

Appendix 3: Background to the recommended development of a management and maintenance and cultural strategy

Management & Maintenance Strategy

It is critical that any physical enhancements to the Valley Gardens are supported by the necessary resource to manage and maintain the area. The delivery plan will suggest a provisional management and maintenance strategy that would draw on public and private opportunities. The approach is designed to ensure the proposed Valley Gardens scheme can be managed and maintained in a way that brings maximum benefits in terms of partnership working, learning opportunities, community involvement and ownership and cost effectiveness.

For obvious reasons, it is not appropriate to develop partnership agreements for the maintenance and management plan for a future Valley Gardens arrangement before a concept scheme for Valley Gardens is agreed.

However, any maintenance and management arrangement of green spaces would need to be co-ordinated by the Parks team, and it should be recognised that this will have a resource impact, probably necessitating the creation of a new post. (Additional involvement will be required from other teams within the council – such as Licensing and Sustainable Communities – to inform other aspects of public realm management).

Should the concept scheme be agreed as an aspiration for the city, one of the initial tasks to be undertaken should be development of a costed and agreed high level (scheme wide) management and maintenance plan. Development of the plan would be led by the Parks team and cost an estimated £15,000 to prepare.

At this stage, it will not be possible to calculate definitive maintenance and management resource requirements for the individual public spaces within the Gardens, as these will depend to an extent on the specific design details (such as planting) agreed for each space. On that basis it is strongly recommended that as and when individual phases of the overall concept scheme are brought forward for detailed design and delivery, a caveat should be established that would ensure that approval could only be given to deliver those elements alongside agreement and resourcing of an area specific sustainable management and maintenance plan.

Cultural Strategy

As the plans continue to develop for the Valley Gardens stretch, it is vital to continue detailed conversations with the cultural partners in particular who neighbour the spaces and who are likely to bring programming content to the spaces on a year round basis, encouraging activity and a diverse footfall.

There are a number of key developments bordering the Valley Gardens on both sides which are concurrent with the emergence of the Valley Garden

plans which need to dovetail together: the Circus St development, the Royal Pavilion Estate masterplan, the development plans of Phoenix Art Gallery and the University of Brighton in particular.

It is crucial that the Valley Gardens operate as an extension of the cultural facilities to the east in particular and do not become a barrier to those facilities. The Valley Gardens spaces have the potential to be the connecting space between the facilities to the east and the rest of the cultural quarter to the west.

Given the importance of these elements; of the heritage and history of the landscape and of its potential for use and impact, it is recommended that a supplementary piece of detailed guidance is developed covering the cultural and heritage aspects of landscaping, relationship to the city and activity for the Valley Gardens. This work can inform the design of phases of the Valley Gardens project as they are progressed towards delivery.