

Case Study

Oneday Ltd

Delivery Partner



Background

Oneday Ltd focuses on creating socially and economically viable places working with local communities and has embarked on an ambitious regeneration plan at Bowring Park involving the development of a conservation plan, feasibility studies, an archaeological survey, and improving visitor facilities and restoring the walled and sunken gardens.

Bowring Park in Roby is a 53.6-hectare public open space that includes the oldest municipal golf course in the country. In recent years this historic site has benefitted from significant investment and numerous improvements, thanks to a partnership between the local Council, managing agents Oneday, The Heritage Lottery Fund and other groups, including Friends of the Park.

Challenge

Following an introduction to the Horizons team at Liverpool John Moores University (LJMU), a consultative support process via a combination of digital diagnostics and readiness level assessment resulted in a range of support opportunities centring on digital demonstrators linking to sustainable urbanisation development, energy conservation, and year-round park and golf course accessibility.

Solution

Interview results from the L6 Sustainable Golf Course Net Zero Pilot study highlighted that Maintenance (31%), Economy & Community (23%), and Engagement & Education (23%) were considered as the key factors impacting the Golf Course Sustainability and Availability.

Oneday had specific challenges centring around the quantification of estate footfall, improving year-round accessibility to the golf course and the quantification of air quality improvements via the recently launched sustainable grow projects.

To address these challenges, two projects were initiated:

- Transfer of best practices from the LJMU Liverpool City Region Sustainable Green Corridors Project to promote and incentivise sustainable and active travel through intelligent digital technologies such as Sensors (Motion, Quality), IOT, Big Data analytics and app dashboards.
- A short-term L6 student Sustainable Golf Courses Net Zero Pilot Study project was commissioned and re-risked via the LJMU Discovery Internship.

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Impact

Oneday took advantage of the Horizons Capital Grant scheme which derisked capital investment relating to the Sustainable Green Corridors Project and Laser Cutting Technology.

Digital sensors have been installed at the park (approach and car park) and golf course to generate a baseline dataset around quantifying customer footfall and environmental air quality as improvements continue to be made on site. Initial results indicate an increase in footfall of 25 - 30% through targeted events with a similar level of improvement in air quality.

The introduction of Laser Cutting technology allows for in-house design and manufacturing of estate signage which will improve customer experience at Bowring Park, helping visitors to access showcase sustainable projects and estate facilities.

The sustainable golf course net zero pilot study highlighted that Maintenance, Economy & Community, and Engagement & Education are key factors impacting the Golf Course Sustainability and Availability.

Based on the successful Horizons sustainability projects at Bowring Park, the Oneday team is keen to transfer best sustainable practices to neighbouring parks, estates and golf courses, both locally and nationally.

“Our partnership with Horizons has been a real eye-opener and has given us the means to introduce new digital processes, which have positively impacted the estate footfall and air quality via easy access to our sustainable projects at Bowring Park. I would recommend anyone managing an urban regeneration project to take advantage of what it has to offer.”

- Matt Bell, Director of Oneday Ltd

