

**Report to:** Cabinet

**Date:** 13 November 2008

**Subject:** Bickershaw Country Park - Progress Update

**Report of:** Executive Director – Environmental Services

**Contact officer:** Mark Crossfield 01942 404319

---

**Purpose / summary:** To update Members on work to re-name and re-brand Bickershaw Country Park and to reach an agreement on a new name.

**Alternative options considered and reason for selecting the one recommended:** A working group, including external brand consultants, was formed to investigate the options for a new name. Various alternative options were considered but were rejected as not being suitable.

**Recommendation / decision:** Members are asked to consider the work that has been undertaken to determine a new name for the Country Park and agree on the adoption of 'The Rushes' as the preferred name.

**Key Decision:** This report does not involve a key decision. The decision made as a result of this report will be published within **48 hours** and cannot be actioned until **seven working days** have elapsed, i.e. before 25 November 2008

**Risks / Implications:**

Financial:	Within Capital Programme
Staffing:	Funded by grant and contained within previously agreed funding approval
Policy:	UDP
Equal Opportunities - Has a Diversity Impact Assessment been conducted?	None
Wards affected:	Leigh West

**Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation?**

No

**If yes, have the property implications been agreed with the Corporate Property Officer?**

**Does this proposal have significant implications for the Council and the local population?**

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

**Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure?**

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council’s Constitution? **Yes**

Has the Service Director - Corporate Services confirmed that any expenditure referred to within this report is consistent with the Council’s budget? **No**

Are any of the recommendations within this report contrary to the Policy Framework of the Council? **No**

**For Cabinet reports only :**

Categorisation of the report:	<b>x</b>
Discussion leading to a decision	
Monitoring	
Sharing for corporate understanding	

	<b>x</b>
Discussion	
Decision	<b>x</b>
Information	

**Tracking/Process:**

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
		13.11.08	

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer Martin Kimber

Date 20 October 2008

## **1.0 Background:**

- 1.1 The Country Park project comprises the redevelopment of a former colliery site with an area of 190 hectares to form a new Country Park with an 18 hole golf course, driving range, pitch and putt, a visitor centre and activity island. The site also includes new infrastructure including multi user routes and footpaths and includes new landscaped areas and improvements to the existing natural habitat.
- 1.2 The scheme has been successful in securing £16.6M funding from English Partnerships National Coalfields programme.
- 1.3 The regeneration of the site will attract significant public use from within the local area and the wider region, enhancing the image of the area through the provision of a valuable and sustainable recreational asset.
- 1.4 The overall facilities within the country park are to serve general family and leisure markets, casual visitors to the centre and café, education and school groups. The wider site will offer a range of facilities, trails and activities for recreational users (including cyclists, joggers and horse riders) with high quality play and adventure play. The site will also cater for more specialist activity markets (such as golfers, mountain bikers and anglers) and 'development' markets (personal / teambuilding).

## **2.0 Re-naming the Country Park**

- 2.1 The marketing and promotion of the country park has been identified as key to the success of the regenerated site and therefore a strong and widely appealing brand is required as a priority. The country park seeks to be an identifiable brand locally and regionally. The park is attempting to position itself as the 'go for it' destination for outdoor activities such as golf, aerial adventure, walking, cycling etc. The temporary name 'Bickershaw Country Park' whilst being viewed as attractive to outdoor users, was considered as being passive and not incorporating the activity ethos.
- 2.2 Earlier this year a working group was established to identify a new name and brand for the site. The group, comprising officers from the council and partner organisations such as English Partnership and Land Restoration Trust, appointed consultants CreativeLynx to support the completion of this work.
- 2.3 A number of potential names were identified for the site some of which were sampled in the local community and amongst the golf and activity operators to get feedback on preferences.
- 2.4 The working group identified the name 'The Rushes' as meeting the dual criteria of representing 'activity' and emphasizing the environmental attractiveness of the site, (See Fig 1). The name is also memorable, short, easy to spell and available as a domain name.

### **3.0 Alternative options considered and reason for the recommended option:**

3.1 The working group investigated a number of options for a new name and these were tested in the local community and amongst the golf and activity operators of the site.

