Biodiversity	✓ Baseline planting	✓ Habitat creation	✓ Signature coastal landscape
Promenade integration	–	–	✓ Road reconfiguration and coastal interface
Deliverability	High	High	Medium (subject to approvals)

Next Steps

- 7.6 Phase 1 – Core Works will be progressed to RIBA Stage 2 Concept Design. This phase is strongly supported by survey findings, which identify clear community priorities for enhanced biodiversity, improved shelter and increased active use of the site, while remaining deliverable within the identified budget of £500,000.
- 7.7 Phase 3 – Aspirational Works will inform the overarching Masterplan, setting out longer-term objectives and potential future phases of development that may be taken forward subject to funding availability, further consultation and the securing of all necessary approvals.

8 Budget and Cost Framework

Indicative Capital Costs

- 8.1 Refined from the estimate set out in Stage 0 (Section 5): £1.45m – £2.20m (excl. VAT) the Stage 1 indicative capital costs are:

Phase	Scope	Budget
Phase 1	Reinstatement	£500,000
Phase 2	Facilities and play	£500,000 – £750,000
Phase 3	Promenade and signature projects	£400,000 – £650,000
Total		£1,400,000 – £1,900,000

Professional Fees

- 8.2 £32,650 for RIBA Stages 0–3 (including VAT) as per ITQ.

RIBA Stage 1 Cost Planning

- 8.3 RIBA Stage 2 will refine RIBA stage 1 Phase 1 costs based on:
- Planting strategy;
 - Extent of drainage and ground remediation; and
 - Creation of new landform utilising demolition arisings from compound surfaces.

9 Programme

9.1 RIBA Stage 2–3 will focus on Phase 1 works only, with Phases 2 and 3 remaining at masterplan level subject to later funding and approvals. The proposed programme is:

- **RIBA Stage 1:** Oct 2025 – Jan 2026
- **RIBA Stage 2 Concept Design (Phase 1):** Mar – Apr 2026
- **RIBA Stage 3 Spatial Coordination (Phase 1):** May – June 2026
- **Cabinet Approval of Masterplan (Phase 3):** May 2026
- **Construction Start:** June 2026 (subject to BB completion)

9.2 Dependencies for Phase 1 include:

- Contractor access
- Survey procurement
- Winter weather
- Engagement programme

10 Risk Register (Updated for RIBA Stage 1)

- 10.1 This section presents the updated Risk Register for RIBA Stage 1 of the Jubilee Gardens masterplanning process. It identifies key risks that could affect programme delivery, cost certainty, design development and stakeholder confidence, and sets out proportionate mitigation measures to manage these risks proactively.
- 10.2 The register builds on risks identified at earlier stages and reflects increased understanding of site conditions, stakeholder requirements and delivery constraints as the project progresses. It is intended to be a live document, to be reviewed and updated as the project moves into subsequent design stages, procurement and delivery.
- 10.3 By clearly identifying risk likelihood, potential impact and agreed mitigation actions, the Risk Register supports informed decision-making, realistic programming and effective coordination between Wyre Council, the design team and key stakeholders.

Risk	Likelihood	Impact	Phase	Mitigation
Funding gaps	Medium	High	Phases 2-3	Phased design; early funding applications
Promenade reconfiguration constraints	Medium	High	Phase 3	Early coordination with Highways & Coastal Teams
Survey delays	Low-Medium	Medium	Phases 2-3	Advance instruction to BB & surveyors
Community opposition	Medium	Medium	All	Transparent, proactive engagement
Coastal climate impacts	Medium	High	All	Marine-grade materials and resilient planting
Failure to secure 10% biodiversity net gain (BNG)	Low	High	All	Integrate BNG early into site layout and landscape design
Programme overrun	Medium	High	All	Strict milestone tracking, early approvals

11 Approvals Required

11.1 Wyre Council is asked to approve:

1. This RIBA Stage 1 Report as the confirmed project brief.
2. Progression of Phase 1 – Core Works to RIBA Stage 2.
3. The RIBA Stage 2 programme and cost plan approach.
4. The three-phase masterplan delivery strategy.
5. The defined site boundary.
6. The commissioning of required surveys.

11.2 Once approved, ReLandscape will proceed into RIBA Stage 2: Concept Design for Phase 1.

Phase 1 Consultation Report

Jubilee Gardens Masterplan - Phase 1 Consultation Report

Prepared by Katie Upton (Katie Upton Ltd) for and on behalf of the Masterplan Lead Consultant, Dean Blackhurst (ReLandscape Ltd), as commissioned by Wyre Borough Council in August/September 2025.

Table of Contents

1. Executive Summary.....	2
2. Introduction	2
3. Consultation	3
4. Participation	3
5. Findings & Themes.....	4
6. Concerns & Considerations.....	5
7. Recommendations	5
8. Next steps.....	7
9. Appendices.....	7
Appendix 1 – Online and traditional engagement activities.....	8
Appendix 2 – Presentation to the community at Care for Cleveleys	9
Appendix 3 – Meeting with Jubilee ward councillors	12
Appendix 4 – Meeting with Jubilee Gardens Bowling Club	14
Appendix 5 – Street art workshop with local young people.....	15
Appendix 6 – Results & Findings from the online survey	19
Appendix 7 – Formal written responses	24

1. Executive Summary

This Consultation Report outlines the activities undertaken as part of the Initial Consultation (Phase 1) for the Jubilee Gardens Masterplan, as scoped in the Communications & Engagement Strategy V1. It offers recommendations for the Masterplan's design development, as informed by responses from the wide range of stakeholders engaged.

1.1 Headline findings

- 164 responses to the online survey, with 100% completion rate
- Six formal responses received from primary stakeholders
- 62 people engaged directly through a workshop, meetings or a drop-in session
- Half of respondents use Jubilee Gardens regularly - 47.7% had visited in the last week
- The majority (55.7%) of respondents want to see the existing facilities improved
- The majority (55.1%) also want to see new facilities added
- Almost half (45.9%) said that improving the space for nature was in their top three priorities

1.2 Key themes

- Improve and expand existing facilities
- Add new facilities or features
- Improve nature and biodiversity across the Gardens
- Improve visual links between the Gardens and the promenade/beachfront
- Incorporate design features to improve safety and prevent anti-social behaviour

1.3 Headline recommendations

- Allow for expansion of Jubilee Gardens Bowling Club – extending the Club's footprint beyond its existing western boundary, to accommodate its new building.
- Expand and improve the skatepark – extending its existing footprint to accommodate new features and more flat, open surfaces and updating/improving the obstacles and elements.
- Update and improve the play parks and MUGA - specifying new designs and equipment or materials.
- Limit the amount of wide open space, creating zones by adding shelters, seating or new features.
- Introduce flora and fauna across the space, creating gardens that can attract wildlife and a pond that can manage drainage issues on the site.
- Incorporate measures and design features to improve safety and usability and limit or prevent anti-social behaviour, litter and vandalism.
- Introduce a new gateway or entrance to the park from the promenade to better link the two visually.
- Explore feasibility of developing a community hub building and/or offering commercial spaces/concession for 'traditional' park features such as pitch and putt or splash zones (investigating initial funding requirements/opportunities and long-term commercial viability).
- Explore retaining and repurposing existing hard-standing areas (part of the site compound), to create new features such as bike tracks or event spaces, and offer a new central feature or focal point.
- Consider commissioning a new artwork or installation to give the site a unique offering and identity.

2. Introduction

2.1 Project & Consultation context

Jubilee Gardens is a seafront park in Cleveleys, owned and managed by Wyre Borough Council. A portion of the site has been temporarily closed to the public since October 2023 to house a works compound for Wyre Council's ongoing beach management and flood defence scheme. These works, being delivered by Balfour Beatty, are expected to be completed by June 2026.

Once these works are complete, the Council intends to reinstate the site compound area and has ambitions to revive the rest of the Gardens too. To guide this, it has commissioned the preparation of a Masterplan for the site. The Masterplan will set a framework and guidance for plans, in order to develop clear, affordable design proposals for the site that align with Wyre Council's own objectives and appeal to stakeholders too.

2.2 Consultation aims

- To capture ideas and insights from a cross-section of stakeholders via meaningful participation in an online survey and in-person consultation events
- To develop a design framework, including a list of the features, facilities and design characteristics highlighted and prioritised by stakeholders
- To encourage community ownership of Jubilee Gardens

2.3 Site background, Local context & Current usage

Jubilee Gardens is predominantly made up of open field for informal sports or walking. As above, a section of this open field along with the site's 111-space car park, situated in the north-west corner, have been closed to the public since 2023.

The Gardens also houses a multi-use games court, skate park, youth shelter and two children's play areas in the south-west corner of the site. In the north-east corner of the site is Jubilee Gardens Bowling Club, a crown green and pavilion managed and maintained by the Club. The Club pavilion is the only permanent building on site.

To its north, east and south sides it is bordered predominantly by residential areas. It also borders some commercial neighbours, including The Venue, a privately-owned restaurant, and Cove café, a council-owned facility housing a privately-run café, to its north, and Andrew Mellor Vets, a Vue cinema, and a JD Gyms to the south. North Promenade and Cleveleys beach run along the west of the site.

3. Consultation

To support development of the Jubilee Gardens Masterplan, community engagement was undertaken via five core channels:

- **Online engagement** to promote the Masterplan and public consultation, including:
 - Social media posts – see [Appendix 1](#)
 - Online/digital media – see [Appendix 1](#)
- **Traditional communications** to promote the Masterplan and public consultation, including:
 - local print/online media – see [Appendix 1](#)
 - posters – see [Appendix 1](#)
- **In-person activities** to seek feedback from primary stakeholders, including:
 - A presentation to members of the community and business owners via Care for Cleveleys – see [Appendix 2](#)
 - A site visit and face-to-face meeting with the local ward councillors - see [Appendix 3](#)
 - A meeting with Jubilee Gardens Bowling Club's committee - see [Appendix 4](#)
 - A one-off street art workshop for children, young people and skatepark users - see [Appendix 5](#)
- **An online survey**, open to responses for four weeks between October-November – see [Appendix 6](#)
- **Community intermediaries** to promote the Masterplan and public consultation, aiming for:
 - Care for Cleveleys/Cleveleys Together – see [Appendices 2 & 7](#)
 - Real Skate NW & Big Woody's (Fylde coast skateboarding businesses) – see [Appendix 7](#)

4. Participation

The consultation set out to:

- Capture c.150 responses to the initial online survey, within 3-4 weeks
- Engage c.50 attendees to face-to-face workshop(s), meetings or drop-in sessions
- Engage 75% of identified stakeholder groups

It delivered:

- 164 responses to the online survey, using organic reach only – see [Appendix 6](#)
- Six formal responses received:
 - In-person with the ward councillors for Jubilee, Cllrs Rob Fail and Wayne Martin - see [Appendix 3](#)
 - In-person with representatives of Jubilee Gardens Bowling Club - see [Appendix 4](#)
 - In writing from the former chair of Friends of Jubilee Gardens – see [Appendix 7](#)
 - In writing from both Care for Cleveleys and Cleveleys Together – see [Appendix 7](#)
 - In writing from Real Skate NorthWest – see [Appendix 7](#)
- 62 people engaged in face-to-face sessions or workshops:
 - 26 residents or local business owners at the Care for Cleveleys meeting, as above
 - Two ward councillors, as above
 - Six members of Jubilee Gardens Bowling Club, as above
 - Three youth workers and nine teenagers via Lancashire Youth Service plus two youth workers and 14 children and teenagers via 2nd Cleveleys Cubs & Scouts, as above
- 65% of identified stakeholder groups engaged

5. Findings & Themes

5.1 Improve nature and biodiversity across the Gardens

Opportunities to increase nature and improve habitats and biodiversity were a high priority for the majority of respondents, particularly in the online survey and workshop. Young people suggested flower gardens, water features or ponds, and rewilded areas. And in the survey 61.1% of respondents said enhanced habitats are “very important” while 83.9% supported coastal planting gardens and 57.6% are happy to see less manicured areas in designated zones; reflecting a significant shift in public expectation toward nature-led design. A pond, planting for pollinators and suitable for the coastal location, bat boxes and maintained bird feeders, and planting that could offer protective screening were all mentioned in text responses. See [Appendix 6, Section 4](#) for suggestions on features to include from survey respondents. The ward councillors also suggested that a pond or wetland area could resolve an issue around flooding at the east end of the Gardens.

