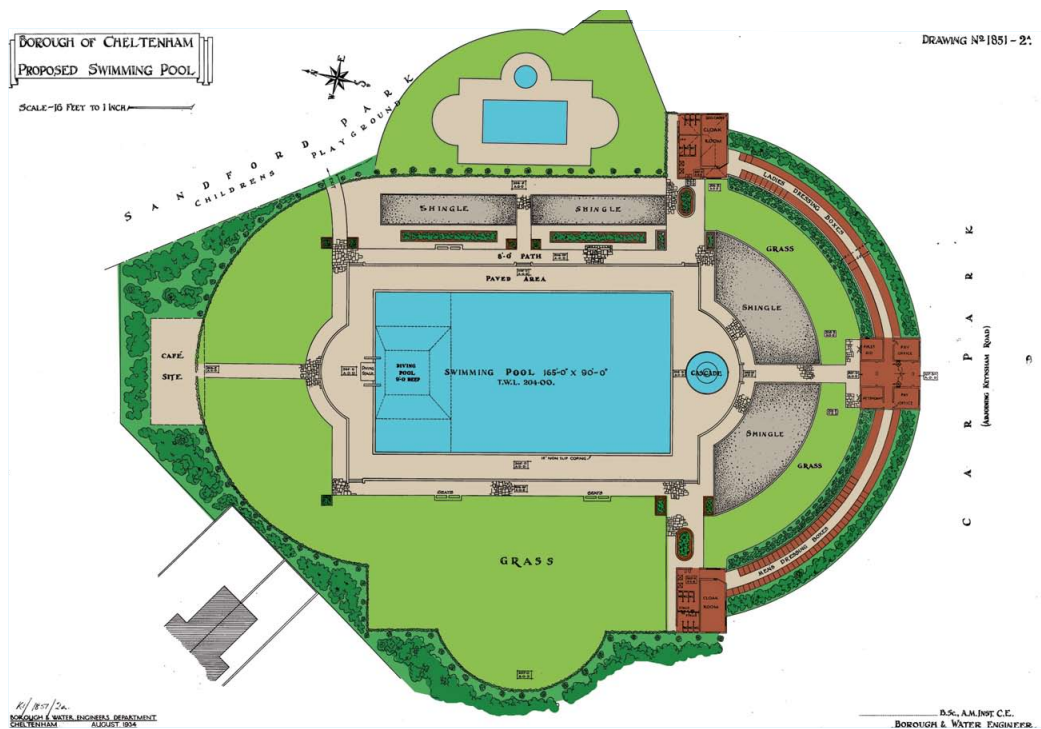


CROSS SECTION LOOKING TOWARD CAFE

CROSS SECTION LOOKING TOWARD MAIN ENTRANCE





SANDFORD PARKS LIDO CONSERVATION PLAN

CONTENTS

	Summary	4
	Introduction	5
1	Background Information	8
2	Aims and Objectives of the Conservation Management Plan	8
3	Stakeholders and Consultation	10
4	Understanding Sandford Parks Lido	12
	4.1. Origins and Development	12
	4.2. Historical Context	12
	4.3. The Design Concept	16
	4.4. Engineering and Water Treatment	18
	4.5. Site Development after 1945	20
5	Setting, Access and Neighbours	25
	5.1. The Setting of the Lido	25
	5.2. Access to and around the Lido	26
	5.3. Neighbours and the Hospital	26
6	The Values of the Lido	27
	6.1. Changing Attitudes	27
	6.2. Defining Values	28
	6.3. The Values	28
	6.3.1. Historic Value	28
	6.3.2. Aesthetic and Monumental Value	29
	6.3.3. Community and Recreational Value	31
	6.3.4. Educational Value	36
	6.3.5. Functional and Economic Value	37
7	Management Issues	38
	7.1. Condition	38
	7.2. Key issues and priorities for managers	39
	7.3. Objectives of Trustees	39
	7.4. Expectations of users	39
	7.5. Boundaries and Neighbours	39
	7.6. Access	40
	7.7. Resources	40
	7.8. Designation and Planning	40
8	Conservation Policies	42
	8.0. Introduction	42
	8.1. Statement of Significance	42
	8.2. Whole Site Policy and Guidance for Sustainable Development	45
	8.3. Detailed Description and Guidance	45

A	Pools and Access/Activity Areas	45
	Area A1 Main pool and poolside	
	Area A2 Walkways	
	Area A3 Sun decks	
	Area A4 Lawns	
	Area A5 Children's pool and poolside	
B	Buildings	47
	B1 South Range: Entrance and offices, changing rooms and toilets	
	B2 North Range: Café and Terraces	
	B3 Filter House	
	B4 Plant House	
C	Exterior Areas	50
	C1 Café garden	
	C2 Service area	
	C3 East zone (Reach Fitness)	
	C4 Car park	
D	Planting	51
9	Educational Policy	53
10	References	56
	Appendices	61
Appendix 1	Shortlist of the most architecturally and historically significant lidos	
Appendix 2	Link Organisations	62
Appendix 3	Management Data	64
	1 Visitor numbers	
	2 Opening Times	
	3 Employment	
	4 Events	
	5 Education	
Appendix 4	Extracts from Local Authority Policies and Strategies	65
Appendix 5	Values and Setting: Results of post-consultation work	72

INTRODUCTION

As part of its application to the Heritage Lottery Fund, which secured the funding for the restoration of the main pool and its surrounding areas, Sandford Parks Lido stated that it will commission and sign up to a Conservation Management Plan, which will help identify and protect the important aspects of this site for the future. The author of this document is Jeremy Lake, who has over 25 years of experience in historic buildings and conservation, and

has worked for English Heritage since 1988. Chantal Freeman of Diva Arts has been responsible for the layout and graphics. Besides including detailed policies and guidance for the maintenance and enhancement of this nationally important site, it also brings together the results of new research into the history of the lido and its place in the development of open-air swimming pools, recreation and designed landscapes.

This Conservation Plan has been amended since it was released for public consultation in May 2008. Thanks are due to Julie Sargent, Keith Norris and Iain Barton of Sandford Parks Lido, to the Lido Trustees and to all others who have provided comment upon it – particularly Karen Radford of Cheltenham Borough Council and Ken Worpole. Thanks are due above all to those members of the public who have used and enjoyed the lido, and especially to those who contributed to the public consultation in 2007 and 2008.

Picture Credits

1930s photographs (pages 25-6, 31 and 49 top left): Sandford Park Archive

Aerial views on page 21: Simmons Aerofilms

The Cheltenham Borough Council plans and drawings of the lido (reworked in colour for this report on pages 9, 14-15, 18, 48 and listed in Appendix 6) were until 2007 in the possession of Sandford Parks Lido, when they were donated to the Gloucestershire Records Office.

The black and white photographs on pages 22-3 are taken from the Gloucestershire Echo, May 22nd 1935. The image on page 23 is from the Roy Berryman Edwards collection. The other black and white photographs (pages 25-6, 31 and 49) and the colour photographs on page 31 are from the Lido's own archive. Ken Wood took the panoramic view on page 51, bottom).

Photograph of 2007 building works: Iain Barton.

All of the colour photographs were taken by Jeremy Lake, and the drawings and plans by Chantal Freeman.

SUMMARY

STATEMENT OF SIGNIFICANCE

Sandford Parks Lido (www.sandfordparkslido.org.uk) was opened in 1935. It is a nationally important example of a lido. Lidos were open-air swimming and recreational landscapes that developed across Europe in the 1920s and 1930s. Their landscaping and architecture spoke at the national level of the need to improve health, the cult of sun worship that marked Western culture in this period and the development of recreation as a less segregated and more inclusive form of cultural activity. At the local level they spoke of the spirit of municipal competition and the desire to foster a new type of place, which was clean, pleasant and convivial.

Sandford Parks Lido expresses the historic function and importance of lidos, and their distinctive quality as places created in the inter-war period, through its setting, planning, landscape and design. It was built to the designs of the Borough Engineer, G. Gould Marsland, with the advice of Mr Edward White, President of the Landscape Architects Association. This was clearly intended to ensure a successful approach to the landscaping of the site, as Edward White (1887-1952) was a renowned garden designer who would have been known to many council members in a spa town such as Cheltenham. He held the presidency of the newly-formed Landscape Architects Association between 1931 and 1933 and as part of the nationally renowned Milner White & Partners had designed gardens for public parks and private houses. This collaboration explains much about the character of the lido, and in particular how it links to the adjoining park and the influence of Arts and Crafts garden design which is explored in the Management Plan.

Setting

The setting of the lido within Cheltenham, its integral relationship to Sandford Park and the original provision of car parking facilities are considered to be important. The entrance facing into the car park and the elevation/roofscapes facing into Sandford Park form its public face.

It is significant that the lido was developed within Cheltenham, which is internationally renowned as a spa town. Its villas and terraces had developed around a series of spas dispersed around the town, and municipal parks emerged as a fundamental aspect of the 19th century town. Parks, including in this case Sandford Park which it adjoins, continued to play a key part in the 20th century expansion of Cheltenham. The lido was

sited on the eastern edge of the 19th century town, and provision for car parking was considered at the outset to be fundamental to its viability and future.

Planning, Landscape and Design

Out of 98 surviving lidos in England, Wales and Scotland, Sandford Parks Lido represents better than any other lido how the planning of lidos presented opportunities to *link buildings to landscape and open space*, and thus harness the regenerative qualities of air and sunlight.

The choice of style for the overall planning, landscape and design of the lido borrows heavily from the Arts and Crafts tradition that had developed in England in the late 19th century. This was based on the idea of a return to traditional craft skills and good building materials, and the combination of the geometric planting of the site and the use of picturesque planting to provide varied colour, form and shape. At the lido, this is enshrined in:

- The rectilinear and formal planning of the main pool in relationship to the crescents of buildings placed at either end.
- The picturesque informality in the contribution that trees, shrubs and yew hedges make to its overall setting.
- The way in which the buildings embrace the site, heightening its sense of enclosure and the beauty of its overall concept and setting.
- The style of the buildings. They are classical in their overall concept and detail (such as the fanlight over the café doors) with the occasional Art Deco detail (in the surrounds to the café doors for example). Their choice of materials, in particular the white roughcast walls and tile copings and roofs, harks back to the late Victorian and Edwardian Domestic Revival. This echoed in the drystone walls to the promenade walks and sun decks, a craft technique that was typical of the Arts and Crafts approach to garden design and that also links the lido to the Cotswolds region.

The needs for relaxation, other forms of activity than swimming, and sun worship are met in the integration of open lawned areas and sun decks into the overall planning of the site.

The importance of clean and fresh water is displayed in iconic form in the fountain, which is set on the main axis that passes through the site. It is also revealed in the technical functioning of the site as a whole, the pools being linked to a plant room which retains 1930s filters, switch gear and pumps. This is a unique survival of industrial archaeological importance, which heightens the importance of the lido as an *integrated functioning whole*.

The importance of refreshment is displayed in the café and terraces, the former also being linked to Sandford Park through the café garden and park cafe. The terraces provided an additional vantage point, looking across the pool, for relaxation and contemplation.

VALUES

Sandford Parks Lido is one of the best preserved lidos in Britain. Taken as a whole, it is an outstanding example of 20th century outdoor architecture, its design being based on an integrated approach to its three key elements - water, landscaping and architecture. Its balance of careful symmetry and landscaping still provides a setting for competitive sport, relaxation and leisure. To its distinctive design, and importance within this national context, must be added the special sense of place afforded to visitors by its light, sounds and colour.

Change can undermine or enhance the character and special qualities of this place, and must be informed by an understanding of the values invested in it.

This significance has thus been articulated through a series of key values, which lido users and the public have and will be asked to contribute to. These have been divided into two categories of:

- intrinsic values (what makes the lido significant in its broader architectural and historic context) and
- instrumental values (the benefits it affords to the community, as a place of recreation and shared memories as well as in terms of education and the broader economy).

A THE INTRINSIC VALUES OF THE SITE

A1 Historic Value

The lido reflects important developments in 20th century society, and in particular the growing importance of leisure and more informal approaches towards it.

A2 Aesthetic and Monumental Value

Sandford Parks Lido was designed as a place where the pool, buildings, walls and landscape were all designed from the outset as an integrated whole. This is a key element of the site's significance in a British and European context. The beauty of the setting, the mix of architectural styles and planning, and the unique technical importance afforded by the survival of the plant room interior, all add to this significance.

B THE ADDITIONAL OR INSTRUMENTAL VALUES OF THE SITE

B1 Community and Recreational Value

The lido is a safe and wonderful environment in which children and adults can play, socialise, keep fit, relax, learn new skills, have fun and gain a sense of physical and emotional well-being. It is a perfect venue for community recreation, and its development as a concept in parallel with the enhanced role of communities in national government and the planning system.

B2 Educational Value

The site itself, and its broader historical meaning and significance, can be interpreted to the public through the lido website and through images. The lido can serve as a focus for life-long learning and the exchange of experiences between generations. It can also serve as an arena for the arts, and for children to learn about and contribute to our understanding of 'place' through its landscape and buildings.

B3 Economic Value

The lido is one of a series of key venues that contribute to tourism and the prosperity of Cheltenham. It aims to be the only outdoor facility 50-metre pool in Britain which has been inspected and meets the international standards for competition swimming set by the Amateur Swimming Association.

POLICIES

Whole Site Policy and Guidance for Sustainable Development

The key aim is to maintain and enhance the character and special significance of the lido as a whole.

Conservation Policy

All maintenance and works must conform with the area-based plan set out in section 8, and in particular ensure:

- 'like-for-like' repair of original built fabric and detail;
- the removal of non-original features or materials where appropriate, and their replacement in accordance with original specifications where available and of benefit to the appreciation of the site;
- that an annual and 5-yearly plan for maintenance of walls, plant and buildings is integrated into the Lido Business Plan;
- that the maintenance of its landscape and planting:

- retains the original design concept, in terms of the gradation of colour, scale and form;
- provides for 'like-for-like' replacement of yew hedge and conifers that are key to the original garden layout.
- Build the views of the public and lido users into future revisions of the Values Statement and Management Plan.

Educational Policy

- Communicate the lido's heritage, especially among children and young people, in order to raise awareness of its value and the benefits that it provides, through:
- Exhibition boards
- Use of the café as a 'portal' – both the park entrance and the main café
- An interactive Living Archive, based at the lido and on-line, will capture the memories and perceptions of its visitors, particularly children.

Continuing consultation and evaluation will, after its adoption, inform revisions to the Conservation Management Plan on a 5-yearly basis.

1 BACKGROUND INFORMATION

Sandford Parks Lido in Cheltenham, which was opened in May 1935, is one of the finest remaining examples of the open-air lidos built in the inter-war period. By the 1980s it was threatened by closure and redevelopment, reflecting a downward turn in the fortunes of lidos and local authority funding across the country. In Cheltenham's case this trend accelerated with the opening in 1971 of the new indoor leisure centre in Tommy Taylor's Lane. This culminated in a recommendation made to the Leisure Committee of Cheltenham Borough Council in October 1994 to either close the lido or set up a charitable trust. Further to representations made by the Lido Users Group, and the drafting of a report that emphasised its contribution to the community and proposed an alternative model to council control, a working group was set up in November 1994.¹ Since 1996 the lido has been in the hands of a charitable trust and has seen its opening season extended from 15 to 21 weeks. Sandford Lido Limited operates a four acre site, which can attract up to 200,000 visitors during a six-month period. It employs two full time staff and up to 50 seasonal staff, and is overseen by a voluntary board of directors with a range of professional skills. Apart from the lido itself, Sandford Lido Limited receives income from a license fee for the operation of the café, rental income from Reach Fitness and an annual gift aid from the car park.

The lido is much loved by users and the general public in and around Cheltenham, and it has an active Friends of the Lido Group who have played a key role alongside Sandford Lido Limited in raising funds. The Heritage Lottery Fund contributed in 2006 £382,500 towards the refurbishment of the main pool: these have thus far amounted to over £700,000. The lido also benefited from private donations and a grant of £50,000 from the Gloucestershire Environmental Trust with Landfill Tax contributions from Cory Environmental Ltd. Core to the HLF bid was the development of innovative interpretative and educational strategies. These are based on an understanding of the site's distinctive architecture and landscape, and how it expresses the lido movement and broader developments in twentieth century society, social democracy and popular culture.

2 AIMS AND OBJECTIVES OF THE CONSERVATION MANAGEMENT PLAN

The conservation plan was developed in Australia and New Zealand, and is now required by the Heritage Lottery Fund in order to ensure good stewardship of the heritage assets of places funded by them.²

In its application to HLF, Sandford Parks Lido stated that it will commission a Conservation Management Plan for adoption by Sandford Lido Limited, Cheltenham Borough Council, Cheltenham General Hospitals Trust (who use the adjacent car park) and any other key identified parties. This will:

- act as a design brief for future work;
- a baseline from which to evaluate the impact of any new proposals and developments and the opportunities and constraints provided by the site;
- guidance for day-to-day management of the site;
- inform decision making, prioritise work and help create interpretative and educational strategies for Sandford Parks Lido, thereby enhancing public enjoyment;
- include groups important to the use and conservation of the site.

The purpose of a Conservation Management Plan is to inform the daily management of the site and any future proposals for work to its landscape and individual structures. The objectives of this Conservation Plan are to:

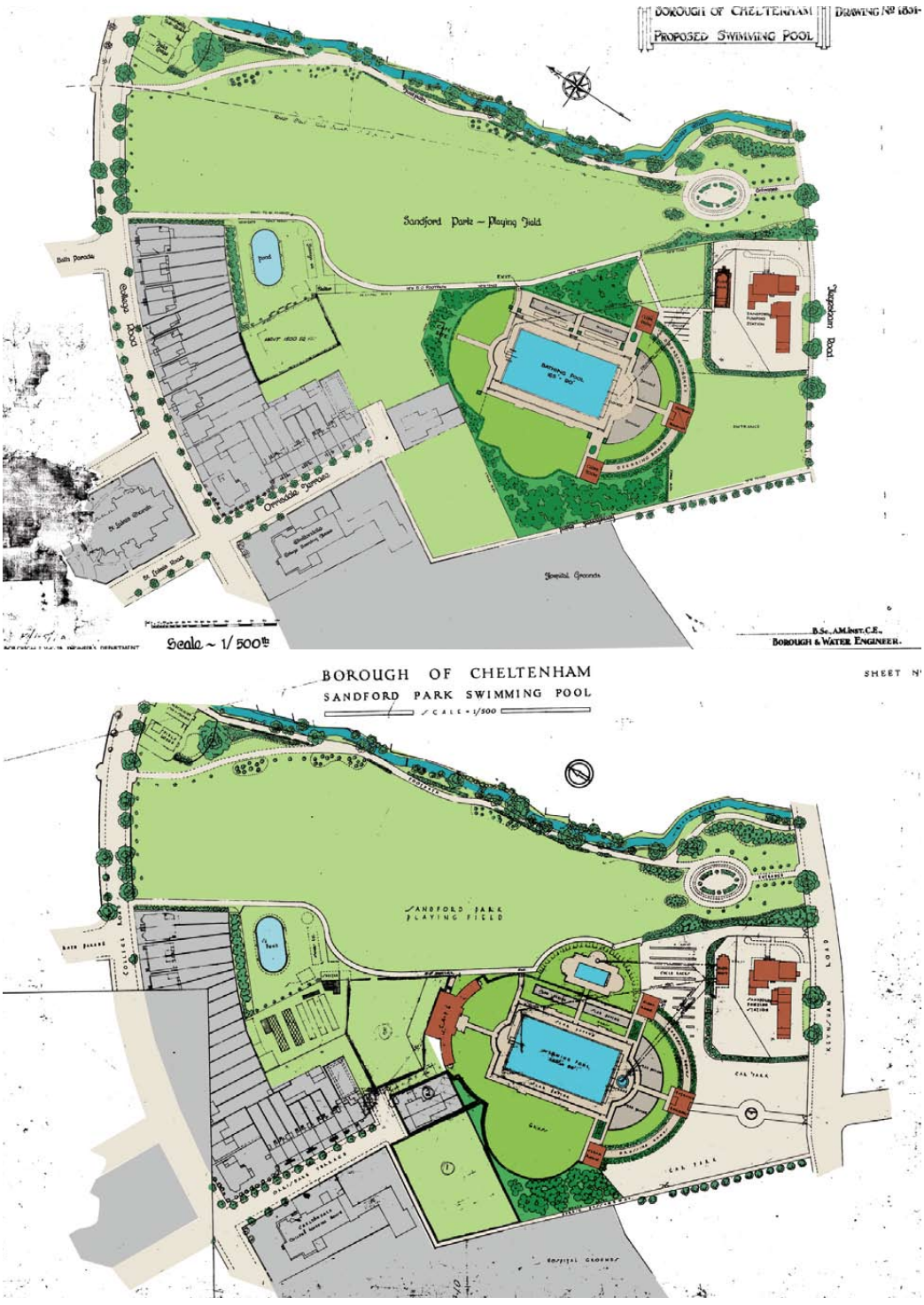
- 1 Define key stakeholders for the lido and consultees for this document. *See Section 3.*
- 2 Understand the site by drawing together available documents, mapping the character and its component parts, its development and its wider setting. *See Sections 4 and 5.*
- 3 Outline the key values of the lido, in order to draw out the values invested in it by its users, local people and other stakeholders. These Values will be made available on the Lido website and the on-site computer. They comprise the bedrock of the Conservation Plan and will inform the business plan and conservation policy for the site's future. *See Section 6.*
- 4 Define those issues that, now or in the future, can have the potential to bring benefits or damage the site's character and significance. These include:
 - its condition;
 - key issues and priorities for its managers;
 - the objectives of the trustees;

- expectations of the Friends of the Lido and the broader public;
- access to the site and its facilities;
- its boundaries and neighbours;
- options for new facilities;
- resources available;
- and potential conflicts of interest. *See Section 7.*

- 5 Develop policies that will ensure that the character and value of the site is retained and that:
- is based on a summary statement of significance;
 - defines an approach towards the conservation,

- maintenance and enhancement of the whole site;
- defines an approach for the repair and replacement of constructional detail, fitments and fixtures;
- sets a clear standard against which future works and proposals, including any proposals for adaptation, should be bid;
- satisfies any statutory requirements;
- works within available resources;
- seeks to enhance public understanding and appreciation of the site;
- any policies relating to specific parts of the site and their interaction with their wider setting

A series of drawings were produced from the Borough Engineer's office in the summer of 1934. These drawings, showing the broad concept (right) and the scheme essentially as realised with the children's pool and café (below), show how the lido was linked to its broader landscape context. Note the proposed exit into Sandford Park from the north of the lido, and the position of the Filter House next to Sandford Pumping Station, a modest but early example of Victorian pumping station architecture which was demolished in 1993-4 and which serviced the main sewer running under Sandford Park. Also clearly defined is the southern boundary to the hospital grounds, which is marked to the east by Keynsham Road.



– for example the relationship to the park.
See Section 8.

- 6 Set out an Educational Policy. See Section 9.
- 7 Provide references to background information, on lidos and their historical context in general and on any key sources. See References and Appendices.

This approach is consistent with that set out in Conservation Plans for Historic Places (HLF 2005) and some of the latest thinking on how to capture community values and integrate them into the future management of places.

Sandford Lido Limited will be responsible for implementing and updating this plan, which will be subject to a five yearly review.

3 STAKEHOLDERS AND CONSULTATION

This Conservation Plan builds on the methods and principles advanced generally for conservation plans (English Heritage 1999) and in the HLF’s *Conservation Plans for Historic Places*. Key to this approach is learning how to read the site itself, its wider context and the values invested in it by the wider community.

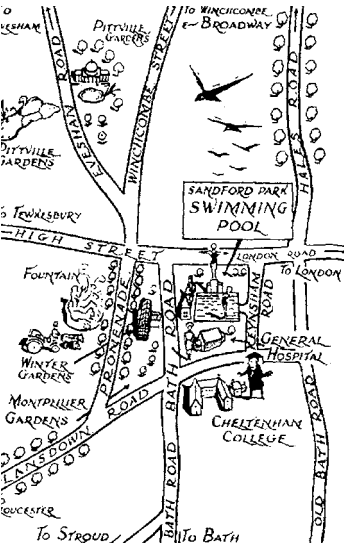
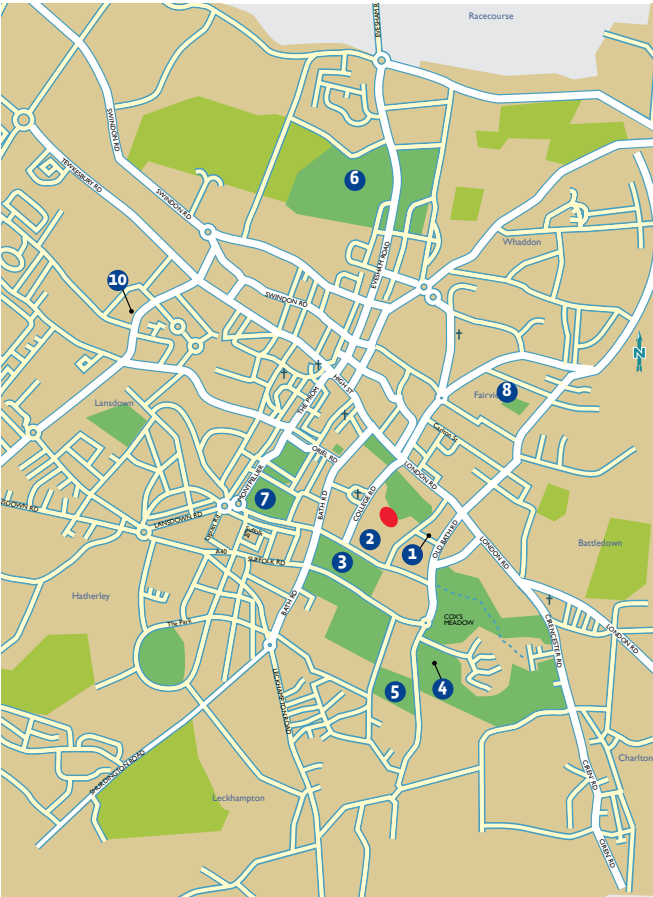
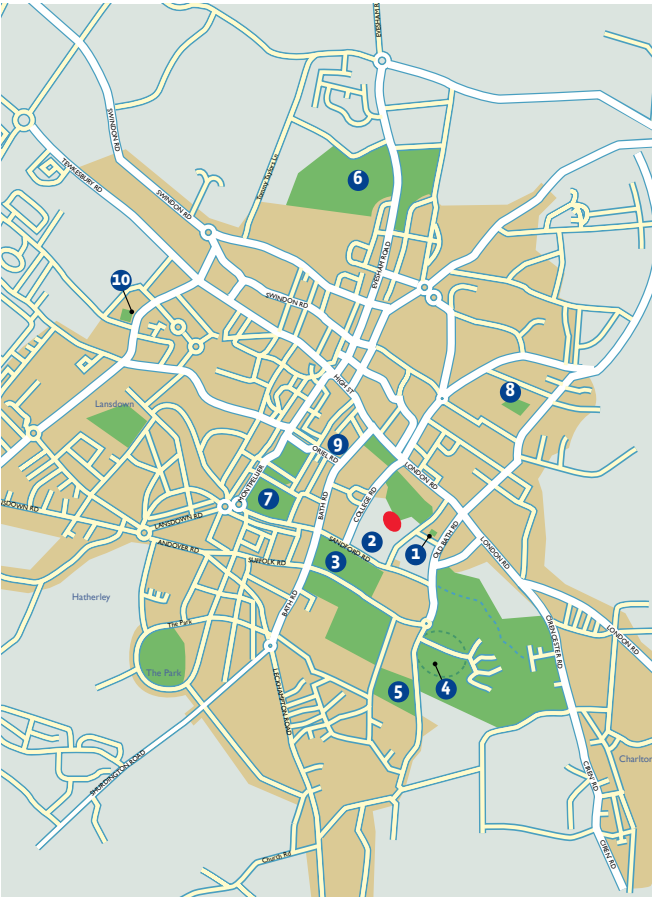
The following documents have been consulted:

- application to the HLF;
- business plan;
- visitor surveys;
- Cheltenham Borough Council documents;
- archives in Gloucestershire Record Office.

The following individuals and groups were consulted:

- The Friends of the Lido;
- Cheltenham Borough Council – Parks and Conservation departments;
- Gloucestershire Hospitals NHS Foundation Trust;
- Cheltenham Civic Society;
- major groups with an interest in the conservation of swimming pools, lidos and 20th century architecture and landscapes more generally – the Garden History Society, the Victorian Society, the Twentieth Century Society, the Lido History Society.

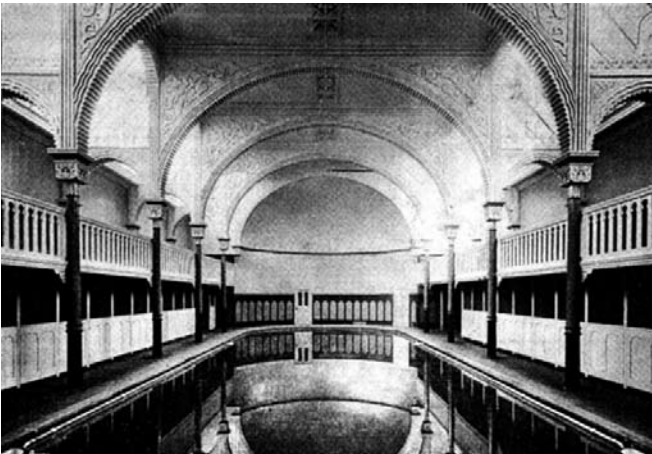
Core to this Conservation Management Plan is the understanding of the key values associated with the site (Section 5 and Appendix 5).



