

Nottingham City Council, Parks and Open Spaces Enterprise and Innovation



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Introduction

- The City
- The Service
- The Organisational and Team Culture
- The Strategy “Breathing Space”
- Horticultural Excellence
- Local Area Investment Plans
- Income Generation / Social Entrepreneurship & Commercialisation .
- Conclusions

The City

World Class Heritage sites

- Nottingham Castle
- Newstead Abbey
- Wollaton Hall

Internationally renowned Sports Clubs and venues

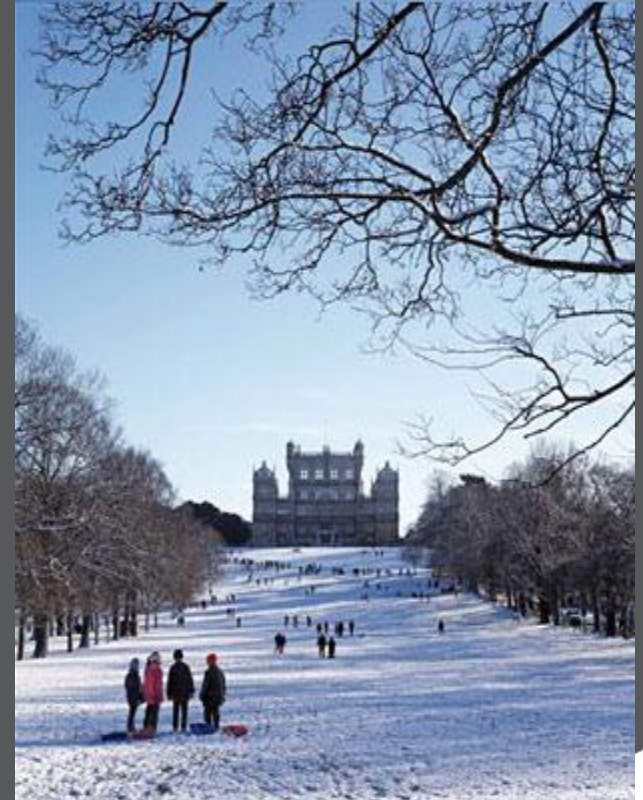
- Trent Bridge
- Notts County FC
- Nottingham Forest FC
- National Ice Centre / Capital Arena

Regional Events Programme

- Splendour Music Festival
- Goose Fair
- Riverside Festival
- Light Night

Legendary sport and cultural Icons

- Brain Clough
- Robin Hood
- Lord Byron



The City

- Nottingham city Council is unitary authority,
- The City is Capital in the East Midlands region and is one of the eight English Core Cities.
- Population 305,700
- Greater Nottingham Population 640,000

- One of the six designated Science Cities
- Two universities have strengths across a wide range of science and technology sectors including biomedical sciences, ICT, environmental technologies and advanced engineering.

- Home to over 50 national and regional business head quarters
- Greater Nottingham's creative industries include around 1,600 companies, employing about 15,000 people.
- City attracts over £34 million visitors per year
- City will see over 3.5bn invested over the next 10years



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The Service

Parks and Green Spaces

Total Number = 678

Total Hectares = 1,920ha

No of Green Flags = 16

Community Green Flags = 8



Play Areas

Total Number = 122

42 improved over the last 3 years



Nature Reserves

Total Number 'natural and semi natural' = 117

Total Hectares = 358ha

Natural England LNR access PI = 0.5ha per 1,000 pop

No LNRS = 8

No Of SSSI'S = 3



Allotments

Total Number plots = 2737

Direct let plots = 507 (52 derelict at Sneinton Dale)

Association Managed = 1535

St Ann's HLF Restoration Project = 695



The Service

Cemeteries and Crematorium

Crematorium = 1

Operational Cemeteries = 3

Closed Cemeteries = 17



Nottingham In Bloom

Neighbourhood in Bloom awards = 137 (2010)

National Reputation for Horticultural excellence = 19 times winner East Midlands in Bloom; 4 times winner Britain in Bloom; winner of Champions of Champions