5.2 Improve and expand existing facilities

Expanding and improving the skatepark was cited as a priority by Real Skate NW in a formal response, a number of the young people during the site visit with Lancashire Youth Service, and 18% of survey respondents, many of whom also shared insightful text responses too. For many it is important for the skatepark to be maintained and improved since it is their closest and most accessible facility, and for others it would be valuable to take the opportunity to make it a more beginner-friendly space. See [Appendix 7, Sections 2.3-2.5](#) for detailed suggestions on features to include and the rationale behind this.

Improving the existing play areas should be a key consideration too. This was cited as a priority by 44% of survey respondents. For the MUGA and play parks, it was felt that new equipment, improved surfaces and perhaps different positioning would improve these facilities for families. Survey respondents also suggested incorporating more inclusive, accessible play park features for children and young people with disabilities or sensory needs.

Factoring in the expansion plans for Jubilee Gardens Bowling Club should be another key consideration in development of the Masterplan. The Club needs a replacement building urgently and has ambitions to build a new, larger pavilion to include indoor bowling lanes and improve its year-round social offering. Extending the Club’s footprint along its existing western boundary and reviewing opportunities for the Club’s members to have parking permits for the adjoining 111-space car park would support its growth ambitions. See [Appendix 2, Section 2](#) for more detail.

5.3 Add new facilities or features

Across all touchpoints of the consultation, respondents expressed interest in or aspirations for a new community building on the site. In the survey, 10% of respondents directly suggested adding a building or “community hub”. For example, one respondent said: “A building suitable for all ages to share. Use for the whole community, e.g. sports, meeting place, social interactions etc.” This idea was also echoed in ideas from young people during the workshop, with the majority including a building – to be used as a “youth hub”, “café” or “quiet reading area” in their design drawings.

Additionally, in the survey, there was interest in operator-led concessions for leisure activities, such as pitch and putt or splash zones. This was also supported by feedback in the Care for Cleveleys meeting, where people suggested more indoor, active leisure facilities for older people, such as boules or pétanque, and by the ward councillors. The councillors did note that there needs to be a commercial foundation to such suggestions, though.

Exploring the feasibility of introducing these kinds facilities would be valuable, both to demonstrate to stakeholders that their ideas have been heard and acted upon, and to understand long-term potential of the Gardens’ community offering. Investigating the commercial viability should consider both initial capital funding and ongoing revenue opportunities, whether for the council or concession operators.

A new building for the Gardens is also scoped out in design-only by Jubilee Gardens Bowling Club, as part of its growth plans and need for a new pavilion building. However, the Club was clear it is not proposing that it would run such a building, but be one of its tenants.

5.4 Improve visual links between the Gardens and the beachfront

Opportunities to improve links between the Gardens and promenade were noted by respondents. Introducing a new gateway or entrance to the park from the promenade, to better link the two visually, appealed in the online survey responses and formal responses from Care for Cleveleys. For example, one survey respondent said: “[Add] a proper entrance on the promenade so that passers-by can see it’s a park and not just a field.” And Care for Cleveleys noted: “Better integration with the prom and leisure offer would help.”

Potentially linking to this, there was some appetite for a new art installation on the Gardens, as suggested by young people in the workshop and supported by 27% of survey respondents.

5.5 Incorporate design features to improve safety and prevent anti-social behaviour

Challenges around creating and maintaining a tidy, safe and welcoming park were identified throughout the consultation. This was noted during the meeting at Care for Cleveleys and with the ward councillors, during the site visit and workshop with young people, and also in the online survey. Respondents recognised the need for clever design that actively prevents anti-social behaviour or littering, such as ensuring bins are well-positioned and lighting is sufficient – 56.5% of survey respondents wanted to see more activity on the site to encourage footfall, to actively prevent anti-social behaviour (ASB).

Using boulders that are from, or similar to those used on, the beach management scheme block access routes from unauthorised vehicles, as highlighted as an important design consideration from survey respondents and the ward councillors. This could also support creating visual links between the promenade and park.

Creating spaces that young people can visit purposefully and feel proud of, to encourage respect for facilities, was also highlighted as an important design consideration. For example, one respondent said: “[There is] occasional ASB, not helped by a lack of active leisure facilities”. And 34% of survey respondents wanted to see better facilities for teenagers. Adding safety signage around the skatepark was also highlighted by Real Skate NW and some survey respondents.

6. Concerns & Considerations

6.1 Safety and access concerns

Concerns around safety and anti-social behaviour were reported across multiple questions in the survey, and cited in the meeting with the ward councillors. In the online survey, 45.1% of respondents agreed that they had anti-social behaviour concerns, and 88.7% wanted to see better lighting across the site.

Concerns around unauthorised encampments on the Gardens were also highlighted in the survey, and cited in the meeting with the ward councillors, with solutions such as those cited in 5.5 recommended in response.

6.2 Conflicting views

Some of the views expressed by the various stakeholders conflicted one another. For example, there were mixed views on to what extent the gardens should cater directly for dog walkers, who made up 14% of survey respondents. Some requested dog-friendly zones or a dog park to compensate for restrictions on the beach, while others mentioned the challenges or risks this could create for other users and many highlighted issues around dog fouling.

Additionally, while there was interest in creating an events space for fairs, events or shows, suggested by survey respondents and in the formal response from Cleveleys Together, the Cleveleys Together response also added that the group was not in a position to host/lead on events on the Gardens. And in their meeting, the councillors stressed that it was more important to offer features that will attract people year-round.

7. Recommendations

Based on the feedback and findings from the survey, formal responses, in-person meetings and workshop the following approaches are recommended for the Masterplan development:

7.1 Briefing stage recommendations (RIBA Stage 1)

- Make contact with consultation respondents who expressed interest in contributing further to design and end-use of the Gardens:
 - Jake Powell, Skateboard GB representative - jakeowenpowell@gmail.com
 - Kayleigh Algie, Real Skate NorthWest – hellorealskate@gmail.com
 - Martin Greenaway (interested in operating a pitch and putt) – 07803 052328

7.2 Design stage recommendations (RIBA Stages 2, 3 & 4)

7.2.1 Improve or extend existing features and facilities

- Allow for expansion of Jubilee Gardens Bowling Club – extending the Club’s footprint beyond its existing western boundary, to accommodate its new building.
- Expand and improve the skatepark – extending its existing footprint to accommodate new features and more flat, open surfaces and updating/improving the obstacles and elements.
- Consider the following new features into the skatepark for both skateboarders and scooter riders (with priority being given to beginner-friendly elements and flat ground interspersed with obstacles):
 - Small ramps and/or half-pipe with coping (2ft tall & 8ft wide suggested as suitable for beginners)
 - Extended, smooth flat ground (in concrete and the size of a tennis court, suggested)

- Manual pads, slappy curbs/grinding curbs, grind ledges, and round bar rails
- A mini spine
- Safety signage (particularly to encourage wearing helmets and not sitting on skate features)
- Explore retaining and repurposing existing hard-standing areas (part of the site compound), to create new features such as running tracks, bike tracks or event spaces and offer a new central feature or focal point.
- Limit the amount of wide open space, creating 'zones' by adding shelters, seating or new features.
- Add more sheltered seating across the Gardens.
- Add more or better sited bins across the Gardens.
- Specify new designs and materials to update and improve the MUGA, including reviewing whether there is a need for new surfacing.
- Specify new designs and equipment to update and improve the play parks, including exploring opportunities to add in inclusive or adaptable play equipment suitable for children with mobility issues or physical disabilities, and potential to add interactive elements to the play areas.
- Incorporate coastal, wildlife and/or wellbeing themes into new play park designs.

7.2.2 Add new features or facilities

- Introduce a new gateway or entrance to the park from the promenade, to better link the two visually.
- Explore ways to introduce more variety of flora and fauna across the site, to create attract wildlife and offer attractive, quiet spaces, and to support more visual links between the promenade and park.
- Explore feasibility of managing drainage issues in the eastern corners using sustainable drainage systems (SUDS) to create a wetland or wildflower space, sensory garden, or herb gardens.
- Explore feasibility of developing a community hub building – checking whether this idea is shared by council teams familiar with the Jubilee ward and local operators/businesses and noting that respondents' feedback included ideas for a building to house/host:
 - A café
 - Public toilets
 - Youth club provision
 - Indoor play areas
 - Indoor sports facilities such as indoor bowls, and changing rooms
 - Rentable meeting spaces
- Explore feasibility of offering commercial spaces for 'traditional' park features, e.g crazy golf, splash areas, beach huts or storage lockers – checking whether this idea is shared by council teams familiar with the Jubilee ward and local operators/businesses and exploring the commercial viability of such options.
- Consider using the above to incorporate an all-ages play/leisure option, such as crazy golf/mini golf.
- Explore incorporating a storage area and community garden/propagation area, such as allotments, polytunnel or greenhouses, for local community groups to grow and store plants for use across Cleveleys.
- Explore including space for outdoor gym equipment.
- Consider commissioning a new artwork or installation to give the Gardens a new, unique identity and foster community ownership of the space.
- Balance what works well elsewhere - e.g facilities at nearby Anchorsholme Park – and where gaps can be plugged – e.g lack of smaller obstacles/elements at other Fylde coast skateparks.