Cheltenham, showing the location of the lido – coloured red – in relationship to the town in 1935 (left) and now (right). Note the increased number of parks (marked green) in the historically more prosperous eastern part of the town, in contrast to the western part of the town which extends into the Vale of Gloucester and has developed around light industry and retail parks.

The street plan from the 1935 brochure, left, shows that the lido was well placed in relationship to both the parks, the town centre and some of the main routes through the town, including the Old Bath Road and London Road (the A40).

- 1 College Baths
- 2 Hospital
- 3 Cheltenham College, former Boys College
- 4 Site in 1930s of tennis club, cricket ground and College playing fields
- 5 Nauntun Park.
- 6 Pittville Park.
- 7 Montpellier Gardens
- 8 Fairview Cricket Ground
- 9 Montpellier Baths, now the Playhouse Theatre
- 10 Alstone Baths (demolished)



The interior of Montpellier Baths (left) and the exterior of College Baths (right).

4 UNDERSTANDING SANDFORD PARKS LIDO

4.1. Origins and Development

Sandford Parks Lido was opened on 25 May 1935. The mayoral opening was 'marked with the ceremony due to such an event in the social and recreational life of the town', with Jubilee bunting rehung in the streets and hundreds watching the ceremony from Sandford Park (Cheltenham Chronicle and Gloucestershire Graphic, Saturday June 1, 1935). Its cost was met by a combination of public subscriptions and a government loan from the Ministry of Health, national government wishing to encourage local authorities through grants and loans to provide facilities for the promotion of public health and fitness. The genesis of Sandford Parks Lido thus lies in public awareness of the impact of the lido movement (for details see 5.3.1) and the need to enhance the town's leisure facilities and raise its declining profile (see 4.2).

Alderman James Stewart had been looking for land near the Chelt for an open air pool in the 1920s.³ In September 1933 the Council authorised the Town Improvement and Spa Committee to proceed with the preparation of a scheme on the allotments and council refuse area adjoining Sandford Park, a former meadow which had been created as a park in 1927.⁴ Sketch plans for the pool were prepared in September 1933 and in November an Open Air Swimming Pool sub-committee (the Mayor, the Town Improvement and Spa Chairman (T. Wilfred Waite) and Councillors Grimwade and Smith) was appointed.⁵ Plans and estimates for construction were submitted in time for a long council debate in February 1934, when the scheme – as reported in the *Cheltenham Chronicle and Gloucestershire Graphic* on February 10th – was almost unanimously passed by councillors but resisted by some on the grounds of public cost and the disturbance to the neighbouring hospital.⁶ After very careful consideration the town council decided early in 1934 to proceed with the construction of such a pool. Following the holding of a public inquiry in April sanction was given by the Ministry of Health to raise the loan for construction, which began on October 15, 1934.⁷ The lido was opened on the 25 May 1935, attended by 500 mayoral guests and many more onlookers.

A series of drawings produced by the Borough and Water Engineers' department of Cheltenham Borough Council from August 1934, and the minutes of Cheltenham Borough Council's *Town Improvement and Spa Committee*⁸ show how the lido developed between 1934 and 1938. In summary:

1. Plans and estimates were submitted on 1 February 1934, although the majority of surviving plans are dated August 1934.

2. The first structures were completed by the contractors Jackaman and Co of Slough (specialists in reinforced concrete works) over the winter of 1934/5, in time for the opening in May 1935.⁹ These comprised the main reinforced concrete pool and filtration building, the fountain, sun-bathing decks and the eastern range – which incorporated the central ticket office, first aid station and flanking changing and toilet facilities for 640 people. The Corporation's Parks Department, headed by Mr D Leuchars, planted the shrubs and flowers.
3. The café and terracing was built early in 1936 by the contractors S.C. Morris and Co.¹⁰
4. A children's pool, opened in June 1938, was sited on spare land to the north of the pool, an alternative site to the east of the main pool being rejected because it would disrupt the filtration system that used the fountain (p.92). Final plans were submitted in November 1937, and the Ministry of Health approached for a loan of £1, 846 for the £2, 614 estimated cost of the pool (p. 94).
5. A large area was reserved for car parking and for other forms of recreation, such as tennis.

4.2 Historical Context

Sandford Parks Lido was one of a wide range of outdoor swimming pools, termed lidos, which were built in the inter-war period. The historical background and significance of the lido movement will be outlined in Section 5, but it is important to note that, when opened, it was described as the largest pool in the West Midlands.¹¹ The Town Improvement and Spa Committee estimated in early 1934 that the pool would attract in excess of 100, 000 per year.¹² This is significant, as among councillors and the broader public there was a widespread perception – much based on hard economic reality – that Cheltenham's cultural profile as a spa town had long been in decline.

The economy of the medieval market town of Cheltenham had been transformed since Henry Skillicorne's development of the first spa, later termed the Royal Old Well, in 1739. Its population of over 3000 in 1801 had expanded to over 35, 000 in 1851, and over 64, 000 in 1931. It now has one of the finest urban landscapes in Britain, particularly distinctive being its terrace and villa architecture which developed around a series of spas and related parks, walks and rides dispersed around the town.

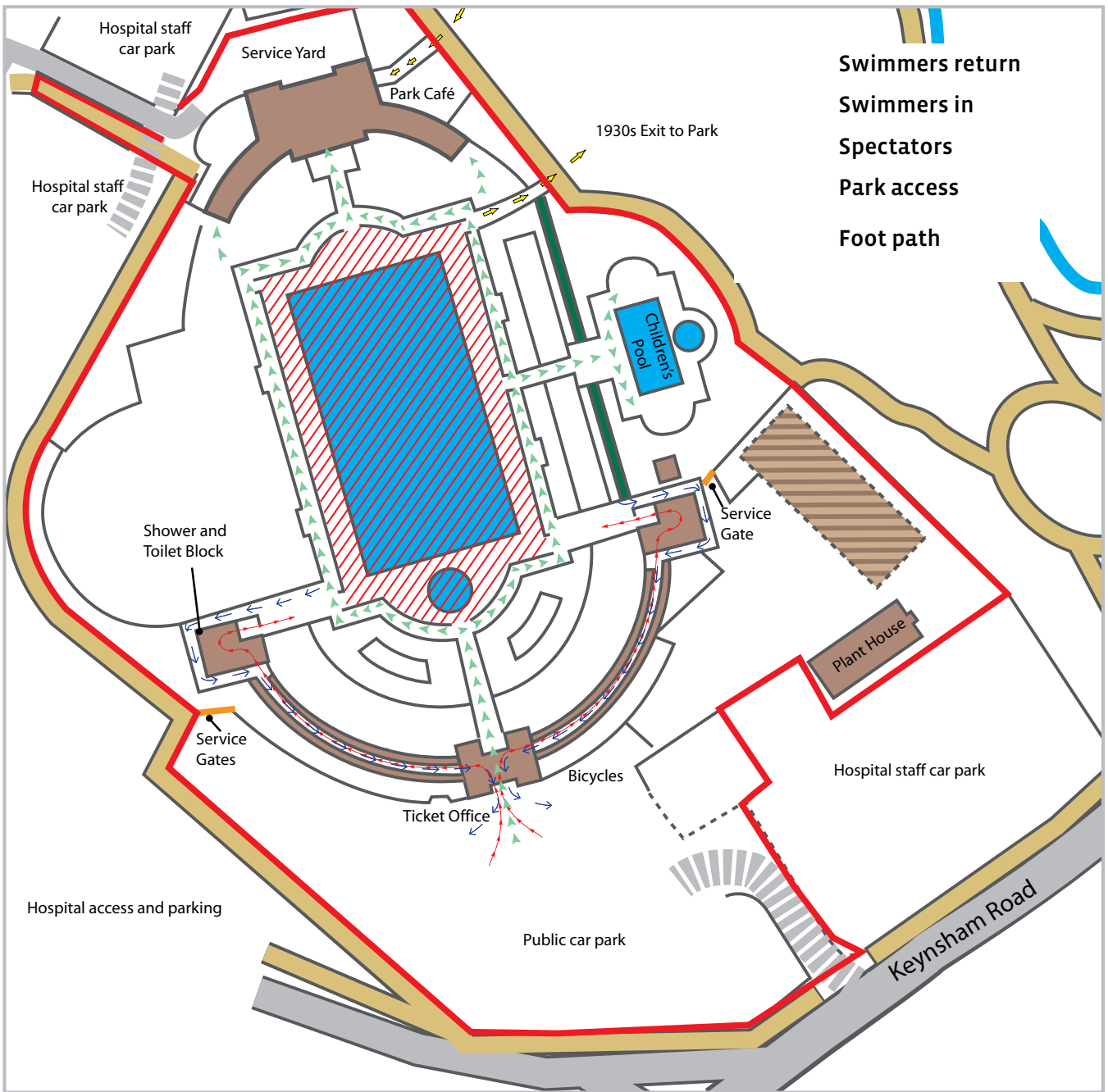
By the early 20th century, Cheltenham boasted a fine series of parks, which had been saved from dereliction and development through the intervention of a

progressive and enterprising council which had acquired the existing water company, lowered the levels of the Chelt through purchase of Sandford Mill and other sites and engaged in a wide-ranging programme of improvement from the 1880s including road widening, the library, the town hall and electric lighting.¹³ There were several bathing facilities, including:

- Montpellier Baths, now Cheltenham Playhouse Theatre, designed by Henry Thompson in 1819 and altered in 1869 to the designs of Edward Holmes and again in 1898, when its new owners Cheltenham Corporation proceeded to alter it into a swimming pool and slipper baths. This survives and is listed grade II.

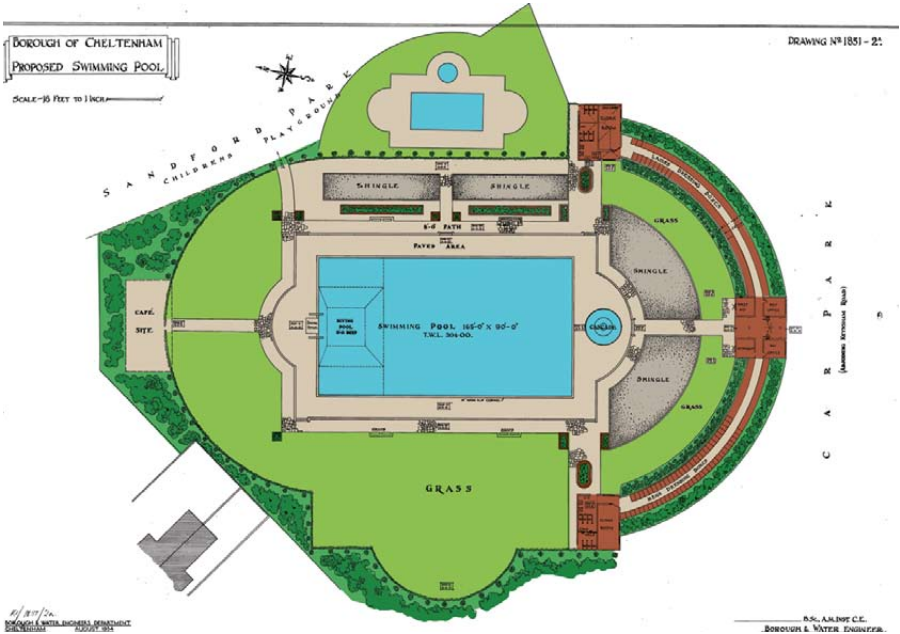
- The first municipal pool at Alstone Baths, dating from 1887 and built in the Domestic Revival style typical of the period. This pool, sited close to the Alstone Spa of 1809, was closed in 1978 and has been demolished.
- The College Baths, College Baths Road. These were built for Cheltenham College in 1880, and survive as an exceptionally fine example of swimming bath architecture, with clear architectural expression given to its function. The building, including the boiler room chimney and the warden's lodge, is listed grade II – one of over 80 listed swimming pools in England which mostly comprise municipal baths of the 1870s-1930s. It is now offices for

A plan of the site with main points of access to and around the site marked. The red line indicates the site boundary. Visitors entering the lido proceeded via the changing areas to deposit their clothing in the basket stores, located in the shower and toilet blocks. The basket stores have now been removed, and visitors can enter the pool area directly (see plan on p. 47).

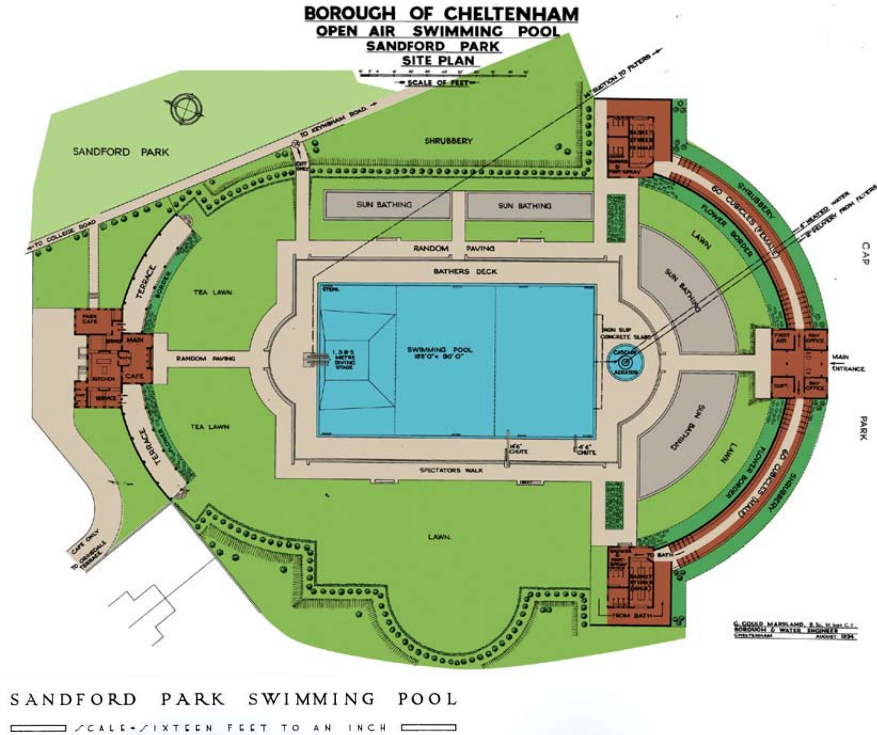


Many drawings by the Borough Engineer have survived (see Annexe 2). These drawings dated August 1934 have been coloured to enable identification of the pool and different surface treatment and planting across the site.

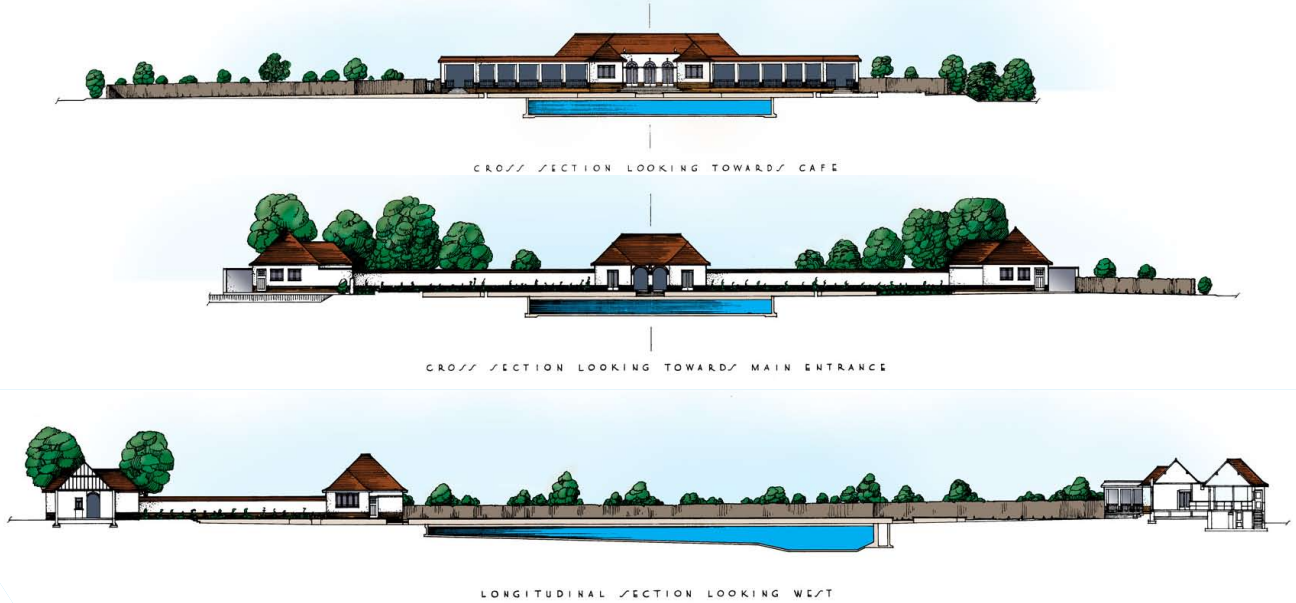
This drawing (right) shows the whole site including the childrens’ pool. The central block of the east range has ticket offices flanking the turnstiles, with to the rear of the access into the changing areas a first-aid room (to north) and superintendent’s room (to south). The café is shown, but not the flanking loggias which were part of the completed design.



Another drawing of the whole site, showing the pool as completed (right).



A cross-section of the site, showing the pool and planting (below).



The café.

The café and its flanking terraces was built in time for the 1936 season. Like the other buildings on the site, it more closely resembles Edwardian garden architecture than some of the cutting-edge Modern-style lido buildings built elsewhere in Britain, such as Saltdean Lido in Brighton by the architect Richard Jones.

The drawings to the right show two alternative floor plans for the café. The plan at the bottom was chosen. The principal alteration has been the removal of the central buffet, enabling customers to pass through to a buffet counter at the rear of the building. The flanking serving hatches and other detail remains (see p.48).

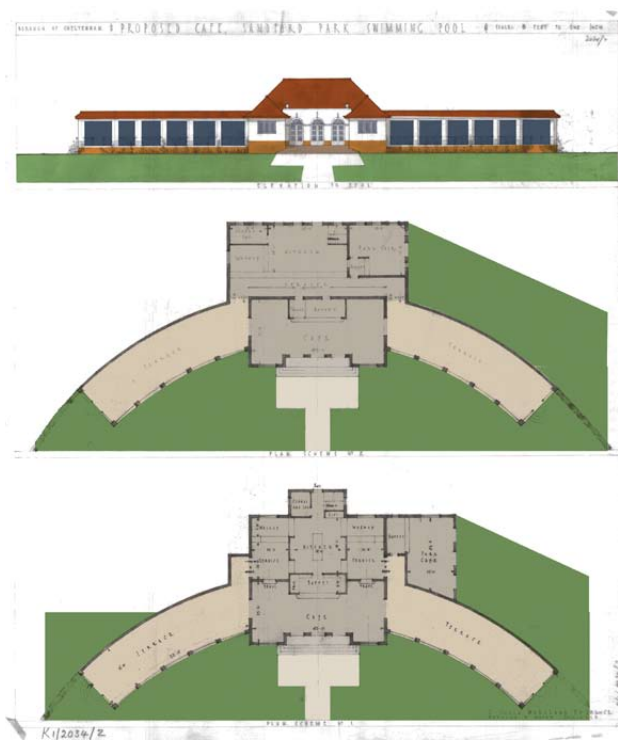


Cheltenham General Hospital.

- The original (1910) entrance building to Cheltenham Ladies College swimming pool, Malvern Road, which is locally listed.

The lido was regarded as a vital amenity for the town. Councillor T. Wilfred Waite, chairman of the Town Improvement and Spa Committee, in the report on the opening ceremony in the *Cheltenham Chronicle and Gloucestershire Graphic* (Saturday June 1, 1935) stated:

'I doubt that if ever before there has been a council more ready and willing to care for the physical well-being of the youth and young manhood and womanhood of this town by creating increased facilities for sports, recreation, and swimming especially. During the last five or six years many amenities have been added for open-air recreation: to mention only two or three, the extensive area known as the Athletic Grounds have been acquired

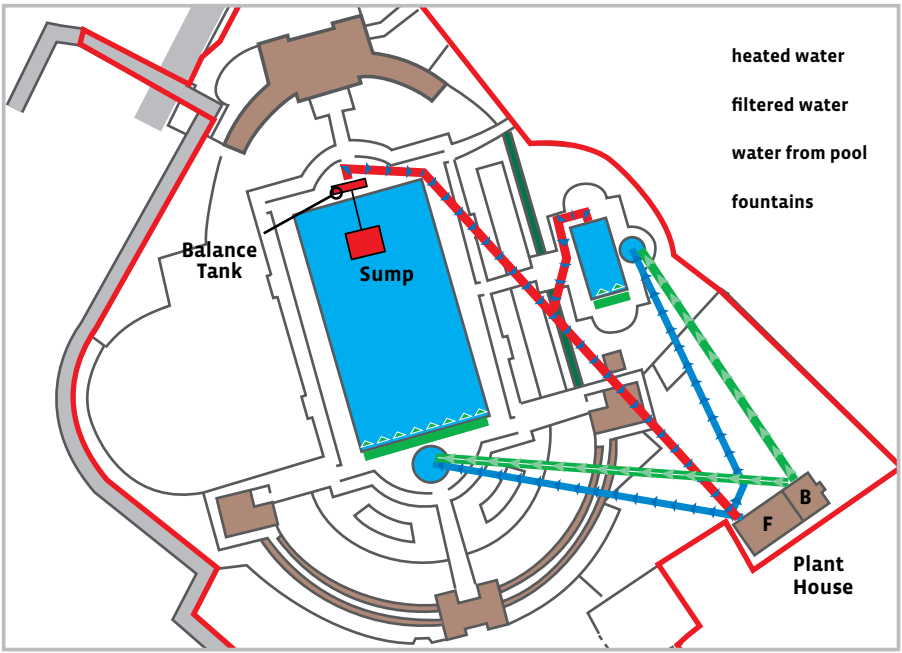


for an open space in a congested part of the town for all time (and snatched from the ravenous maw of the house builder); also a children's boating lake (one of Alderman Pate's many babies) has been enclosed from the Marle Hill lake and thus added to the attraction of the Pittville Park: while in the North Ward district there is nearing completion the St. Peters's Recreation Ground, the happy inspiration of Alderman Moore. This recreation ground we anticipate will be a great boon to inhabitants of that part of town, and if you want to know the thrills of youthful spirits, go and watch the little girls and boys disporting themselves in the swimming and paddling pools there. Then, again, the small open-air bath at Alstone is to be roofed over for the exclusive use of the elementary school-children to learn to swim'

In this quote Councillor Waite reflected an increasing concern on the part of local authorities to design recreational space for sports and other activities for children and adults, rather than be dominated by planting. Sandford Park was acquired and developed as such an open space.¹⁴ The Mayor added that 'The town council believe that it is not sufficient to provide all those essential services which are necessary to the well being of our town; they believe it to be their duty to provide such facilities for healthy sport and recreation as will make Cheltenham more than ever a town good to live in'.

The filtration and hot water system.

The plant house served to cleanse and heat both the main and children's pools in the 1930s and was subdivided into a filter room (F) and small boiler room (B). The position of the balance tank and sump is shown on the main pool only. The dirty water was taken from the deep end of both pools, via a junction, to the plant room where it was filtered and then returned via cascades to the shallow end of each pool, where it joined the hot water supply from the boiler house.



4.3 The Design Concept

'A site containing 4½ acres adjoining Sandford Park was acquired for the purpose. The ground rises slightly to the south-west, and consequently the pool stands a little above the level of the park, which is a valuable asset.... The council was determined to have a good scheme which should harmonise with the adjoining park, and at the same time, provide the town and its visitors with a sound amenity' (Gloucestershire Echo, Wednesday May 22 1935).

'On all hands one heard expressions of admiration at the size of the pool and the beauty of its lay-out and setting, and before the proceedings came to an end Sir Walter Preston (the MP for Cheltenham) voiced the opinion of all in congratulating Cheltenham and the Town Council on being the owners of such a beautiful property, which he hoped would be a great success'.

'I think the town council may be forgiven a little justifiable pride as they look around at this beautiful scene. They have converted a wilderness into a garden, and from an ugly chrysalis has emerged a beautiful butterfly. But unlike the butterfly this beautiful pool will not merely live its little day and be no more. As the years go by and the young trees and shrubs grow up its beauty will be enhanced and its charm increased'. (Councillor Ward, Mayor of Cheltenham, speech at the lido opening ceremony, Cheltenham Chronicle and Gloucestershire Graphic, Saturday June 1, 1935).

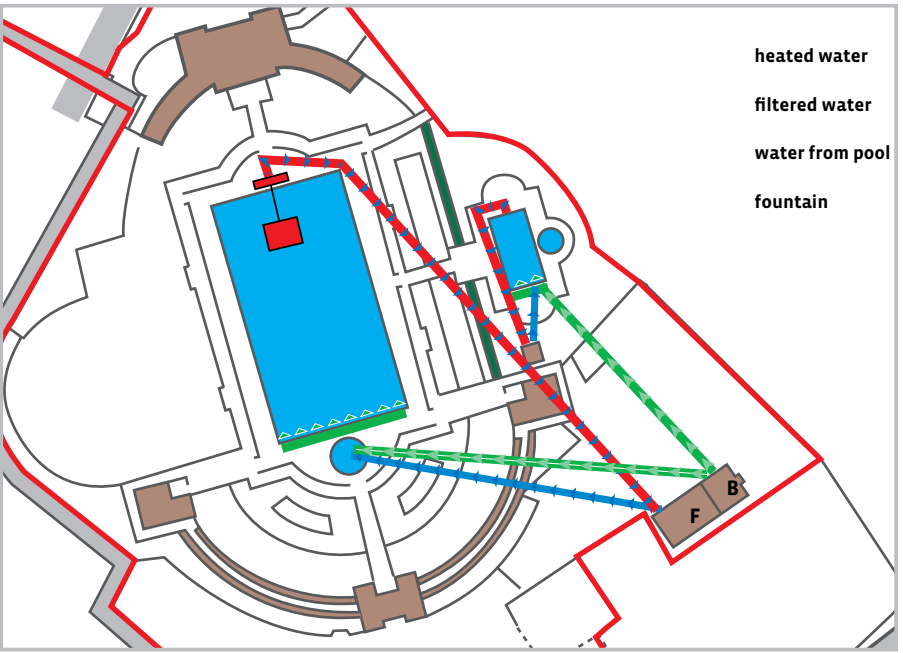
The design of Sandford Parks Lido was the result of collaboration between the Borough Engineer, G. Gould Marsland, and Edward White, a national figure in garden design. In the early 20th century Borough Engineers had a wide portfolio of responsibilities, which in the 1930s included the design of lidos. Marsland himself had a long

career as Cheltenham's Borough Engineer (1933-60), his brief extending from drains and sewerage to housing (he designed the Whaddon Estate in 1936 and Princess Elizabeth/ Hester's Way estate in the early 1950s.¹⁵ On the 1st of September 1933 Marsland, having submitted sketch plans for the lay-out of the pool, was authorised by the Council to proceed with the preparation of a scheme and collaborate with White.¹⁶

It is clear, therefore, that White provide the overall framework or masterplan for the site, setting out elements such as the café and terracing which for reasons of economy were not built at the outset of the scheme. In the words of the *Cheltenham Chronicle and Gloucestershire Graphic*, at the time of the February 1934 council debate: 'In accordance with the instructions given by the council, Mr. Edward White, the expert garden architect, was engaged for a fee of £100 to submit a lay-out on which our borough engineer could base a scheme ... The lay-out eventually submitted by Mr. Edward White included amenities which although desirable, could not be provided at the present time. On the ground of cost, therefore, certain items were omitted, and the scheme since prepared by the borough engineer, while preserving the general lines of orientation of Mr. White's scheme, is less costly.' (*Cheltenham Chronicle and Gloucestershire Graphic*, February 10, 1934).

