

How can better data drive better parks?

Helping Local Authorities to maximise value from parks

Humera Sultan, Consultant in Public Health and Doctoral Research Fellow, Birmingham City Council and University of Birmingham

Eddie Curry, Interim Head of Parks, Birmingham City Council

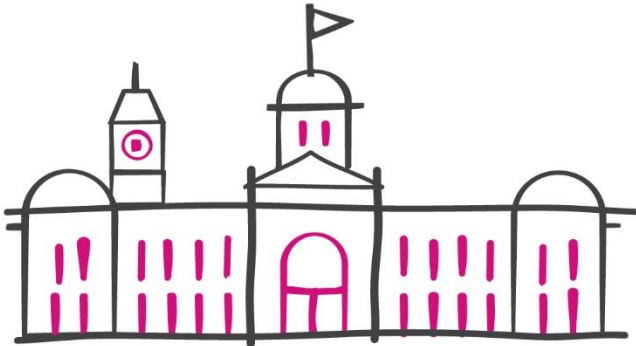
Simon Needle, Parks Services Manager

Dr David Ellis, Senior Officer, Knowledge Team, Birmingham City Council

Prof Emma Frew, Primary Supervisor, University of Birmingham

Dr Irina Pokhilenko, Supervisor, University of Birmingham

Prof Jon Sadler, Supervisor, University of Birmingham

 **RESET** **RESHAPE** **RESTART**

Outline



- Three ways we are using data in Birmingham for parks:
 - City of Nature Plan
 - Supporting our park ranger service
 - Understanding budget cuts in Birmingham