7.2.3 Manage access & Improve safety/security

- Maintain accessibility for horse riders.
- Incorporate measures and design features to improve safety and usability and limit/prevent anti-social behaviour, litter or vandalism, for example:
 - Controlling access routes;
 - Increasing the amount of sheltered seating around the site;
 - Improving lighting across the skatepark and MUGA;
 - Maximising natural surveillance/line of sight measures.
- Identify where features can offer dual purpose, for example:
 - Using boulders from/similar to the beach management scheme's boulders to create a visual link between the promenade and park, and also block access routes from unauthorised vehicles;
 - Combining drainage areas with planting or space for community or remembrance gardens;
 - Turning existing hard-standing areas into running tracks or bike tracks, to save spend required for removal works and improve site sustainability credentials.

7.2.4 Other

- Agree whether the south boundary wall will remain a 'free wall' for graffiti and street art.
- Ensure the memorial plaque for Robert Pilcher, currently sited on the wall of the skatepark's quarter pipe is retained and safely stored once works begin then appropriately reinstated.

7.3 Project delivery and handover recommendations (RIBA Stages 5 & 6)

- Reengage with youth groups (via Scouts, LCC outreach provision, and new skatepark contacts) to explore opportunities to include young people in aspects of project delivery or opening events.
- Offer shared use opportunities for the car park, e.g allocating match day spaces or permits to the Bowling Club.

8. Next steps

- ✓ Share recommendations with ReLandscape Ltd, to commence Stages 2 design work for the Masterplan.
- ✓ Reengage with stakeholders following Stage 2, to present, test and refine Masterplan design proposals.

9. Appendices

Appendix 1 – Online and traditional engagement activities

1. Overview

Community engagement was supported by online engagement – using social media posts, online/digital media channels, and a dedicated Jubilee Gardens Masterplan webpage on the Wyre Council website – and traditional communications – submitting news stories to local media outlets, and putting up posters around Jubilee Gardens, in The Venue, and within Care for Cleveleys’ shop in the town centre.

2. Online engagement

2.1 Social media posts

Wyre Council Facebook page posts:

Wyre Council
17 October at 16:30 · 🌐

👉 Have your say! We want your ideas and inspiration ready to revive Jubilee Gardens in Cleveleys.

What would you like to see at Cleveleys largest park? More space for informal sports, or refreshed areas for children and young people? 🎨 Maybe features that complement the coastal location and Mythic Coast Artwork Trail? 🌊

We want to hear from residents, community groups, businesses and visitors alike on what features and facilities you'd like, to inform the development of our Jubilee Gardens Masterplan.

👉 Complete our short survey (opens Monday, 20 October): www.wyre.gov.uk/have-your-say

👉 Join a drop-in session to learn more: at the **Care for Cleveleys Shop**, Princess Rd, on Wednesday, October 22 from 3pm.

We'll be reinstating the green space next summer, once our beach management scheme is complete, freeing up the space that's been taken up by a works compound and storage area for Balfour Beatty. We're also exploring how we could further revive the whole site.

Learn more about the Masterplan project here:
<https://www.wyre.gov.uk/.../public-consultation-now...>

Have your say

Jubilee Gardens Masterplan

www.wyre.gov.uk/have-your-say **wyre council**

👍 5 27 comments 7 shares

Wyre Council
23 October at 15:16 · 🌐

We're exploring how we can revive Jubilee Gardens, Cleveleys, ready to reopen the whole site in time for its 90th anniversary in 2027 🎉

We'll be starting works on site in summer 2026, once our beach management scheme works are complete. But first, we need to develop a Masterplan. So, we need you!

Share your thoughts on how we can reinstate, revive and redevelop Jubilee Gardens.

👉 Complete our short survey here: www.wyre.gov.uk/have-your-say
If you've got a great idea, insightful feedback, or any concerns for the site's use, this is the place to voice them.

Whether you're a site neighbour, dog walker, skateboarder, nearby business, occasional visitor or anyone else in between, your view matters to us.

Learn more about the Masterplan project here:
<https://www.wyre.gov.uk/.../public-consultation-now...>

Have your say

Jubilee Gardens Masterplan

www.wyre.gov.uk/have-your-say **wyre council**

👍 4 12 comments 7 shares

Wyre Council
12 November at 19:00 · 🌐

A remembrance garden, new skate park features, walking trails and art installations – those were the ideas these young people came up with for Cleveleys' Jubilee Gardens 🎨

We asked for their feedback as part of our ongoing public consultation on reviving the Gardens on North Promenade. The young people from 2nd Cleveleys Cubs & Scouts and Lancashire Youth Service joined a street art workshop run by The Butterfly Effect on Friday, then shared their design ideas for the Gardens.

We'll be reinstating the green space in summer 2026, currently being used by Balfour Beatty as their site compound as they deliver our Beach Management Scheme. We're also exploring how we could further redevelop the whole 3.18-hectare site.

👉 There's still time to share your ideas for the space too. Complete our short survey here: www.wyre.gov.uk/have-your-say

You and 15 others 4 shares

Wyre Council
14 November at 19:00 · 🌐

It's your last chance to share your thoughts on how we can reinstate, revive and redevelop Jubilee Gardens 🎨

👉 Complete our short survey here: www.wyre.gov.uk/have-your-say
If you've got a great idea, insightful feedback, or any concerns for the site's use, this is the place to voice them.

Whether you're a site neighbour, dog walker, skateboarder, nearby business, occasional visitor or anyone else in between, your view matters to us.

Consultation ends Monday 17 November, 23:59
Learn more about the Masterplan project here:
<https://www.wyre.gov.uk/.../public-consultation-now...>

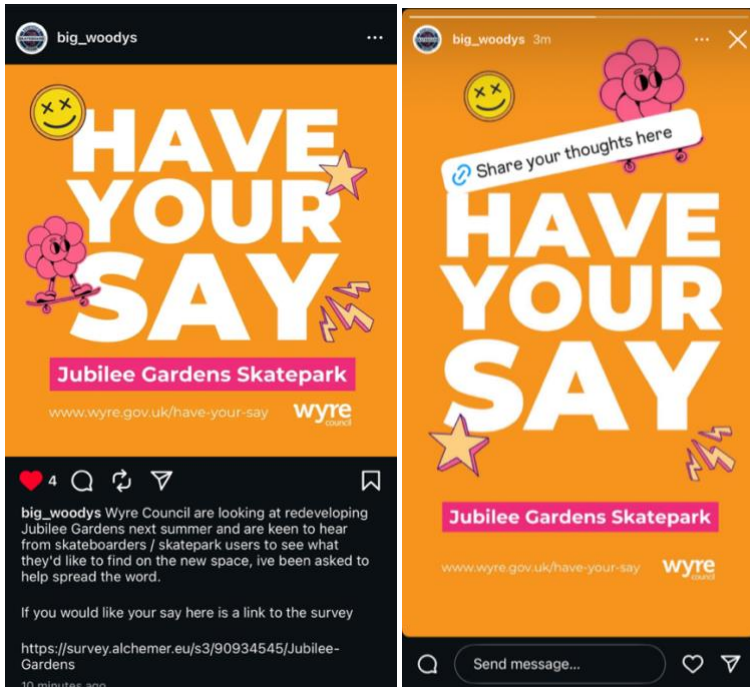
Have your say

Jubilee Gardens Masterplan

www.wyre.gov.uk/have-your-say **wyre council**

👍 3 4 shares

Big Woody's Instagram posts:



2.2 Online/digital media - Wyre Council website news stories

- no.1 <https://www.wyre.gov.uk/news/article/564/public-consultation-now-underway-for-jubilee-gardens-masterplan>
- no.2 <https://www.wyre.gov.uk/news/article/571/young-people-create-artwork-and-design-ideas-for-cleveleys-jubilee-gardens>

3. Traditional communications

3.1 Local print/online media - Blackpool Gazette online articles

- no.1 <https://www.blackpoolgazette.co.uk/news/politics/wyre-council-to-revive-cleveleys-jubilee-gardens-5364922>
- no.2 <https://www.blackpoolgazette.co.uk/news/young-people-to-bring-colour-and-fresh-ideas-to-the-future-of-cleveleys-jubilee-gardens-5403200>

3.2 Poster



Appendix 2 – Presentation to the community at Care for Cleveleys

Date, Time & Location: Wednesday 22nd October, 3pm, at Care for Cleveleys shop, Princess Rd, Cleveleys

Attendees: Katie Upton (lead communications consultant), Dean Blackhurst (lead landscape architect – ReLandscape Ltd), Jane Littlewood (Chair of Care for Cleveleys) + 26 members of the local community

Meeting report prepared by: Dean Blackhurst

1. Meeting overview

KU led a short presentation (see 5, below) to attendees, outlining Wyre Council's intentions to reinstate and revive Jubilee Gardens once the beach management scheme works are complete in summer 2026. Attendees were then invited to ask questions or offer feedback for the Masterplan in person, and complete the online survey. (Paper copies were also distributed to support accessibility for those without internet access.)

2. Feedback

2.1 Youth and community involvement

- Michelle Beavers (LCC Youth Worker) emphasised the importance of involving young people in the consultation process.
- Suggested working with established children's and youth groups already active in the area to ensure broad participation and inclusive feedback.
- Opportunity to integrate child welfare and wellbeing themes into the design and engagement activities.

2.2 Existing site uses

- Skatepark:
 - Currently well used by local young people and skateboarders from out of area
 - Some challenges identified, potentially around maintenance, behaviour, or supervision.
- Horse riders:
 - Horse riders from Rossall Road Stables use the site to access the seafront, which should be considered in future design and access arrangements.
- Car park:
 - Currently underused, functioning mainly as a visitor car park.
 - Potential for shared use to better serve local needs.

2.3 Facilities and infrastructure ideas

- Community Hub Building:
 - Proposed as a multi-use space for the local community.
 - Use for school groups, meetings, workshops, and events.
 - Should include public toilets and flexible open space.
- Lighting:
 - Additional lighting needed for the MUGA and across the site to improve safety and usability in darker hours.

2.4 Local club and recreation proposals

- Bowling Club:
 - Plans for a new clubhouse and indoor bowling facility are being developed (to be discussed further at KU & DB's meeting with Bowling Club on 27th October).
- Boules Facility:
 - Interest expressed in creating a boules area to broaden recreational opportunities and appeal to a wider demographic.

3. Next steps

- Explore options with Michelle Beavers for youth engagement workshop (or involvement in Street Art Workshop) and identify existing groups for participation.
- Review existing and proposed recreation uses to ensure compatibility and safety.
- Consider lighting and security improvements in the design phase.
- Liaise with Bowling Club representatives regarding proposed development plans and potential to link with a community hub.