This was clearly intended to ensure a successful approach to the landscaping of the site, as Edward White (1887-1952) would have been known to many council members as designer in 1929 of St. Luke's Park. He was linked by marriage to the Milner dynasty of garden designers, who were responsible for a wide range of public parks and private commissions in the 19th and early 20th centuries.¹⁷ As a partner since 1903

This shows how the present system for cleansing and heating the children's pool came into being, in the late 1940s. The water in the children's pool needed more regular recycling, and in the late 1940s a new filter house was built. The pipe to the main pool supply was blanked off, and new pipes for dirty and cleaned water connected to the pump house. Hot water was still supplied from the boiler house, but the fountain was rendered redundant.



of Milner White and Partners, White designed gardens for public parks and private houses. His work, which includes the highly innovative Stoke Poges Memorial Gardens in Buckinghamshire, stands within a late Victorian tradition of garden design. He was landscape consultant to the Royal Horticultural Society for 35 years, and between 1931 and 1933 the second president after Thomas Mawson – the renowned garden designer - of the Landscape Architects Association. This organisation had been founded as the British Institution of Garden Architects in 1929, but was quickly renamed as a result of the all-embracing concept of landscape architecture. White's place in the professional move towards landscape-scale design explains much about the character of the lido as a designed landscape linked to the green wedge of Sandford Park that connected the centre of Cheltenham to the former meadows around the Chelt and the Cotswolds scarp to the east. White was a past winner of the Victoria Medal of Horticulture. In 1912 he had been the Honorary Managing Director of the Royal International Horticultural Exhibition and in 1924 consultant architect to the British Empire Exhibition.¹⁸ Although many drawings signed by Marsland have survived, but none by White, this collaboration explains much about the distinctive character of the lido and its relationship to the adjoining park – see 6.3.2.¹⁹

Sandford Parks Lido was planned on the Beaux Arts principles of geometric design. The focal point of the overall design is the pool, its length (165 feet, just over 50 metres) conforming to the standards then promoted by the Amateur Swimming Association. The main axis of the design passes north-south from the main entrance through the fountain, which aerates the water in the final stage of the cleansing process, and along the centre of the pool to the central point of the café pavilion at the other end. The lido was designed as an inward-looking

designed landscape, focused on providing beautiful surroundings for swimming and relaxation. The exterior elevations are generally plain, the principal exceptions being to the east entrance block, the café facing Sandford Park and to a lesser extent the rear block of the café facing the west hospital car park. Buildings, walls, the pool and the planned landscape contribute to the site's individual character and provide a strong sense of enclosure to the visitor. Lawns to the south and west and sun decks to the north and east of the pool were designed to meet the needs of sun worship and activities alike. The sun decks were originally filled with shingle which – after the first and second seasons of being thrown around the pool by children - was replaced with concrete paving and flower beds.²⁰ The terraces either side of the fountain were then provided with exercise equipment.²¹

The lido is set within a landscape planted with a rich variety of ornamental shrubs and trees. Views towards the lido from Sandford Park are now strongly defined by mature planting, with Leckhampton Hill providing a distant backdrop. These were envisaged, when planted, as becoming key to the character and beauty of the site once they had matured, as is indeed the case. 'It was Mr. White's intention that the ground should be tastefully laid out, and his ideas in this direction have been carefully followed. The site will be surrounded on three sides with Lombardy poplars and shrubberies, and with a considerable area of lawns and flower beds. These Lombardy poplars, which are very quick growers, made picturesque avenue screens, and will render the whole site a suitable entity of the present park. A raised bank, on the top of which shrubs and ornamental bushes will run the whole length of the Hospital frontage, and adjacent to the existing footpath which connects the Keynsham road to the Orrisdale terrace. This bank

of trees will help to shut out any possible, although improbable, noise that may disturb the patients in the Hospital.’ (*Cheltenham Chronicle and Gloucestershire Graphic*, February 10, 1934).

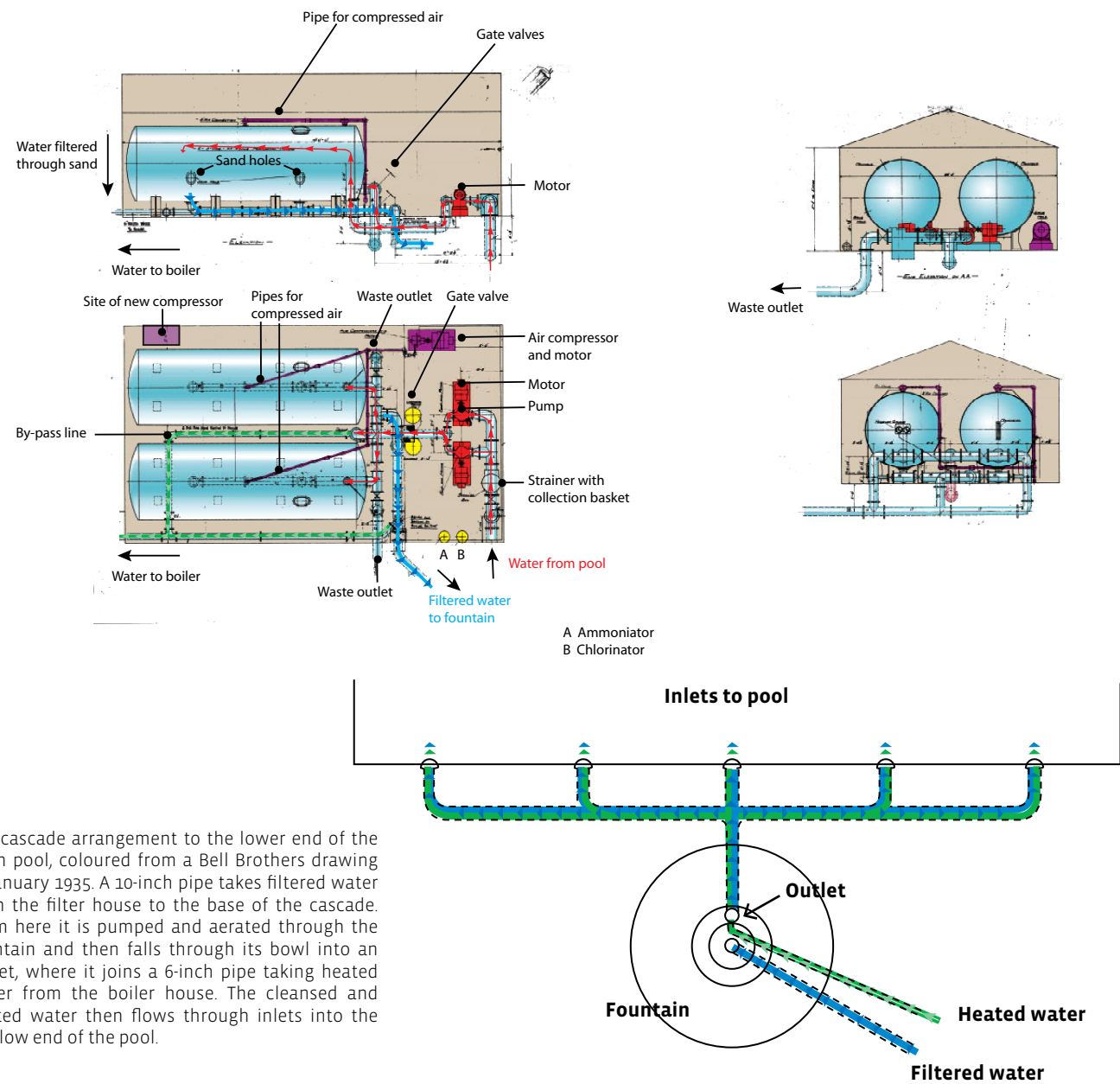
Considerable thought was given to the patterns of circulation and movement around the pool, and originally to the segregation of swimmers and non-swimmers. Low stone walls separated the swimmers from a pedestrian area, which flows from the main entrance to the café. All visitors pass through turnstiles, originally flanked by two ticket offices with first aid and superintendent’s rooms to the rear, and then have the option of either passing into the lido itself or proceeding into the changing cubicles either side. The original intention was for bathers to then move into the changing cubicles, put their clothing into a wire basket left by the previous occupant, and then take

their clothing for safe-keeping in the basket stores, now the heated changing rooms. Bathers would then move towards the toilet and shower block at either end of these semi-circular sections, and walk through the foot spays to the pool. After their swim, they would walk around the rear of the toilet blocks to a hatch for the return of their clothing and then proceed back to the changing cubicles.

4.4 Engineering and Water Treatment

Besides the detailed execution of the design concept worked up with White, Marsland had of course to apply his professional skills to the engineering of the pool. The *Gloucestershire Echo* (Wednesday 22 May, 1935) noted the advantages of the elevation of the pool above the level of the park, and then noted that ‘as excavation proceeded considerable deposits of peat

The filter room, coloured from a Bell Brothers drawing of January 1935.



The cascade arrangement to the lower end of the main pool, coloured from a Bell Brothers drawing of January 1935. A 10-inch pipe takes filtered water from the filter house to the base of the cascade. From here it is pumped and aerated through the fountain and then falls through its bowl into an outlet, where it joins a 6-inch pipe taking heated water from the boiler house. The cleansed and heated water then flows through inlets into the shallow end of the pool.

The pool refurbishment underway in October 2006. The construction of piling, driven into the peat-based soil, was a major part of this project.



were encountered, and where these occurred below bath level, they had to be excavated and replaced by Portland Cement Concrete. Further, at the deep end, where the depth of water is 9ft, the Chelt Gravel Beds, which are notoriously water bearing, were entered, and this also influenced the decision to keep the pool as high as possible’. The pool was built of reinforced concrete, with a capacity of 480,000 gallons.

Cleanliness, and in particular water purity, emerged as a key theme in the design of both outdoor and indoor pools in the 1930s.²² The brief to Marsland was to ensure the cleansing of 480,000 gallons of water every 6 hours. Early in 1934 the council also asked Marsland to explore the costs for heating the pool, this being an unusual feature of public pools at the time.²³

The supply of clean water was symbolised at Sandford Parks Lido by the fountain, which was prominently placed opposite the main entrance on the main axis



running through the site. It served to aerate water that had been cleansed in the filter house, but few visitors have ever been aware of the sophisticated system for the continual filtering and reconditioning that sustains the purity and warmth of water in the lido. This recycling ensured the supply of water back to the main pool that was 10-20 degrees hotter than mains supply.

The significance of the surviving plant within the context of the engineering heritage of the period is examined under 5.3.2. The whole system was designed to recycle, heat and cleanse dirty water from the pool in the following manner:

1. the pool was designed so that water would tilt towards the deep end where the angled walls would direct water into one main outlet, or sump;
2. ceramic scum channels at the deep and shallow ends of the pool take surface waste towards a balance tank at the deep end;
3. the dirty water drains from the sump, controlled by a gate valve and a non-return flap, to a suction pipe for the supply of water from the pool to the filter room for cleansing and chemical addition;
4. the water is strained once it arrives at the filter house, a collection basket being used to remove any detritus;
5. the water is then pumped into two cast iron tanks and filtered through sand, 20 per cent of the filtered water being sent to be heated in the boiler room;
6. the cleaned water from the filters is then sterilised and pumped through a 10-inch pipe into the cascade, after which it falls into the bowl of the fountain and then an outlet pipe;
7. the outlet pipe, which is joined by a 6-inch hot water pipe from the boiler house, then feeds

into the pool via 5 inlets; in separate pipes to the swimming pool.

The plant house which contains the filter and boiler rooms is sited to the south east of the main lido complex. Worthington Simpson of Newark supplied the pumps.²⁴ Bell Brothers of Manchester supplied the compressors and filtration plant. Established in 1927, Bells became rapidly established as major suppliers of filtration and chlorination plant for water purity in public swimming pools.²⁵

4.5 Site Development after 1945

Up to 2006 the principal alterations to the lido were:

Main Pool

- The removal in 1973 of the 5 metre diving boards to the main pool, in order to conform to the new recommended maximum height of 3.8 metres. The complete removal of these diving boards in 1995 on health and safety grounds.
- The installation in 1972 of a safer pool slide.

Children's Pool

- installation of a new filtration system – renewed in 1968 and 1987 – and boiler house for the children's pool;
- refurbishment in 2001 of the children's pool,

including the replacement of surrounding paving by rubber decking and of the fountain by a toddlers' paddling pool.

Buildings

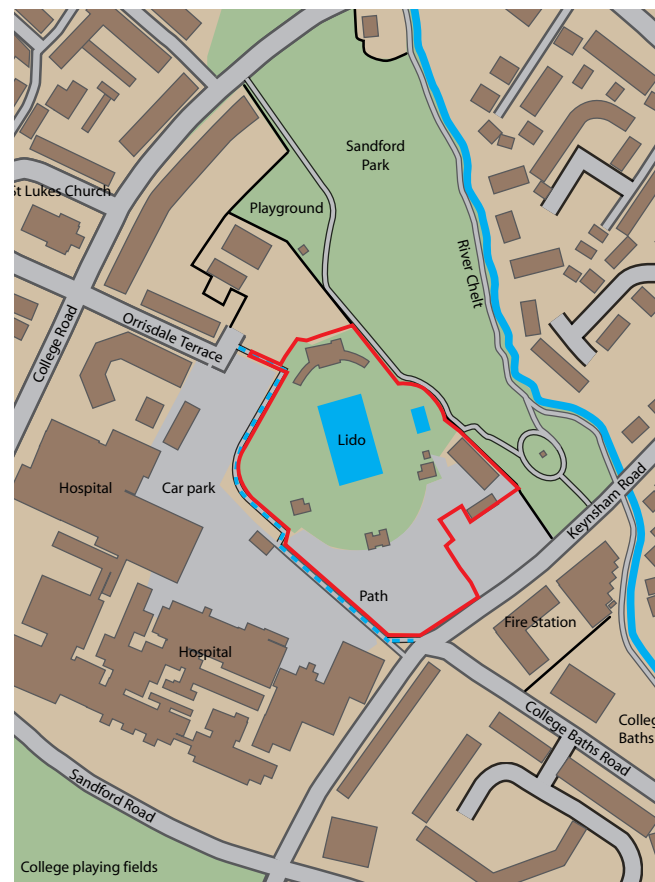
- refurbishment of the shower and toilet facilities in 1998;
- alteration in 2002 of the basket stores into heated changing rooms;
- refurbishment of the café doors in early 2006 using the original drawings;
- some replacement doors and windows, the latter in uPVC;
- refurbishment of the original turnstiles and reception area.

Plant Room and Boiler House

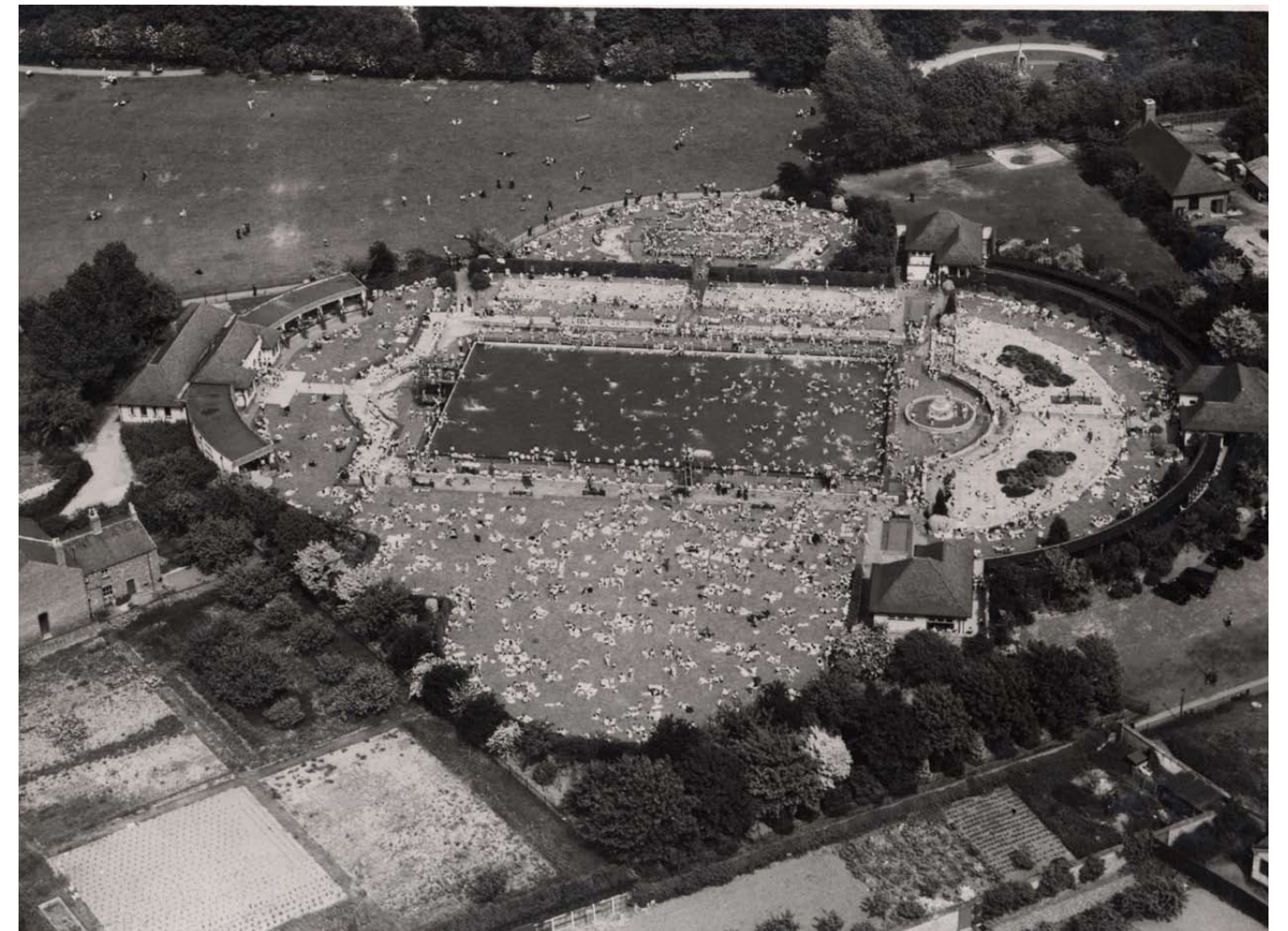
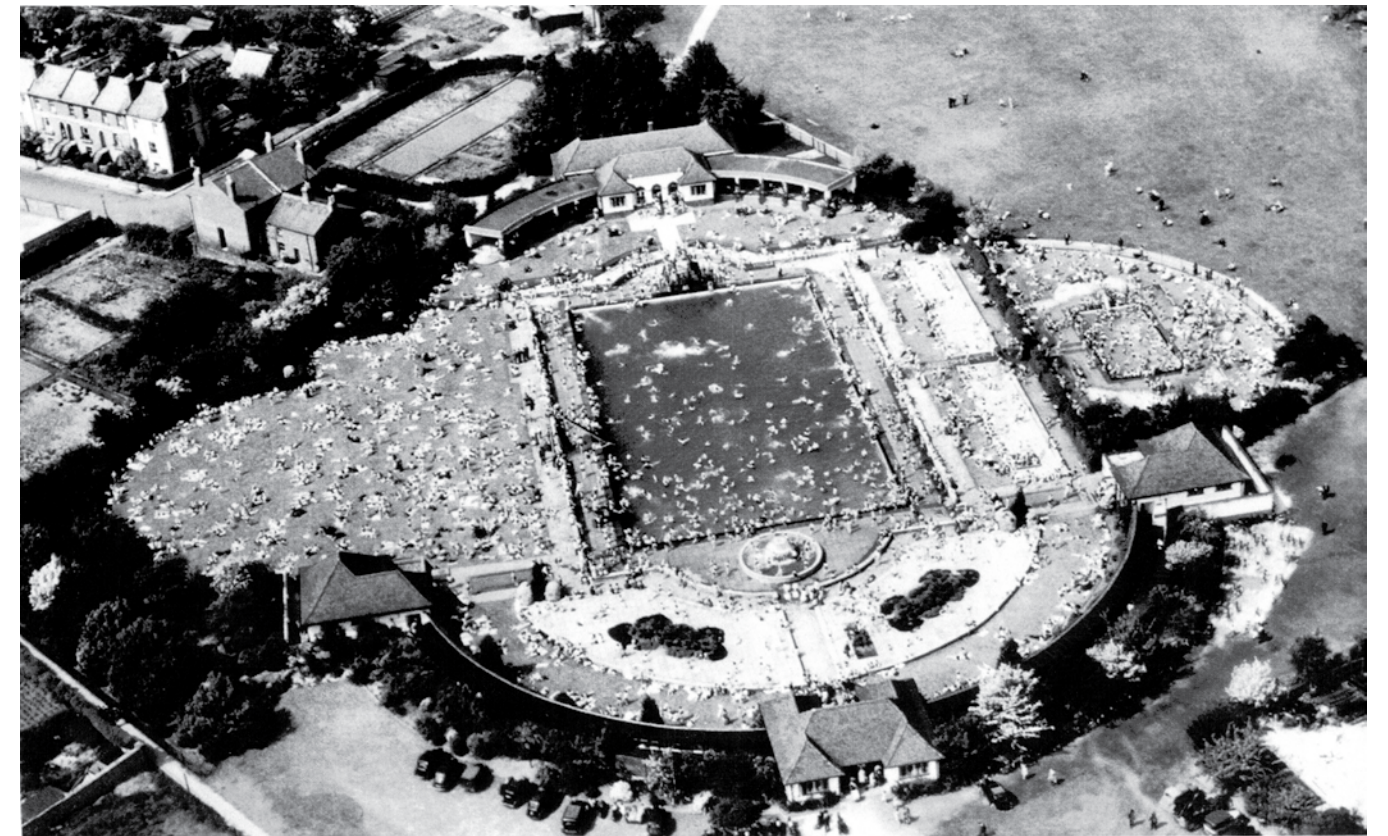
- replacement in 1967 of the coal-fired boiler – this is now gas-fired;
- refurbishment in 2001 costing £35,000 of the filters, compressors and pumps in the plant room, thus conserving their industrial archaeological importance.

Walkways and Lawns

- partial removal and replacement with concrete slabs of the original Forest of Dean paving slabs;



The lido in the context of its surrounding area, in the mid 1920s (left) and in 2008 (right). A path (dotted blue) links Orrisdale Terrace to Keynsham Road. The site boundary is shown in red.



Two aerial views of the lido in 1947, showing the overall geometric plan of the site and its surrounding area, including the car park and Sandford Park. The top image shows the site looking north-west, with in the background the house and gardens which were removed for

the present hospital car park. The image below shows the site looking north-east, showing to the far right the plant room and the open area around it which was set aside to provide space for tennis and other activities.



1930s photographs of the lido from postcards and The Gloucester Echo, May 22 1935. Note, to top left, the gravel infill to the sun decks, which was replaced with concrete slabs in 1937, and the crazy paving paths to the toilet blocks which have also been replaced.



The wall to the ladies changing area is clearly shown in the 1930s photograph (above) whereas it is concealed by the mature planting that has since developed (below).

- the removal of a step and creation of a low ramp to allow wheelchair access into the site;
 - retention of the fountain which aerates filtered water returning to the pool as a key feature;
 - installation of a playground and play equipment on the main lawn and close to the children's pool.
- Repairs on the main pool were carried out in 1989, 1994 and 1998, after structural cracks had been found in the main pool. Once funding was secured (see 1 Background), works focusing on the refurbishment of the main pool commenced in September 2006. These resulted in:
- piling into firm ground beneath the pool, and the creation of a strong tank formed around a grid of reinforcement rods;
 - replacement of the white-glazed scum channels to the pool perimeter, to the 1934 drawn designs;
 - relining of the pool with white tiles, true to the original design;
 - reinstatement of the original colour and pattern of the pool surround and promenade areas, using observation of the surviving paving slabs and examination of the drawings;
 - removal of layers of paint from the fountain prior to repainting; replacement of the coping stones over new leadwork;
 - slight shortening of the main pool to 50 metres to conform to Amateur Swimming Association standards.



5 SETTING, ACCESS AND NEIGHBOURS

5.1 The Setting of the Lido

The lido stands on the eastern border of the late Victorian expansion of Cheltenham. It was built on the site of allotments (called The Rosary) and to south of a rich alluvial meadowland which in 1927 was developed as Sandford Park. Immediately to the north-east of the site stood (until its demolition in the late 1990s) the pumping station of the Cheltenham Water Works, which served the main sewer running under Sandford Park. In the 1930s, the only other development in the vicinity was:

- The brick and stuccoed terraced houses and semi-detached villas dating from the 1870s-80s in Orrisdale Terrace and College Road, and south of the hospital.
- Cheltenham General Hospital to the south, which had recently been extended, in 1929, by the architect Charles Holden, out of the original Grecian-style

block of 1848-9 designed by D. J. Humphris, which faces the playing fields of Cheltenham College (founded 1841).

- Cheltenham College and its playing fields further to the south, and to the east along College Baths Road the indoor swimming pool (College Baths, now offices for the hospital).
- Along Keynsham Road a mid 19th century terrace (to the south east of the lido) and to the south of the Chelt Edwardian semi-detached brick houses.

In the 1930s large areas to the south east of the lido were being developed for housing, many of which displayed the influence of the Domestic Revival styles of architecture – particularly relevant being the use of roughcast walls and red tile roofs which are echoed in the design of Sandford Parks Lido. Since the Second World War there has been additional housing



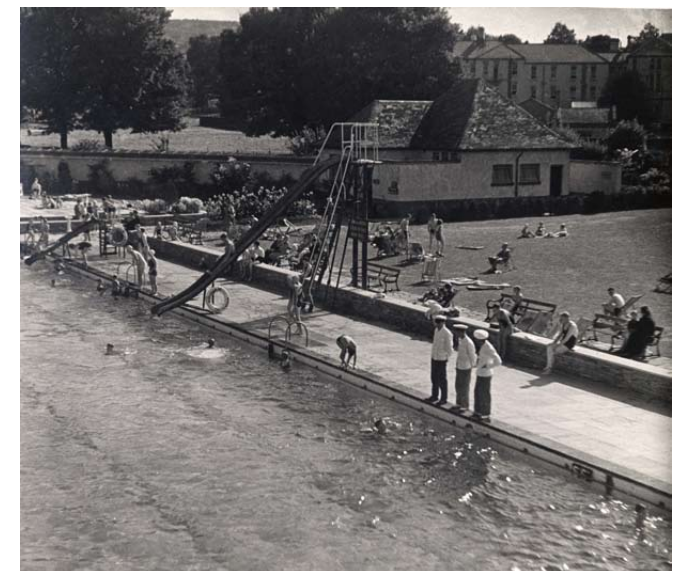
Diving displays were a key feature of lido life, and often marked their opening. They also offered an iconic publicity image.

(Left) The first newspaper advert for the lido.

(Below) A display at the lido, 1935.

(Right) The well-known diver Marian Marsh at Sandford Parks Lido, 1935.

A view of the lido in 1936, showing the lifeguards sporting their naval uniforms (below right).





Children playing in the fountain, 1936.

development and the building in the 1960s of the Fire Station opposite the lido. Of particular importance is the northwards expansion of the hospital, which is clearly shown in Figure 9 and is examined in further detail elsewhere (see 5.3).

5.2 Access to and around the Lido

From the outset the lido was approached from three directions:-

- Keynsham Road;
- by footpath from Orrisdale terrace;
- by footpath from College Road via Sandford Park

It was originally envisaged that the lido would be accessed by car, because of its location on the edge of town and its projected customer base drawn from the wider area. The main vehicular entrance to the lido has always been from Keynsham Road. A plan (1851-1/2034/3) dated October 1935 shows the area of the present car park 'to be made up' by the Highways Department and the site of proposed cycle racks to the east of the ladies' changing rooms. Making space for car parks emerged as an important new feature of the design of leisure resorts and facilities in the 1930s, as indeed did the Bank Holiday traffic jam.²⁶

A frequently used form of access to the pool is via a footpath which runs from the car park around the northern boundary of the lido to Orrisdale Terrace. Since the early 1900s a footpath had connected Orrisdale Terrace to Keynsham Road, but it was rerouted around the lido after the hospital had expanded its car parking southwards towards Sandford Park in the 1970s; this involved the demolition of a large late Victorian semi-detached house at the end of Orrisdale Terrace, which features prominently in early photographs of the lido.



The front cover of the 1935 brochure for the lido.

5.3 Neighbours and the Hospital

It was clear from the outset of the scheme in 1933 that the activities and sounds associated with a large leisure facility would have an impact on neighbours. This was particularly the case with Cheltenham General Hospital, which in October 1933 objected to the siting of the pool and car parks.²⁷ Its principal concern was the need to minimise any disturbance to the patients, and for the same reasons it later (in February 1934) asked for the number of swimming galas and major events to be limited to four per year. By then it had focused its attention on the car park, and a stated preference for it to be moved to a site next to College Baths. This was further reported in the council debate of February 1934 (*Cheltenham Chronicle and Gloucestershire Graphic*, February 10, 1934). By March that year a compromise had been reached, with the council agreeing to move the car park if it was found to be intolerable for the hospital staff and patients.²⁸

Since the 1960s, as a result of both the northwards expansion of the hospital and the massive post-war increase in car ownership, the hospital itself has driven the demand for car parking in the area. This has resulted in the expansion of car parking around the southern and western boundary of the lido (see plans on page 20).

6 THE VALUES OF THE LIDO

Change can undermine or enhance the character and special qualities of Sandford Parks Lido, and must be informed by an understanding of the overall cultural values, context and historic character of the Sandford Parks Lido as a whole. This section will:

- inform consideration of the extent to which surviving fabric and landscape both informs and reflects these key values;
- ensure that the cultural value of the site is thus fully appreciated and understood, alongside the consideration of other key issues.

6.1 Changing attitudes

The growing appreciation of lidos by historians and communities shows how values change. Interest in swimming pools and lidos as 'heritage' has deepened in recent years, with the publication of the Thirties Society (now Twentieth Century Society), report *Farewell My Lido* published in 1991 and Janet Smith's *Liquid Assets. The lidos and open air swimming pools of Britain* by English Heritage in 2005. Sandford Parks Lido is included as a case study in Janet Smith's book²⁹, and is listed as one of the ten best lidos by Ken Worpole, author of the 1996 government report on *People, Parks and Cities*.³⁰

The publication of Roger Deakin's *Waterlog* in 1999, a wonderfully evocative and celebrated account of a swimmers' journey through the British landscape, also heightened awareness of the lost heritage of open air swimming in rivers and lakes as well as lidos. Ken Worpole's *Here Comes the Sun* (2000a) has also served

to raise awareness of the importance of lidos as open-air architecture – not simply as pools and their buildings – within the context of 20th century developments in society, landscape and architecture. There are now a number of web sites devoted to outdoor swimming and lidos, notably:

- The Outdoor Swimming Society, who are promoting and fighting for the right to open air swimming - www.outdoorswimmingsociety.co.uk
- Oliver Merrington and Andy Hoine's site on lidos in the UK – www.lidos.org.uk, which has links also to the Reviving Lidos Campaign and to lidos which are being reopened, restored and open over the winter months.
- Sites hosted by other individuals such as (www.prstubbs.btinternet.co.uk/swimming.htm).
- Local campaigns, such as in London (www.londonpoolscampaign.com).
- The Lido History Society, which in 2006 organised a successful conference on *Reviving Lidos with Played in Britain* (www.lidos.org.uk).