City of Nature Plan for Birmingham

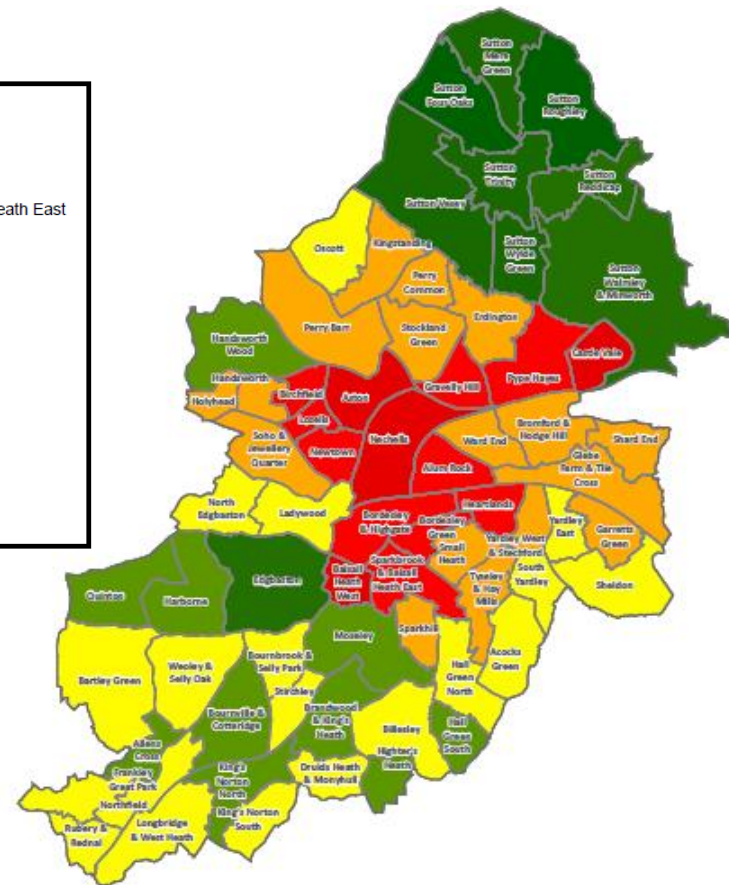


Environmental Justice for Birmingham



UNIVERSITY OF
BIRMINGHAM

0.12 - Sutton Roughley	0.28 - Brandwood & King's Heath	0.32 - Frankley Great Park	0.37 - Garretts Green
0.12 - Sutton Four Oaks	0.28 - King's Norton North	0.32 - Acocks Green	0.38 - Shard End
0.15 - Sutton Vesey	0.29 - Northfield	0.32 - North Edgbaston	0.38 - Handsworth
0.16 - Sutton Wyldie Green	0.30 - Rubery & Rednal	0.33 - Ladywood	0.38 - Ward End
0.16 - Sutton Mere Green	0.30 - Bournbrook & Selly Park	0.34 - Erdington	0.39 - Sparkbrook & Balsall Heath East
0.18 - Sutton Trinity	0.30 - Hall Green North	0.34 - Holyhead	0.39 - Alum Rock
0.21 - Edgbaston	0.30 - King's Norton South	0.34 - Yardley West & Stechford	0.39 - Birchfield
0.22 - Sutton Walmley & Minworth	0.30 - Yardley East	0.34 - Small Heath	0.39 - Heartlands
0.22 - Sutton Reddicap	0.30 - Weoley & Selly Oak	0.35- Tyseley & Hay Mills	0.39 - Bordesley Green
0.24 - Hall Green South	0.30 Longbridge & West Heath	0.35- Sparkhill	0.39 - Pype Hayes
0.26 - Harborne	0.30 - Oscott	0.36 - Perry Barr	0.40 - Bordesley & Highgate
0.26 - Bournville & Cotteridge	0.31 - Bartley Green	0.36 - Soho & Jewellery Quarter	0.40 - Lozells
0.26 - Moseley	0.31 - Sheldon	0.36 - Perry Common	0.41 - Gravelly Hill
0.26 - Handsworth Wood	0.31 - Billesley	0.36 - Bromford & Hodge Hill	0.41 - Newtown
0.27 - Quinton	0.31 - Stirchley	0.37 - Stockland Green	0.42 - Aston
0.28 - Highter's Heath	0.32 - South Yardley	0.37 - Kingstanding	0.42 - Nechells
0.28 - Allens Cross	0.32 - Druids Heath & Monyhull	0.37 - Glebe Farm & Tile Cross	0.43 - Castle Vale
			0.43 - Balsall Heath West



[Nov-Dec23.pdf \(tcpa.org.uk\)](http://tcpa.org.uk)



City of Nature 25-year plan



- Green City & Biodiversity
- Healthy & Active City
- Fair City & Equity
- Community & Stewardship
- Long-Term Sustainability
- [Birmingham's City of Nature Plan | Birmingham's City of Nature plan | Birmingham City Council](#)
- ***Data is important to set direction***





Park Ranger service for Birmingham



RESET



RESHAPE



RESTART



Park Ranger Service

- At risk of cuts
 - Public Health funding – based on memorandum of understanding and clear monitoring
 - Targeted red wards
 - Exceeding KPIs ref number of people attending ranger led sessions, volunteers recorded, interventions in parks, increases in physical activity and wellbeing
-
- ***Data is important for attracting funding***



How can Local Authorities use economics evidence to inform investment in parks?



Work Package 1

- Analyse (dis)investment across Birmingham parks over 12 years
- Links with quality?
- Analyse (dis)investment across other competing services

Work Package 2

- Systematic Review
- Interviews with LAs

Work Package 3

- Workshops and survey
- Conceptual model
- Inputs, outputs, funding sources, parks vs leisure centres





How has BCC budgets for Birmingham parks changed over 12 years?



Please answer some questions



UNIVERSITY OF
BIRMINGHAM



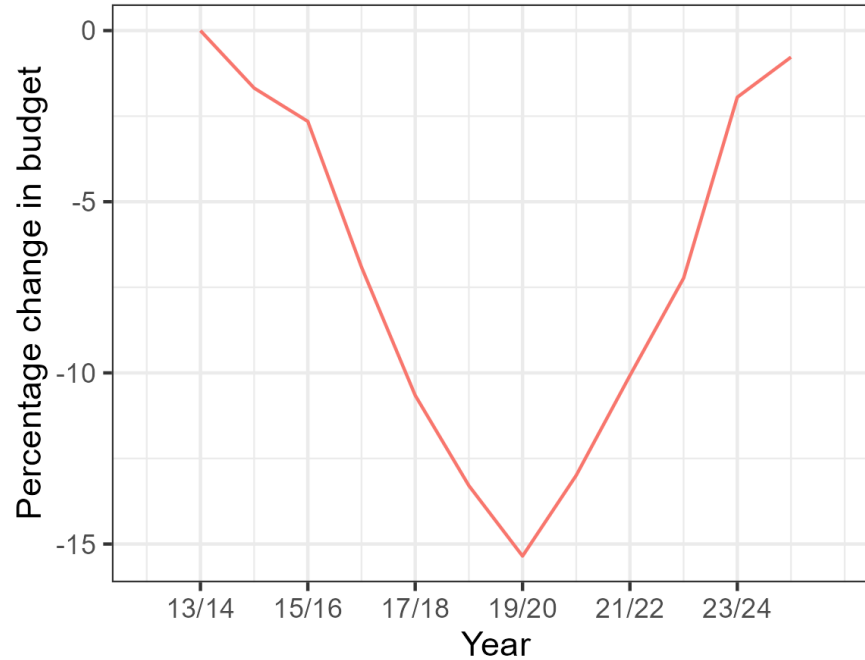
Join menti:

