

**MASTERPLAN KEY**

- 1. Establish the extent of the park**  
 Maintain and improve existing boundaries.  
 Identify areas of new boundary treatments.  
 Safeguard the park area from future development.
- 2. Define the entrances**  
 Improve visitor access and car parking facilities.  
 Improve existing local pedestrian entrances.
- 3. Sustainable connections**  
 Develop a main north to south spine link through the park.  
 Improve and rationalise existing footpath & cycle routes, enabling maintenance access.  
 Create opportunities for new path connections.  
 Develop a signage and wayfinding strategy.
- 4. Develop Park Hubs**  
**NORTHERN HUB**  
 Enhance Norton Priory as the northern Heritage Hub.  
 Improve access approach and car parking.  
**CENTRAL HUB**  
 Development of Phoenix Park as the central Activity Hub.  
 Enhance area as primary site for local youth activities.  
**SOUTHERN HUB**  
 Create new southern visitor centre and café as the Adventure Hub.  
 Improve existing miniature railway, adventure and natural play .  
 Provide the infrastructure to hold events in the park.
- 5. Manage and improve existing park features**  
 Maintain amenity to open grassland and meadows.  
 Manage and improve access to existing HBC woodlands.  
 Maintain links with Woodland Trust owned woodlands.  
 Manage and improve existing lakes, ponds and ditches.  
 Maintain and improve existing play facilities and street furniture.
- 6. Strengthen the parks identity**  
 Reinforce the parks existing character.  
 Promote a consistent "style" to improve the parks "brand".  
 Promote the park using promotional material including social and digital media.

TOWN PARK  
RUNCORN