The Heritage Lottery Fund has played a prominent role in funding the restoration of some lidos that have been the subject of local campaigns in recent years: examples include the grade II listed Brockwell Lido, Brixton, London, which has secured a £400, 000 grant and Uxbridge Lido in west London which has received a grant of nearly £1 million.

Recent and well-publicised publications – namely Daniel Start's *Wild Swimming* and Kate Rew's *Wild Swim* (both 2008) have responded to this increased interest



The view looking south-east from Sandford Park, showing the park café and how the lido landscaping contributes to the gradation of trees and planting within the park, and helps to link the urban park to Leckhampton Hill and the scarp slope of the Cotswolds.

in outdoor swimming. Also relevant is the developing interest in sporting history³¹, as apart from a more long-standing interest in the sociology of sport. The former has developed from the 1970s³², and the latter from the 1990s, first with David Inglis’s book on football grounds and more recently with English Heritage’s leadership of a debate on the values of sporting heritage.³³ A series of popular publications on sporting heritage was launched in 2002 under *Played in Britain*, the result of collaboration between English Heritage, Malavan Media and sport historians (see **www.playedinbritain.co.uk**). Books on lidos and swimming pools have been published as part of this series.³⁴ In 2006 at the launch of the Victorian Society’s *Making a Splash* campaign, a national network was established to help swimmers and pool owners to understand how historic pools can be upgraded to suit current and future needs.

6.2 Defining values

There is a broad range of values associated with historic places, as a result of their own intrinsic character and importance as well as the values attributed to them by others. Defining such a broad set of values and distinctive qualities associated with Sandford Parks Lido will provide a sound platform for future decision making and engagement with the community of lido users, the local community (Cheltenham and its neighbourhood) and authorities at a local, regional and national level. Lidos were designed as public spaces. They will thus represent or reflect shared values and meanings in a number of ways, each of which have an impact on the way that the site is managed and presented to present and future generations.

Consultation can determine the extent to which these values are reflected in the site and are acknowledged by lido users and the broader community. The approach outlined here has been developed in Britain and elsewhere,³⁵ and is intended as a basis for future engagement with the broader public and key organisations. In line with the values approach, those considered to be associated with Sandford Parks Lido are grouped under two key headings:

1 ITS INTRINSIC VALUES

This heading focuses on the self-evident character and value of the site, and are described under:

- Historic Value
- Aesthetic and Monumental Value
- Technical Value

2 ITS INSTRUMENTAL VALUES

- The contribution made by the lido to well-being and quality of life, to its community of users and the broader public, and to the economy of Cheltenham.
- Its sense of place as perceived by its visitors, and particularly its distinct qualities of light, sound and other ways in which people use and enjoy the lido.

These are described under:

- Community and Recreational Value
- Educational Value
- Economic Value

Tools for the capture of public perceptions and values, that make use of the amenities offered by the site and its importance in a national context, are further explored in Section 8.

6.3 THE VALUES

Intrinsic Values

6.3.1 Historic and Monumental Value

The lido reflects important developments in 20th century society, and in particular the growing importance of leisure and more informal approaches towards it.

This section focuses on the power of the lido as a place to tell us about the past.

Swimming and Bathing

Pools and their associated buildings had long characterised the seaside and spa resorts of Britain.³⁶ The Serpentine in Hyde Park was the best known example of a public swimming and recreation area. The Baths and Washhouses Act of 1846 enabled local authorities to borrow money against the rates in order to build bathing and washing facilities, and further amendments in 1878 and 1898 heightened the role of swimming as an activity. Pools were built by municipal authorities throughout London and other urban areas, particularly in the period 1870-1914. These were mostly indoor pools built to serve working-class areas, often architecturally impressive and with facilities for personal hygiene, clothes washing and over the winter months gymnasias, meeting rooms and other communal purposes. Outdoor pools, such as the enormous pool at Tooting Bec in south London, 1906, and the Kings Meadow Baths at Reading, 1902 (listed grade II), were less commonly provided.³⁷ These pools increasingly paralleled the development from the mid 19th century of swimming as a popular competitive sport (the Amateur Swimming Association had been founded in 1880).³⁸ The

1930s saw an increasing emphasis on water purity and the provision of diving boards. From the 1970s, indoor pools were constructed as part of large multi-purpose leisure centres, the interest in historic pools and outdoor swimming as part of community life having enjoyed a revival in recent years (see 5.1).

Indoor pools were also built on army and naval barracks from the later 19th century, and also at public schools. Cheltenham boasts a particularly fine example of the latter (listed grade II) at College Baths Road immediately to the east of Sandford Parks Lido, built for the town’s first public school established in 1841.

Lidos as new places

The development of new places for *public recreation, lifestyles and sport* was one of a number of such activities - cinema, popular music, sports-club dances, aviation sports and motor sports – that developed between the wars. The word ‘lido’ was taken from the Venetian resort, which by the early 20th century had become the most fashionable in Italy and whose worldwide fame lent itself to the naming of countless beach resorts and open air pools. The word clearly introduced a note of the exotic into the serious business of promoting healthy and active lifestyles which became a major aspect of social reform in the inter-war period. By the 1930s cinema had also made popular heroes of Olympic champions such as Johnny Weismuller (best known to millions as the first star of the Tarzan films). To this must be added the cult of sun worship given commercial expression for example through the invention and promotion of sun tan oil (in 1929)³⁹ and architectural expression through modernistic architecture with flat roofs for sun bathing and new forms of garden design that capitalised in new ways on the enjoyment of sun and light.

In most of Europe, the lead was taken by national governments (social democratic and totalitarian alike), notable examples being France⁴⁰, Weimar Germany in the 1920s and under the National Socialists after 1933, the Netherlands and Scandinavia. Unlike in other parts of Europe, where national government led the drive for health and fitness, the British government encouraged local authorities to take the lead through access to loans and grants – a situation which did not begin to change until the setting up of the Sports Council in the late 1960s.⁴¹ This was a trend matched in other areas of modernisation in British society and technology, such as the Air Ministry’s promotion of local civil airports.

This interest in health and physical well-being had a profound impact on the design and planning of a broad range of public architecture, from hospitals, public housing and health centres, to parks and open-air

schools. Open air schools have a special place in this movement, with architects working in the forefront of modernist styles and innovative planning to link buildings to air, light and water (Châtelet et al, 2003). Even civil airport buildings were provided with flat roofs to enable spectators to view flying displays. By the standards of the time, when many sports were regimented, class-based and male-dominated, this new type of open air architecture was informal and open to all to enjoy. This strongly contrasted with the structured sport and drill that had existed in public schools since the 1840s, and had been part of elementary education since 1906. Earlier municipal pools, concentrated in deprived areas whose communities had few amenities or facilities for improving health and hygiene, had been very strictly segregated by sex and class.⁴² It was also a distinct contrast to the male-dominated mass sports of the period, which since the 19th century had developed as foci for growing industrial communities as well as fostering a sense of local place and even cultural identity: it was akin to the development of spectator aviation sport, in this period, or the growth of hiking as a family activity. Swimming was one of a number of activities – cinema, popular music, sports-club dances, aviation sports and motor sports – that were enjoyed by all classes in society.⁴³ Particularly important, from an historical point of view, was the role of women, perhaps all the more remarkable given the hostile reaction to ladies’ bicycling that had only recently abated.⁴⁴ British women had performed well in the 1912 Olympics, and swimming emerged as the important area of sport and leisure in this respect for women.⁴⁵

Aspects of lido life in the 1930s may seem rigid by the standards of our own times – at Cheltenham for example the naval uniforms for the lifeguards, the formal and channelled routes of entry and exit from the site - but for its time all lidos provided an unprecedented opportunity for informal relaxation and shared recreation where men, women and children could enjoy a day out together. They were not, unlike stadiums team sports such as football, cricket and rugby, places for the display of status or affiliation. Hence the remark of the chairman of the Bank of England, Sir Josiah Stamp, who said in 1936 that ‘Bathing reduces rich and poor, high and low, to a common standard of enjoyment and health. When we get down to swimming, we get down to democracy’.⁴⁶

6.3.2 Aesthetic and Monumental Value

Sandford Parks Lido was designed as a place where the pool, buildings, walls and landscape were all designed from the outset as an integrated whole. This is a key element of the site’s significance in a British and

European context. The beauty of the setting, the mix of architectural styles and planning, and the unique technical importance afforded by the survival of the plant room interior, all add to this significance.

Lidos tell us about new developments in C20 society and culture (6.3.1), and just as sport mirrors society and expresses its core values in a diversity of ways so does the planning and architectural style of lidos. All were ‘emblems of municipal modernity’, as local authorities competed to demonstrate that they were in the vanguard of social change and the drive for fitness.⁴⁷ As Councillor Waite said during the council debate, progressive local authorities – including those such as Cheltenham which had been actively involved in the preservation and enhancement of its parks and other amenities since the Victorian period - contributed to ‘an urgent national need which is to raise the standard of health and physique of its people’ (*Cheltenham Chronicle and Gloucestershire Graphic*, February 10, 1934).

Inter-war architecture provides a particularly interesting period for observing this process at work, as the range of styles on offer was so varied – streamlined International Modern, established Revivalist styles or (and not forgetting the distinctively British Moderne style that emerged in the 1930s) a mixture of both. *Farewell My Lido*, the Thirties Society (now Twentieth Century Society), report published in 1991, listed 128 seaside and inland lidos in England, Wales and Scotland, and an additional 38 that had recently closed down. Janet Smith’s recent book on lidos lists 98. Having examined this list, and visited a cross-section of surviving lidos, it is clear that any objective design-based or landscape criteria for evaluation of the most significant sites can be grouped under the following headings:

1. Strong intrinsic *architectural quality* of the overall scheme (9)
2. Strong *architectural quality* of individual structures (3)
3. Location within and strong *historical/visual contribution to nationally important parkscape* (2 sited within Registered Parks and Gardens)
4. *Association with significant/picturesque landscape* (3 sites, none of which are protected)
5. Lidos as *designed landscapes* (4 including Sandford Parks Lido)

These are summarised in Appendix 1.

Sandford Parks Lido is a uniquely important example of a designed recreational landscape focused on swimming – a set-piece where the pool, buildings and landscape were all designed as a unified whole. As such, it represents a fusion of influences derived from private garden design and municipal parks, but significantly

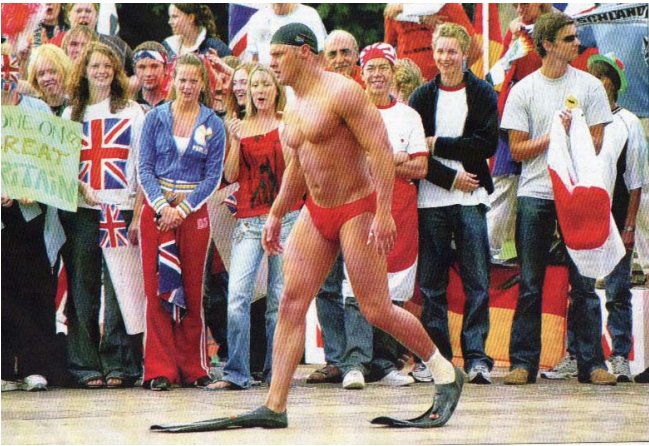
worked into a scheme of landscape architecture designed for communal use. It represents better than any other lido site how the planning of lidos presented opportunities to link buildings to landscape and open space, and thus harness the regenerative qualities of nature, air and sunlight. It is not without coincidence that the lido’s combination of rectilinear formality and picturesque informality should be sited within Cheltenham, a town that is internationally celebrated as an early form of garden city – through its placing of villas and terraces within a planted urban environment of straight boulevards and serpentine avenues. It is significant to note that Cheltenham councillors had visited the lido at Guildford prior to the designs being prepared for Sandford Parks Lido. The buildings at Guildford, broadly executed in a Home Counties Vernacular Revival style that had originated in the Home Counties in the 1850s-60s, are set within a parkland landscape of mature trees.⁴⁸ The Guildford lido had, however, attracted criticism for its ‘dot trees’ and out of scalesculpture from an anonymous author on swimming pools in the second issue of *Landscape and Garden*, the journal which White had co-founded.⁴⁹ Clearly White was determined to design a whole recreational landscape, the sum of which was to be more important than its parts. Such an integrated approach to designed landscapes and open-air architecture represented, as Ken Worpole has shown, the culmination of the drive for better urban environments, public health and leisure facilities that had become in increasingly important issue from the mid 19th century.⁵⁰ Parks and facilities for recreation were one of the great social inventions of 19th century urban culture throughout the world.⁵¹ Water – in the form of lakes, streams and fountains – had always played a key role in the design of park landscapes, but it was not until the 1930s that pools were recommended as an integral part of the planning of municipal parks.⁵²

The choice of style for the overall planning, landscape and design of the Sandford Parks Lido borrows heavily from the Arts and Crafts tradition that had developed in England in the later 19th century. Probably the best-known practitioners of the Arts and Crafts style in England were Gertrude Jekyll and Sir Edwin Lutyens, who as a team of gardener and architect were responsible for some internationally-renowned country house and garden commissions. Municipal parks were heavily influenced by this style, and by the practice and writing of Thomas Mawson (1861-1933) who developed a strong interest in town planning and public parks and in 1908 published *The Art and Craft of Garden Making*, which was reprinted five times by 1926.⁵³ Many of the features of Sandford Parks Lido can be seen in Mawson’s work. The roughcast walls and steep tiled roofs, the broadly neo-classical planning and its lush planting combine to lend

a sense of the exotic to the visitor, and the occasional Art Deco detail a hint of the contemporary. Beautifully crafted drystone walls complement the overall setting. The overall effect contrasts strongly with some of the Modern-style inland and seaside lidos built elsewhere in Britain in this period (see Appendix 1). Some lidos, notably the pools built by London County Council between 1937 and 1939, were built as tightly-enclosed groups in the latest architectural style. Others, such as the International Modern style Saltdean Lido in Brighton, are noted for their individually remarkable buildings, whilst some are located within park landscapes but are not integrated within an overall design or concept. At Sandford Park the buildings as eventually completed embrace in curved quadrants both the north and south ends of the site. This overall planning, and the planning of projecting central blocks with low wings, is strongly neo-classical in influence, whilst the Edwardian Domestic Revival styles are evident in the use of white roughcast walls with brick arches, combined with hipped plain tile roofs. This is echoed in the drystone walls to the promenade walks and sun decks, a craft technique which together with yew hedges defined the essentially architectural Arts and Crafts approach to garden design – examples in Gloucestershire being Hidcote Manor and Rodmarton Manor.⁵⁴ This conservative character was given a more modern twist through the use of Art Deco styling in the doorways and other features of the cafe, a modest concession to the Moderne style that was echoed throughout England in park architecture and increasingly in ‘sunburst’ and other decoration applied to suburban architecture. In a European context, the lido has unique importance as a designed Arts and Crafts landscape. It contrasts with the streamlined and more modernistic open air pools of Scandinavia (see Worpole 2002a), and the architecturally lavish hotel spas (which often include open-air pools) of Germany, Hungary, Slovenia and the Czech Republic.



(Left) Roy Berryman, the lido’s first general manager, and his wife. Commander Berryman was killed clearing a mine during the Second World War.



(Top) The King of Sports competition.



(Above) Shaking hands – memories and friendships rekindled.

Technical Value

The lido also needs to be appreciated as a functioning as well as an aesthetic whole, because of the unique survival of the filtration and heating system for the pool which is explored in further detail in section 4.4. The plant room retains the only set of original filtration plant in an inter-war lido, a survival which has significance within the context of the small amount of plant surviving from the water pumping industry of this period. Examples of the latter, even if poor architecturally (such as Bromsberrow in Gloucestershire), have been designated as nationally important on account of the survival of complete internal plant.⁵⁵ This is a unique survival of industrial archaeological importance, which heightens the importance of the lido as an *integrated functioning whole*. The importance of clean and fresh water is also displayed in iconic form in the fountain, which is set on the main axis that passes through the site.

INSTRUMENTAL VALUES

6.3.3 Community and Recreational Value

The lido is a safe and wonderful environment in which children and adults can play, keep fit, relax, learn new skills, have fun and gain a sense of physical and emotional well-being. It is a perfect venue for community sport and recreation.

The value of the lido to the community of Cheltenham and around can be developed as a concept in parallel with the enhanced role of communities in national government and the planning system.

National and local policy framework

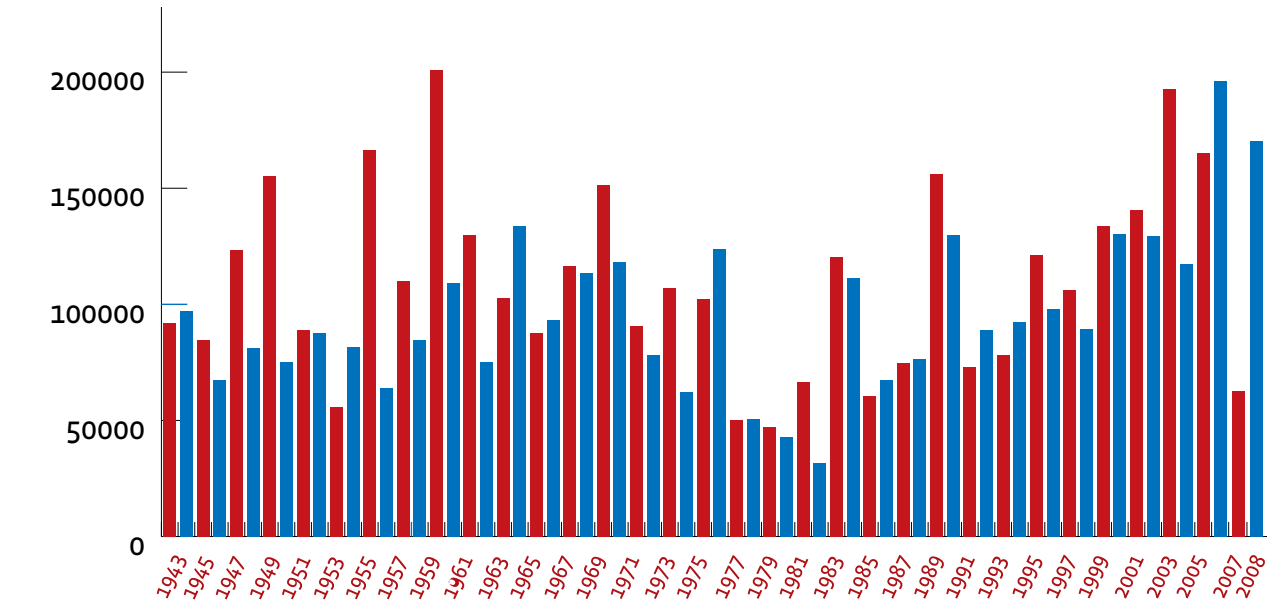
Lidos in general meet a range of targets outlined in Government’s health, social cohesion and heritage agendas. A vast range of sporting venues are valued by local communities, and in some cases by the nation at large, for their association with well-loved individuals, and their ability through oral history to serve as an arena for life-long learning and the exchange of experiences. The lido’s context within the national and local policy framework for sport and communities will now be examined.

The ODPM report *Sustainable Communities; Building for the Future (2003)*, lists 13 attributes of sustainable communities, including a ‘sense of place’, ‘good quality community facilities’, and a ‘diverse and vibrant local culture, encouraging pride in the community and cohesion within it’ (ODPM, 2003). Sense of place is a term which is often used rather loosely within the context of the politics of inclusion and planning guidance, but have not been adequately defined at either a national or local level. Facilities such as parks, and specifically in this case the distinctive and nationally important Sandford Parks Lido, are key to the sustaining of healthy and diverse communities and culture that lie at the heart of the rhetoric of national, regional and local planning policies.

The Government published its ‘Plan for Sport: A Sporting Future for All’, in March 2001. It outlined a strategy to promote sport in schools and the community, including the creation of a community sports alliance, the

promotion of out of school hours activities including sports and a network of coaching and support. The Government states in its memorandum that ‘it is for local authorities to ensure that spatial development plans and local sports development policies reflect the importance of swimming and set aside sufficient investment to improve or, if necessary, to replace existing facilities’.

The notion of community sport has for over 20 years been driven by national government via the Sports Council (now Sport England) and local authorities, and the role of communities in regeneration has been heightened in recent years through the creation of the Department of Communities and Local Government, and the role accorded to communities in the new planning system. Sport England’s *Best Value through Sport* toolkit (www.sportengland.gov.uk/bestval) places sport at the centre stage of well-being for communities and individuals, building confidence in children and encouraging healthy lifestyles later in life. The same has been emphasised with specific regard to swimming by the 2002 Select Committee on Sport’s report *Testing the Waters: the Sport of Swimming*. More recently, the concept of ‘green exercise’ has emphasised the importance of reconnecting people and outdoor spaces, and sport as a cultural activity in beautiful and relaxing surroundings, as another key contributor to a sense of well-being, lifelong learning and the quality of life (www.countryside.gov.uk/LAR/Recreation/WHI/greenexercise.asp). A series of reports quantifying the decline of public parks and their contribution to quality of life, including the influential *People, Parks and Cities* (1996), informed the development of government policy, including the Urban White Paper’s endorsement of the vital role of public parks in urban regeneration



Visitor numbers since the 1940s. Note: The visitor numbers for 2007 were 61,270, opening only for a 7 week season after the summer floods and refurbishment

A sample of comments received during the Revive Event, October 2007, when visitors were asked to communicate verbally or in writing ‘what makes the lido a special place for you’. The answers clearly

RELAXING

This is my ‘time out’ to be still, peaceful and switch off and swim – thank you.

I was always brought up by a lido, Guildford, I would have to say this one is much better, its got a really beautiful landscape and that’s what I really love when I swim up and down, the different effects on the misty mornings and cool sunsets in the evenings. The wind on the water it’s the sort of things you don’t get in an indoor pool. It’s also a great place to sort problems.

It feels good.

I first came to live in Cheltenham in 1961 and was fortunate enough to discover the lido and its delightful surrounds in that first summer. I don’t like heat and am no sun bather although it is the ideal location for those who do. I tend to sit in the shade of the veranda adjoining the café where I can have a quiet snooze or watch the activity. I am no great swimmer but love the water. What a great place to cool off from the heat of the summer. The fountain is a delight and at the end of a visit I sit on its wall for a few minutes for it relaxes the soul especially when under stress.

The lido is my haven of peace and tranquillity.

LIFELONG LEARNING

Its an institution, a rite of passage in Cheltenham.

It has yet to become special for me as it is my first time here – Its beautiful. I will certainly be making good use of it in the years to come, with my baby daughter.

The lido is a special place for me as I have been coming here since I was a child and Cheltenham really wouldn’t be the same without it.

I love swimming too and after spending all my summers here as an adolescent it also has a certain element of sexual awakening.

It’s a peaceful oasis in a world of chaos. It’s the jewel in Cheltenham’s crown accessible and available to all. Four generations of my family have been coming here and the place hardly changes. Long may it continue.

AIR AND SKY

The Lido is a piece of heaven – and so close to the centre of Cheltenham.

A great place to chill out and look at the skyscape.

Where else can you swim under a great big sky?

Swimming in the open air, the views of the trees, the water, the glimpses of red tiles.

The ‘green’ environment and open space.

Swimming under the sky whether its sunny or raining. My lido

indicate that people using the lido think of it as an integrated whole, where a diversity of factors – community, relaxation and exercise – combine to provide a lido experience.

friends who I usually see here and nowhere else. The wonderful 1930’s architecture and landscape design.

It’s a fantastic place to be and enjoy swimming in the open air. On a sunny day I can imagine being in a foreign land...

LANDSCAPE AND ARCHITECTURE

The lido is special because it is a safe place to play and swim also there a lovely garden and park.

Beautiful gardens, generous 50m pool and space and greenery all around – and its accessible to everyone. It is a really valuable and precious asset – a haven in the open air.

It’s a great place to swim all year in cool weather with fresh air and a view of the sky. Keep fit and meet people too.

The trees they are good to climb. The pool is good to swim in.

Nice architecture and family friendly. Plenty of space, good ambience.

The grounds – trees, grass and open space, great for spending leisure time in. Beautiful place, sense of history – we must save it.

COMMUNITY

I like the lido because its fun and you can come here to meet your friends and just relax. I like it better than an inside pool because then you get fresh air and the sunshine.

It’s a place that I can go and enjoy with my family and friends on a hot summers day. There’s also always someone I know here as well.

Because it is fun and it has a playground and is a scream.

The pool is very good because you can either swim or just play around with all your mates.

FOOD AND FUN

The food is good and is warm after a long cold swim.

The ice cream is lush and the doughnuts.

Hi my name is Lottie and I’m 8. Its special to me because the sculptures make it more inviting and its fun to come here and go down the slide and I like the café so you can stay here for tea.

The pools and the fact that you can just meet your friends up and swim with them and have a good and fun time.

It is also a place for relaxation and tranquillity on school free days. It is also a place to meet new people and make more friends.

Lovely place for outdoor swimming meeting your friends and chilling out.

This is a selection from 130 comments taken from lido season ticket holders and the general public following a press release about the opening of the lido in May 2008, in response to the question: ‘What makes the lido a special place for you?’.

‘A special place is a place of memories. Of warm evenings, warm grass, a smell of sun on stone walls and pavings. The sound of water and laughter.... From childhood to parenthood. From one family to another. Generation to Generation.’

‘a place of excitement and joy’

‘An oasis of relaxation to enjoy open air swimming, the spacious grounds and grassed areas. A happy place for all ages, but especially for families and children, where laughter and talking is what one predominantly hears. Its somewhere older children can go safely alone or with friends for healthy enjoyment.’

‘... an oasis of calm...’

‘The magic of the lido unfolds you in its spell the instant you enter under the arch. The breathtaking vista opens out into beautiful gardens, borders riotous with colour, smooth lawns, wonderfully evocative buildings, sun dappled water, all blending together to produce heaven on earth. An early morning swim has to be the most perfect start to the day, slipping into the clear, sparkling water, warmer and more welcoming than the sharp crispness of the air, candy floss clouds of mist, ephemeral and barely tangible. As I swim I imagine the visitors through the decades seeking the simple pleasure of bathing on a warm summers day, the changing fashions, young turning to old, the sun rising and falling on this patch of Cheltenham. I climb out chatting to fellow, friendly regulars, feeling a whispered promise of warmth in the air. Later in the day the pool will fill with folk training, families, schoolchildren, toddlers splashing joyously, content and soothed’.

For a selection of comments received during the September 2008 Triathlon, see Appendix 5.

and communities.⁵⁶ This informed the revision and publication in 2002 of the revised Planning Policy Guidance note 17: *Sports, Recreation and Open Space*, and of related guidance.⁵⁷ National policy as enshrined in PPS 17 now encourages a strategic approach towards sports provision, and the auditing by local authorities of open space, sport and recreation. A relevant key aim of Sport England’s *Regional Plan for Sport* (2004) is to change the culture and community view of sport in the South West (under Strategic Theme 1) and to increase activity levels by all ages and across all social groups (see www.sportengland.org.uk). Similarly, a more rounded approach to cultural activity in all its forms lies at the core of the South West’s cultural strategy (www.culturesouthwest.org.uk). Sandford Parks Lido contributes to the priorities of the Cheltenham Community Plan ‘Our Future, Our Choice’ (Annexe 4). In particular it fits with the priorities to protect and improve the environment of Cheltenham and make it a beautiful and sustainable town; and to reduce inequalities across its communities and develop a sense of community. Within the County Community Strategy for Gloucestershire it contributes to the themes for learning and opportunity for all; living life to the full; a better environment and thriving communities. It will also help to deliver the strategic vision ‘to make a positive difference for people who live in, work in and visit Gloucestershire’.

