



Changing Times-The Strategic Future for Parks and Open Spaces

Mel Henley: APSE Associate

What has changed?

- Rise and fall
- Leadership and Training
- Funding-austerity



How has the industry reacted?

- Different delivery models
- Commercialisation
- Parks Alliance
- APSE, Parks Minister



Developing a strategic approach to service delivery

- The importance of a strategy
- The building blocks
- How will we get this done?



A changing industry: changing skill sets required

- Business managers
- General managers
- Community engagement
- Fund raising
- Commercial skills and acumen
- What happened to Horticulture?



Where will we get new skills and develop strategies

- APSE Training
- APSE Solutions
- Project delivery
- We are here to help!



NEW MUNICIPALISM

Delivering for local people and local economies



Contact details

**Mel Henley: APSE Associate contact via
Andy Mudd Head of APSE Solutions or
Jan Kennedy Head of APSE Training**

Email: amudd@apse

jkennedy@apse.org.uk

Association for Public Service Excellence

3rd floor, Trafford House, Chester Road,
Old Trafford, Manchester M32 0RS.

telephone: 0161 772 1810

web: www.apse.org.uk