4. Recommendations

Design stage recommendations (RIBA Stages 2 & 3)

- Explore ways to integrate child welfare and wellbeing themes into the design
- Maintain accessibility for horse riders
- Explore interest in creating a community hub building – checking whether this idea is shared by council services or teams familiar with the Jubilee ward and local business interests
- Incorporate improved lighting across the skatepark and MUGA to improve safety and usability

Project delivery and handover recommendations (RIBA Stages 5 & 7)

- Reengage with youth groups (via Scouts, LCC outreach provision, and new skatepark contacts) to explore opportunities to include young people in project delivery or opening
- Offer shared use opportunities for the car park, e.g allocating match day spaces or permits to the Bowling Club

5. Meeting slides

1. **Share your ideas for Jubilee Gardens' future**

wyre ReLandscape
landscape design + landscape planning

2. **Reinstating and reviving Jubilee Gardens**

Jubilee Gardens is due to undergo redevelopment works next year.

Wyre Council has committed to reinstating and reviving the park once the beach management works are complete.

The Council intends for the space to be:

- ✓ Beautiful and nature rich
- ✓ Well-used, respected and owned by the community

wyre ReLandscape
landscape design + landscape planning

3. **Beach Management Scheme due for completion summer 2026**

wyre ReLandscape
landscape design + landscape planning

4. **Developing a Masterplan for Jubilee Gardens**

- ✓ Informing initial reinstatement works
- ✓ Supporting the development of clear, affordable design proposals
- ✓ Creating a multi-phase pathway for reviving the Gardens
- ✓ Setting a framework for plans and any future fundraising

wyre ReLandscape
landscape design + landscape planning

5. **How the site is currently used:**

wyre ReLandscape
landscape design + landscape planning

6. **What do you find positive or negative about the space?**

- ✓ Features and facilities
- ✓ Access, traffic and parking considerations
- ✓ Safety, security and ASB considerations

What do you hope for and/or expect of the Gardens in the future?

- ✓ New features and facilities
- ✓ Priorities
- ✓ Volunteering and community ownership

wyre ReLandscape
landscape design + landscape planning

7. **Any questions?**

wyre ReLandscape
landscape design + landscape planning

8. **Have your say:**

Scan the QR code to complete our short survey

wyre ReLandscape
landscape design + landscape planning

Appendix 3 – Meeting with Jubilee ward councillors

Date, Time & Location: Monday 27th October, 1pm, at Jubilee Gardens, North Promenade, Cleveleys

Attendees: Katie Upton (lead communications consultant), Dean Blackhurst (lead landscape architect - ReLandscape Ltd), Christina Marginson (Public Realm Development & Strategy Manager, Wyre Council), Cllr Rob Fail, & Cllr Wayne Martin (Jubilee ward councillors)

Meeting report prepared by: Katie Upton

1. Meeting overview

All attendees met on site at Jubilee Gardens, taking a short site walk around the space before moving into the Balfour Beatty site compound buildings to talk through the ward councillors' thoughts and feedback. Both expressed a keen interest in the Gardens and a desire to "get the park started again" and "[find the] feature to reinvigorate the Gardens".

2. Key discussion points & Feedback

2.1 Previous public consultations

- As both ward councillor and a member of the (now defunct) Friends of Jubilee Gardens, Cllr Fail shared the overviews and findings from two community consultations undertaken by the Friends of group in 2016 and 2018:
 - The 2016 survey received 231 responses, with the following findings:
 - 62% of respondents did not feel the Gardens was a welcoming place
 - 59% of respondents were dissatisfied with the open plan design
 - 71% of respondents were dissatisfied with the internal and external boundaries
 - 61% and 78% were dissatisfied with grassed area and gardens, respectively
 - 72% of respondents were satisfied with the bowling green
 - 82% of respondents were satisfied with the skatepark
 - 50% of respondents felt the car park should be significantly reduced in size
 - 114 people said they'd like to see improved gardens or landscaping across the Gardens
 - 101 people said they'd like to see improved or additional seating across the Gardens
 - The 2018 proposals received 116 responses, with the following key outcome:
 - 53 people supported the design proposals
- Cllr Fail noted that some of these findings have been acted upon since, including improving the play park facilities and adding new seating across the site (currently in storage while beach management works are underway).
- Cllr Fail also noted the Bowling Club's ambitions to extend its footprint and have a new pavilion building – see Appendix 4.

2.2 Access and site boundaries

- Suggested there is feeling amongst local residents that there is a "disconnect" between the prom and the Gardens.
- Highlighted a need for protecting the west and east boundaries of the site – the west, against the elements, and the east (along Jubilee Drive), preventing access for unauthorised encampments from travellers – perhaps by using boulders.
- CM noted the working group seeking to tackle this and discussed the options to use the same boulders as used on the beach, to offer a visual link to the nearby coastline.

2.3 Existing design & Facilities

- Noted that the MUGA, skatepark and children's play parks are well used but becoming dated and could benefit from better weather protection.
- Asked whether the boundary wall to the south needs reviewing for structural safety and expressed support for retaining this as a 'free wall' for graffiti and street art.
- Highlighted that the open plan design promotes dissatisfaction, suggesting that the large fields offer little beyond dog walking space and that, without a focal point or defining features serving as a visual or functional anchor, the Gardens is "underused": "People want something that looks like a Gardens."
- Suggested reviewing facilities for all age groups and noted potential to add in disability-friendly play area features.
- Suggested a wildflower or wetland area could resolve a fundamental issue around flooding at the east end of the Gardens.
- Suggested that a café or similar offering be considered for the north east corner of the site, since plumbing and other utilities are already in place in that area, perhaps combining facilities for the bowling club, car park and other facilities.

- Suggested traditional park features such as pitch and putt, splash areas, or a bandstand could offer commercial opportunities. Noted that there needs to be a commercial foundation to such suggestions, though.
- Noted that getting rid of the car park entirely would be a mistake but highlighted that increasing use will best come by increasing the facilities and features on offer.
- Suggested alternative uses for the hard standing areas, such as running tracks.

2.4 Ambitions

- Expressed an aspiration for the Gardens to become a Green Flag park; as much to offer a framework and design principles for what the Gardens offers long-term, as for the award itself.

2.5 Concerns

- Noted occasional problems with anti-social behaviour – broken bottles and issues every few years – but noted that ASB can be designed out with good facilities: “We need to give kids something to do.” For example, removing the canopy on the north wall removed issues around drug use in that area.

3. Next steps

- Review documentation from the 2016 and 2018 consultations and agree with project team on how much weight these findings can be given alongside the current 2025 Masterplan consultation.
- Review whether findings from the 2016 and 2018 consultations align with the 2025 consultation responses, particularly around the open plan design, grassed areas and boundaries.

4. Recommendations

Design stage recommendations (RIBA Stages 2 & 3)

- Limit the amount of wide open space, creating ‘zones’ by adding shelters, seating or new features.
- Incorporate measures and design features to limit/prevent anti-social behaviour, e.g controlling access routes, increasing lighting, and maximising natural surveillance/line of sight
- Identify where features can offer dual purpose, e.g using boulders salvaged from/similar to the beach management works boulders to create a visual link between the promenade and park, and also block access routes from unauthorised vehicles
- Specify new designs and materials to update and improve the play parks, MUGA and skatepark
- Explore feasibility of managing drainage issues in the eastern corners using sustainable drainage systems (SUDS) to create a wetland or wildflower space.
- Explore interest in offering commercial spaces for ‘traditional’ park features, e.g pitch and putt or splash areas – checking whether this idea is shared by council teams familiar with the Jubilee ward and local operators/businesses
- Agree whether the south boundary wall will remain a ‘free wall’ for graffiti and street art

Appendix 4 – Meeting with Jubilee Gardens Bowling Club

Date, Time & Location: Monday 27th October, 3:30pm, at Jubilee Gardens Bowling Club (JGBC)

Attendees: Katie Upton (lead communications consultant), Dean Blackhurst (lead landscape architect – ReLandscape Ltd), Cllr Rob Fail (Jubilee ward councillor), Christine Cole (Secretary - JGBC), Peter Cole (Member), Pauline McGregor (Development Committee – JGBC), David Clancy (Development Committee – JGBC), Carol Kirkbride (Acting Chairperson - JGBC), and Matthew Schofield (Development Committee – JGBC)

Meeting report prepared by: Katie Upton

1. Meeting overview

KU and DB were warmly welcomed by the Club's team. The Jubilee Gardens Masterplan project was explained and the meeting's purpose agreed: namely, to learn about the Club's history, usage and plans for the future in order to understand how reinstatement or redevelopment works at Jubilee Gardens could impact its day-to-day use and long-term plans.

2. Feedback & Findings

2.1 Existing site use

Christine Cole (Secretary) gave an overview of the Club's activities, membership and ambitions:

- **Activities** - The Club's pavilion and green are open six days-a-week between March to September/October with 13 league teams playing at home every other week, and also holding social bowling, open days and open competitions. In winter the pavilion is used for weekly games night for members. There's some possibility for winter bowling, weather dependent, too.
- **Membership** - The Club has around 75 members – our oldest is 92, the youngest is 28. Membership is growing thanks to social and outreach activities with members, schools and badged groups, though it's an aging group.
- **Ambitions** – The committee is keen to secure the future of the Club and has a Development Committee creating action plans for its future, including working closely the British Crown Green Association.
- **Funding** - As a Community Amateur Sports Club, it is able to apply for funding.
- **Grounds lease** – The grounds and pavilion are owned by Wyre Council with the Club as leaseholders, holding a three-year rolling lease. The greens are Club maintained, using equipment it owns. Under existing pavilion terms, the space cannot be sub-let to other groups.

2.2 Club pavilion and green

- The Club's pavilion is in a bad state of disrepair, with water ingress from its rear wall and external fabric faults causing ongoing internal damage. There is an immediate need to repair the building fabric, and, soon after, replace the building.
- There are cracks in the external pathways and fence posts, caused by the impact of boulders being dropped on the neighbouring site works compound.
- Conversations ongoing with Wyre Council's Marianne Hesketh and Kathy Winstanley - Director of Communities and Assistant Director of Environment, respectively - regarding potential options for a replacement clubhouse. The Council has earmarked £50,000 for this.
- Discussions have largely centred around the potential to replace the pavilion with a container-style replacement (as used at Belmont Bowls Club in Fleetwood). However, this would come up smaller than the current building so would not allow for plans to extend the social offering year-round, nor to add in indoor bowling facilities:

2.3 Development ambitions

Matthew Schofield (Club member and an Architectural Technologist with Black Barn Architecture) gave an introduction to the Club's development ambitions:

- **Sharing design proposals** - Black Barn Architecture has drawn up three design proposals for a new structure to be built in place of the existing pavilion (see below).
- The first and second design proposals draw up site and building plans for two sizes of bowling Club-only space, extending the footprint of the pavilion to include short or long mat indoor bowling.
- The Development Committee is open to exploring opportunities to combine the pavilion's immediate needs with longer-term plans for the wider site. The third design proposal imagining a large multi-use, multi-generational community facility, to house the Clubhouse and indoor bowling lanes alongside other sporting, recreational and community facilities. However, the Club is not proposing that it would 'run' such a building.
- **Extending the Club's footprint** - All design proposals allow for the Club taking up a larger parcel of overall Gardens, extending west into the land used by the existing car park.