Contribution of historic pools and lidos to sustainable communities

Swimming is Britain’s most popular sporting activity, and evidence to government has stressed the importance of community-based pools (including 50-metre pools which are vital to long course training and for international standard competitions) and

that Sport England is well-placed to offer advice to local authorities and clubs in developing swimming strategies. Campaigns in Manchester, Glasgow and London have produced a huge amount of support from all sections of the community for the preservation of local pools. Most campaigns appear to have been set up in the absence of constructive dialogue between local authorities and the community. English Heritage, the Government’s lead body for the historic environment in England, told the Parliamentary Select Committee on the Value of Swimming that historic pools are a ‘prime example of the ordinary working heritage that most people understand and value ... historic swimming baths have an important part to play in the creation of distinctive, civilised and ‘liveable’ cities’. Gill Wright, representing Manchester Victoria Baths Trust also argued that ‘it is not just about the architecture, it is about the social history which is in that building’.⁵⁸

At the same time, the heritage sector – encouraged by government and feedback from society more generally – has recognised that approaches towards the understanding and valuing of the historic environment need to be more strategic and rounded in their scope, and that there needs to be a more integrated approach towards understanding the whole environment and engaging with local communities.⁵⁹ In the words of *Power of Place*, people value the historic environment for ‘its meanings, its beauty, its depth and diversity, its familiarity, its memories’. This has more recently been strengthened by the development by English Heritage, the National Trust and others of the values approach in informing a balanced and informed debate on sustainable change to heritage places, and of community involvement (see www.yourplaceormine.org.uk).⁶⁰

It was in answer to such a growing and evidence-based concern, outlining the decline of public parks, that the Local Government Association’s 2001 report, *The Value of Parks and Open Spaces*, reiterated the fundamental role of green space. In this respect, Cheltenham is fortunate. The town has won more awards in the Britain in Bloom competition than any other area, and the Borough Council is proud of its record in the maintenance of its public parks and places high priority on their contribution to the community (see www.cheltenhampartnership.org.uk). The Second Review Cheltenham Local Plan, which was adopted in July 2006, sets out clearly the value of green space within the town (see Appendix 4). The site is ‘locally listed’ (see section 7.8).

The planning of Sandford Park and lidos in general as new forms of recreational space – indeed as a true ‘Architecture of Happiness’ which provides a ready-made framework for capturing public values⁶¹ – can be used as an inspiration for a range of cultural and educational activities. The public response to CABI Space’s *Manifesto for Better Public Spaces*, published in 2004, matched the evidence from MORI polls in demonstrating the key role that public parks and open space play in the improvement of the quality of life for everyone.⁶² A major reason is that landscapes and parks have become foci for memories held by individuals and shared between generations, and ‘through which people identify themselves as members of a community’.⁶³ Such a definition accepts that there will be many different perceptions of user groups and individuals, and that the social contact, sensory experiences and memories associated with these places can help develop a more rounded appreciation of what makes individual places and landscapes special (see Section 8 and Appendix 5 where this theme is explored in greater detail).

Lido landscapes and architecture, as we have seen in 5.3.1, speak less about character building, discipline or national identity than their role as new venues for community and family-based sport and recreation. In part these are ritualistic, the pool providing the occasional venue for competition and the overall design and iconic features such as the fountain of the emerging cult of sunlight, health and fresh air. For Roger Deakin, author of the acclaimed *Waterlog. A Swimmers’ Journey through Britain*, lidos encapsulate ‘a modernising trend towards a democratic concern for a freely available, healthy, convivial environment, putting pleasure and health firmly at the centre of civic life’ (Deakin 1999, 153). For Ken Worpole, author of the influential 1995 government report on *People, Parks and Cities*, lidos are ‘one of the great innovations of the period in architectural history when politics and design (and a pronounced sense of the public good) came

together’ and where ‘sensuous and spiritual pleasures combine’.

(see www.opendemocracy.net/ecology-landscape/lidos). The strength of feeling prompted by local campaigns, such as the fight to keep London Fields Lido in Hackney and Brockwell Lido in Brixton open, is testament to the values placed on lidos by their communities.⁶⁴

Sandford Parks Lido: community links

From a national perspective the lido offers advice to organisations and direct action groups struggling to either prevent the closure or meet the financial costs of running lidos, and is involved in the Lido History Society Reviving Lidos events.

The local community, and lido users, have played a critical role in contributing to the restoration of the lido. These activities have also enriched the lives of those who have participated, and comprise:

- The Buy Us a Pint Appeal which was set up in 2003 with the help of the Cheltenham Echo, in order to fund repairs to the pool.
- Sponsored swims.
- The activities of the Friends of the Lido.
- Direct donations and donations in kind.
- The annual triathlon.
- The tradition of Christmas swims, which started in the Second World War.

Other events raise funds for the broader community as well as the lido:

- The Annual Turning Back Time event, which recreates through costume, music and games (and the 2 pence entrance fee!) of the 1930s lido
- The Sandford Sprint
- The Club Mile
- Displays and exhibitions
- Council schemes such as Playscheme/Massive
- Wedding receptions
- Private hires to schools and charitable organisations

Its facilities and unique environment already provides a resource for local organisations and education centres working with disadvantaged, socially deprived or socially excluded groups as a motivator for improved behaviour or attendance to general studies. During its multimedia workshops, for example, students who normally struggle within the education system became excited about learning, were motivated to work hard during the school holidays and proudly exhibited their work to family and visitors in a night time multimedia display using light, sound and visual elements. The lido also has broadened its activities to encourage

new visitors to become aware of its heritage and gain a valuable experience from its unique environment. The lido has also made moves to reach out into the community by enhancing established links and building new relationships by:

- Developing a touring lecture and exhibition.
- Producing a heritage booklet.
- Developing a Living Archive.
- Developing children's activity trail packs.
- Positioning the Lido as an integral part of Cheltenham's Spa Town image
- By developing an education policy the Lido has introduced new activities and incentives to encourage participation in learning, develop key life skills such as social interaction, and levels of socially acceptable behaviour and responsibility.
- Offering the Lido for work experience opportunities to local schools, education centres, language schools and colleges.
- Offering the Lido for use by education centres as an incentive to under achievers in the education system – working with organisations such as Fair Shares (www.fairshares.org.uk). The Lido can utilise a student's enthusiasm on a visit to create the opportunity to develop and discover heritage that is real and create an interest in local and national history.
- Acting as a resource for local organisations and education centres working with disadvantaged, socially deprived or socially excluded groups as a motivator for improved behaviour or attendance to general studies.
- Maintaining a strong link with all emergency services and strive to provide a safe environment for our community to enjoy.
- Forming strong links with Cheltenham Fire Station, by providing pool time for them to train fire fighters on water rescue.
- Gloucestershire Ambulance Service have attended site to complete joint training exercises.
- Assisting Gloucestershire Police with local initiatives to reduce crime and to monitor behaviour on individual case studies.
- Offering many activities free to local schools, groups and organisations

6.3.4 Educational Value

The lido can serve as a focus for life-long learning and the exchange of experiences between generations. It can also serve as an arena for the arts, and for children to learn about building and landscape design.

Policy context

For most of us, swimming at the pool or by the seaside is a profoundly interactive and public, even riotous, experience. It can be shared by people of all ages and abilities. Open-air swimming also opens up new landscapes of light, sound and movement that can be profoundly personal and memorable experiences, and the planning of lidos as public spaces provides the context for safe play and learning for children and young people. A whole range of sensory perceptions – the light-dazzled water, the glimpses of exotic architecture and green landscape afforded to those immersed in the water, the sound of children and the occasional admonishing whistle – contributes to the lido's special sense of place, and how this is individually and collectively perceived and experienced by its thousands of visitors. They provide a framework for shared experiences, recollection and for children to play. Above all, perhaps, its overall design (examined in 5.3.2) provides a safe and beautiful environment in which children and adults can play and relax, have fun and gain a sense of physical and emotional well-being.

This is of particular importance for children, and their interaction with the whole theme of sense of place. The National Foundation for Educational Research (NFER) has been asked by the Department for Culture, Media and Sport (DCMS), in association with English Heritage and the Commission for Architecture and the Built Environment (CABE), to explore the perspectives of head teachers, teachers and governors towards using buildings and local places to support learning across the curriculum. The research is part of *Engaging Places*, a new on-line project from DfES and DCMS, which aims to introduce teachers and other educators to the many ways that buildings and places can support learning. *Engaging Places* builds on DCMS and DfES's report *Laying the Foundations: Using the built environment to teach* and constitutes a key component of DCMS's pledge of support to DfES's Learning Outside the Classroom Manifesto launched in November 2006.

There has, similarly, been a growing awareness of the mismatch between the rhetoric on children's rights, and the need to provide access to safe but challenging and rewarding activities, and the poverty of research or even engagement with 'children and young people's experience of the built and natural environment, and how this impacts on their attitudes, patterns of behaviour and development'.⁶⁵ This has in part been

addressed by the Children's Bill of 2004,⁶⁶ which has enabled some organisations (such as the Commission for Architecture and the Built Environment) to produce guidance on how children can participate in decisions about public space. The need for such an approach has only been heightened by the debate that followed to the publication in February 2007 of the Unicef report on children, which has rated the United Kingdom as one of the worst places for children to grow up **www.unicef.org/sowco7**. The recommendations made in the 2002 report (*No Particular Place to Go*) by Ken Worpole have focused on the need to ensure that the needs of children – and their own sense of place and ownership of 'place' – are actively sought and built into more integrated approaches towards public space strategies.

6.3.5 Functional and economic value

The lido is one of a series of key venues that contribute to the economic prosperity of Cheltenham, and specifically to the additional value and income brought through tourism.

It must firstly be stressed that the contribution of the lido to the economy of Cheltenham and its broader region cannot be measured in isolation from the broader range of community, educational and other benefits that it delivers. The cost to individual and communal health, and the national economy, of inactivity is well known: *Game Plan*, the Governments' long-term vision for sport and physical activity, puts the cost of physical inactivity in England as £2 billion per year (DCMS Strategy Unit, 2003b). The recent Health White Paper *Choosing Health* supports this analysis (Department of Health, 2004). Considerable work has been done at a national level by organisations such as English Heritage and Sport England that emphasises the contribution that heritage and sport make to the national economy. Sport England, for example, have shown that sport employs over 40,000 people in the South West region, and contributes £913 million to the region's economy; nearly £1 billion is spent on sports-related services and £344 million is created by the sports voluntary sector each year (Sport England South West, 2004). The Council's Economic Development and Regeneration Strategy stresses the need for a holistic approach to the sustaining of the town's prosperity, and includes 'a quality approach to the town' as one of its five strategic priorities for Cheltenham. The contribution that the historic environment of Cheltenham makes to its economy, and in particular the importance of tourism, was reinforced by publication in 2002 of the Borough's Cultural Strategy.

An obvious way of measuring the value of the lido in terms of the local economy is the number of visitors, and the proportion that link their visit to trips into Cheltenham town centre. Visitor numbers averaged over 95, 200 in the first decade after its opening, this including of course the Second World War during which the site was regarded by servicemen on leave as a 'Heaven after Hell'.⁶⁷ The low-point in terms of visitor numbers was the early 1980s, but since the late 1990s the numbers have consistently remained high.

Another key functional contribution that the lido makes to the sport of swimming is the 50-metre pool. These pools – double the standard length for leisure pools – are vital for long course training and for international standard competitions. The current minimum for an international standard competition swimming facility is a 50 metre pool with 10 lanes, with adequate accommodation for spectators and competitors and car parking. There are now 19 such indoor pools in England, including the new facility at Loughborough University, and Sandford Parks Lido plays a key role in complementing this provision of indoor facilities. The restoration of the main pool in 2006-7 involved the adjustment of the pool at a 50-metre length. The lido now aspires to make this the only outdoor facility of this type in Britain which has been inspected and meets the international standards for competition swimming set by the Amateur Swimming Association.

7 MANAGEMENT ISSUES

This section will examine those management issues that have the potential to either damage or enhance the special character and significance of this site.

7.1 Maintenance and Works Plan

Works Programme

Maintenance of the lido, and identification of areas requiring expenditure above that of running costs, is dependant on a systematic programme of annual rather than 5-yearly (quinquennial) checks. Works are then identified and completed on a rolling programme which is built into the maintenance cycle.

Risk Management

The principal areas that can require major capital expenditure over and above the costs of annual maintenance are the pools, buildings and engineering plant. The children's pool was refurbished in 2001, together with a soft surrounding surface area, and the main pool was refurbished in stages between September 2006 and April 2008. This was also associated with a comprehensive relaying of the slabs based on the original 1930s pattern. The engineering plant was refurbished and restored in 2004.

Annual checks

There is a checklist of pre-season tasks relating to the running of the lido, site security, fire and electricity

testing. Those of relevance to the conservation of the site, and the identification of areas for capital works, are:

- 1 service and maintenance of pumps and boiler, and of underground pipes and relating traps and sumps
- 2 noting slipped tiles and defective render
- 3 checking paving to site
- 4 noting areas needing immediate redecoration
- 5 cleaning gutters and ensure functioning of rainwater goods
- 6 clean pool gullies and gratings

The grounds are covered within the annual maintenance cycle but are subject to regular year-round works that cover the mowing of lawns, trimming of hedges, pruning, planting and identification and logging of planting that requires remedial work or replacement.

Recommendations

The buildings should be subject to inspection by a qualified surveyor, so that the long-term costs – and in particular any areas not detectable by superficial examination (such as slipped tiles, defective render and rainwater goods) – are identified and factored into Sandford Park Lido's Business Plan.

All works aimed at maintenance of the site and its buildings and plant, and all programmes for capital works, should adhere to the policies set out in this

Conservation Management Plan. This will ensure that proper maintenance, restoration and enhancement is at the core of all approaches and actions that may have an impact on the character and significance of Sandford Parks Lido.

It is recommended that Sandford Parks Lido purchases a stock of Broseley tiles, which are widely available but liable to fluctuations in supply, to replace any defective areas that are identified in the course of annual checks. The trust has identified a need for a comprehensive whole-site maintenance plan which will ensure long-term financial and management planning. This will commence in 2009/10.

7.2 Key issues and priorities for managers

Sandford Lido Limited employs a full time Chief Executive and Deputy Manager, who are in turn responsible during the season for lifeguards, receptionists, general attendants and instructors/coaches.

Throughout the year it is the responsibility of the Chief Executive to develop and operate Sandford Lido Limited and Sandford Parks Lido (Trading) Ltd, and implement and create initiatives and programmes, within the strategy and objectives agreed by the Trust and build and maintain communications with the council, Friends of the Lido and all its users. This includes the implementation of the Conservation Plan and specifically:

- The monitoring of key issues so that fabric and landscape is enhanced and maintained on a regular basis.
- Consultation with key stakeholders and evaluate its results.
- Encouraging public feedback and promoting awareness of the site's importance and history.
- Ensuring that it is revised on a 5-yearly (quinquennial) basis in order to maintain it as a working document.
- Ensuring that the facilities, where appropriate, reflect developing standards in service requirements.

7.3 Objectives of Trustees

The key objective of Sandford Parks Lido is to provide an amenity for social welfare 'with the object of improving the conditions of life for the residents and visitors of Gloucestershire and its surrounding areas'.

They must also adhere to the key responsibilities for trustees as set out by the Charity Commission in its Responsibilities of Charity Trustees (1994), in bearing in mind the interests of the charity, exercising prudent

management in financial matters and not letting any personal views or prejudices affect their conduct.

Trustees have a broad range of skills which includes: building construction and renovation, town planning, estate management, further education, legal services and health management.

7.4 Expectations of users

Under the trust, the opening season has expanded from 15 weeks to 6 months (April to October). Off season, there is occasional use of the café for workshops and meetings, and the Christmas Day swimming event. There is at present no public pressure to keep the pool open for longer.

A detailed consultation study with all user groups, and through the local press, took place in 2004, in advance of the submission to the Heritage Lottery Fund and the refurbishment works of winter 2006/7.

A demand for safe storage of cycles has been met: there are cycle racks with CCTV coverage.

A 1998 survey of 144 people⁶⁸ showed that:

- Most visitors came from Cheltenham (79%), and most of the rest from its surrounding area.
- The most popular reason for coming to the lido was fitness (36%), but other reasons – closely linked to the values set out in this report – are significant: social interaction (23%), relaxation (19%) and simply a day out (22%). In changeable weather the fitness factor increased to 51%

The slides are a popular feature for children and young adults. The widespread desire for more diving boards is in conflict with current Health and Safety requirements. Many people (73%) bring their own food and drink.

There is a broader need for fuller advertising of the site, which is born out by the results of the 1998 survey which showed that 94% of visitors knew about the lido through word of mouth.

Values studies (see Appendix 5) can also indicate how people enjoy and make use of the lido and its facilities.

7.5 Boundaries and Neighbours

The lido perimeter is secured by a steel fence, although there are still occasional break-ins. The security offered by this fencing is supplemented by a defensive edge of planting to the lido grounds.

The lido is bordered by Sandford Park on the north side and by the hospital car park and footpath from Orrisdale Terrace on the west and south sides. To the east of the



lido is the car parking that was provided for the lido in 1935. This is one of 17 off-street parking facilities in Cheltenham. Town centre parking policy is focused on retaining existing car parking, transfer to short-stay and promotion of alternative forms of transport and Park and Ride (Local Development Framework, 2006, Plan 11, p. 167).

In the summer the car park can be in heavy demand for lido users, but the hospital staff also use an area of the car park to the north. The hospital has in the last few decades developed on an increasing area of land around the pool (see plan on p.20).

Inappropriate development – which in terms of scale and other factors undermines the amenity value of the lido – has been identified as a risk to the site. In 2008 the values study was used to inform reaction to the multi-storey car park on the south side of the lido (see Appendix 5).

7.6 Access

There has been no audit of the proportion of lido users who arrive by car, foot or bicycle. However, a sizeable proportion (around 40%) use the latter two forms of transport. There is service access to the south-east and north-east.

Sandford Lido Limited is committed to access for all and understands barriers to participation. Changes were implemented following an external audit in 2004. Entrance charges are structured to prevent exclusion through financial constraints. Access to and around the site, and the provision of suitable equipment, complies with the requirements of the Disabilities Discrimination Act 1995.

7.7 Resources

The charitable status of Sandford Parks Lido has been key to the securing of additional resources from a wide range of organisations:

- Heritage Lottery Fund
- Gloucestershire Environmental Trust
- Donations and grants from a range of organisations including Telewest, Dulux, Lloyds TSB, the Barnwood Trust, Whitbread plc and the Arts Council.
- Sponsorship from Field and Trek, Ocean Pacific, Wicliffe Nissan, M & M Scaffolding and Air Scaffolding.

Over the last few years, the proportion of income gained from average takings has been 56% and from the car park 44%.

7.8 Designation and Planning

There must be an integrated approach to defining the significance of the lido as a place and for managing future change. Considered within a broader typological and historic context, it has national importance as an example of 20th century material culture, a functioning industrial archaeological site and as a designed recreational landscape which was carefully integrated into the neighbouring park and pedestrian access along the Chelt corridor in Cheltenham. Sandford Parks Lido’s significance thus rests upon its character and integrity as a designed and functioning landscape, rather than any individual set-piece buildings.

In English conservation legislation and policy, historical value [‘historic interest’] is seen primarily as the value of buildings and areas ‘which illustrate important aspects of social, economic, cultural or military history’.⁶⁹

The lido has been included on the Borough Council Index of Locally Listed Buildings (see Appendix 2). Sandford Parks Lido is sited in the Central Conservation Area, which was designated in 1973. Conservation areas, which were introduced in 1967 by the Civic Amenities Act, are areas of ‘special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance’. Local authorities have to pay special regard to preserving or enhancing the character or appearance of conservation areas.⁷⁰ The Second Review Cheltenham Local Plan, adopted in July 2006, states (5.9) that conservation area designation ‘represents a commitment by the Council to the preservation or enhancement of the area. Section 71 of the Planning (Listed Buildings & Conservation Areas) Act 1990 requires local authorities to formulate and publish proposals for the preservation and enhancement of conservation areas as appropriate. The preservation or enhancement of the character or appearance of the area must also be a prime consideration for applicants seeking planning permission for development, and special controls may be appropriate.’

Policy BE13 of the Cheltenham Borough Local Plan states that that the demolition or substantial demolition of buildings or other significant structures in conservation areas will not be permitted, unless, inter alia, they make no positive contribution to the special character or appearance of the area. Any building on the Index, which is within a conservation area, will be seen as one which contributes positively to the conservation area.

The management of conservation areas is informed by the drafting of Conservation Character Appraisals, which in Cheltenham as elsewhere have been revised as Supplementary Planning Documents. The lido is included in the appraisal (published July 2008) for

St.Luke’s Character Area, one of the areas which now comprise the Central Conservation Area.

Listing

The lido buildings were considered but rejected for listing as buildings of special architectural or historic interest in 1994, a form of legislation that was introduced in 1947 and which now covers more than 370, 000 buildings and structures. Listing places emphasis on the identification of ‘buildings of special architectural and historic interest’, the criteria as stated in PPG15 on Historic Buildings and Areas for the inter-war period focusing on works in the forefront of contemporary architectural development or buildings of national importance for their quality of detail and design. Thirteen (including three seaside lidos) out of 130 surviving lidos stand out on account of their intrinsic architectural quality: they are summarised in Appendix 1.

English Heritage is empowered to prepare a non-statutory *Register* of gardens, parks and other land of historic interest, which are identified in accordance with published criteria.⁷¹ Over 1, 450 sites are covered in this way. Only two open-air pools are at present sited within nationally-important parkland landscapes (*The Parks and Gardens Register*)⁷² and a further three are included within section 4 of Appendix 1 for their inclusion within or contribution to parkland landscapes or landscapes designated for other reasons.

The proposed reform of the designation system in England, which will place listed buildings, the scheduling of ancient monuments (introduced 1882, and covering over 18, 500 sites) and historic parks and gardens into a single list or register, will after legislation (proposed for 2009) afford new possibilities to the protection of landscapes - from 17th century watermeadows to airfields – whose overall character relates to nationally defined values.⁷³ Other historic designed landscapes which have not been included on the English Heritage *Register* can be identified in Local Plans, often on the advice of county gardens trusts and local amenity groups, and the Planning Inspectorate has indicated that protection accorded to these sites can be as great as that afforded to registered parks and gardens. In the words of Planning Policy Guidance Note 15⁷⁴:

...local planning authorities should protect registered parks and gardens in preparing development plans and in determining planning applications. The effect of proposed development on a registered park or garden or its setting is a material consideration in the determination of a planning application. Planning and highway authorities should also safeguard registered

parks or gardens when themselves planning new developments or road schemes.

Of particular relevance to the lido is ‘The fact that a place does not meet current criteria for formal designation does not negate its values to particular communities. These values should still be taken into account in making decisions about its future through the spatial planning system’.⁷⁵

In due course, therefore, Sandford Parks Lido merits specific mention and recommendations for positive action in the Cheltenham Local Plan. It could also in due course merit national designation as an exceptionally fine and well-preserved site of this type. In the shorter term, it could be considered for inclusion on the *Parks and Gardens Register*. This would be considered as consistent with current policy, or indeed the recommendations made in this report. It could be pursued if Trustees felt that it would help to put the lido ‘on the map’, and sufficient time – and fresh research on lidos generally and in this report on Sandford Parks Lido – has also passed to allow further consideration for listing.

8 CONSERVATION POLICIES

8.0 Introduction

This part of the Conservation Plan is focused on the development of policies that will ensure that the special character and significance of this site will be retained, based upon the understanding of values outlined in Section 5 and the Statement of Significance set out below. It builds on the previous sections of this report, especially in its recommendations for how the maintenance and repair of the lido and its landscape can retain and enhance its intrinsic value as a site, as well as the values attributed to it by users and the general public.

8.1 Statement of Significance

A Statement of Significance, informed by an understanding of the lido in its broader historical and typological context, forms a core part of the Conservation Management Plan. It will inform policies relating to the whole site, and guidance for the sustainable management of its component parts.

Sandford Parks Lido is a nationally important example of a lido. Lidos were open-air swimming and recreational landscapes that developed across Europe in the 1920s and 1930s. Their landscaping and architecture spoke at the national level of the need to improve health, the cult of sun worship that marked Western culture in this period and the development of recreation as a less segregated and more inclusive form of cultural activity. At the local level they spoke of the spirit of municipal competition and the desire to foster a new type of place, which was clean, pleasant and convivial.

Sandford Parks Lido expresses the historic function and importance of lidos, and their distinctive quality as places created in the inter-war period, through its setting, planning, landscape and design. It was opened in 1935 and built to the designs of the Borough Engineer, G. Gould Marsland, with the advice of Mr Edward White, President of the Landscape Architects Association. This was clearly intended to ensure a successful approach to the landscaping of the site, as Edward White was a renowned landscape architect and horticulturalist (1887-1952) who would have been known to many council members in a spa town such as Cheltenham. He held the presidency of the newly-formed Landscape Architects Association between 1931 and 1933 and as part of the nationally renowned Milner White & Partners had designed gardens for public parks and private houses. This collaboration explains much about the character of the lido, and in particular how it links to the adjoining park and the influence of Arts and Crafts garden design which is explored in the Management Plan.

Setting

The setting of the lido within Cheltenham, its integral relationship to Sandford Park and the original provision of car parking facilities are considered to be important. The entrance facing into the car park and the elevation/ roofscapes facing into Sandford Park form its public face.

It is significant that the lido was developed within Cheltenham, which is internationally renowned as a spa town. Its villas and terraces had developed around a series of spas dispersed around the town, and municipal parks emerged as a fundamental aspect of the 19th century town. Parks, including in this case Sandford Park which it adjoins, continued to play a key part in the 20th century expansion of Cheltenham. The lido was sited on the eastern edge of the 19th century town, and provision for car parking was considered at the outset to be fundamental to its viability and future.

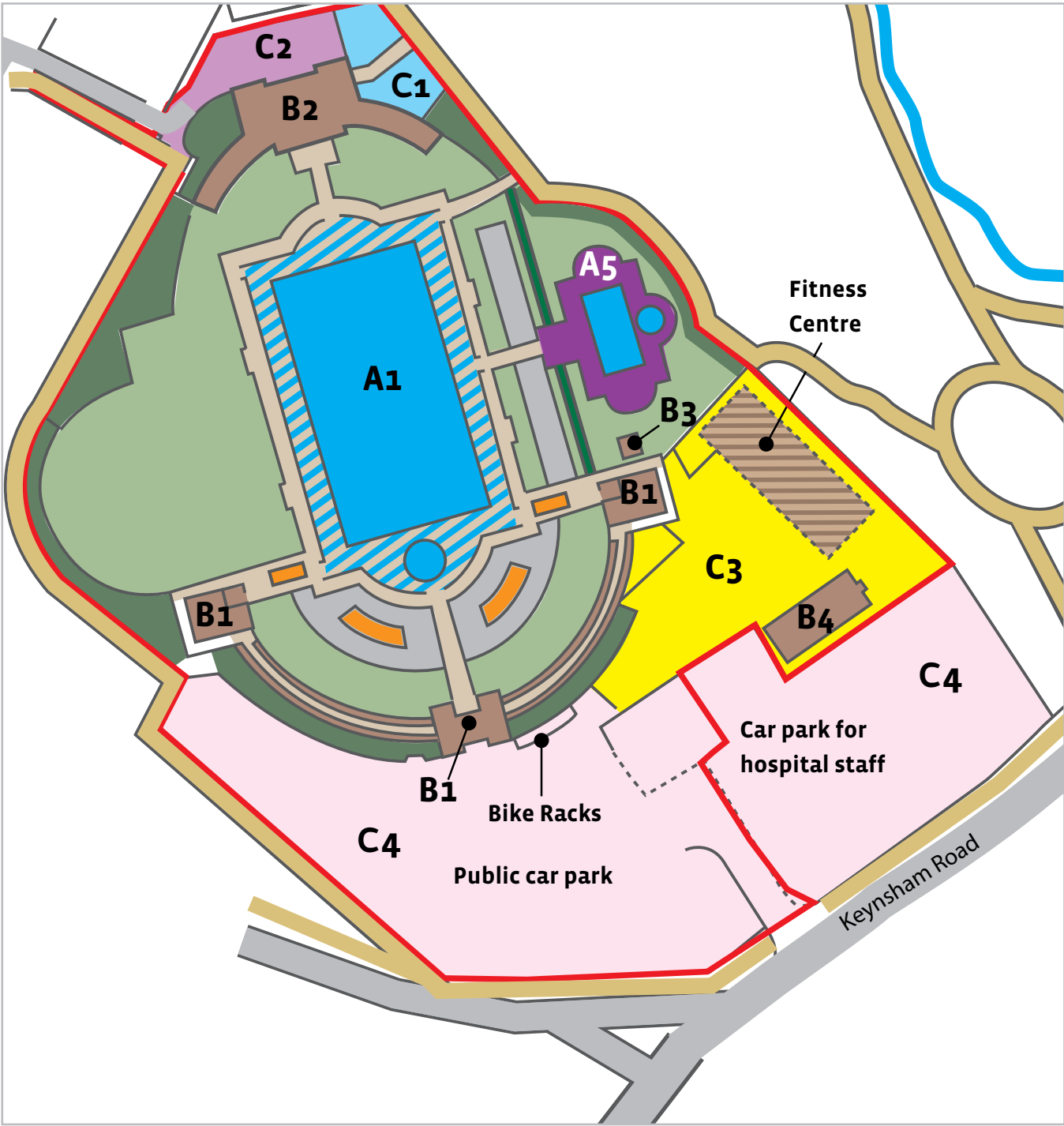
Planning, Landscape and Design














Out of 98 surviving lidos in England, Wales and Scotland, Sandford Parks Lido represents better than any other lido how the planning of lidos presented opportunities to *link buildings to landscape and open space*, and thus harness the regenerative qualities of air and sunlight.