No Sponsored sites = 35

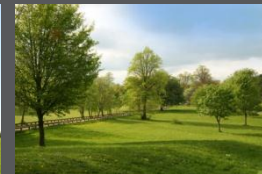
Wicker Sculptures sponsored by BID = 8



Trees and Woodlands

No of ornamental trees = 100,000

Hectares of Woodlands = 155ha



The Organisational Culture



Council Plan priority

Nottingham offers a range of leisure activities, parks and sporting events

What we are doing now

- We are proudly presenting Splendour 2012, Riverside Festival and Goose Fair, as part of a busy 2012 events programme
- We will be providing all day holiday activities at our leisure centres
- We will continue work to bring all our parks up to Green Flag standard and invest in our facilities
- We will ensure the swimming pool at Harvey Hadden is every bit as successful as Victoria Leisure Centre
- We are looking for further opportunities to make our libraries the hubs of Joint Services centres and at the centre of our communities

Manifesto commitments underpinning each Council Plan priority

- To protect from cuts... cheap all-day holiday sports activities through our leisure centres
- To protect from cuts... annual programme of popular events, including Splendour, Goose Fair and the Riverside Festival
- Deliver international sporting events including tennis, triathlon and other running events with support for international cricket at Trent Bridge and football at our professional club venues
- Bring all major parks up to Green Flag standard and support regeneration schemes in The Forest, Highfields and Victoria Embankment parks
- Build new swimming pools at the Victoria Leisure Centre and on the Harvey Hadden site
- To protect from cuts... play areas that are safe and quickly repaired
- Sustain Nottingham's top five ranking as a centre for shopping and reduce vacant shops by a third by 2015



The Team Culture

1. Be realistic - rise up to the challenge of budget reductions.
2. Be focused and drive efficiency savings & smarter ways of working.
3. Focus on income generation - Maximise the return on investment at all times.
4. Encourage social entrepreneurial activity and create opportunities for commercialising service delivery.
5. Insistence on VFM and Excellence in service delivery



James Tilford, Parks Development Officer, added: "We all have an understanding of what makes a great local park. The team brings in more than 50 per cent of the cost of the service and generates £10 of external capital funding for every £1 of Council funds."



The Strategic Framework

A Strategic Vision for Nottingham's Open and Green Spaces
'Better quality, sustainable open and green spaces that are accessible and inviting to use.'

Resulting in:
More people using open and green spaces

The proposals have been developed inline with "Breathing Space" Adopted by Executive Board in the strategy sets out a ten year (2010-2020) framework for the maintenance and management of the City's Open and Green Spaces

Key objectives of "Breathing Space" include

- Improved quality facilities and infrastructure
- Horticultural skills and Improved / consistent grounds maintenance standards
- Improved Safety - Visible site presence
- Improve Biodiversity and sustainability



Horticultural Excellence

- Horticultural Services Restructure 2009/10 returned Parks grounds maintenance to the Parks Service through the establishment of the new Horticultural Service team.
- Improved consistency and improved team working.
- The team have greater pride and ownership and retain focused on specialised Horticultural Skills.
- Green Flag Standard Parks
Maintenance Parks, Horticultural features and Sports facilities
Horticultural Excellence / Bloom Features
Biodiversity
Climate Change Mitigation and Adaptation
Arboriculture / Tree and Woodland Management.
- 30 new apprentices in the last 3 years.
The first horticultural and green space apprentices have completed their programme and 11 have jobs within the team. Of the 30 apprentices 21 successfully completed the apprenticeship, with NVQ level 2 in Amenity Horticulture.
- New Apprenticeship programme to be launched in January 2013