- The Development Committee is actively in talks with the sports' associations (including the Indoor Bowling Association, and Bowls Development Alliance. The Crown Green Bowling Association) to secure support for these plans, and has also approached construction firms for support
- **Meeting the immediate need** - The Committee is open to replacing the pavilion with a container-style structure in the short-term, though it had hoped to invest the allocated £50,000 in a permanent solution.
- The Committee's top priority is their members, their wellbeing year-round, and maintaining the Club for many years to come.

2.4 Other considerations

- **Parking** – There is a need for better parking provision for their members and visitors. While there is no formal arrangement for the Club to use the existing adjoining car park (though currently closed for the site compound), this could work as a solution since there is a rear entrance to the Club from this space.
- **Lighting** – There is a desire for better lighting around the whole Jubilee Gardens.

2.5 Wider view of Jubilee Gardens

- Committee said the Gardens is viewed primarily as a dog-walking area and believed that the skatepark is busy but play parks less so.
- Committee agreed there is a disconnect between the prom and the Gardens and suggested creating community gardens, similar to those at Fleetwood Cricket Club, or adding a sensory garden in the South East corner.

3. Next steps

- The Club is due to hold its AGM on Saturday November 8th so KU agreed to drop off 30x printed copies of the survey for more members to share their views in the consultation process.
- Understanding the timings of the Masterplan project and potential delivery, the Club's committee will revisit its conversations with Marianne Hesketh regarding the container option for the pavilion.
- Ensure the Club's committee is kept up-to-date on progress of the Masterplan and design development.

4. Recommendations

Design stage recommendations (RIBA Stages 2, 3 & 4)

- Factor in extending the Bowling Club's footprint beyond its existing western boundary, to allow for its new building proposals.
- Explore interest in creating a larger community hub building – checking whether this idea is shared by council teams familiar with the Jubilee ward and local operators/businesses.
- Explore opportunities to add in wildflower or community gardens.
- Incorporate measures and design features to limit/prevent anti-social behaviour, e.g improving lighting and maximising natural surveillance/line of sight.

Project delivery and handover recommendations (RIBA Stages 5 & 6)

- Explore shared use opportunities for the car park, e.g allocating match day spaces or permits to the Bowling Club.

Appendix 5 – Street art workshop with local young people

Date, Time & Location: Friday, November 7th 7:45-9:45pm in St Andrews Church Hall, Cleveleys

Attendees: Katie Upton (lead communications consultant), Heather Johnstone (Butterfly Effected CIC), Diane Raina (Scout leader) + 3 other Scout leaders & 16 young people

Workshop report prepared by: Katie Upton

1. Workshop overview

The workshop offered a creative, interactive session for young people to contribute their ideas for the Masterplan and learn new art skills. KU explained the Jubilee Gardens plans and why everyone's input matters, before children worked between two stations: street art skills, and worksheets (see Appendix 5a).

Prior to this, KU also attended Lancashire Youth Service's outreach provision on Jubilee Gardens, chatting to youth workers and 8 young people about the Masterplan and sharing the worksheets for feedback and ideas.

2. Feedback

The young people created 19 maps setting out their ideas for the Gardens. The majority included a **building** in their designs, predominantly to house a **café** but Oscar also suggested a youth club, Freya thought a garden centre, and Malachi thought that somewhere like a barbers or quiet reading areas would be nice. The other features widely included in designs were **flower fields or gardens** – “so people can go there to see wildlife”, said Malachi – a **pond or water features**, or a **forest area**. Some of the children also liked the idea of a **splash park** and talked about how they’ve travelled to other areas to find features like this, mainly citing St Annes Promenade and Anchorsholme Park as examples.

In their ideas for play parks, the children from Scouts & Cubs included **zip lines, rope courses and climbing frames** and **outdoor gym equipment**. Oscar suggested using astroturf instead of large grass areas – “because it’s all year round” – and asked for more bins too. He was particularly interested of creating spaces for teenagers to have somewhere to go. Many of the children included areas for animals, including dog parks, space for horse riders and animal sanctuary-type spaces, and some included **walking trails**.

Some recognised the need for thinking about the wind and weather at the site. Everley suggested including more sheltered seating for older people and Oliver envisaged hilled areas with tunnels below to offer shelter and wind breaks. Oliver was also one of the children who thought about having **art installation** on the Garden, such as statues or the local skyline etched onto a wall, with facts and history about the local area included on there for visitors to read.

The teenagers with Lancashire Youth Service were keen for more **sheltered seating and better lighting** on the skate park, as well as **new features on the skate park** (“a bowl, a spine and bigger ramps”, wrote Ethan) including features specific for scooter riders. For the existing car park area, the older children suggested creating areas for BMXing or mountain biking.

3. Findings

In a group discussion at the end of the session the young people agreed that the following features were most important to them:

- Space for a youth club – “Somewhere that kids have something to do.”
- Areas for nature – “Nice stuff, otherwise people might think it’s just a bit messy.”
- Flower gardens – “A remembrance garden would be nice for the older people.”
- The graffiti wall – “Keep that so it’s still got personality.”
- Walking trails
- Water features
- Seating and sheltered places
- A café with toilets

From the worksheets, common suggestions included:

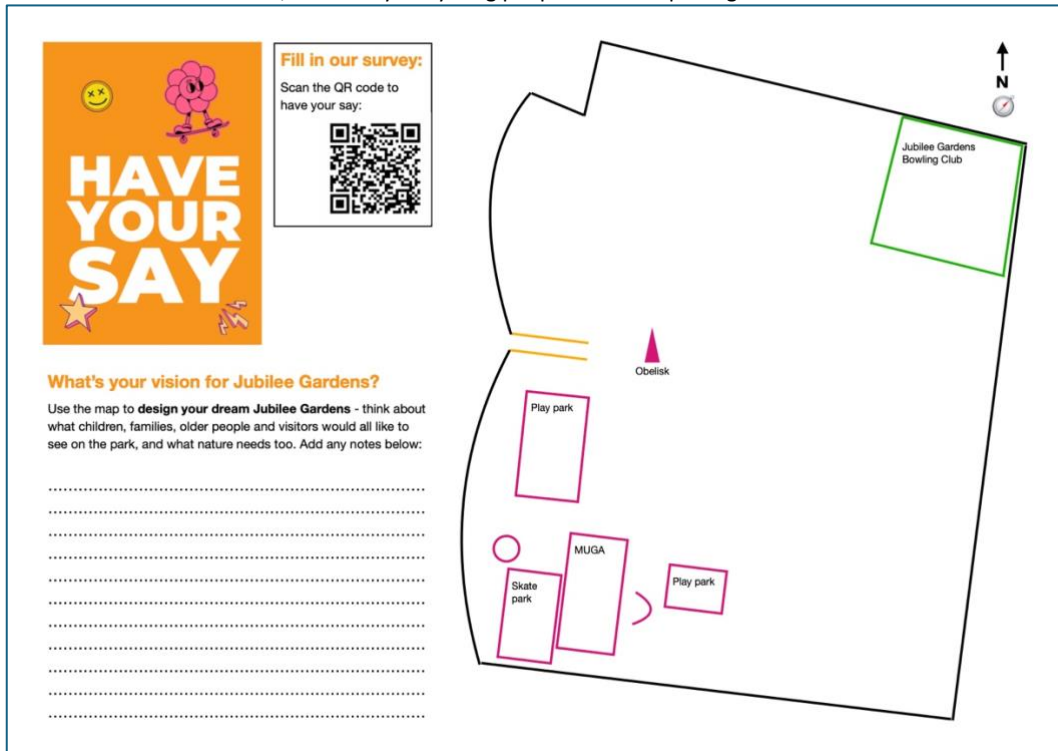
- | | | | |
|---------------------------------|---------|-----------------------|------|
| ▪ BMX track/Mountain bike park | // | ▪ Mini golf | // |
| ▪ Bouncy castles or trampolines | // | ▪ MUGA | // |
| ▪ Café | //// // | ▪ Outdoor gym | //// |
| ▪ Dog park | //// | ▪ Play park | // |
| ▪ Flower field/Gardens | //// / | ▪ Pond/Water features | //// |
| ▪ Football pitch | /// | ▪ Splash park | //// |
| ▪ Forest/Wilded areas | //// | ▪ Toilets | // |
| ▪ Free walls for graffiti | // | ▪ Walking trails | /// |
| ▪ Indoor play area | // | | |

4. Recommendations

- Create new designs and specify materials to update and improve the play parks, MUGA and skatepark.
- Extend the footprint of the skatepark and add new features, including a bowl, a spine and bigger ramps for skateboarders, and features specific for scooter riders.
- Incorporate more sheltered seating and improved lighting on the skatepark, to increase shelter and safety and improve usability year-round.
- Consider commissioning a new artwork or installation to give the Gardens a new, unique identity and foster community ownership of the space.
- Introduce more flowers, flora and fauna across the site, to attract wildlife and offer attractive, quiet spaces.
- Explore interest in creating a community hub building that could house a youth club – checking whether this idea is shared by council teams familiar with the Jubilee ward.
- Retain the south boundary wall as a ‘free wall’ for graffiti and street art.