The choice of style for the overall planning, landscape and design of the lido borrows heavily from the Arts and Crafts tradition that had developed in England in the late 19th century. This was based on the idea of a return to traditional craft skills and good building materials, and the combination of the geometric planting of the site and the use of picturesque planting to provide varied colour, form and shape. At the lido, this is enshrined in:

- The rectilinear and formal planning of the main pool in relationship to the crescents of buildings placed at either end.
- The picturesque informality in the contribution that trees, shrubs and yew hedges make to its overall setting.
- The way in which the buildings embrace the site, heightening its sense of enclosure and the beauty of its overall concept and setting.
- The style of the buildings. They are classical in their overall concept and detail (such as the fanlight over the café doors) with the occasional Art Deco detail (in the surrounds to the café doors for example). Their choice of materials, in particular the white roughcast walls and tile copings and roofs, harks back to the late Victorian and Edwardian Domestic Revival. This echoed in the drystone walls to the promenade walks and sun decks, a craft technique

Sandford Parks Lido, showing the character areas. Recommendations linked to each of these areas are set out in section 8.



	Main pool A1		Lawns A4		Service area C2		Planted areas D
	Poolside A1		Children's pool & poolside A5		East Zone C3		
	Walkways A2		Buildings B		Car parks C4		
	Sun decks A3		Café garden C1		Flower beds		

that was typical of the Arts and Crafts approach to garden design and that also links the lido to the Cotswolds region.

The needs for relaxation, other forms of activity than swimming, and sun worship are met in the integration of open lawned areas and sun decks into the overall planning of the site.

The importance of clean and fresh water is displayed in iconic form in the fountain, which is set on the main axis that passes through the site. It is also revealed in the technical functioning of the site as a whole, the pools being linked to a plant room which retains 1930s filters, switch gear and pumps. This is a unique survival of industrial archaeological importance, which heightens the importance of the lido as an *integrated functioning whole*.

The importance of refreshment is displayed in the café and terraces, the former also being linked to Sandford Park through the café garden and park cafe. The terraces provided an additional vantage point, looking across the pool, for relaxation and contemplation.

Values

Sandford Parks Lido is one of the best preserved lidos in Britain. Taken as a whole, it is an outstanding example of 20th century outdoor architecture, its design being based on an integrated approach to its three key elements - water, landscaping and architecture. Its balance of careful symmetry and landscaping still provides a setting for competitive sport, relaxation and leisure. To its distinctive design, and importance within this national context, must be added the special sense of place afforded to visitors by its light, sounds and colour.

Change can undermine or enhance the character and special qualities of this place, and must be informed by an understanding of the values invested in it.

This significance has also been articulated through a series of key values, which lido users and the public have and will be asked to contribute to. These have been divided into two categories of:

- intrinsic values (what makes the lido significant in its broader architectural and historic context) and
- instrumental values (the benefits it affords to the community, as a place of recreation, shared memories as well as in terms of education and the broader economy).

A THE INTRINSIC VALUES OF THE SITE

A1 Historic Value

The lido reflects important developments in 20th century society, and in particular the growing importance of leisure and more informal approaches towards it.

A2 Aesthetic and Monumental Value

Sandford Parks Lido was designed as a place where the pool, buildings, walls and landscape were all designed from the outset as an integrated whole. This is a key element of the site’s significance in a British and European context. The beauty of the setting, the mix of architectural styles and planning, and the unique technical importance afforded by the survival of the plant room interior, all add to this significance.

B THE ADDITIONAL OR INSTRUMENTAL VALUES OF THE SITE

B1 Community and Recreational Value

The lido is a safe and wonderful environment in which children and adults can play, socialise, keep fit, relax, learn new skills, have fun and gain a sense of physical and emotional well-being. It is a perfect venue for community recreation, and its development as a concept in parallel with the enhanced role of communities in national government and the planning system.

B2 Educational Value

The site itself, and its broader historical meaning and significance, can be interpreted to the public through the lido website and through images. The lido can serve as a focus for life-long learning and the exchange of experiences between generations. It can also serve as an arena for the arts, and for children to learn about and contribute to our understanding of ‘place’ through its landscape and buildings.

B3 Economic Value

The lido is one of a series of key venues that contribute to tourism and the prosperity of Cheltenham.

It is one of a small number of 50-metre pool outdoor pools in Britain and has been accepted as a training venue for the 2012 Olympics.

8.2 Whole Site Policy and Guidance for Sustainable Development

KEY AIM

The key aim is to maintain and enhance the special character of Sandford Parks Lido as a whole, through ensuring that future change and maintenance respects the original design concept and enhances the appreciation by its users and the general public of its special quality and character as a place.

Conservation Policy

All maintenance and works must conform with the area-based plan set out in section 8, and in particular ensure:

- 1 ‘like-for-like’ repair of original built fabric and detail;
 - 2 the removal of non-original features or materials where appropriate, and their replacement in accordance with original specifications where available and of benefit to the appreciation of the site;
 - 3 that an annual and 5-yearly plan for maintenance of walls, plant and buildings is integrated into the Lido Business Plan;
 - 4 that the maintenance of its landscape and planting:
- retains the original design concept, in terms of the gradation of colour, scale and form;
 - provides for ‘like-for-like’ replacement of yew hedge and conifers that are key to the original garden layout.

Community Policy

Build the views of the public and lido users into future revisions of the Values Statement and Management Plan.

Educational Policy

Communicate the lido’s heritage, especially among children and young people, in order to raise awareness of its value and the benefits that it provides, through:

- Exhibition boards
- Use of the café as a ‘portal’ – both the park entrance and the main café
- An interactive Living Archive, based at the lido and on-line, will capture the memories and perceptions of its visitors, particularly children.

Continuing consultation and evaluation will, after its adoption, inform revisions to the Conservation Management Plan on a 5-yearly basis.

8.3 Detailed Description and Guidance

This section will focus on linking individual character areas to recommendations for maintenance and enhancement. These can be cross-referred to any costings and business potential as outlined in the Business Plan.

A Pools and Access/Activity Areas

AREA A1 MAIN POOL AND POOLSIDE

The main pool was refurbished and strengthened in 2006, through driving piles that extend 8-9 metres to reach solid ground and the installation of a new reinforcement grid. This was designed to prevent subsidence and water leakage through cracks in the structure. It has been restored with white glazed tiles following the original pattern, and new ceramic scum channels profiled to the original design were also supplied.

Around the pool is a bathers’ deck which was (in the words of the Cheltenham Borough guide to the pool in 1937): ‘surfaced with special non slip coloured concrete slabs, manufactured at the corporation’s own Slab



The drystone walling is a critical part of the character of the site, linking it to the Arts and Crafts movement in garden design and the region around Cheltenham.



The main pool, showing the stone walls that divide the poolside (A1) from the surrounding walkways (A2).



North terrace, showing stone walling and yew hedge and a sculpture installed in 2007.

Works. These are laid with a good fall away from the pool, into a channel which removes all washings to drains. ... Outside the bathers' deck there is a promenade for spectators, the two being separated by a low stone wall, surmounted by a wide artificial stone coping which forms a useful seat for bathers.'

The slabs were relaid to the original colouring and pattern in 2006/8.

Guidance

- Avoid any use of mortar in the drystone walling that separates the poolside from the pedestrian walkway.
- Ensure 'like for like' repair and replacement where necessary of paving.
- Ensure 'like for like' repair and replacement where necessary of scum channels and tiling.

AREA A2 WALKWAYS

The walkways were designed as the main circulation routes throughout the lido, from the main entrance around the pool and providing access to the children's pool, toilets/changing rooms and around the Poolside to the café. The paving was originally in Forest of Dean slabs laid as crazy paving, which by the 1990s had been largely replaced by concrete. In 2006/7 the sandstone slabs were moved to the south of the pool, and replacement slabs matching those on the poolside (Area A1) were installed for the remainder of the walkways.

The walkways to the side doors of the toilet blocks have been ramped to enable disabled access, and that to the male toilets is concrete and not paved.

The access for swimmers leaving and returning to the changing rooms is now through the footbaths. The access for returning swimmers was originally around each block, because this ensured that they could collect their clothes baskets from hatches in the side walls. This

access has now been blocked off, but the walls remain: the wall attached to the male block was partially rebuilt in 2006/7.

Within the area to the front is the fountain which is made of reconstructed Portland stone.

Guidance

- Avoid any use of mortar in the drystone walling that separates the poolside from the pedestrian walkway.
- Ensure 'like for like' repair and replacement where necessary of paving and fountain.

AREA A3 SUN DECKS

The sun decks were originally shingle, and elevated above the ground with drystone retaining walls with composite concrete coping. The shingle was replaced with concrete slabs in 1937 (see 4.3). Sun decks were a key part of the lido, and were widely introduced into open-air pools and into house and garden design in the 1930s.

Guidance

- Avoid any use of mortar in the outer faces of the drystone walls.
- Ensure 'like for like' repair and replacement of walling and coping.
- Maintain existing concrete slabs and ensure that any replacement complements the approach to the paving elsewhere on the site.

AREA A4 LAWNS

Lawned areas were critical to the open space within the lido, and still serve their original function for relaxation and games. A children's play area was built within a small area of the main lawn and to the south of the children's pool (A5) in 1998. The latter replaced a play area that stood on the site of Reach Fitness. Its new siting means that children can be properly supervised from the children's pool garden area.

Guidance

- Maintain and retain as lawned areas and open space.
- Maintain and inspect play equipment on an annual basis.

AREA A5 CHILDREN'S POOL AND POOLSIDE

The children's pool was part of the original plans drawn up in August 1934, but it was not built until 1936. A small filter house (B3) was added in the late 1940s, when the filtration to the children's pool was disconnected from

the main system. This rendered the fountain redundant, and it was replaced in 2001 with a play fountain when the pool was refurbished and the poolside was replaced with soft decking.

Guidance

- Maintain this part of the site in its existing state, and consider any future alteration in accordance with the safety and needs of children and the overall enhancement of the site.

B BUILDINGS

The buildings are an integral part of the original design. They are all built of brick, with white-painted roughcast walls (in 'Snowcrete') having tall brick plinths and dressings to the openings. These bricks, manufactured by the Stonehouse Brick Co., were given hand-made facings to enhance the crafted look. The roofs and the copings to the changing room walls are in plain Brosely tiles made by Messrs. George Legge and Son of Madeley, Shropshire.

There is a good set of plans and drawings (see Annexe 5). These must be used as guidance for future works aiming to restore features. It is very important to have proper regard to proportioning and detail of features in any restoration work.

General guidance

Regular maintenance is of vital importance, particularly with regard to:

1. Gutters. These must be cleaned out every autumn and checked for any cracks.
2. Paintwork to doors, windows, walls and eaves pelmets needs to be renewed at intervals of 6 years. Some are in need of immediate repair. All work must use a high-quality product: the Dulux Weathershield range is recommended here.
3. Roughcast walls, painted white.
 - Ensure 'like for like' repair of roughcast, and avoid smooth render.
 - Renew paintwork at 6-year intervals.
4. Brickwork.
 - Ensure 'like for like' repair of brickwork.
 - Ensure that colour and striking of mortar is identical to the original.
5. Roofing and tiles.
 - Ensure 'like for like' repair.
 - Ensure that any reroofing retains the distinctive upward sweep and profile of the roofs.
6. Doors. There are many original doors. These are:
 - Full panelled doors to the central entrance/



One of the 1930s metal-framed windows.

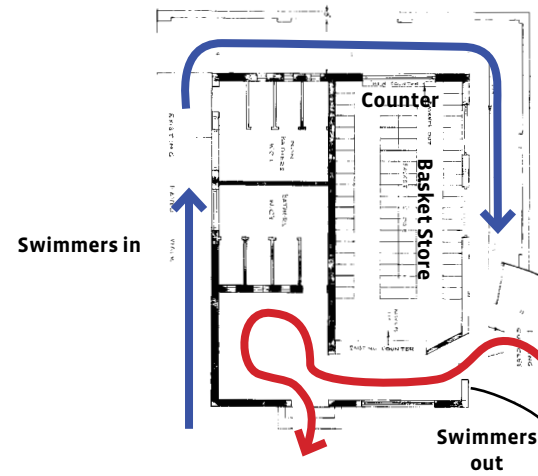


Roof and eaves detail, showing profiling to the rainwater goods and the deep fascia board.

- office block (B1)
- Half-glazed and panelled to the toilet blocks (B1) and boiler house (B3)
- Glazed with margin-bars, typical of the 1930s, to the café (B2: see this section for further details)

These must be maintained on a regular basis, and repair/replacement must be on an exact 'like for like' basis with reference to the original drawn designs (Annexe 5). Particular attention must be paid to proportions and dimensions: any variation on the original can detract from the overall appearance of the total design of the complex.

7. Windows. 'Crittall'-type windows, a popular choice for many thousands of buildings in the 1930s, were chosen for the lido buildings. They were replaced in uPVC in 1999, and this should be avoided in future.
 - Ensure proper maintenance through wire-brushing, priming and painting
 - Repair to wooden sills.



The ladies shower and toilet block (left). The 1934 plan (right) shows the original arrangement. Swimmers handed their clothes in at the basket store before entering the pool via the foot bath. Returning swimmers were routed around the outside of the building past the counter for return of clothes from the basket store. They then went to the changing cubicles.



East elevation of the ticket office (above).
The turnstiles and the 1930s ticket booth (top right).
The changing cubicles installed in 1979 (left).
The west elevation of the ticket office and its flanking planting (right)



- If the uPVC units fail or replacements are needed, see guidance on renewal and replacement at www.crittall-windows.co.uk. There are also some alternatives that could be considered – contact the Cheltenham Borough Council Built Environment Conservation Team – on 01242 775218.

B1 SOUTH RANGE: ENTRANCE AND OFFICES, CHANGING ROOMS AND TOILETS

This range of 1934-5 is dominated at the centre by the taller entrance block. This originally had ticket offices to each side, the south ticket office now serving as the

office for the lido. To the rear the offices now contain a first-aid room and a general office. Visitors pass through the turnstiles into a vestibule area, and can then either pass through round arches in to the main pool complex or turn into the changing areas that lie either side and which continue as the locker rooms/indoor shower/changing area and the outer toilet blocks/shower rooms.

Changes

- Blockage of the original access for returning swimmers, who walked along the passage formed by the outer wall before picking up their clothes baskets. All swimmers now use the same entrance.
- Replacement of the cubicles in 1979.



East elevation (left). Café interior



- The outer wall to the male changing area was rebuilt 1980.
- The two ticket booths were reduced to one in c. 1980, and the one in use is a complete replacement of the original.
- The windows to the front and rear of the central entrance/office block were replaced in uPVC in 1999.
- Installation of clothes lockers in winter 2001/2.

Guidance

- Maintain in accordance with the general guidelines for built fabric outlined above.
- Retain, service and maintain the Bailey turnstiles.
- Retain original panelled doors, moulded architraves to offices.
- Retain original ticket booth to left, which has side-hung wooden casements set in Art Deco surround.
- Retain vestibule area as open space.

B2 NORTH RANGE: CAFÉ AND TERRACES

This range was part of the original designs but not constructed until 1936. The whole of this range is prominent the moment any visitor walks through the lido. The taller central café block is dominated by its hipped roof and arched entries and is flanked by open-fronted loggias. The café retains 1930s interior detailing. Also important are iron railings to the loggias.

Changes

- The principal alteration has been the opening up in the early 1980s of the main interior space, including the resiting to the rear of the original buffet counter.

Guidance

- Maintain in accordance with the general guidelines for built fabric outlined above.
- Retain fanlights. Consider unblocking of the internal faces.
- Retain original 1930s doors and detail (brass finger

- plates, handles, locks, automatic door closers).
- Retain the key 1930s spaces with their associated detail. These are the front room of the café and the café garden room with its coved ceiling cornicing and skirtings, and Art Deco surrounds to doors opening into the loggias and the serving hatches.

Future changes

The café could be better utilised in order to enhance public appreciation of the site. This could entail the insertion of glazing and/or screening to the loggias, which would need to be recessed and reversible.

B3 FILTER HOUSE

This small building was built in around 1947 to house the filtration plant for the children's pool. It does not retain original plant.

Guidance

- Maintain in accordance with the general guidelines for built fabric outlined above.
- Retain half-glazed panelled double doors.

B4 PLANT HOUSE

This structure of 1934-5 is detached from the main complex. It is rectangular in plan, the main entrance being to the south end.



Filter house, north elevation facing the children's pool.



The plant house from the west (left) and the interior showing the cast iron filter tanks (right). See pages 18–19 for further details.

Guidance

- Maintain in accordance with the general guidelines for built fabric outlined above.
- Retain and maintain 1930s plant.

C EXTERIOR AREAS

CI CAFÉ GARDEN

This is a prominent public face of the lido, and the one that is seen by the general public including those unaware of the lido's existence. It is a lawned area bordered by privet hedges, the café being accessed by pre-cast concrete steps flanked by brick walls.

Guidance

- Retain as open area.
- Avoid signage other than clear a indication of the café and links to lido (see B2).

C2 SERVICE AREA

This is the least prominent part of the lido complex, visible from the public path and part of the hospital car park to the north west. It was designed as a store and workshop area. It is now used as a parking area for the café.

Any change to this area is linked to the options for change of the café (B2).

Guidance

- Retain and utilise as open space.

C3 EAST ZONE (REACH FITNESS)

This was originally designated as a recreational area (for tennis etc) linked to the Lido. Ornate cast-iron lights, dating from the early 1900s, are stored in this area. They are decorated with the borough coat of arms and other motifs. In 1985 the Countess Spencer donated £1000 via the Civic Trust for them to be restored and relocated to the lido.



The view of the café garden from Sandford Park, the most prominent and commonly-viewed public elevation presented by the lido.

This area was released by the Trust on a sub-lease to Reach Fitness in 1999. The Filter Room and an area between the Plant Room and Sandford Park remains available to the lido and is not included in the sub-lease.

Guidance

- Consider retention of open space.
- Consider restoration and re-use of cast-iron lights.

C4 CAR PARK

This was designed as a key and integral part of the lido complex.

Changes

- Removal of central area with statue of Eros, a part of the original design.
- Demolition of Sandford Pumping Station in 1993-4.

Guidance

- Ensure that any future decisions about the car park consider its historical relationship with the Lido.



This late 1930s photograph of the children's pool (left) shows the open relationship between the lido and Sandford Park, which is no longer a feature of the site (right) .

D PLANTING

The relationship of the planting to the overall form and architecture is fundamental to the character and importance of Sandford Parks Lido. What marked out the Arts and Crafts style as used at Sandford Parks Lido was its return to traditional craft skills and good building materials, and a combination of geometrical beds and informal ('wild') planting. At the lido, this is enshrined in:

- The rectilinear and formal planning of the main pool in relationship to the crescents of buildings placed at either end.
- The gradation of shapes and colours provided by the perimeter planting, and the contribution of Lawson Cypress, poplar and trimmed yew hedges to the sculptural and architectural character of the site.

Guidance

- Maintain the yew hedging, the gradation of colours and shapes, the variety of form and the hierarchy of scale (with tall coniferous and deciduous species intermixed with lower border shrubs).
- Reinforce the screening in line with this character in order to provide shelter from the wind, sun (dappled and more intense shade) and help maintain privacy
- Ensure yearly inspection of tall trees for safety.
- Consider eventual clearance of over-grown shrub beds to either side of the entrance block, and redesign and replanting. Also consider removal and appropriate replacement of vigorous and potentially



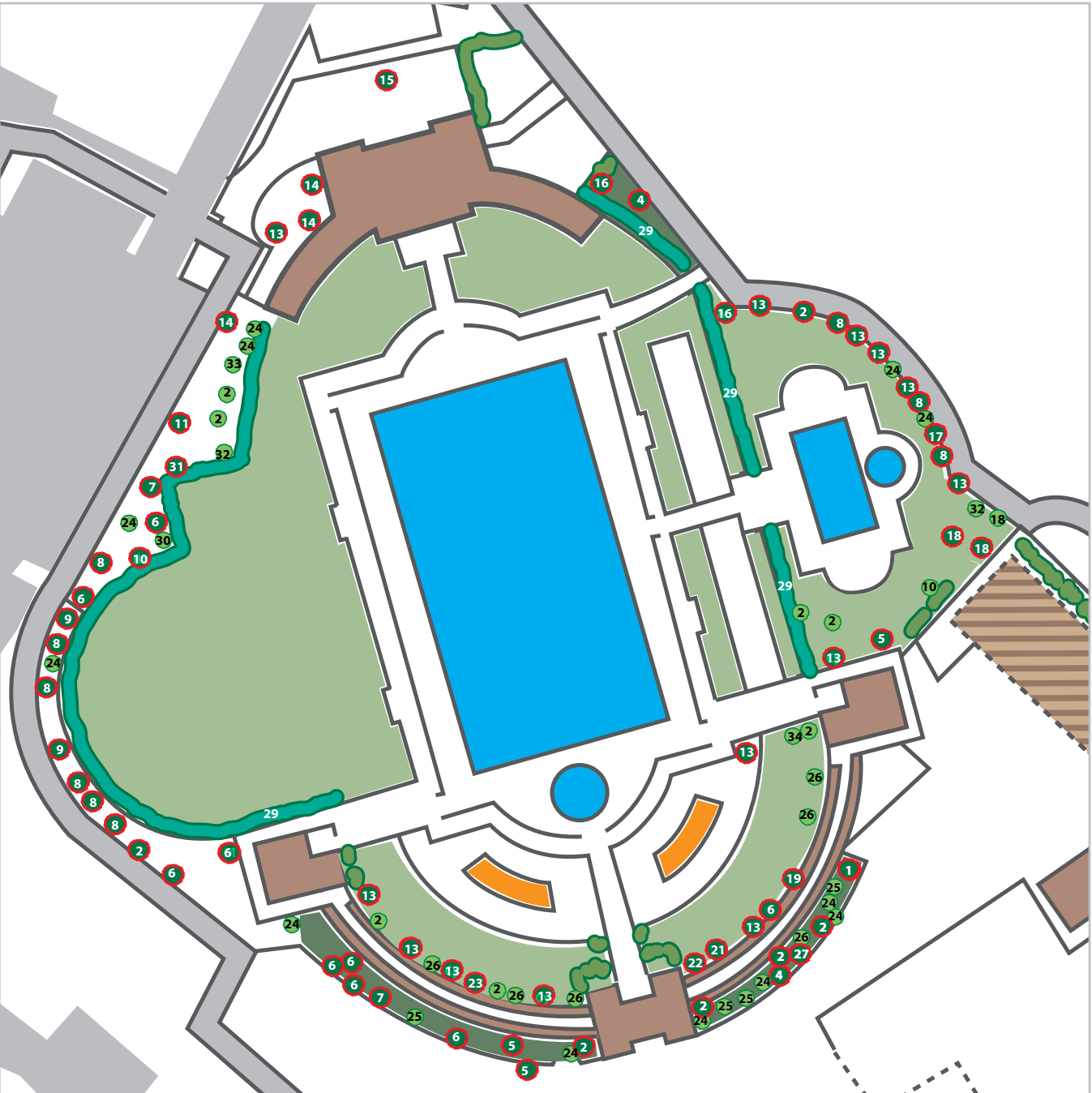
The café and pool from the east (above). The Arts and Crafts influence is clearly expressed in the architectural form of the yew hedges and drystone walling (below).



troublesome trees noted in the report by Tree King – the Poplars (22) and Goat Willow (23) – as well as those causing structural problems to the buildings.

Panorama looking south west, showing the planting framing the lido.





Key					
26	Shrub	1 Leyland Cypress	11 Lime	21 Cherry	31 Over-Mature Shrub
		2 Holly	12 Deodar Cedar	22 Poplar	32 Privet
		3 Ash-leaved Maple	13 Lawson Cypress	23 Goat Willow	33 Viburnum
5	Tree	4 Purple Cherry Plum	14 Western Red Cedar	24 Elder	Rhytidophyllum
		5 Silver Birch	15 Willow	25 Portugal Laurel	34 Aucuba
		6 Norway Maple	16 False Acacia	26 Philadelphus	
		7 Sycamore	17 Irish Yew	27 Acer Negunda	
		8 Hawthorn	18 Beech	28 Berberis Stenopylla	
		9 Cockspur Thorn	19 Hinoki Cypress	29 Yew Hedge	
		10 Hazel	20 Purple Norway Maple	30 Scrub	

9 EDUCATIONAL AND COMMUNITY POLICIES

‘Culture is not something that is ‘provided’, culture is something that describes our society, and something that we generate together’, J. Holden, *Logging On. Culture, Participation and the Web*. 2007 report for Demos www.demos.co.uk

Sandford Parks Lido has an educational policy which builds on the significance of the site as defined in this Conservation Plan. This is to provide learning opportunities by opening up Sandford Lido’s facilities and archives in imaginative and varied ways, therefore raising the profile of Sandford Parks Lido amongst the local community and visitors. Its objectives are:

- To provide greater physical and intellectual access to Sandford Parks Lido for all people.
- To raise awareness of, develop and promote Sandford Parks Lido as a centre for lifelong learning.
- To develop networks and partnerships with appropriate professional bodies and organisations to promote good educational practice.
- To develop understanding of Sandford Parks Lido’s cultural heritage and health benefits in accordance with National Curriculum requirements, for children and young people through the provision of high quality resources.
- To develop understanding of Sandford Parks Lido’s cultural heritage and health benefits through the provision of out of school activities for children and young people.
- To ensure all staff who come into contact with children and young people are made aware of Child Protection procedures (prior to contact) to ensure the welfare and safety of all children and young people in our care.
- To provide all relevant staff with adequate information, guidelines and training to enable them to carry out their responsibilities effectively and confidently.

This education policy aims to provide a framework for the future development of both formal and informal education provision within Sandford Parks Lido.

Delivery of this policy

The site itself, and its sense of place and broad historical context, can be interpreted to the public through the lido website and through images. Sandford Parks Lido will communicate the lido’s heritage, especially among children and young people, in order to raise awareness

of its value and the benefits that it provides.

- Exhibition boards
- Use of the café as a ‘portal’ – both the park entrance and the main café
- An interactive Living Archive, based at the lido and on-line, will capture the memories and perceptions of its visitors, particularly children.
- Heritage Tours and Active Talks.

By developing its education policy Sandford Parks Lido can introduce new activities and incentives to encourage participation in learning, develop key life skills such as social interaction, and levels of socially acceptable behaviour and responsibility.

Tools for education and capturing experiences and values

The lido is constantly looking for new ways to illustrate experiential aspects of the lido and strategically develop their existing and create new activities that will appeal to a wide audience and encourage new visitors to experience the lido. Suggestions for future work on this theme with the local community are:

- A whole range of cultural activities, plays etc staged at the lido.
- Developing the ideas Creative Solutions have introduced which have used the lido as a venue for storytelling and an arena for art.
- Using the lido’s landscape, buildings, local area and history as an arena and inspiration for storytelling, art, writing, multimedia and performance.
- Continue developing the Living Archive DVD which records historical images and storytelling which plays upon request leading on to a digital visitor’s book recording present day stories, memories and images.
- Exploring the use of new technologies to maximise the potential of the lido’s value.
- Developing the current link with education centres as an incentive to under achievers in the education system by providing educational historic visits creating the 'Lido Experience'.
- A competition to win a season ticket by inviting users to say what they value about the lido.
- To develop an exciting and creative programme of events and material aimed at Key Stages 1 & 2 developed to support the National Curriculum and suggested QCA/DfES schemes of work.

All this highlights the need to use the special environment of the lido to help all its users explore wider themes of space and place, as well as the sensations offered by

the lido itself. Cues can be taken from existing venues in the area, such as Cheltenham Art Gallery & Museum and The Cotswold Farm Park. School groups can thus experience the learning power of the lido by:

- Using the lido's collections, exhibitions, nature and landscape to support and enliven the National Curriculum.
- Opening up their imaginations through new experiences and stimuli.
- Developing vocabulary, an understanding of their local area and history, how a familiar site relates to developments at a national and international level and evaluative and creative skills across the

curriculum.