AREA BASED PRIORITISED INVESTMENT / IMPROVEMENT PLANS: Area 4

SERVICE PROVISION		PARKS AND OPEN SPACE BIODIVERSITY & GREENSPACE IMPROVEMENTS					
WARDS	Ho	SITE NAME / AREA OF IMPROVEMENT	TYPOLGY	FUNDING REQUIRED £	FUNDING SECURED £	FUNDING SOURCE	LEAD
Arboretum	1	Forest Recreation Ground <ul style="list-style-type: none"> Apply to the Heritage Lottery 'Parks for People' Fund in order to carry out the following projects; <ul style="list-style-type: none"> Redevelopment of the pavilion for community use. Restoration of the Grade 2 listed Mansfield Lodge. Repair railings at main entrances to site. Improve pathways on site. Develop new shrub beds on site. Re-visit SINC's and apply appropriate management 	Parks & Gardens	Total project £5.1 m	tbc	Heritage Lottery Fund	Parks Service Major Projects
	2	Salisbury Square Playground <ul style="list-style-type: none"> Removal of equipment and transfer of land to BTCV for 'Community Garden' area. 	Playground	£2,500	£0		Parks Service
	3	Church Rock Cemetery <ul style="list-style-type: none"> Ecological management plan for SINC Conservation works to site 	Cemeteries, disused churchyards	tbc	£0		Parks Service
	4	General Cemetery – SINC ecological management plan <ul style="list-style-type: none"> Implementation of recommended habitat management Ecological surveys 	Cemeteries, disused churchyards	£2,500	£0		Parks Service
	5	Waterloo Promenade <ul style="list-style-type: none"> Planting of woodland wildflower species including native bulbs 	Parks and gardens	£1,000	£0		Parks Service
	6	Community Garden Development <ul style="list-style-type: none"> Site tbc 	Allotment and Community Gardens	£10,000	£0		Parks Service
	7	Arboretum <ul style="list-style-type: none"> Café development Bench replacement Interpretation 	Parks and gardens	£500,000 £15,000 £5,000	£311,000 6,000 £5,000	S106 Insurance	Parks Service & Major projects
Berridge	1	Improvement of play equipment on Peppers Rest Garden / ASDA and environmental improvement works to seating areas nearby	Playground	£25,000	£10,000	S106	Parks Service
	2	Improvement of site and play equipment on Silverdale Playground in line with local consultation.	Playground	£23,000	£23,000	S06	Parks Service
	3	Minor improvements and repairs to Gawthorne Street Playground .	Playground	£14,000	£14,000	S106	Parks Service
	4	Sturton Street Playground, MUGA and skate park. Look to either remove from site or improve – will need consultation		75,000			Parks Service
		Community Garden Development <ul style="list-style-type: none"> Site tbc 	Allotment and Community Gardens	£10,000	£0		Parks Service

Open and Green Space Prioritised Investment Plans

Five years of strategic development work has helped identify priorities, engaged the public and secured political support. Over the last 3 years over £15million of external income has been secured and invested in Nottingham's Parks



Social Entrepreneurship & Commercialisation .

Identifying specialist services that could trade.

1. Parks Development and Landscape architecture
2. Nursery Plant Production
3. Tree Services

Identify who we can trade with and what the restriction are

1. Neighbouring authorities
2. Health service - Hospital sites
3. Utility contractors
4. Environment agency projects
5. Internal commissioning services e.g. Adults and Children's
6. The General Public



Income Generation

Carry out regular service reviews:-

1. Ensure that all Service tenancies, Leases and Management agreements are up to date and delivering the maximum market rates.
2. Annually Review Fees and Charges for all service areas. Allotments cem and Crems, parks activities etc.
3. Recognise that the mixed economy approach can maximise the return on investment and increase the community

Create new business opportunities and service e.g. .

1. Partnership with City Centre Retails Bid.
2. Horticultural and Biodiversity advice service
3. Development of the Park Rangers Forest Schools Programme
4. Developed a new memorials repairs team
5. Promote Sites for TV and Movies and Event Hire
6. Parking charges for appropriate sites

Ensure that all Parks Development activity:-

1. Creates income generating activities to sustain the project
2. Helps design out expensive maintenance tasks



Sponsorship, Corporate Social Responsibility and Charitable Giving

Corporate Sponsorship

Sponsorship contributions to Nottingham in Bloom Initiatives have continued throughout the recessions and annually bring over £80,000.



Corporate Social Responsibility

An unprecedented level of volunteering led by the Ranger Service, which ran 156 volunteering sessions working with 1,286 volunteers from 35 community groups and corporate partners, giving an 'in kind' value of £69,400.



Charitable Giving

We now have a holding page for the new GreenPlaces Fund website: <http://www.greenplacesfund.org.uk/>



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Marketing and Promotion of Services

- Direct sales, Promotional leaflets , Web Site
- Use of Face book and Twitter, with now over 1,750 Face book followers across the service.
- Presentations at conferences, including the national RHS Britain in Bloom Forum, regional Bloom conferences,
- Hosting the launch of the RHS Britain in Bloom Impact Report, with the support of the community in the Meadows.
- National TV coverage hosting the Royal Visit to Vernon Park.
- Regular Radio and TV interviews
- National and Regional Awards
- Increased Political and Citizen profile



And Finally

1. Understand your Place
2. Link to Corporate Priorities
3. Create deliverable Strategies and clear action plans
4. Create a Positive Team Culture
5. Continually look for new opportunities fresh approaches both internally and externally
6. Market and promote your service