5. Workshop materials & example worksheets

5.1 A blank worksheet, as used by the young people to draw up design ideas for Jubilee Gardens:



5.2 A moodboard and visual prompt to complement the worksheet:



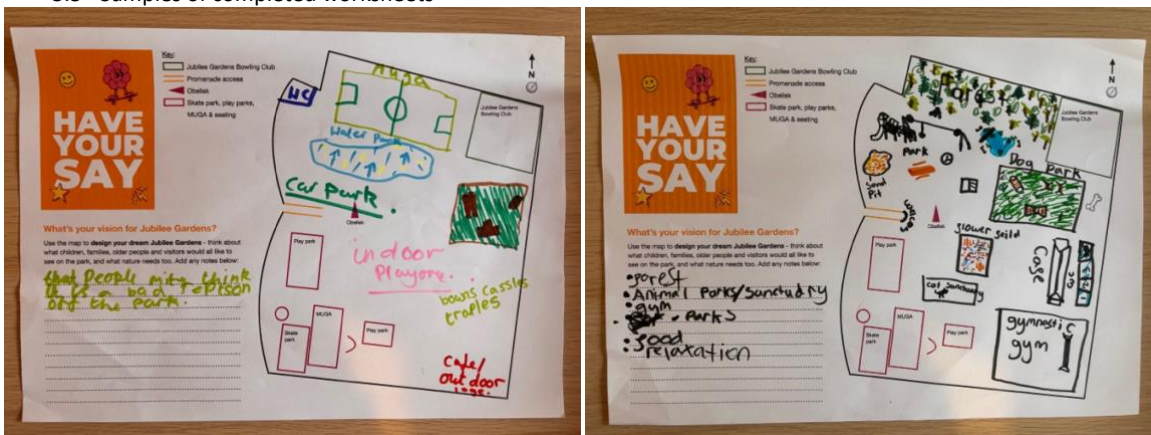
5.3 Some of the young people creating their Garden designs and graffiti stencils



5.4 Samples of completed stencils



5.5 Samples of completed worksheets



- Respondents ranged in age from children and teenagers (8-14yo) up to adults aged 75+
- Skatepark users made up 18% of all survey responses (n.27)
- Bowling Club users made up 12% of all survey responses (n.18)
- 45.9% would like to see improvements for nature
- 44% would like to see improved play areas
- 51%+ would like to see more seating, bins and lighting

3. Feedback & Priorities

Respondents' top priorities were:

- Improving existing facilities 55.7%
 - Improving the existing facilities was the top priority, though by only a small margin.
 - Improving the existing play areas was a priority for 44%, backed up by the responses to how and why people use other parks across the Fylde coast. Many respondents talked about the appeal of having a "variety" of features and "equal access" and "dog-friendly" facilities at other parks.
 - The skatepark was also a priority, cited by one-in-five respondents. For many it is important to be maintained and improved since it is their closest and most accessible skatepark and for others it would be valuable to take the opportunity to make the skatepark a beginner-friendly space.
- Adding new facilities 55.1%
 - Respondents shared lots of different ideas for new features for the Gardens (within text responses), including art installations chosen by 27%, sheltered spaces and picnic areas chosen by 39%, and outdoor performance space or an events area chosen by 43.4%.
 - Additionally, paddling pools or splash zones, mini golf or pitch and putt, a memorial or remembrance garden, and interesting planting (see below) all featured often in text responses.
 - Respondents also demonstrated some appetite for a new community hub-style building on the site or operator-led concessions for leisure activities, such as pitch and putt, paddling pools etc. One respondent also shared their contact details as an expression of interest to run a concession.
 - Creating a multi-functional and multi-generational space appeared to be a priority for many (based on text responses).
- Improving the space for nature 45.9%
 - Nature and biodiversity measures were a high priority for many – respondents were keen to see more planting and features to encourage wildlife, and 97.4% said it was important to enhance habitats and biodiversity on the Gardens.
 - Respondents also appreciated the challenges the Gardens' coastal location would pose for some planting though and referenced measures to shelter planting and park-users from the elements.
 - Features like sensory gardens, ponds, herb mazes and were all cited in text responses.
- Adding more seating, bins and lighting 53.5% / 51.6%
 - Actively designing out anti-social behaviour, litter and vandalism was important to respondents, with 88.1% asking for better lighting and 36.5% asking for additional bins.

4. Feedback in detail

Visitors to Jubilee Gardens find it appealing for different reasons:

- 30.7% for its facilities
- 30.7% for its pathways and access
- Half for its location – its proximity to home or school (n.44) or other amenities (n.28)

New features or facilities

When asked what new features or facilities would encourage them to use Jubilee Gardens, respondents prioritised:

- Improvements for nature 45.9%
- Improved play areas 44%
- Outdoor performance/events areas 43.4%
- Sheltered spaces/areas & Picnic areas 39%
- Informal sports facilities 37.1%
- Additional seating and bins 36.5%
- Better facilities for teenagers 34%
- Art installations 27%

45 respondents gave text responses here, including:

- 12 who referenced the skatepark: "A better skatepark as the current one is tired and not of a good design," "Improve and enlarge the skatepark," and "a beginner friendly skatepark"

- 16 who suggested adding a building or “community hub” – “A building suitable for all ages to share. Use for the whole community, e.g. sports, meeting place, social interactions etc.”
- 5 who highlighted the Bowling Club as a priority
- “Band stand with deck chairs for events. Links to the beach front cafe. Sensory garden, new [memorial] for the veterans, summer eventing including local arts, crafts and bands.”
- “In the Jubilee Gardens redevelopment scheme it would be nice if there was a building erected that could be used by youngsters & teenagers as a Club House. If this was formed part of the overall scheme then I'm sure this will benefit all youngsters generally and keep them off the streets.”
- “A paddling pool for summer or a splash area would be great. Lots of bee friendly plans and water stations for wildlife are needed.”
- “A new community centre for use by all including crown green bowling, community groups and all who use the park.”

Respondents also asked for “planting” or “lots more trees”, “seating areas under palm trees (tall cordyline trees for instance)” and “seaside holiday themed playspaces”. And for those using the skatepark, responses highlighted: “Wind breaker shelters along the skatepark to protect from strong high winds and sand, also helps the park with decay.”

Existing features or facilities

When asked which of the park’s existing features or facilities could be enhanced or refreshed, the majority chose practical measures – citing seating/bins (53.5%) and lighting (51.6%) – followed by the amenities for young people – children’s play equipment (41.9%) and skatepark (40.6%) – and around one-third (35.5%) highlighted enhancing biodiversity.

Nature & Biodiversity

The majority of respondents said it was important (60.4% very important, 37% somewhat important) to them to enhance habitats and biodiversity on the space.

Respondent were receptive to weather and wildlife-friendly features including coastal plant gardens (83%) and tree planting (81.7%). Other suggestions included:

- “A pond, which is visually exciting and will also encourage wildlife.”
- “Planting for interest such as cacti butted against wildflowers
- Bat boxes, Bird boxes and maintained bird feeders
- Community Gardens
- Herb maze
- Screening from the coastal winds.
- Sensory garden
- Wild plants for the pollinators

Linked to this, the majority of respondents were receptive to some areas being less ‘manicured’ to support biodiversity – 34.4% agreeing to this throughout, but 59.4% agreeing to designated areas only.

Safety, Anti-social behaviour & Year-round use

70 respondents said they had concerns about safety and anti-social behaviour at Jubilee Gardens. To tackle this view, respondents said they’d like to see:

- Better lighting - 88.1%
- CCTV - 79.1%
- More activity to increase footfall - 56.7%

The majority of respondents said it was important (79.4% very important, 19.4% somewhat important) to them that Jubilee Gardens can be used year-round.

Importance of parks & open/green spaces

- 99.4% of respondents said they are interested in spending time in parks and open spaces
- 96.9% of respondents agreed that having access to green space improves their local community
- 97.5% of respondents agreed that having access to green space improves their wellbeing

Other parks & green spaces

The majority (71.3%, n.112) of respondents regularly use other parks or green spaces around the Fylde coast, including:

- Anchorsholme Park (n.41) – of which they said: “Great place to walk the dog, fabulous playground and a lovely family and dog friendly café.” Respondents cited this park’s main appeal as:
 - nature/biodiversity (n.15)
 - facilities (n.15) – in particular, the café and play parks
 - location/ease of access (n.6) - “parking close by”.
- Stanley Park (n.39) – of which they said: “Lots for children to do and explore. Something for the whole family,” and “Plenty to see and do for all the family.” Respondents cited this park’s main appeal as:

- facilities (n.16)
- the skatepark (n.18)
- nature/biodiversity
- parking/transport links and location/ease of access.
- Wyre Estuary Country Park/Stanah (n.20) – of which one respondent noted its *“equal access amenities,”* and most cited its nature/biodiversity as the main appeal.
- Fleetwood (n.11) including the beach, Memorial Park, and Marine Hall Gardens – of which one respondent highlighted that Memorial Park’s *“children’s park is much better plus duck pond.”*
- Lytham St Annes (n.7) including Lowther Gardens, Park View 4U, Lytham Hall and St Annes beachfront – of which one respondent highlighted that St Anne’s *“has plenty for all family [plus] cafe seating.”*

Other notable comments:

- re Anchorsholme: *“Facilities where children and families can play and adults to enjoy.”*
- re Anchorsholme, Stanley Park and spaces across Fleetwood, Lytham and St Annes: *“Many reasons, good play areas, eased of access, nature focussed areas. The nicest park I’ve found is the one in Lytham called “Queen Elizabeth II Park View Playing Fields” it has a great balance of quality play areas and nature focused areas.”*
- re Wyre Estuary Country Park, Fleetwood promenade and Rossall fields: *“Cycling, open space, car free areas.”*

When asked what makes other parks/green spaces around the Fylde coast appealing, respondents prioritised:

- Facilities 35.2%
- Nature/Biodiversity 26.9%
- Location/Ease of access 21.3%

Usage trends

Half of respondents use Jubilee Gardens regularly:

- 47.7% had visited in the last week
- 19.9% had visited in the last month
- Only three had never been

The majority visit for or while walking:

- 19.3% for going for a walk
- 14% walking their dog
- 12.7% passing through

Beyond that, survey respondents tended to visit Jubilee Gardens for:

- 18% to use the skatepark
- 11% to visit the Bowling Club
- 10% to use the play parks
- 10% to visit nearby amenities (including Cove café, The Venue, Vue cinema or JD Gyms)

Respondents enjoy walking at Cleveleys beachfront and visit the promenade often too:

- 43.8% visit to walk
- 23.3% visit to walk their dogs
- 36.9% visit daily
- 36.3% visit weekly
- 18.1% visit monthly

The majority of respondents visit the beachfront and/or Jubilee Gardens by foot (58.5%) or by car (33.3%).

Age-range of respondents

Respondents ranged in age from children and teenagers (8-14yo) up to 75+, and the majority were Wyre residents (85.5%) with some business owners (n.6) and charity or community group representatives (n.11) also responding.

Appetite for volunteering at Jubilee Gardens

There was some appetite to volunteer to support the space – a handful of respondents (n.14) said they would be willing to volunteer regularly to help maintain or run events on Jubilee Gardens, while a further 42% (n.69) said they would be willing to occasionally volunteer.

Text responses

In response to the question ‘What makes Jubilee Gardens appealing to you?’ some insightful responses included:

- *“Jubilee Gardens is a prominent area adjacent to the sea front & it’s location is good for people out walking and children playing in the park area.”*

- *“Being the only skatepark in Cleveleys since Air at the sport centre was closed.”*
- *“The skatepark is the only one within a reasonable distance for me.”*
- *“Location - it is a green open space but also by the sea.”*
- *“One of the only usable skate facilities nearby.”*

But not all respondents had a positive view of the Gardens in its existing form:

- *“It’s not appealing at all, it’s a shadow of its former self.”*
- *“It isn’t appealing at all with footfall massively reduced from its heyday.”*
- *“[I don’t visit or use Jubilee Gardens regularly because of] the condition of the skatepark.”*

5. Recommendations

- Expand and improve the skatepark – extending its existing footprint to accommodate new features and more flat, open surfaces and updating/improving the obstacles and elements.
- Specify new designs and equipment to update and improve the play parks
- Limit the amount of wide open space, creating ‘zones’ by adding shelters, seating or new features.
- Explore ways to introduce more variety of flora and fauna across the site, to create habitats and encourage/attract biodiversity and wildlife.
- Explore interest in creating a community hub building – checking whether this idea is shared by council teams familiar with the Jubilee ward and local operators/businesses
- Explore interest in offering commercial spaces for ‘traditional’ park features and all-ages play/leisure options, e.g crazy golf, splash zones or beach huts.
- Consider commissioning a new artwork or installation to give the Gardens a new, unique identity and foster community ownership of the space.
- Incorporate measures and design features to improve safety and usability and limit/prevent anti-social behaviour or vandalism including better lighting or more bins.
- Balance what works well elsewhere - e.g facilities at nearby Anchorsholme Park – and where gaps can be plugged – e.g lack of smaller obstacles/elements at other Fylde coast skateparks.