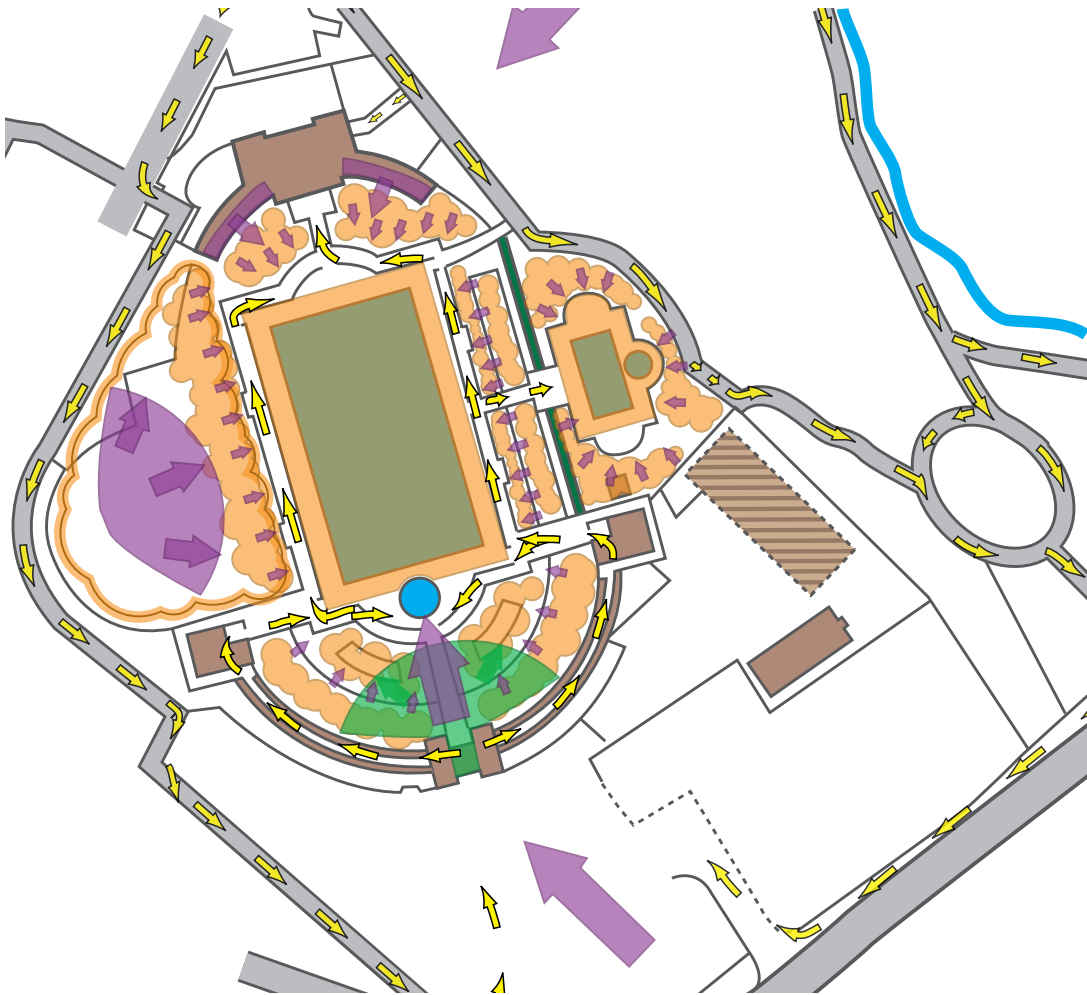
WorkforDemos(www.demos.co.uk) and DCMS's Culture Online project have shown how developments in digital and on-line frameworks and tools on the one hand, and 'interactivity and opportunities for expression' on the other, can enable the presentation of sites, and the capture of views and perceptions, in a 'totally different and more participatory way'.⁷⁶ Such innovative interpretative and educational strategies can work from an understanding of how Sandford Park Lido's distinctive architecture and landscape is expressive of the lido movement and broader developments in twentieth century society, social democracy and popular

culture. All this will help to enhance our understanding of how Sandford Parks Lido reflects and informs the historic, aesthetic and even intangible values of lido users and the broader community, and of how sites such as this can contribute to Lifelong Learning and how this can inform planning for its future.

Projects worthy of particular mention, that could be explored and inform future approaches to developing this issue, are:

- CABE's 'Place Consultation Tool' which uses spider diagrams to compare the way in which different individuals and user groups perceive and use public space, using headings such as 'environment', 'interaction', 'community', 'relaxation' and 'sport' (www.cabe.org.uk).
- art-based projects such Proboscis's Social Tapestries Programme (www.socialtapestries.net) and Public Art South West (www.publicartonline.org.uk) which can help people respond to and interpret their environments.
- Mobile Bristol Project's *A New Sense of Place?* which is seeking to develop a methodology for exploring technologies that enable children to engage with their outdoor physical environments – see www.mobilebristol.com/place.
- Research on the spatial experience of children led by the Landscape Architect Ian Simkins (see www.elprdu.com/ims_research.htm)⁷⁷
- Work by archaeologists on the same issue, using landscape as a framework for understanding cultural activity and perceptions of movement and space – for example the **Recovering Landscape Workshop** held in 2006 in the University of York, and John Schofield's work on understanding the inter-relationship between art and the discipline of archaeology as a way of understanding how places function and are perceived.⁷⁸

Some of these issues have been taken forward in 2008, as part of the consultation on the draft conservation plan. See Appendix 5 for further details.



The lido is first and foremost experienced as an enclosed space with glimpses of nearby trees and the Cotswolds scarp, as well as the hospital and other buildings.

- Threshold** (green). The transition to its inner landscape is sudden.
- Access** (in yellow) to and around the site follows in part patterns established before the construction of the lido. Once inside users are encouraged to confine most movement to principal circulation routes.
- Direction** (purple). From the outside, the lido is primarily viewed as a landscape – especially in views from Sandford Park and through the gates facing the car park. The whole is designed so that the direction of view, initially directed along the axis of the site that cuts through the fountain, main pool

and café, suddenly broadens out. The café terraces were originally designed to enable spectators to enjoy views of the site, but is in little use compared to the key areas for viewing the pools and the landscape – the children's pool, which acts as the focus for family groups in the area around it, the east and north terraces (usually for adults, and to the south-east for play equipment), the poolside walls (for swimmers, and for interaction with other swimmers in the pool) and the west lawn area (for ball games and mostly for groups of under-30s).

Restorative (ORANGE). The same areas offer views of water and the landscaping within and around the lido, and a diversity of opportunities for relaxation, exercise and social interaction.

10 REFERENCES

ABBREVIATIONS

- GRO Gloucestershire Record Office, Gloucester
CABE Commission for Architecture and the Built Environment
DCMS Department for Culture, Media and Sport

END NOTES

¹ Cheltenham Borough Council Leisure Committee, 12.10.1994; Cheltenham Echo, report and editorial 13.10.1994; Lido Users Group, 1994.

² Kerr 1996; English Heritage 1999.

³ Denison 1985, 7.

⁴ GRO CBR C2/3/34/3, pp. 24-5.

⁵ GRO CBR C2/1/2/31, p. 20.

⁶ GRO CBR C2/3/34/3, p. 30, for the submission to council before the meeting.

⁷ *Gloucestershire Echo*, Wednesday May 22 1935; GRO CBR C2/1/2/31, p. 188.

⁸ GRO CBR C2/3/34/3.

⁹ Detailed breakdown of all the costs for construction, dated June 1935, are in Cheltenham Borough Surveyor’s Contracts Ledgers for Measured Work, GRO CBR C5/2/1/2, pp.173-192.

¹⁰ Detailed breakdown of all the costs (£5015) for construction of the café and terracing at the lido by S.C.Morris and Son dated May 1936 in Cheltenham Borough Surveyor’s Contracts Ledgers for Measured Work, GRO CBR C5/2/1/3, pp. 5-62.

¹¹ *Cheltenham Chronicle and Gloucestershire Graphic*, 25 May 1935.

¹² GRO CBR C2/1/2/31, p. 68.

¹³ Hart 1965, 357-61.

¹⁴ Ian Laurie, ‘Public Parks and Spaces’ in Harvey and Rettig 1985, 65-6.

¹⁵ Denison 1985, 11.

¹⁶ GRO CBR C2/3/34/3, pp. 24-5.

¹⁷ Hodges, 1977, p. 76.

¹⁸ *Who Was Who, 1951-60*, p. 1158.

¹⁹ White was the son-in-law of Henry Ernest Milner, promoter of the so-called ‘natural style’ and author of *The Formal Garden in England* (1892). He took over his father-in-law’s practice, the practice surviving as Milner, White and Partners until recently. There is a reference to the lido in the company’s ledgers, but no other references to the site. Most of the records were destroyed during the Second World War. My thanks to Frank Johnson formerly of Milner Son and White and Annabel Downs of the Landscape Institute for this information. An entry in the ledgers for 10 August 1933 importantly makes reference to the lido as ‘introduced by old client’ – i.e. the Borough of Cheltenham.

²⁰ GRO CBR C2/3/34/3, p. 80, 1 Dec 1936. Shingle beds to be paved over with slabs with flower beds.

²¹ Denison 1985, 13.

²² Gordon 2008, forthcoming.

²³ *Cheltenham Chronicle and Gloucestershire Graphic*, February 10, 1934; GRO CBR C2/3/34/3, Town Improvement and Spa Committee Minutes, p. 42.

²⁴ They originated in 1790 as Simpson & Thompson Co. and in 1845 as Worthington, and were merged as one company in 1897. There is a full set of company records on Nottingham Record Office.

²⁵ They advertised widely in the professional press. Detailed costs 1935 in Cheltenham Borough Surveyor’s Contracts Ledgers for Measured Work, GRO CBR C5/2/1/2, p.168.

²⁶ Walvin 1978, 140-2.

²⁷ GRO CBR C2/3/34/3, p. 31.

²⁸ GRO CBR C2/1/2/31, pp. 91, 144.

²⁹ Smith 2005, 90-91

³⁰ *The Independent*, 17 July 2002

³¹ For example Walvin 1978; Birley 1995.

³² For example Marcellus 1993.

³³ Eg Inglis 2003; Chitty and Wood, 2002.

³⁴ Smith 2005 and Gordon 2008 forthcoming.

³⁵ See Clark (ed) 2006.

³⁶ Such as the 90-metre Seawater Baths at Lymington, 1833, and the gargantuan and now-underground 1870s White Rock Baths at Hastings. There are others like Ilfracombe which have bathing pavilions.

³⁷ Smith 2005, 19.

³⁸ Birley 1995, 210.

³⁹ Birley 1995, 137.

⁴⁰ E.g. protected examples at Toulouse (part of sports complex with race track etc opposite some remarkable wind tunnel buildings of the mid 1930s) and Paris (Piscine Molitor, by Lucien Pollett, notable for its stained glass by Louis Barrel; one covered and one open pool).

⁴¹ Holt 1990, 270.

⁴² It is relevant here to note that in Cheltenham the idea of mixed bathing was proposed – and then warmly supported - for the first time for Alstone Baths in February 1933 (Town Improvement and Spa Committee Minutes, GRO CBR C2/3/34/3). Mixed bathing was popular in seaside resorts by 1914, but until the new designs for displaying newly-fashionable tanned physiques introduced in the 1930s costumes were still expensive and cumbersome (Walvin 1978, 78 and 143).

⁴³ Holt 1990, 198.

⁴⁴ Holt 1990, 123-48

⁴⁵ Birley 1995, 42, 204, 208.

⁴⁶ Smith 2005, 19.

⁴⁷ Smith 2005, 19.

⁴⁸ Smith 2005, 82-3.

⁴⁹ ‘Swimming Pools’, in *Landscape and Garden*, Vol. 1 No. 2 (1934), p. 39. The co-founders in February 1934 were White, E P Mawson and Edward Milner White (Harvey and Rettig 1985, 7).

⁵⁰ Worpole 2002a.

⁵¹ Chadwick 1966.

⁵² Pettigrew 1937.

⁵³ In 1923 he became president of the Town & Planning Institute, and in 1929 became the first president of the newly-formed Institute of Landscape Architects.

⁵⁴ Taylor 2006, 21 and 522.

⁵⁵ English Heritage 2002.

⁵⁶ Worpole and Greenhalgh, 1996; DTLR, 2002; Urban Parks Forum, 2001. DTLR 2000, section 4.36 and 38; see also Jordan 2002.

⁵⁷ For the latter follow the links on **www.communities.gov.uk/publications/planningandbuilding/planningpolicyguidance17**)

⁵⁸ DCMS 2001b.

⁵⁹ English Heritage 2000; DCMS, 2001a.

⁶⁰ English Heritage 2000 and 2008.

⁶¹ de Botton 2006, 73 and 98.

⁶² CABE 2004, 2005.

⁶³ David Lowenthal, quoted in David Jacques, ‘Memory and Value’ in Woudstra and Fieldhouse 2000, 22.

⁶⁴ See www.hackney.gov.uk/c-london-fields-lido and **www.brockwellido.com** Accessed 27 March 2008.

⁶⁵ Drake 2004, 1.

⁶⁶ DfES 2004.

⁶⁷ Denison 1985, 25-6.

⁶⁸ Townsend 2007.

⁶⁹ PPG 15, 6.10 and DCMS/ ODPM 2005.

⁷⁰ Planning (Listed Buildings and Conservation Areas Act) 1990 sections 69 and 72.

⁷¹ See **www.english-heritage.org.uk/parksandgardens** for criteria.

⁷² Compiled by English Heritage, and at present a non-statutory form of protection.

⁷³ DCMS 2003a; DCMS, Heritage White Paper, 2007.

⁷⁴ PPG15, para 2.24.

⁷⁵ (English Heritage, *Conservation Principles*, 2007, 52, p. 33)

⁷⁶ Demos 2007, DCMS 2007. There is now a vast range of participatory websites, ranging from Playground Fun (a website which aims to promote traditional playground games, **www.playgroundfun.org.uk**)

⁷⁷ See also Thwaites and Simkins 2006.

⁷⁸ Schofield 2007.

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APPENDICES

APPENDIX I

SHORTLIST OF THE MOST ARCHITECTURALLY AND HISTORICALLY SIGNIFICANT LIDOS

This list has been compiled as a result of site visits and analysis of the sites listed in the Twentieth Century Society report on lidos (1991) and Janet Smith’s book (2006). There are now 98 surviving sites in Britain.

1 Strong intrinsic architectural quality of the overall scheme.

London

Brockwell Park, Dulwich Road; Charlton Lido, Charlton; Parliament Hill, Hampstead; Victoria Park.

These were all built between 1937 and 1939 to the designs of the London County Council architects H.A. Rowbotham and T.L. Smithson. Parliament Hill and Victoria Park were ‘super-sized’ (200 x 90 ft). The pools are surrounded by brick walls and buildings. The buildings were all designed in the Moderne style, very reminiscent of the work of the influential Dutch architect H. H. Dudock. Parliament Hill and Brockwell Park are the best-preserved of the group, and both are listed grade II.

Ruislip, London, 1937: Listed grade II

This comprises a pool, embraced at one end by a changing rooms complex – similar in form to an airfield control tower – by the noted garden designer T.H. Mawson and Sons.

Ealing Village Pool, North Ealing, London : Listed grade II

A private pool built as part of an Art Deco development to house actors and staff from Ealing Film Studios. Built in 1934, the classical-style buildings bear a superficial resemblance through their white walls and tile roofs to Sandford Park. Not a public pool, but included in this list on account of its listed status and strong design quality.

Tinside Lido, Plymouth, 1935 : Listed grade II

Art Deco buildings located behind the pool, which projects within a semi-circular enclosure into the sea on a rocky promontory.

Jubilee Pool, Penzance, 1935: Listed grade II

A seaside lido notable for its sinuous Art Deco retaining walls, a notable sculptural composition in its own right.

Peterborough, 1936: Listed grade II

Pool stands within park, surrounding quadrangle of central clock tower, pavilions and changing rooms in Italianate style give it a formal atmosphere and strong sense of enclosure.

Broomhill, Ipswich, 1938: Listed grade II

Composition in Moderne style, with its terraced seating comprising the overall effect of a miniature grandstand.

Channel Islands

St Helier, Jersey, 1937-8: Listed

Very fine Art Deco seaside lido, looking externally rather like a circular fortification (like one of the Martello towers that dot the island).

2 Strong architectural quality of individual structures

Saltdean, Brighton, East Sussex, 1938: Listed grade II

With the neighbouring De La Warre pavilion in Worthing this is one of the first and finest International Modern buildings in Britain, built to the designs of the architect Richard Jones.

Street, Somerset, 1937: Listed grade II

Built for workers in the Clarks shoe factory, and notable for the main building in International Modern style.

Uxbridge, London, 1938: Listed grade II

Curved main entrance block in Moderne style.

Royal Esplanade, Ramsgate. 1924, by Sir John Burnet. Modern classical style sunshelter, now incorporated into an outdoor pool. This was not originally designed as a lido building, but has been wrongly listed as one.

3 Location within and strong historical/visual contribution to nationally important parkscape.

Serpentine Lido, Hyde Park: Part of grade I Historic Park and Garden

Fine neo-Georgian café (1930, Office of Works), and the whole site famous as a bathing area for Londoners from the 18th century. Bathing hut of 1844 by notable architect Decimus Burton replaced first-aid building built c 1794 by Royal Humane Society.

Emmanuel College Pool, Cambridge, 1690: Part of grade I Historic Park and Garden

One of four cold baths built for Cambridge colleges, but the only one to have survived. Mid 19th century changing hut, replaced one of 1745.

4 **Location within or relationship to significant/
picturesque landscape.**

Hilsea, Portsmouth, 1937.

Adjoins the mid 18th century defensive lines built to protect Portsmouth dockyard, but the 1930s structures do not survive as a complete ensemble.

Ilkley, North Yorkshire, 1933.

Not a designed landscape in the same sense as Sandford Park, but picturesque setting on edge of moors and Art Deco café.

The Pells, Lewes, 1860.

50m pool, fed by a natural spring and in picturesque setting, on site given to the people of Lewes. Notable for early date.

5 **Lidos as designed landscapes**

Strong intrinsic quality as an overall example of intrinsic landscape design with pool, buildings and planting all part of an integrated whole and still true to original scheme.

Guildford, 1933.

50m pool with landscaped gardens and brick buildings with hipped tiled roofs. Councillors from Cheltenham visited the Guildford pool prior to the commissioning of the design work. Guildford, however, does not survive as such an integrated ensemble as Sandford Parks Lido.

Hathersage, Derbyshire, 1936.

With pool lawns, and original verandah and bandstand.

Stratford Park, Stroud, 1936.

Cotswold limestone pavilions with hipped roofs and terracing, the overall effect being Spanish in character. It is set within the grounds of a mansion which under the terms of the will of the then owner G.F.Ormerod was sold to the Council to become a public park. It does not survive as such an integrated ensemble as Sandford Parks Lido.

APPENDIX 2

LINK ORGANISATIONS

Friends of the Lido

The Friends was up initially (as the Lido Users Group) to protect Sandford Parks Lido from closure. They now provide an invaluable role as a fundraising organisation donating all funds raised to specific projects each season. They also act as a communication link between regular visitors and the charity. Their events range from sponsored events to car boot sales. Members also offer their time as volunteers to assist with site preparation at the start of each season.

Cheltenham Borough Council – key services

- Health and Well Being
- Heritage and Conservation
- Tourism
- Town Hall
- Parks and Recreation

Reach Fitness

In 1998 the lido negotiated a sub lease on a small section of land that was at that time under-utilised. This opportunity enabled the lido to receive a regular income, whilst not impacting on the original design of Sandford Parks Lido. Reach Fitness operate a purpose built gym on this site open twelve months of the year. The lido regularly runs joint initiatives to build awareness of both facilities.

Sporting Organisations

- Gloucester Masters Swimming Club
- Cheltenham Swimming and Water Polo Club
- Cheltenham Canoe Club
- Cheltenham Triathlon Club

National Council for Voluntary Organisations

Membership enables the lido to remain up to date with National Policies which effect voluntary organisations, and benefit from purchasing incentives negotiated by NCVO.

Fair Shares

Fair Shares is an organisation set up in Gloucestershire as a time bank. Time banks are a proven method to harness the skills and time of the people in your area. They offer a unique and practical way to help people develop the mutual networks of support that underpin healthy communities.

The community development ‘tool’ is needs-led and embraces all cultures, socio-economic groups, ages, abilities and disabilities. Fair Shares Gloucester Time Bank has over 250 participants and over 40 organisations involved. Exchanges between organisations have created new opportunities and cross social and educational barriers and boundaries. By thinking outside of the box charities, businesses, statutory and non-statutory agencies link and create interdependence for the mutual benefits of engaging.

Senior retired participants, and members who have learning disabilities and/or mental health issues help Sandford Lido prepare the pool and grounds for the new season.

Pupils from Beaufort School in Gloucester and Maidenhill School in Stonehouse have benefited from Sandford Lido’s support with their provision of extra curriculum activities, work and life experiences for pupils who are underachieving and/or truanting. Pupils respond positively to new challenges within a network of community opportunities. Non traditional educational be the stimuli which ignites untapped interests, confidence positive attention and recognition. Time Banking can help identify the links to create these connections for life and attitude changes.

Trident Work Placements

The Trident Trust is the leading provider of **Work Experience** in the UK. Sandford Parks Lido offers work placements via Trident to local schools.

National Star Centre

The National Star Centre is an independent specialist college working with learners who have physical disabilities and associated learning difficulties. They focus on helping individuals develop the skills they need to take control of their life and prepare them for adulthood. As part of their education programme the lido offers work placements for the students.

Gloucestershire Fire and Rescue

The site is a training venue for the fire service. They utilise the facility for water based training and the lido also run joint training initiatives which benefit employees.

Gloucestershire Ambulance Service

The lido has received training from the Gloucestershire Ambulance Service and has initiated training for their staff on basic water rescue and specialist life support equipment.

Education and Welfare

Sandford Parks Lido has worked directly with Education Welfare Officers in order to take students for placement. These students usually have a low attendance to mainstream education have been excluded pending alternative solutions such as Sandford School.

The Leukaemia & Intensive Chemotherapy Fund (Linc)

The lido’s annual Triathlon raises funds for the lido and Linc. It works as a great community event and attracts over 200 entrants each year.

The Gloucestershire Environmental Trust

Gloucestershire Environmental Trust Company was set up in September 1997 and has an annual budget of £600,000, which can be spent on projects within the county. Support was first given to Sandford Parks Lido back in 1999 for the purchase of heat retention pool covers followed in 2001 to assist in the refurbishment of the children’s pool. The Gloucestershire Environmental Trust has confirmed their continued support for the main pool refurbishment project.

APPENDIX 3

MANAGEMENT DATA

1 Visitor numbers

See 5.3.2, and Figure 21.

2 Opening Times

Early April to end of September. 11.00am to 19.30 each day, with early morning swimming (06.30 to 9.30) on Monday, Wednesday and Fridays, 08.00 on Sundays (08.00 to 09.30).

3 Employment

Sandford Lido Limited employs a full time Chief Executive and Deputy Manager, who are in turn responsible during the season for lifeguards, receptionists, general attendants and instructors/coaches.

4 Events

Annual events held at Sandford Parks Lido include the End of Season triathlon, the Christmas Day swim and:

Turning Back Time

Held on the first day of each season to celebrate the Lido’s history. Entrance charges return to the original fee of 2p, staff wear traditional costumes, the local silver band play 1930’s hits and traditional games are organised around the pool. Historic images are available to view on the day, along with historic images with the faces cut-out for visitors to have their photographs taken, just like at the seaside.

Talks and Tours

Regular talks and tours are offered during the operational season. The talks educate visitors on the history of swimming, lidos nationally and then Sandford Parks Lido. During the talk visitors hear the opening day speeches, digitally recorded by a local actor, and are given a tour of the site.

Season Ticket Holders Annual Party

There is an annual themed evening event, which provides an opportunity for season ticket holders to swim in and experience the lido at night. This event is always well attended.

Friends of the Lido Charity Event

As ardent supports of Sandford Parks Lido, Friends of the Lido hold an annual charity day. All funds raised by this event are donated to a project selected by members of the Friends.

Cheltenham

There are other unusual events intended to entice

more visitors to enter the site and discover what it has to offer. Past events have included the following:

- Corporate functions
- Regional Sports Competition
- Live Band Music
- Theatre productions
- Art Workshops
- Art Exhibitions
- Film location for sports competitions
- Film location for inventions documentary

5 Education

Tours and talks on site

Four tours are scheduled during each season. All tours will be run on Saturdays with a talk, tour and finishing with a swim. Tours must be booked in advance. Groups and schools will be able to book their own personal tour and talk.

Mobile Talks

The lido also offers talks within the local community, using equipment purchased as part of lottery grant. Audiences are offered opening day speeches, and the chance to see original plans and images from over the years; they will also be given a copy of the heritage leaflet.

Workshops

Up to three different workshops per year are based at the Lido. The workshops will be based around the promotion of our heritage. In previous workshops visitors have utilised modern technology to display different stories told to them from older members of the swimming community. They have designed and constructed artwork that has told the story of our refurbishment project, one of which remains on permanent display.

Teachers’ Packs

Teachers’ packs will be written with which aim to encourage teachers to utilise the lido as a space to promote learning.

Our living archive

The living archive is a computer generated display that shows random images of lido history within the reception area, which will evolve as the lido discovers more about its history and receives images from its visitors. Aspects of the conservation management plan will be part of this display along with promotional material for the current season. The archive has been in operation for one season

and attracted considerable interest.

Heritage Booklet

This was published for the 2006/07 season, and is available free of charge. It is also given out during tours and talks on site and in the area.

Work Placements

The lido provides the following work placement opportunities:

- *For children excluded from mainstream education* The lido provides the opportunity for one student per year to become part of its team, in order to gain a full understanding of how the company operates and its values in terms of its heritage.
- *For children from mainstream education* the lido offers weekly work placements during its operating season - places are limited to one student per week to ensure it offers maximum learning opportunities.
- *For students from specialist education establishments* the lido takes a student annually from the National Star Centre College

APPENDIX 4

EXTRACTS FROM LOCAL AUTHORITY POLICIES AND STRATEGIES

1 The Borough’s Index of Buildings of Local Interest.

Cheltenham Borough Council has produced a supplementary planning document (SPD) that provides advice and guidance to owners and occupiers of buildings included on the Borough’s Index of Buildings of Local Interest. The SPD, which was adopted on 28th June 2007, will be used:

- as a material consideration in the determination of planning and related applications;
- to give best practice advice on issues which are beyond planning control in order to

It needs to be read in conjunction with the Index – which can be viewed at **www.cheltenham.gov.uk**.

Policy BE30A of the Local Plan states that ‘The demolition of, or loss of features of special interest or character on, a building on the Index of Buildings of Local Importance will be resisted.’

The sections of the Index most relevant to the lido are:

5.2 Inside a conservation area, Conservation Area Consent is required for the demolition of a building and certain alterations – including extensions and new building. In some conservation areas, there may be additional controls over the treatment of buildings – particularly where they front onto roads or public spaces.

5.4 Any proposals should respect the Indexed building’s character or interest and should preserve or enhance it. This does not mean that it should be preserved exactly as it is – but that any alterations should be carried out in a sympathetic manner, using high quality design. Where there is control over demolition, it will normally be refused unless there is a strong justification.

5.5 It is hoped that the unique qualities of the building, recognised through its inclusion on the Index, will encourage owners to take pride in its care. This will be particularly important where the proposals are outside the control of the Council. In such cases it is intended that this document will act as a basis for good practice.