### **4.0 Conclusions:**

4.1 Members are asked to consider the work that has been undertaken to determine a new name for the Country Park and agree on the adoption of 'The Rushes' as the preferred name.

**THE RUSHES**  
**A PARK FULL OF LIFE**



# Revived by nature Reclaimed by you

Bickershaw Colliery has been reborn into an  
adventure park, golf course and a haven for wildlife.  
Experience the beauty of the North West's hidden treasure.

**THE RUSHES**  
A PARK FULL OF LIFE

# Bickershaw Wildlife



Lorem ipsum dolor sit amet, consectetur adipiscing elit. In enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas vestibulum massa. Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat. Mauris laoreet justo nec risus. Mauris in eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean vel nibh vitae est sodales faucibus. Donec quis felis et nisi blandit scelerisque. Sed suscipit fermentum nibh. Phasellus rhoncus. Suspendisse potenti. Vivamus iaculis odio nec quam. In id ligula. Donec imperdiet fringilla lacus. Ut sed lectus.



**Suspendisse potenti. Vivamus iaculis odio nec quam. In id ligula.**

## Visiting Bickershaw



### How to find us

#### By car

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas vestibulum massa. Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat.

### How to find us

#### By train

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas vestibulum massa. Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat.

### Contact us:

#### The Rushes

Brickershaw Natural Park,  
Wigan,  
W13 6PH  
Email: [info@therushes.com](mailto:info@therushes.com)  
Tel: 01785-89743

**THE RUSHES**  
A PARK FULL OF LIFE



# Revived by nature Reclaimed by you



**THE RUSHES**  
A PARK FULL OF LIFE

# What's On....



Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in enim at orci pellentesque ornare. Integer ultricies. Curabitur dictum libero in ligula.

Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat. Mauris laoreet justo nec risus. Mauris in eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean vel nibh vitae est sodales faucibus.

Donec quis felis et nisi blandit scelerisque. Sed suscipit fermentum nibh. Phasellus rhoncus. Suspendisse potenti. Vivamus iaculis odio nec quam. In id ligula. Donec imperdiet fringilla lacus. Ut sed lectus.



## Rock & River



Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas.

Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat. Mauris laoreet justo nec risus. Mauris in eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean vel nibh vitae est sodales faucibus.

Donec quis felis et nisi blandit scelerisque. Sed suscipit fermentum nibh. Phasellus rhoncus. Suspendisse potenti. Vivamus iaculis odio nec quam. In id ligula. Donec imperdiet.



## Pay & Play

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque.

Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat. Mauris laoreet justo nec risus. Ma inis eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia sodalew.





the  
**Rushes**

**A PARK FULL OF LIFE**



# Revived by nature Reclaimed by you

- **Bickershaw Colliery has been reborn into an adventure park, golf course and a haven for wildlife.**  
Experience the beauty of the North West's hidden treasure.



**the  
Rushes**  
A PARK FULL OF LIFE

# Bickershaw Wildlife



Lorem ipsum dolor sit amet, consectetur adipiscing elit. In enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas vestibulum massa. Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat. Mauris laoreet justo nec risus. Mauris in eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean vel nibh vitae est sodales faucibus. Donec quis felis et nisi blandit scelerisque. Sed suscipit fermentum nibh. Phasellus rhoncus. Suspendisse potenti. Vivamus iaculis odio nec quam. In id ligula. Donec imperdiet fringilla lacus. Ut sed lectus.



**Suspendisse potenti. Vivamus iaculis odio nec quam. In id ligula.**

## Visiting Bickershaw



### How to find us

#### By car

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas vestibulum massa. Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat.

### How to find us

#### By train

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In enim at orci pellentesque ornare. Integer ultricies. Mauris tincidunt neque vel arcu. Nullam condimentum sollicitudin massa. Curabitur egestas vestibulum massa. Curabitur dictum libero in ligula. Vivamus accumsan. Pellentesque dignissim aliquam lorem. Aliquam erat volutpat.

### Contact us:

#### The Rushes

Brickershaw Natural Park,  
Wigan,  
W13 6PH  
Email: [info@therushes.com](mailto:info@therushes.com)  
Tel: 01785-89743



the  
**Rushes**



**A PARK FULL OF LIFE**



the  
**Rushes**  
**A PARK FULL OF LIFE**