Appendix 7 – Formal written responses

Compiled by: Katie Upton

1. Overview

Formal responses were sought from all of the Gardens' primary stakeholders/regular users. In addition to the responses gained from meetings with the ward councillors and Jubilee Gardens Bowling Club, formal written responses were also received from:

- Care for Cleveleys – submitted by Jane Littlewood (Chairman)
- Cleveleys Together/Cleveleys Town Centre Group – also submitted by Jane Littlewood (Chairman)
- Friends of Jubilee Gardens – submitted by Janet (former Chairman)
- Kayliegh Algie of Real Skate Northwest

A response was also pursued from Lancashire Youth Service but remains outstanding. Additionally, two longer text responses to the online survey are included here, including useful feedback regarding the skatepark:

- Jake Powell, a Skateboard GB representative
- Anonymous skateboarder

2. Feedback

2.1 Care for Cleveleys

From: jane@therabbitpatch.co.uk <jane@therabbitpatch.co.uk>
Sent: 22 October 2025 11:05
To: Hesketh, Marianne <Marianne.Hesketh@wyre.gov.uk>; 'Andy Morton' <akmorton@hotmail.co.uk>
Cc: Ellington, Julie <Julie.Ellington@wyre.gov.uk>
Subject: RE: Wyre Council Press Release: Consultation underway for revamp of Jubilee Gardens

This email is from an external email address
Do not click any links or open attachments unless you know the content is safe.
Never disclose your user details or password to anyone.

Hi all,

Yes, definitely. Some points that I'd consider to be important. We (C4C) ran two events there, in 2023 and 2024, and it's not an easy space to use due to how exposed it is and low footfall in the area. So we don't aspire to do anything there in the future. On a nice day the prom is mobbed out but hardly anyone walks on the road side.

1. The new design incorporates the lorry turning circle as a central feature, opening the gardens up to more event uses (car show type things), creating interest and better footpaths for walking/riding bikes, roller skating along (for children). Not only would it be a good asset and a useful addition, removing it will be hugely expensive – using a hefty chunk of the budget to render the space less useable.
2. Shelter from and baffles to break up the wind are vital if anything is going to grow and the space be used for any kind of practical purpose. For security they don't have to be solid but as it is the wind just howls off the beach and straight across the gardens
3. Is there any point building something the same as/to compete with Anchorsholme Park which is very popular? Would it be better to do something different?
4. It's not very obvious as it is – because it's set lower than the highway it's easy to go straight past and assume it's just a field. Better marking out and better integration with the prom and leisure offer would help

Personally I don't care how it is done as long as it uses the money and opportunity wisely. Perhaps not for a response but I don't think there's much hope of much in the way of community gardening and maintenance, so definitely make it easy and cost effective to look after.

That's my five pennorth!
Best wishes, Jane

Cleveleys Together/Cleveleys Town Centre Group

> On 15 Nov 2025, at 08:42, jane@therabbitpatch.co.uk wrote:
>
> Hi Andy,
> Thanks for summarising comments which came out of the meeting.
>
> I think we were also going to put forward a response from Cleveleys
> Town Centre Group/Care for Cleveleys too. As the consultation has now
> closed I'll go from memory...
>
> 1. C4C would like a sensible and practical solution which makes the
> most of the money and the opportunity that's available, to create a
> space which can be used for events suited to a park - eg car shows,
> car boot sales, soap box racing, funfairs etc.
>
> 2. There's absolutely no point in creating something that competes
> with nearby Anchorsholme Park. It's already established and well used
> by people from a good surrounding distance who travel there by car to
> use it. C4C feels that attention should be paid to the full selection
> of facilities which it has and effort made not to replicate but do
> something different which adds another facility/environment to the area.
>
> 3. From discussion following two annual events there, I don't think
> Care for Cleveleys has the appetite to organise events there going
> forward, as our primary purpose is to support the town centre and it's just
> too far out.
>
> 4. However, it would be useful if a storage/propagation/gardening
> space were available there for community use - a sort of allotment
> where we could propagate and plant for use in the town. For example
> somewhere to store pot planted Christmas trees to swap out for
> seasonal planters in summer. A polytunnel for raising plants from
> seed, soil to heel-in and over-summer the winter bedding plants instead
> of buying new every year.
>
> 5. It is a space and an opportunity to improve the leisure offer for
> visitors to 'the seaside'. With parking, the beach, The Venue and FBK
> it's a nice traditional seaside destination which is very well used
> during the good weather. Could it be expanded with facilities and features
> in the gardens.
> For example hire-out lockers/small sheds where you can store your
> beach gear for the day, a few beach huts, etc. (off the top of my
> head)
>
> I think that's all we discussed - if I've missed anything anyone
> please shout up!
> Best wishes, Jane
>

2.2 Friends of Jubilee Gardens

2025 Jubilee Gardens Consultation – FOJG Submission

During the period 2016 to 2018, the Friends Of Jubilee Gardens (FOJG) and the Council undertook a tremendous amount of work in order to identify issues faced by the Park as well as identifying improvement ideas. The results of this work, which needs to be fully considered as part of this new 2025 Consultation, are listed below, with a view to aiding the 2025 consultation process.

- 2016 Consultation undertaken by FOJG and the Council (the document, 'Jubilee Gardens - 2016 Consultation Results & Analysis v1.0' refers).
- 2017 Masterplan design brief which resulted from that 2016 consultation (the document '170906 - Design Brief' refers).
- 2018 Masterplan Consultation Report (the document 'WBC Plan - FOJG Consultation Report – 181003' refers)

These documents can be provided in full. What follows is a summary of the main points, and updates where appropriate.

1. 2016 Friends Of Jubilee Gardens Consultation

The following key findings of the 2016 public consultation need to be considered in this 2025 consultation and the production of a revised masterplan.

- Jubilee Gardens did not meet any of the six Green Flag criteria they were questioned about.
- 62% thought that Jubilee Gardens was not a welcoming place, and 72% thought it didn't promote community involvement.
- Evidence of significant discontent with the open plan design, the internal / external boundaries, and the large grassed area, all of which were introduced in 2005. [Note: this is the key issue]
- Gardens and Seating - 78% and 84% respectively, rated these features as unsatisfactory or very unsatisfactory. [Note: the seating situation has vastly improved since 2016 with the addition of benches and picnic tables. Many of these were put in storage due to the compound, so these need putting back in place when the compound comes down].
- Bowling green and the skateboard park - 72% and 82% respectively, rated these features as satisfactory or very satisfactory.
- Significant concern about both the quality and quantity of facilities and equipment for all age ranges, particularly for the 0-3's, the 4-7's, the 8-11's and the 17 and over's. [Note: this needs reassessing, taking into consideration new equipment provided and the current state of the playground, MUGA, and skate park. The location of the new equipment needs considering in the revised masterplan].
- The Park's perceived issues and problems
 - not resembling a Park anymore with the lack of trees, flowers, landscaped areas, and play facilities. [Note: play facilities have improved since the 2016 consultation]
 - the open plan design was heavily criticised, with the design resulting in a lack of protection from the elements, which in turn has negatively impacted the Park's usage. [Note: the lack of any design in the current park, and the lack of protection from the elements are key issue to be addressed in the production of a revised masterplan]
 - the Park is seen as uninteresting to walk around with a lack of interesting paths and an absence of seating. [Note: although the seating situation has vastly improved, the concern about the uninteresting paths remains. One of the crucial issues to resolve is that you cannot walk around the park. The pathway takes you out of the park on to Jubilee Drive, with users having to walk along the road to re-enter the Park].

The FOJG requested the Council include the provision of a café in a revised high-level design, and that this be sited on the car park. [With ideas for the bowling club to have a larger, more permanent pavilion (with indoor bowling capability) along the western edge of the bowling green this is a perfect time to consider incorporating a café into the revised masterplan. Such a set-up would allow the public to more easily use the fenced off bowling green.]

- Central Grassed Area
18 of the responses directly or indirectly suggested that the central area of grass was too large and that better use could be made of it.

The FOJG requested that a revised high-level design addressed the wish to transform this area of the park, ensuring that the park is then used to its full potential. Consideration should be given to a central feature, may be a water feature and paths radiating out from that feature. Provision of a picnic area on the grass closest to the proposed café is recommended. [Note: remedying the open plan design concerns in the revised masterplan is key]

3. 2017 Design Brief

It is hoped that the following Purpose and Guiding Principles can be adhered to in the creation of a revised masterplan. These are parameters set by Friends Of Jubilee Gardens to help tackle the Park's fundamental issues.

Purpose

- PUR1 To offer recreation and green space to both the residents and visitors.
- PUR2 To offer passive and active recreational facilities for all ages and abilities.
- PUR3 To provide health benefits to its users, from providing direct contact with nature and a cleaner environment, to opportunities for physical activity and social interaction.