5.6 Where there is no control over development, the Council can often seek an Article 4 Direction under the Town and Country Planning (General

<p>Permitted Development) Order to remove PD rights – including in many cases the right to demolish – and a planning application will be required. Where the Council considers a building on the Index to be at risk of demolition or unacceptable alteration in circumstances where it has no planning control, it will consider using its Article 4 or spot listing powers to protect it – see section 7, below.</p>	<ul style="list-style-type: none"> • views into, from and through sites; • the traditional level of enclosure in the street; • the use of landscape features to frame, screen or enhance buildings; • the type and quality of surface cover treatments, their fitness for purpose and their ability to complement historic settings and buildings.
<p>6.2 Issues for consideration in dealing with proposals for Indexed buildings:</p> <p>a. Special features, whether internal or external, should be conserved or restored. In this regard it is important that designers have a good understanding of what gives the building its special interest. Wherever possible, historic fabric should be retained or repaired to maintain authenticity. Repair of the fabric will normally use traditional materials and methods of working.</p> <p>b. Extensions and new buildings will preserve the scale, character and setting of the building. They will normally be subservient to the main building in height and massing. Extensions can achieve this either by adopting an historic or contemporary style. If an historic approach is adopted – attention to historic detailing, materials and practice will be important. If a contemporary style is adopted material quality, design detailing and contextual analysis will be important. Reference should also be made to the Council’s supplementary planning guidance on Residential Extensions and Alterations (www.cheltenham.gov.uk).</p> <p>c. The setting of an indexed building will normally be an important element in its character. Proposals for alterations or for new buildings in grounds should give careful consideration to the quality and nature of the setting of buildings. In their positioning, layout and design, they should preserve the best settings and enhance those which are poor quality. Likewise, the treatments of landscape, boundaries, surfacing etc. will also be important to the setting of the building. In a number of instances locally, the loss of trees and boundary enclosures has had an adverse impact on both the setting of historic buildings and the character of historic streets - it is important that proposals give them particular consideration.</p>	<p>d. Demolition of Indexed buildings will only exceptionally be permitted.</p> <p>6.3 In addition to these notes, PPG15 Annex C contains guidance notes of alterations to listed buildings. While the buildings on the Council’s Index are not statutorily listed, the Annex does contain useful information on how to treat historic buildings of importance and maybe a useful reference for owner and designers.</p>
<p>7 Additional Powers</p> <p>7.1 Although there are no additional planning powers associated with designation under the Index, the Council does have recourse to two areas of legislation which can bring buildings into the control of the planning regime.</p> <p>7.2 Article 4 of the Town and Country Planning (General Permitted Development) Order gives local authorities the power to remove PD rights, or to ask the Secretary of State to authorise their removal. This can include a range of PD rights from minor alterations to the demolition of some buildings. Whilst the normal process can take some time, there is a provision, in matters of urgency, which allows Councils to implement an Article 4 with immediate effect. This is subject to its review after a period of 6 months by the Secretary of State, in which time it is either confirmed or revoked. If the Council is concerned that there are PD proposals which would harm an Indexed building, it will consider using its powers under Article 4 to protect the building.</p> <p>7.3 The Council will be liable for compensation payments to aggrieved applicants where the existence of an Article 4 leads to a refusal of planning permission for a proposal which might otherwise have been permitted development. If the case in point is, for example, permission to demolish a building and that demolition would give a cleared site which would otherwise have been a potential development site in policy terms, the compensation could be significant. It would be calculated as the difference between the value of the land with planning permission to demolish the building and the value of the land where that</p>	
<p>Important elements in the setting of buildings are likely to be</p> <ul style="list-style-type: none"> • The arrangement of building elements to complement historic form and contemporary function; 	

<p>consent to demolish has been refused or subject to conditions other than those imposed by the planning regulations</p> <p>7.4 The Council can also seek the spot listing of buildings if it considers them to be worthy of listing and under threat. Again this is a temporary measure which puts in place the same controls as would exist on a statutorily listed building for a 6 month period, during which time there will be a review of the circumstances prior to the listing being confirmed or otherwise. This is a procedure which is considered less useful in protecting Indexed buildings than Article 4 powers, because of the special qualities required for listing, but it is one which the Council will consider using when an Indexed building is threatened.</p>	<p>(c) complements and respects neighbouring development and the character of the locality and/or landscape (notes 2 and 3).</p> <p>Extension or alterations of existing buildings will be required to avoid:</p> <p>(d) causing harm to the architectural integrity of the building or group of buildings; and</p> <p>(e) the unacceptable erosion of open space around the existing building.</p> <p>Note 1 Principles of urban design relevant to this policy are set out in table 4. Key design considerations for individual buildings are set out in table 5.</p> <p>Note 2 Development should reflect the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990 and Supplementary Planning Guidance on Conservation Areas.</p> <p>Note 3 See also policies RT 83 (retail development in the Core Commercial Area) and HS 73 (C) (housing density).</p> <p>Note 4 The fact that a particular form or location of development is the most cost effective option is not justification for an exception to policy CP 7.</p>
<p>2 POLICY CP 7 DESIGN, from Cheltenham Borough Local Plan Second Review 1991 – 2011</p> <p>Development will only be permitted where it:</p> <p>(a) is of a high standard of architectural design; and</p> <p>(b) adequately reflects principles of urban design; and</p>	

<p>TABLE 4 PRINCIPLES OF URBAN DESIGN character</p> <ul style="list-style-type: none"> • create or reinforce a sense of place with its own distinctive identity • reflect existing topography, landscape and ecology • utilise a hierarchy of building form and design to reflect the use and importance of buildings • create focal points and places • create areas of hard and soft landscaping <p>continuity and enclosure</p> <ul style="list-style-type: none"> • use buildings and trees to define space • distinguish clearly between public and private spaces, providing continuous building frontages between them where possible <p>quality of the public realm</p> <ul style="list-style-type: none"> • create attractive spaces which provide a variety of interest and experience • produce comfortable local microclimates • provide overlooking of streets and spaces, especially main elevations • design lighting and landscaping to reduce opportunities for crime • enrich space with well-designed details (e.g. paving, public art, lighting, signs, seats, railings, and other street furniture) 	<ul style="list-style-type: none"> • avoid visual clutter and confusion, especially from signs and advertisements • design areas for ease of maintenance, particularly in regard to litter collection, mechanical sweeping and the maintenance of planted areas <p>ease of movement</p> <ul style="list-style-type: none"> • promote accessibility to and within an area, particularly on foot, bicycle, and for people with limited mobility • increase permeability by avoiding culs-de-sac and connecting adjacent streets <p>legibility</p> <ul style="list-style-type: none"> • develop a clear, easily understood image of an area • retain and create views of existing and new landmarks, skylines and other focal points • provide recognisable and memorable features, especially at key locations <p>durability</p> <ul style="list-style-type: none"> • create spaces that can adapt easily to changes in need and use • provide environments which are suitable for their use • use quality materials <p>diversity</p> <ul style="list-style-type: none"> • where appropriate within buildings, street or areas, consider a mix of building forms, uses and tenures
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TABLE 5 PRINCIPLES OF ARCHITECTURAL DESIGN	
The architectural design of new buildings should demonstrate a creative response to a specific site and locality. Particular attention should be paid to:	
function	
• fitness for purpose	
character	
• historical context	
• distinctive features of the locality (such as spatial quality, rhythms, density, scale, style and materials)	
layout	
• the urban grain (the pattern and density of routes, street blocks, plots, spaces and buildings of a locality) and topography of an area	
• the efficient use of land	
	scale <ul style="list-style-type: none"> • the size of the building, its elements and its details in relation to its surroundings and the human form • massing (the arrangement, volume and shape of a building) • height (its effect on shading, views, skylines and street proportion) appearance <ul style="list-style-type: none"> • materials (high quality and suited to their location and purpose) • detailing landscape <ul style="list-style-type: none"> • the integration of buildings and landscape.

Conservation Areas

The Second Review Cheltenham Local Plan, adopted in July 2006, and which covers the period to 2011, states (5.9) that conservation area designation ‘represents a commitment by the Council to the preservation or enhancement of the area. Section 71 of the Planning (Listed Buildings & Conservation Areas) Act 1990 requires local authorities to formulate and publish proposals for the preservation and enhancement of conservation areas as appropriate. The preservation or enhancement of the character or appearance of the area must also be a prime consideration for applicants seeking planning permission for development, and special controls may be appropriate.’

5.16 Within Cheltenham’s conservation areas, especially the Central Conservation Area, open spaces form a crucial element of their character and appearance. Formal parks, gardens and playing fields make a major contribution in this respect. Many are owned by the Council and are accessible to the public. These are identified on the Proposals Map and are protected from development by policy GE 1 (public green space).

5.17 However, the open and green character often depends as much upon smaller, less formal open spaces, often in private ownership and not accessible to the public. Private gardens, including those associated with commercial buildings, are important in this respect. Even where the garden itself is not well kept or is hidden behind high walls or hedges, the sense of openness and spaciousness, which it provides, can make an important contribution to the character of a conservation area.

6.43 Conservation area status and Tree Preservation Orders are the Borough Council’s only sources of legal protection for trees on private land. No work can be

carried out to protected trees without first notifying the local planning authority, and in the case of trees subject of a preservation order, express consent is required. Violation of protected status is liable to legal action and a fine. Felling licences, issued by the Forestry Commission, may also be needed for felling specific volumes of trees.

Those **key local plan objectives** of relevance to Sandford Parks Lido are:

Environment

O11 to conserve and improve Cheltenham’s architectural, townscape and historical heritage

O12 to conserve and improve Cheltenham’s landscape character and green environment

Recreation and Leisure

O26 to maintain and enhance existing opportunities for recreation and leisure

O27 to increase the range of facilities for recreation and leisure

Tourism

O28 to encourage provision of a range of facilities and attractions for tourists

Community services

O29 to encourage the retention and provision of a range of community facilities and services

The Core Policies and Proposals of relevance are:

POLICY CP 3: *SUSTAINABLE ENVIRONMENT*

(Objectives O9, O11, O12, O16, O18 and O30)

Development will be permitted only where it would:

(a) not harm the setting of Cheltenham (note 1), including views into or out of areas of acknowledged importance (note 2); and Note 1: ‘Setting’ of Cheltenham is defined as those features which create the distinctive sense of place for the Borough, including the Cotswold escarpment, the distinguished Regency heritage and green spaces. See also policy CO2 (development within or affecting the AONB) and Cotswolds AONB Management Plan (2004). Note 2: Interests of acknowledged importance are conservation areas, ancient monuments, sites included on the Register of Historic Parks and Gardens, area of outstanding natural beauty, green belt, sites of special scientific interest, statutory and non statutory nature reserves, regionally important geological and geo-morphological sites, listed buildings and buildings of local importance.

Other Core Policies and Proposals of relevance to Sandford Parks Lido are:

Safe and sustainable living

4.9 Urban areas have the potential to contribute to sustainable development by providing a high quality of life. In order to do so, they need to provide attractive, liveable environments for the whole community. The Cheltenham Community Plan seeks an attractive, safe and sustainable town, which is also one of the four broad themes of this plan.

Recreation

12.20 Cheltenham boasts one of the country’s finest open air pools. Sandford Pools, known locally as the ‘Lido’, was built in 1935. The pool complex is currently managed by a Trust and is only open through the summer period.

12.21 Sport England considers the provision of public sports halls and indoor pools to be one of the most effective methods of promoting greater levels of mass participation in sport and recreation. The Council will continue to channel available funds towards the direct provision and enhancement of basic community indoor sports facilities, taking particular note of the needs of those who are not provided for by the private sector.

12.22 The Council is committed to increasing participation in sport and enabling greater use of the available facilities, through the delivery of its comprehensive sports development programme. The Council’s sports strategy identifies a number of priority sports and target groups, and forms the basis of the Council’s support and development of sport in Cheltenham. Most of this work will be achieved without the need for land and capital investment to construct new facilities, the intention being to maximise use of existing facilities. Identifying areas where the promotion of sport can be

enhanced is a key component of the sport development programme. This will be informed by the Playing Pitch Assessment which includes an action plan for the provision and improvement of sports facilities in them period up to 2020.

12.23 Community Sports Partnerships are primarily sports facilities provided at school premises for school purposes, but which are also made available to the community in the evenings, at week-ends, and during school holidays. Community Sport Partnerships are the main source of provision outside Council owned indoor/ outdoor facilities and sports pitches.

The Value of Green Space

6.7 Green space is undeveloped land, not necessarily provided for formal recreation or public amenity, which makes a positive visual and environmental contribution to the town. Green space in the urban environment occurs in a variety of forms:

- public parks and ornamental gardens associated with, and intrinsic to, the setting and form of Cheltenham;
- grounds of large houses, institutions, commercial and educational properties;
- public and private playing fields;
- incidental open spaces associated with the layout of planned housing (and industrial) estates;
- children’s play space in residential areas;
- allotments;
- private gardens; and
- various other open spaces, including land incidental to the laying out of roads, footpaths and cycleways.

6.8 Green space in the urban environment has worth for its townscape, environmental, wildlife and recreational values. PPG17 on Sport, Open Space and Recreation, published in July 2002, describes the contribution open spaces make to people’s quality of life, and in making towns and cities attractive places in which people will want to live. It states that open spaces should be recognised not only for their recreational and community value, but also for their contribution to urban quality, and for supporting wildlife. The Borough Council will take these issues into account when making development control decisions and formulating local plan policies.

Townscape value

6.9 ‘Townscape’ can be defined as the positive features of a place, which create a special identity for a given area. Primarily buildings and green spaces create this identity. These features are supported by other elements, such as materials, trees and street furniture, which may add to the character of the townscape. High

quality townscape creates distinctive places within the public realm which are valued by the people that use them and contribute towards a sense of civic pride.

6.10 There are definable ways in which green space contributes towards the townscape, the most significant of which are:

Structuring the urban form

6.11 The heart of Cheltenham is the Regency town, a particular feature of which is the pervasive feeling of spaciousness and grace created by the complementary formal parks and gardens and elegant architecture. This area is designated as a conservation area. The green spaces are a very important element of this exceptional urban environment. However, in the wider area of Cheltenham, green space is just as important to the local townscape and character, and is as highly valued by residents.

Views and vistas

6.12 In an environment typified by high density development, open spaces are important in providing landmarks, views and vistas which create relationships between the built environment and the landscape, and open countryside. Such views and vistas in Cheltenham, seen from within and outside the town, and penetrating deeply into the built form, provide recognisable features of navigational legibility, and contribute to the distinctive identity of the town.

Providing a setting for buildings

6.13 The special character and appearance of a building or group of buildings is often enhanced by a green and open setting. Where a building has been listed as being of special historic or architectural interest, the protection of its setting from development is particularly important. This applies not only to the area open to public view, but also to those areas to the sides and rear seen only by those who use or visit the building.

Environmental value

6.14 In addition to its visual importance, green space contributes to an urban environment in other ways. By creating lower densities of development it can reduce levels of activity in an area, thereby contributing to a more peaceful and relaxed ambience, a benefit equally important in commercial and residential areas.

6.15 Human life, health and well being depend on a healthy natural environment. Vegetation contributes to the physical well-being of a town by absorbing carbon dioxide and releasing oxygen, so improving the quality of air. Acting as a baffle, it can also absorb and so reduce noise.

Wildlife value

6.16 Green spaces are essential in providing habitats for a wide range of flora and fauna. Some green spaces, particularly the more extensive and relatively undisturbed grounds of large houses and non-residential properties, may also harbour legally protected species such as barn owls, badgers and bats. Green spaces are therefore of significance to nature conservation.

Recreational value

6.17 Much public green space is provided primarily for public recreation use, but also has an amenity value. However, green spaces do not have to be large to be enjoyed. Other types of green space, which have been provided for their townscape value, can often also afford opportunities for informal recreation such as walking, kite flying and dog walking. All these spaces contribute to the health and well-being of the community. Policies protecting outdoor play space, and also safeguarding amenity space with an incidental recreational value, are set out in the Culture and Recreation chapter.

Economic value

6.18 High quality parks and green spaces can be associated with adding economic value, by improving the quality of the townscape, assisting in urban regeneration and neighbourhood renewal projects, improving the attractiveness of locations for businesses, creating community enterprise and generating new employment.

Social value

6.19 Access to urban green spaces can promote healthy living, wellbeing and education. Green spaces provide the community and visitors with opportunities for physical recreation and relaxation, and for social interaction.

Public green space

6.20 The Council itself owns a substantial amount of Cheltenham's green space, including some of the most prominent and significant. The visual, environmental and recreational value of this space is enhanced by its public accessibility. The Council, in recognising its own role of stewardship of this green space, will safeguard it from loss or erosion as a result of development. It is important that proposed public green space is protected as well as appropriately funded and maintained, if it is to fulfil the function the Council intends.

6.21 In its role as custodian of public green spaces the Council will seek opportunities to improve the value of existing spaces. PPG17 sets out that local authorities need to assess existing and future community and visitor needs for open spaces. PPG 17 states:

'Assessments and audits will allow local authorities to identify specific needs and quantitative or qualitative deficits or surpluses of open space in their areas.'

6.22 The Council will prepare a Green Space Audit and Strategy for the use of green spaces within Cheltenham.

POLICY GE 1

PUBLIC GREEN SPACE

Objectives O12, O18 and O26

The development of areas identified as 'Public Green Space' or 'Proposed Public Green Space' will not be permitted.

Note 1

The areas to which this policy applies are shown on the Proposals Map.

Note 2

The Green Space Audit and Strategy will assess quality, quantity and accessibility, and inform the role and function of green spaces.

Tourism

9.38 Tourism has been an integral part of Cheltenham's economy since its development as a Regency spa (in 2000 Gloucestershire Tourism estimated that there were over 6 million visitor trips with an estimated visitor expenditure of £256 million) and assists in the retention and restoration of the Regency heritage.

Approximately 1 in 7 of the Borough's labour force are employed in jobs directly or indirectly related to tourist spending. Certain facilities, such as specialist shops, theatres and restaurants, are available to local residents because of the additional trade brought by visitors. A healthy conference trade supports the tourism sector of the economy, extending the tourist season, and boosting employment and trade for tourist related businesses in the quieter months of the year

Tourist attractions

9.47 Unlike other tourist towns of similar size, Cheltenham lacks a major visitor attraction, a feature regarded by the Heart of England Tourist Board as the principal limiting factor on the further growth of tourism in the town. The Council will encourage the provision of a range of smaller visitor attractions in both public and private sectors.

The **Community Plan**, prepared after consultation with the public in 2003, sets out the vision for how the borough can develop over the period to 2020. Of particular relevance to the lido is the identification of five main priorities:

- To reduce crime and disorder, and the fear of crime, in our communities.
- To improve the supply and standard of affordable housing.
- To reduce inequalities in our communities and develop a sense of community.
- To protect and improve the environment of Cheltenham and make it a beautiful and sustainable town (that is, a town that can grow and develop to improve quality of life for all, now and in the future).
- To improve sustainable travel and transport options (that is, transport that allows the whole community to travel safely and easily in an environmentally-friendly way).

APPENDIX 5

VALUES AND SETTING. RESULTS OF POST-CONSULTATION WORK

This Appendix will examine how values have been captured, available guidance on setting and how consideration of both can inform any proposals that will impact upon the site.

1 Capturing Value

Prior to drafting of the conservation plan, Jeremy Lake and Sandford Parks Lido initiated consultation with users of the lido. This commenced at the Revive Event in October 2007, through a competition in the Gloucestershire Echo in April 2008 and the drafting of a leaflet (Our Conservation Plan. We Want Your Views) in June 2008. The statement ran as follows:

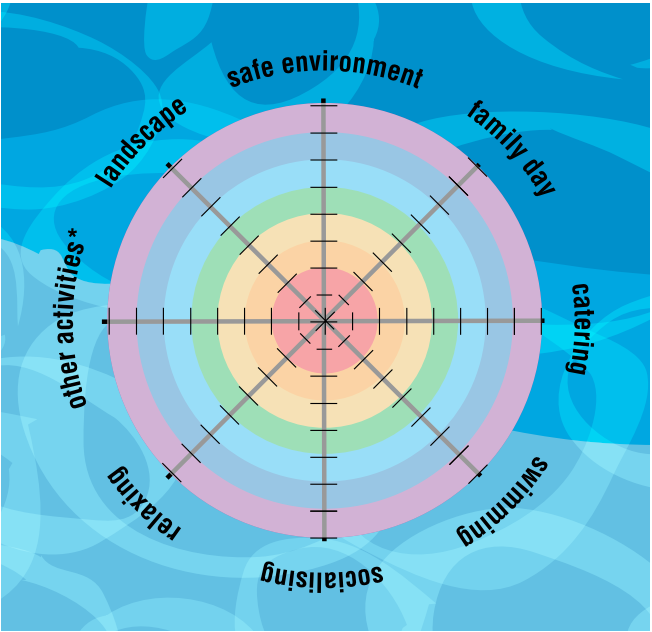
‘We would welcome your thoughts on why the lido is a special place for you. There are a number of factors that you may consider important, ranging from its historic importance, the character and beauty of the whole site, or its value as a place for recreation, sport, the local community, education or the local economy. It does not matter if there is an aspect that does not fit within these headings. We just want to know what you think is important and how you make use of the site.’

A sample of responses from the public are included in the Conservation Plan (section 6.3.3). The answers from all age groups clearly indicate that people using the lido think of it as an integrated whole and experience a range of emotions and needs that were grouped under the following headings:

- Relaxing
- Lifelong Learning
- Air and sky
- Landscape and Architecture
- Community
- Food and Fun

An understanding of the importance of these values was further underlined by the responses of the public prompted by the Gloucestershire Echo, and it was then decided to deepen this approach through the drafting of the leaflet (Our Conservation Plan. We Want Your Views). In addition to an optional text box (for filling in with any views as piloted above), the form outlined the key values of the lido and gave prominence to a coloured target for marking those of an identified range of attributes associated with the site. These were:

- Safe environment
- Family day
- Landscape
- Swimming
- Socialising
- Relaxing
- Catering
- Other activities



This was handed out with tickets at the beginning of the season, but it was considered that responses also needed to be focused around an event or an outreach programme. The best opportunity for this was presented by the triathlon at the end of September, when over 140 forms with marked targets and with completed text boxes were handed in.

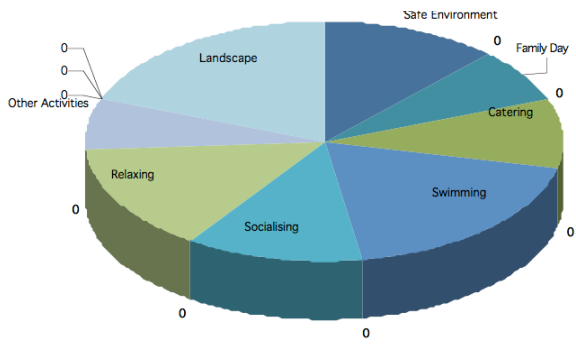
The coloured target enabled users to mark each of these attributes on a range of scales (each comprising two bands) which were then subdivided into the categories of:

- Very important (the target and inner two bands)
- Important
- Less important
- Not important (the outer two bands)

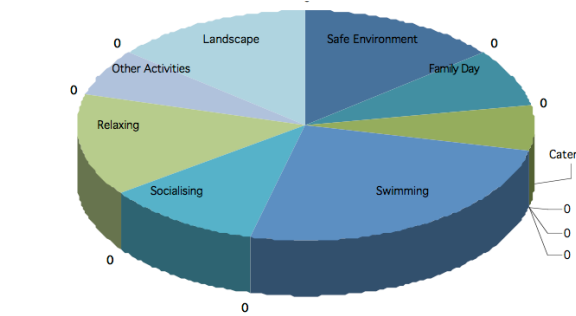
The results were entered onto Excel sheets, and show that the most highly valued categories are Swimming and Landscape, followed by Safe Environment, Relaxing, Family Day, Socialising and finally Catering (mostly occupying the outer two circles of value) and other activities. The overwhelming majority (over 85%) of respondents, as one might expect on triathlon day, were in the 25-60 age bracket, but comparison of the responses for ‘Very Important’ from the other age

brackets suggests some interesting differences, and in particular the relative importance of socialising and relaxing for the Over-60s and for the 16-25 age group.

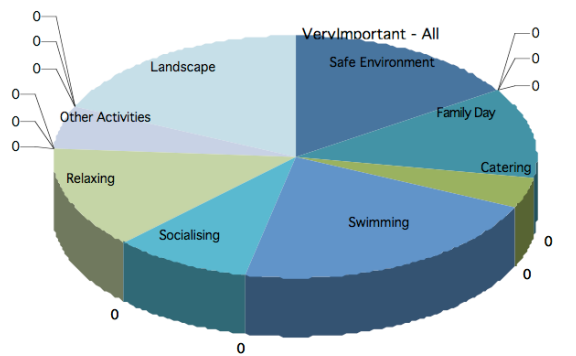
The results are shown in the pie charts below, followed by a selection of the free-text comments.



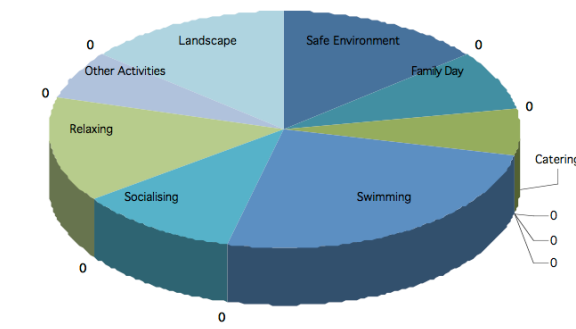
Very important – over 60s



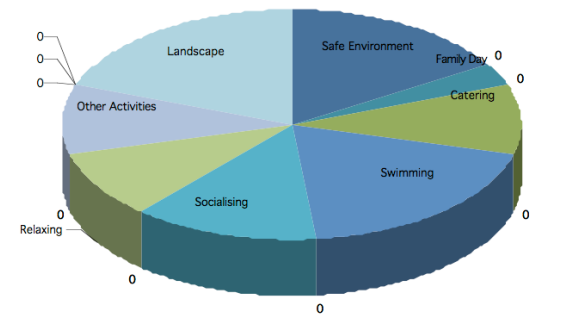
Very important – 25 – 60



Very important – All responses



Very important – 16 – 25



Very important – under 16s

Over 60: As a child in my youth I spent many a happy hour expending my surplus energies playing in the lido pools both small and large, formerly with childhood friends and latterly with newly acquainted teenage friends, who like myself marvelled at this idyllic meeting spot, a haven away from apparent pressures of growing up, where it was possible to completely relax without any interruptions or discuss the world’s problems and your own or test your prowess in the pool which as time passed seemed to become less of a prerequisite.

I have been using this wonderful pool for at least 65 years. It has played an important part in my life as a child playing in a safe environment; as a teenager meeting friends; as a student – I worked here and it helped financially. As a Father and Grandfather bringing children and grandchildren and for my health swimming here through the summer. A wonderful peaceful yet lively place.

25-60: We all look for a place and surroundings TO RELAX, as we all live a hectic life!! The Lido is the place

where we can do this. It is a place where you can meet your friends. Extremely safe for our children as it is a safe environment which is essential for child and parent. The swimming pool is fantastic! You have to go a long way to find a place with swimming pool which is so attractive. PLEASE don’t let us spoil this and keep it as it is. A place to dream of!! KEEP IT LIKE IT IS!!

For the family swim it is fantastic, both my daughters learnt to swim in the little pool in a safe and friendly environment. They had so much fun in the process. The landscape and feel of this pool is unsurpassed. An oasis of pleasure, fun and beauty. Let us not spoil it but may it continue to serve the purpose it was built for, to provide fun and beautiful safe and harmonious environment for present and future generations. Sandford Park’s Lido is almost unique! - a fantastic outdoor 50m pool set in a really beautiful environment. The sense of space and relaxation is an essential part of the experience. The lawns, hedges and glorious trees make the pool truly special.

The Lido is a very special amenity and one of the best things about Cheltenham. It is architecturally special and is an oasis of calm and green in the centre of the town. The landscaping and trees around the pool together with the beautiful design of buildings make it a very attractive place to sit and enjoy good company. And that's even before the swimming! - with the indoor pool out of use, the Lido is vital but even when it is open – the Lido is much nicer to swim in – whatever the weather.

It's lovely to come to a town located sports facility and feel you're in the middle of nowhere. Fantastic, picturesque landscape makes an oasis of tranquillity.

The Lido is absolutely my favourite place in Cheltenham – in fact anywhere. It's a little bit of heaven after a hard day at work. I love swimming, it refreshes me and makes me feel like a new person – and to do it in such inspiring surroundings makes each dip really special. I mostly use the Lido to relax, keep fit and escape but I also enjoy socialising. There's always some friendly faces and people to chat to and my friends and I love meeting here. It's really important to my friends and I that the Lido remains as beautiful as it is now. It is vital that

urbanisation doesn't overshadow this beauty spot.

The Lido is a very special place. I have been coming here since I was a child, it is a wonderful environment. It is a lovely place for the whole family, relaxing for the adults and very safe for children.

The lido is an "oasis" for Cheltenham. You walk through the entrance and you instantly feel an aura of relaxation and serenity. It's a place where you can relax, play and socialise and keep fit. I spend many hours during the summer months doing exactly that. I think it's wonderful that the lido has been able to be renovated and that the 1930s style has been preserved. It's a "national" treasure and long may it continue.

16-25: The Lido is fab! We are very lucky to have it here in Cheltenham – very few UK towns are as fortunate. It promotes healthy living – I do triathlons and really look forward to the summer when we can swim in the Lido, relax in the sun (when it comes out) and socialise with friends.

Under 16: I like the Lido because it is a good place for socialising and swimming with your friends.

2 Setting: Definition and Existing Policies

Setting is an established concept in heritage management and the planning system. Relevant guidance is set out in draft Planning Policy Statement 15 (*Planning and the Historic Environment*, especially paragraphs 2.16 and 17, also 2.24 and 5.3 for historic parks and gardens and 4.14 for conservation areas). English Heritage also has guidance on values (in its recently-published *Conservation Principles*), landscape characterisation, design in context and strategic views at: www.english-heritage.org.uk and www.helm.org.uk. The need to consider the impacts of noise on historic assets is referred to in *Planning Policy Guidance Note 24: Planning and Noise* (DoE 1994). This is backed up by international guidance produced by ICOMOS and others (eg the Washington Charter, ICOMOS 1987). Land Use Consultants have also produced and analysed some case studies (van Grieken, Dower and Wigley, 2006).

General principles and issues

- The guidance in PPG15 clearly states that setting includes gardens, trees and other semi-natural features, and includes land adjacent to and at a distance from the site affected. In other words, the inter-visibility of a wide range of assets is

fundamental to setting – in the case of the lido, the relationship of the site itself and its landscaping to the park and distant Cotswolds escarpment.

- Setting relates to people and what they value – i.e. it is not intrinsic to the place, but linked to people's perceptions (their sense and enjoyment of place, and the values they bring to it because of its cultural meaning, associations with events or people, historical events, sensory perceptions etc)
- These values can be important to the economic performance of sites and areas, and thus detrimental change can have a far wider impact than the purely visual and tangible.
- Setting results from past change, which is an attribute of the character of all historic sites, but key to consideration of the impact of development proposals upon setting is whether present character results from gradual/piecemeal change (time-depth usually over centuries) or a design concept where change to a component or part of a site can have a far more serious impact upon the whole. In the case of the lido, the views out of and towards the site are a critical and integral part of its original and legible design concept. The lido is sited within a 20th century landscape with no legible features from previous landscapes

other than views of mid-late 19th century houses along College Road, Keynsham Road and Orrisdale Terrace and the spire of St Lukes Church.

- Understanding setting, and the impact of any proposals, thus needs to be informed by an understanding of place and context prior to evaluating the extent to which it is historically legible, locally distinctive, reflects quality in design.
- It is also contextual – the result not just of the interaction of a site with its immediate surroundings but of comparison of a site with others of its type (eg a textile mill, historic park or indeed a lido). This is not clearly established by statute, guidance or precedent in case law, although consideration of context is vital to determination of national significance – using key factors such as relative rarity and survival.

3 The Relationship of Values and Setting

Certain aspects of the lido are thus more sensitive to change than others. The impacts of any adjacent development on the lido can be summarised under the headings of:

- Proximity, prominence and scale of development to the site
- Location, especially relevant if it obstructs a sight line or intrudes upon any defined and established sense of place
- Visual impact, as a result of a design which either fits with or conflicts with the design concept or inherited character of a site
- Screening such as trees or fencing, which may either have a harmful impact in its own right or deteriorate over time
- Seasonal and diurnal changes, which will clearly influence the extent to which a development may inhibit natural sunlight to confined spaces or designed landscapes.

This affirms the statements made in the conservation plan, that people:

- draw sensory and emotional stimulation from the site as a whole;
- embody it with a collective or communal value, that is sustained and enabled by the overall plan and landscaping of the site.

This information was used in order to present an analysis of the impact of adjacent development on the values held by lido users and the general community, as a result of an application submitted in August 2008 for a 4-storey multi-storey car park for Cheltenham General Hospital.

