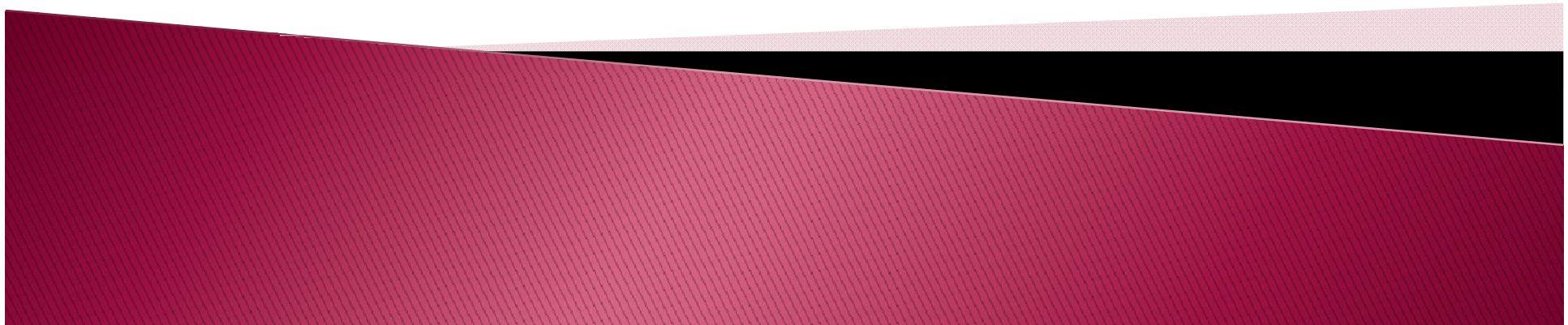


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STATE OF THE MARKET SURVEY LOCAL AUTHORITY PARKS SERVICES



State of the Market 2012

- ▶ Conducted March/April 2012
- ▶ 91 responses received
- ▶ Survey addressed a range of issues including:
 - Attitudes
 - Budget expectations
 - Number of parks
 - Service standards/quality of service
 - Street scene

Attitudes

- ▶ Squeeze on parks budget disproportionate compared to others
- ▶ Lack of investment
- ▶ Using volunteers for parks services
- ▶ Public free access to parks

Public Expectations

- ▶ Budgets will change (90% of respondents)
- ▶ Most expect decrease (86%) revenue (72%) capital
- ▶ Response centres around fees/charges:–
 - Sports pitch lettings/hire
 - Events
 - Allotments
 - Franchises
 - Golf courses

Employee Issues

Reducing capacity / capability of parks service

- ▶ Natural wastage (51%)
- ▶ Voluntary redundancy (45%)
- ▶ Recruitment freeze (40%)
- ▶ Compulsory redundancy (19%)

Number of Parks

- ▶ “Q” over number of parks – likely to decrease
- ▶ Most respondents envisage in-house service delivery arrangements continuing
- ▶ No great trend to consider externalise despite difficulty economic climate

Service Standards and Quality of Service

Areas of service decreased

- ▶ Bedding/flower displays
- ▶ Shrub maintenance
- ▶ Frequency of cut

Areas of service increased

- ▶ Tree inspections
- ▶ Enforcement

Measuring Quality of Parks

- ▶ Green flag for parks (selective basis) (66%)
- ▶ Residents perception (51.2%)
- ▶ Local inspection survey (32.1%)
- ▶ Draw upon Green Flag methodology (24%)

Street Scene

- ▶ Integrated services way forward (85.5%)
- ▶ Common reconfiguration options
 - Street cleansing (98%)
 - Grounds maintenance (91%)
 - Waste/refuse collection (50%)
 - Road repairs (23%)
 - Street lighting (17%)
- ▶ More integration likely given financial outlook

How Services are Delivered

- ▶ Dedicated parks managers (59%)
- ▶ Dedicated parks management plans (69%)
- ▶ Seasonal labour (78%)
- ▶ Annalised hours (64%)

Move towards a core workforce

Involvement of Volunteers

- ▶ Growth in friends/residents groups
 - Local Environmental Improvement Projects (84%)
 - Parks events (72%)
 - Renovation projects (53%)
 - Bedding/flower displays (26%)
 - Horticultural works (23%)
 - Grass cutting (2.4%)

Sellings Services / Future Growth

- ▶ Sell services to private sector (38%)
- ▶ Other public sectors bodies (46%)
- ▶ Growth areas:
 - Partnership working with others
 - Events in parks
 - Sharing services

Future Decreases

- ▶ Bedding, floral displays, shows (77%)
- ▶ Reduced frequency (73%)
- ▶ Reduced service standards (65%)
- ▶ Fewer parks/facilities (24%)

Thank you for listening

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