Guiding Principles

- GP1 Creation of a rejuvenated Park that is in keeping with both its name and its history - Gardens should be at the heart of the re-design.
- GP2 Introduction of an overall park design (that will generate interest in the Park).
- GP3 Creation of natural windbreaks in the form of trees and bushes.
- GP4 Creation of walled boundaries to provide protection from sea winds.
- GP5 Creation of partitioned areas for leisure activity.
- GP6 Car Park returned to leisure usage by significantly reducing in size or removing completely.
- GP7 No coaches to use the car park after the Anchorsholme promenade is completed. [Note: additional coach parking now available at Anchorsholme and Derby Road Car Park in central Cleveleys. Coach Parking should of course be excluded from using the Jubilee's Car Park.]
- GP8 Adequate seating and shelter is provided.
- GP9 Accessible by all ages and abilities with facilities to match (in terms of quantity and quality)
- GP10 Health and wellbeing should be at the forefront of any design thinking
- GP11 Develop and maintain Jubilee Gardens to Green Flag best practice ensuring the following principles are fully considered when developing proposals :-
 - Is a welcoming place (GFC)
 - Is healthy, safe and secure (GFC)
 - Is clean and well maintained (GFC)
 - Promotes conservation and heritage (GFC)
 - Promotes sustainability (GFC)
 - Promotes community involvement (GFC)

- Car Park and the Open Plan Design
 - With regard to the Car Park, 73% thought that the Car Park should either be removed completely or significantly reduced in size. [Note: the current masterplan didn't attempt to resolve this issue. With ideas for the bowling club to have a larger, more permanent pavilion along the western edge of the bowling green, the matter needs re-visiting. A small portion of the eastern edge of the car park could be set aside for a more permanent pavilion with indoor bowling capability (even if not implemented immediately), and consideration for an attached café incorporated into an aspirational masterplan. Such a set-up would allow the public to more easily use the fenced off bowling green.]
 - With regard to the Open Plan Design, 80% thought the current Open Plan design should not feature in any new plans for Jubilee Gardens. [Note: the current masterplan didn't really resolve this issue]
 - Features people would like to see on the Park - The top three answers provided showed a wish to return the Park to something that looks like a Gardens, with additional and improved seating provided, along with more facilities / equipment throughout the Park. [Note: although the seating and play equipment issues have improved, there is still need for further improvement. However, the fundamental issues to resolve in the revised masterplan is to create a Park that actually looks like a Park, and to incorporate into that design new active leisure facilities (or at least allow for that in a later phase).

2. 2018 Design Proposal Consultation (on current Masterplan)

In 2018 the Friends of Jubilee Gardens, with the support of Wyre Council, undertook a public consultation regarding the design proposal for the park. The 2018 Council Masterplan was based on a design brief created by the Friends of Jubilee Gardens that was in turn based on the findings of the 2016 consultation. Issues to be taken forward from the 2017 Design Brief are detailed in para 3, below.

The 2018 Consultation provided general support for the current Masterplan whilst also showing there was a need to improve upon the plan.

The following key findings of the 2018 public consultation need to be considered in this 2025 consultation and the production of a revised masterplan. Some of the key issues are listed below.

- Car Park
30 of the responses specifically mentioned that the car park should be either removed or reduced in size, or that facilities such as a café or tennis courts should be placed on part of the car park.
As a consequence of this consultation, the FOJG requested the Council to agree to the return the eastern half of the car park to leisure usage with consideration to the placement of the café, and some other active leisure facility, and that this was reflected in a revised high-level design. [Note: consideration should be given in the revised masterplan for some of the car park to return to active leisure purposes, and provision of a café]
- Play Areas
25 of the responses specifically mentioned that they felt the design required a new play area or a larger play area but the key thing was that the park should have more and better equipment.
It was suggested that some minor amendments were made to the high-level design to reflect the need for a larger play area for young people and also a larger play area for the pre-teenagers. [Note: play facilities have improved since the 2018 consultation but improvements in terms of quality and quantity are still needed, with location of aged ranged equipment carefully considered]
- Café
20 of the responses supported the idea of a café with a number suggesting it be placed on the eastern part of the car park.

Revised Masterplan

The revised Masterplan can help to be shaped by these Purpose and Guiding Principle statements as well as the Design Priorities documented in the 2017 Design Brief, and new data provided in this 2025 Consultation.

The need to resolve the drainage issue was recognised in the 2017 Design Brief and although not a Design Requirement at the time, it is still relevant today. The grassed area close to the Bowling Green is often flooded so it could be that a water feature at the Jubilee Drive entrance may help the overall resolution. Any new design still needs to reflect a need to resolve the water logging issues. It is worth noting that the wetland and wildflower area on the current Masterplan did address this issue.

The following 'Design Requirements' emanating from the 2016 Consultation were put forward as part of the 2017 Design Brief :-

- DR1: Improved Gardens / Landscape (incl. Trees, flowers, shrubs)
- DR2: Additional / Improved Seating & Benches [Note: needs reassessing against current and stored seating]
- DR3: Improved / More Equipment [Note: needs reassessing as some play equipment has been added since then]
- DR4: Events / Bandstand
- DR5: Picnic Area
- DR6: Shelter / windbreaks
- DR7: Cafe / shop / kiosk
- DR8: Pitch & Putt / Putting / Crazy golf
- DR9: Redesign Paths
- DR10: Unique Selling Points / Features eg Water feature / pond / WWII Walk
- DR11: Conservation area / community gardens
- DR12: Subject to formal Council agreement, the eastern half of the Car Park is brought back in to leisure usage

2.3 Real Skate Northwest

Re: Realskate - Jubilee Chat

Summarise ☺ ↶ ↷ ↸



○ kayliegh algie <hellorealskate@gmail.com>

Wednesday, 19 November 2025 at 11:57

To: ○ Katie Upton

Hi Katie,

My apologies for the delay here and fully understand if my input is too late.

I believe there will have been a good few submissions provided to you already by people such as Jake Powell and Chris Woody amongst others. So I'm confident that they would have covered many, if not all I would have presented to you.

My key points would be aimed at new Skatepark users and promoting safety.

This could look like 2 ft ramps in the form of two 1/4 pipes that are each 2ft high and approx 8ft wide with a coping. This gives people the chance to learn at the Skatepark and build on skills with a lower injury risk.

A great addition with low risk and cost effective would be the ledge of a curb. This is suitable for all riders and helps keep the space inclusive.

Currently the park is concrete which is my personal preference and great for durability! However, the park could benefit from Safety signs such as "All Safety Equipment Advised when using the skatepark" and or "Helmets must be worn on Ramps".

As realskate offer skateboard Coaching to help promote Skatepark Safety I wonder if there's scope to advertise possible beginner sessions to help people learn how to navigate skateparks Safely and learn Skatepark Etiquette that helps all Skatepark users. Open to discussion there.

So that's all my input regards the Skatepark. There's alot of open space and I could certainly envision a stoney seated area where open air entertainment could take place too.

I look forward to the end result of how the Skatepark and Jubilee face-lift goes and if you do wish for any tips or advice please let me know.

Woody is a great guy when it comes to plans after the efforts he put into Stanley Parls Skatepark. I designed and organised a smaller scale beginner Skatepark build for beginner use in Blackpool too.

I think I speak for all skatepark users when it comes to renewing skate spaces makes us all feel nervous. It needs and must flow or the space is pointless. The park is great as it is but could definitely benefit from beginner friendly additions.

I hope I haven't rambled on too much! Thank you for taking any of this into consideration.

Kind regards,

Kayliegh

2.4 Jake Powell

Hi,

I was a part of the original group of skateboarders that was involved in the original Jubilee renovation 20 years ago. I still live locally but since worked at closely within the skateboarding industry including, Skateboard GB; I went to Paris 2024 Olympics to support skateboarding & Team GB.

I'm currently working with UK Sport on promoting positive coaching practices and working with Skateboard GB as a consultant with their performance team. I have a lot of contacts within this space and have vast knowledge in ensuring skateparks are inclusive spaces, not to mention the impact it can have on a community combating anti-social behaviour & encouraging positive mental health.

In the summer, we hosted an event which saw 150 skaters come from as far as Glasgow & London, I've travelled to a lot of skateparks internationally through work and from just being a fan of skateboarding, with the right facility you can entice a lot of active users to the skatepark.

[Regarding safety and anti-social behaviour:] Because the facilities are poor and dated, it means it's a ghost town and barely used, which is the perfect breeding ground for ASB.

Jubilee means a great deal to me for many reasons, but one of them being my good friend Robert Pilcher also has a memorial plaque on the wall of the quarter pipe. Please consider reaching out as I'd love to be involved.

Many thanks, Jake

2.5 Anonymous skateboarder

You'll be surprised how little skateboarders require to enjoy their sport. For the most of us, all we really want in the fylde coast is somewhere with smooth flat ground, that is sheltered from rain, with suitable lighting (sports lighting at frequencies that don't create motion blur that are well positioned not to cast shadows), merely the size of a tennis court will be sufficient, with simple objects; such as: "manual pads", "slappy curbs", "grind ledges" and "round bar rails". These could be framed with "small banks" either side as a means to set up for tricks on said obstacles.

The problem with how most developers see skatepark designs is that they think everything has to be big and full of large ramps with half pipes and big jumps, but skateboarding has progressed since then and most skateboarders aren't interested in that, mainly for 3 reasons:

1) Firstly, skateboarding is extremely difficult. If there are only large ramp skate parks everywhere, then you reduce the number of participants who can't get past the beginner stage. Also for those who are more experienced, big ramps are still less desirable on a regular occasion due to the high risk of failure on a skateboard. 99% of skateboarding is failure due to it's difficulty. And most tricks that we try require countless attempts to land what we set out to. If all obstacles are all big then they aren't so appealing when failure is so high: the risk is too great.

2) Skateboarding for most of us is "street" skateboarding. So that's the enjoyment of obstacles mentioned above and those akin to the streets that are considered "skateable objects" and merely some smooth flat ground to practice flip tricks and fundamentals. We enjoy the technical low impact tricks on simple obstacles.

3) large ramp skate parks, such as stanley park, attracts a large number of children (under 8) to scoot about without any care or sight of other users: who treat it like a child's play area; making is extremely dangerous for those children and of course those who try to use the park as intended (this also attracts the parents of the scooter children to sit on the skatepark obstacles which further reduces the scope of the intended purpose).

3. Recommendations

Design stage recommendations (RIBA Stages 2, 3 & 4)

- Explore retaining and repurposing existing hard-standing areas (part of the site compound), to create new features such as running tracks, bike tracks or event spaces and offer a new central feature or focal point.
- Explore incorporating a storage area and community garden/propagation area, such as allotments, polytunnel or greenhouses, for local community groups to grow and store plants for use across Cleveleys.
- Explore interest in adding beach huts or storage lockers/facilities – checking whether this idea is shared by council teams familiar with local operators/business's aspirations.
- Explore suggestions to offer commercial spaces for 'traditional' park features, e.g pitch and putt – checking whether this idea is shared by council teams familiar with local operators/business's aspirations.
- Limit the amount of wide open space, creating 'zones' by adding shelters, seating or new features.
- Prioritise flat open spaces and beginner-friendly elements into the skatepark redesign.
- Incorporate specific new features into the skatepark for both skateboarders and scooter riders:
 - Small ramps and/or half-pipe with coping (2ft tall & 8ft wide suggested as suitable for beginners)
 - Extended, smooth flat ground (in concrete and the size of a tennis court suggested)
 - Manual pads, slappy curbs/grinding curbs, grind ledges, and round bar rails
 - A mini spine
 - Safety signage (particularly to encourage wearing helmets and not sitting on skate features)
- Engage with local skateboarders and (see Phase 1 report, Section 7) to ensure thorough design.
- Introduce a new gateway or entrance to the park from the promenade, to better link the two visually.
- Strike a balance on what works elsewhere without recreating existing nearby facilities, e.g not replicating all elements of Anchorsholme Park.