<https://www.menti.com>

2259 1951

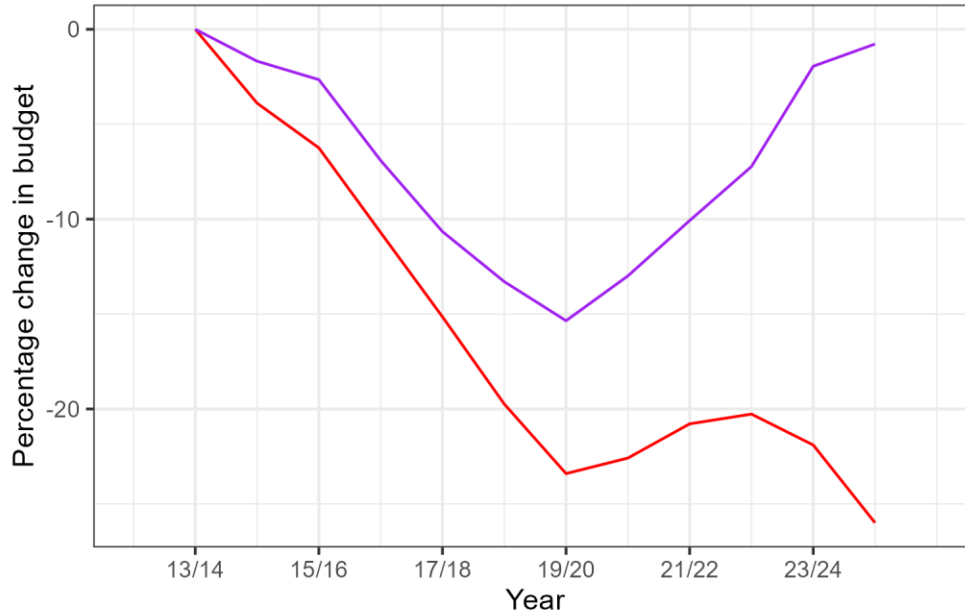


Budget change for grounds maintenance





Now what if we adjust for inflation?



Budget type

— Unadjusted parks budget

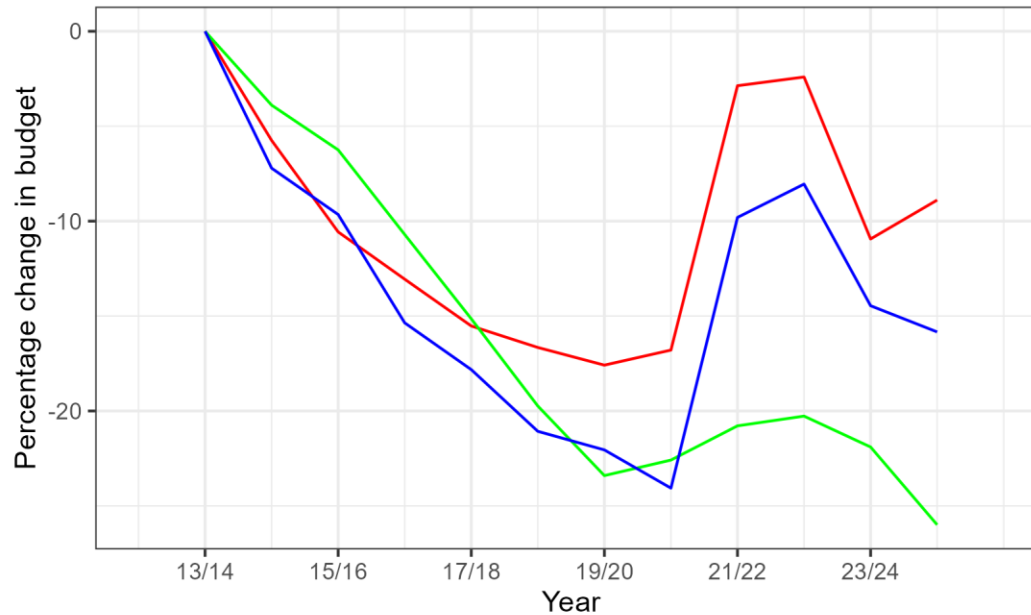
— Adjusted parks budget

Budget adjusted for inflation i.e. real term (RT)

- Inflation
- Consumer Price Index for Households (CPIH)
- Office of National Statistics



And if we compare to another area of the Council?



Budget type

- Budget for Birmingham City Council
- Budget for parks ground maintenance
- Budget for adults and children



How can Local Authorities use economics evidence to inform investment in parks?



Work Package 1

- Analyse (dis)investment across Birmingham parks over 10 years
- Analyse (dis)investment across other competing services

Work Package 2

- Systematic Review
- Interviews with LAs

Work Package 3

- Workshops and survey
- Conceptual model
- Inputs, outputs, funding sources, parks vs leisure centres





So what do we do with this data?

- Birmingham is one case study – but says clearly parks are being treated differently to other council services
 - **DESPITE** senior people saying they think parks are important....
 - **WHY** is this happening?
-
- ***Data is important because it tells a story***



But to tell a story.....we need more data



- Ideally more LAs would share their experiences –
 - Birmingham is one case study and unique
 - Could be through your LA budget data on parks
 - Interviews
 - Informal conversation
- Are you willing to help? Contact me by phone or email
- Opportunity to set up dedicated online meeting or 121s
- hxs858@student.bham.ac.uk
- 07734153753



Acknowledgements



UNIVERSITY OF
BIRMINGHAM

- Kieron Vernon, BCC
- David Joy, BCC
- Stuart Unwin, BCC
- Matt Ellis, APSE

