

State of the Market 2010



- 86% thought the squeeze on public sector resources will affect parks disproportionately
- 98% expect their parks budgets to decrease or decrease substantially next year
- 42% expect the number of parks to decrease
- 88% think that the public should get free access to all parks
- Climate change will mean more grass cutting (59%), increased emphasis on water conservation (59%), and a change in staff skills (55%)

Declining areas



- Reduced maintenance or frequency of maintenance of grounds
- Deterioration in service and standards
- Floral displays, regional shows, ornamental grass cutting, bowling greens and high amenity areas
- Landscaping and country parks
- Fewer parks and facilities
- Sports provision
- Schools & housing grounds maintenance
- Parks-specific community engagement
- New developments and capital investment
- Ranger and inspection services (playgrounds)

Growth areas



- Amalgamating services with other local authorities
- Specialist services to other local authorities
- Partnership work with community groups and other public bodies (e.g. agencies, housing associations, probation services)
- Volunteering
- Working for external organisations e.g. local landowners and sports clubs
- Parks events
- Conservation and management of climate change
- Allotments/community gardens
- Nursery production

Unit costs



Front line staff	43.82%
All staff	56.01%
Other non employee e.g. premises	16.52%
Vehicles	12.44%
Equipment and materials	2.09%
Subcontractors	4.20%
Departmental administration	2.32%
Central establishment charges	5.83%

Case studies



Demonstrating value for money in an external review

Reprogramming of seasonalised working hour arrangements

Review of vehicle utilisation

Recycling leaf waste for compost

Shared services

Process benchmarking

Income from events and sponsorship

Sale of firewood

Securing external funding

Using lean principles to services

Renewable energy projects

Key points



- Parks and open spaces are an important public and community resource and need to be safeguarded.
- Parks services are relatively efficient in terms of costs, outputs and productivity– cuts would jeopardise gains made over the past decade.
- Evidence, knowledge and outcomes
- Be ahead of the game
 1. Be able to demonstrate cost effectiveness and quality
 2. Have Member support
 3. Have Senior Management support
 4. Have support of colleagues in other Divisions
 5. Have strong support from the local community
 6. Have evidence to back up your claims

Horticulture Week 25 June 2010 – “Parks Investment pays”



“We believe there are enough strong voices in the sector at a national and local level prepared to speak up collectively and we have qualitative and quantitative evidence of the wider benefits of investing in our parks and open spaces to make a compelling case for the future. We must not allow those voices to be drowned out by the cacophony that is the current consensus on the need for deep cuts in public spending. There is a rich municipal parks heritage to advocate and an important legacy to leave to future generations.”

Mark Bramah and Debbie Johns

LOCAL SERVICES

LOCAL SOLUTIONS



Contact details

Debbie Johns, Principal Advisor

Email: djohns@apse.org.uk

Association for Public Service Excellence

2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road,
Old Trafford, Manchester M32 0FP.

telephone: 0161 772 1810

fax: 0161 772 1811

web: www.apse.org.uk



INVESTOR IN PEOPLE



GB 11409



GB 11132



GB 14074