

## **50 Shades of Green**

Building a future for the UK's parks and  
greenspaces



**Updates on the £13.7 million funding announced for parks initiatives,  
as well as further initiatives in the coming weeks**

**Wednesday 6 March 2019**

The Isla Gladstone Conservatory, Anfield, Liverpool

# Programme

09:00 Registration and exhibition viewing

10:00 **Session 1**

## **APSE State of the Market Survey 2019 - Parks and Horticultural Services. How are Parks services dealing with austerity?**

- Results analysis and trends
- The work of the Parks Action Group
- Future issues for the management of parks and greenspaces

**Paul O'Brien, Chief Executive, APSE**

## **The Rethinking Parks Programme (2018-2020)**

- Programme history and aims
- Supporting innovation in Parks and greenspaces
- Future work

**Amy Solder, Programme Manager, Rethinking Parks, NESTA**

## **Living Cities – Towards Ecological Urbanism**

- Putting nature at the centre of the urban planning design process
- Creating better places as solutions to today's multiple social, economic and environmental challenges
- How nature can be better embedded into the urban environment

**Douglas Peedle, Head of Policy, Scottish Wildlife Trust**

11:15 Coffee break and exhibition viewing

11:45 **Session 2**

## **The Funding Landscape of Parks and green spaces**

- Highlighting the current picture of parks funding
- What mix of funding is available?
- What happens next?

**Chris Worman MBE, Parks & Grounds Manager, Rugby Borough Council**

## **The Evolution of Telford's Green Spaces: The Green Network and The Green Guarantee**

- Creating a space for nature in the development of a new town
- Involving the community in their green spaces
- Preserving the future of greenspaces – The Green Guarantee

**Mark Latham, Telford and Wrekin Council**

## **Wildflowers: the key to helping protect and enhance UK pollinators**

- 20 Years of research history
- Developing the best flower mix for pollinators.
- Future projects

**Jonathan Wild, Commercial Director, Pictorial Meadows**

13:00 Lunch and exhibition viewing

14:00 **Session 3**

## **Green Infrastructure Management for our communities**

*Service integration - Parks and Greenspace Service, Coast and Countryside service and Flood and Coastal Erosion Risk Management Strategy teams into 'Green Sefton'*

- Insourcing of our grounds maintenance function
- Community and partner volunteering
- Income generation and future growth

**Matt Baker, Green Sefton Team Leader, Sefton Council**

## **Changing Times - The Strategic Future for Parks and Open Spaces**

*The challenges faced by the industry and how local authorities are reacting to them*

- Developing a strategic approach to service delivery – case studies
- How the skill set has changed and identifying the new skills required
- Where do we gain the skills from?

**Mel Henley APSE Associate**

## **The Green Flag International Development Strategy**

- Green Flag as a UK export, now implemented in 12 countries
- Learning from Parks management across the globe
- Green Flag's international judges exchange programme

**Carl Mclean, International Development Manager – Green Flag Award, Keep Britain Tidy**

15:30 Close of seminar

# About the seminar

The world's population continues to grow and concentrate around cities and towns. As a result, the demand on urban green spaces is becoming greater, both in terms of areas for new development and equally as opportunities for recreation.

The view that parks, particularly urban parks and the wider green infrastructure have a critical role in improving the nation's health and general wellbeing is now widely accepted.

By providing places for exercise, cultural events, and for everyday contact with the environment, parks show themselves to be a vital part of our lives especially as many of us are now increasingly limiting our daily movements to home-working or commuting to and from our places of work.

Despite their value, parks and greenspaces are facing unprecedented budgetary cuts, which are threatening their future existence. Past APSE State of the Market Surveys on Parks, revealed that most parks managers expected revenue for parks to continue to decrease and many expect reductions in capital investment. So severe are these threats, that Government have now set up a Parks Action Group to look at how best to preserve our parks for both current and future generations.

It is against this backdrop of ongoing budget reductions that APSE's 2019 Annual Parks Seminar intends to give colleagues some hope, by exposing them to innovative approaches to securing the long-term future of these valuable environmental assets. Therefore the seminar is a **MUST ATTEND EVENT** for those officers and members who want to look at new ways of dealing with parks and greenspace issues, whether these be financial, environmental, technological or social.

The seminar will look at key issues for parks managers through feedback on the results of APSE State of the Market report 2019 which highlights responses to many of the questions currently being considered by those officers and elected members tasked with sustaining their parks and green spaces. NESTA will also be speaking on their Rethinking Parks programme, highlighting some of the innovative parks projects currently being supported.

The seminar will also be highlighting how the traditional parks professional's role is changing and explaining how current skill sets and competencies are having to evolve to cope with the growing range of responsibilities facing such officers. There will also be a presentation on how the financial challenges facing parks services are also being addressed through a mixture of different initiatives and funding sources.

Speakers will also discuss the growing recognition of the needs to build nature and greenspaces into our growing urban areas and how such assets are bringing real benefits to people increasingly living and working in these environments. As well as benefits to humans.

There will be a consideration as to how through our management practices, we can improve the biodiversity value of our green assets and in particular how we can help pollinators to thrive.

The need to performance manage our green spaces will also be looked at through the use of The Green Flag award and how this is bringing new ideas into the parks agenda

There will also be a wide variety of exhibitors attending the event covering all aspects of street cleansing and wider street scene services.

As always there will be plenty of opportunities to network with colleagues from across the UK.

APSE will continue to argue that public parks must be funded by public money, because many believe that income generation and different funding sources are not in themselves enough to ensure the future sustainability of parks, and therefore should not be seen as the only solution to ongoing budget cuts. Therefore by providing a range of diverse and interesting speakers, APSE hopes to show there is still light at the end of the tunnel for our parks and greenspaces and that the information provided will help colleagues in their future roles to save and preserve some of the nation's greatest treasures for future generations.

## Who should attend?

- Chief executives
- Elected members
- Service directors
- Parks, grounds maintenance, horticulture, landscape and green space professionals
- Best value officers
- Policy officers
- Trade union representatives
- Parks/landscape consultants
- Academic researchers
- Contractors and suppliers
- Voluntary organisations

**Reserve your place now by completing the booking form and emailing it back to [admin1@apse.org.uk](mailto:admin1@apse.org.uk) or by completing the online booking form at [www.apse.org.uk](http://www.apse.org.uk)**

## The venue

**The Isla Gladstone Conservatory  
Stanley Park  
1 Anfield Road  
Liverpool  
L4 0TD**

## Contact details

Contact name Authority

Address

Postcode

Email Telephone

Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

## Delegate Packages Exclusive of VAT

### Whats included?

*The delegate fee covers attendance, delegates' documentation, lunch and light refreshments.  
Please note that hotel accommodation is not included.*

APSE member delegate fee: **£175 + VAT**  
Non member delegates fee: **£259 + VAT**  
Commercial delegates: **£375 + VAT**

## Payment details

Please find enclosed cheque made payable to APSE

Please invoice me

(if required please include purchase order number) \_\_\_\_\_

VAT registration number 519 286 915

## Delegate details

Delegate name	Position	Email

- Please confirm that you are happy for APSE to retain your details so that we can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists (where relevant). If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: [www.apse.org.uk](http://www.apse.org.uk).**

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [admin1@apse.org.uk](mailto:admin1@apse.org.uk) or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Register for the seminar:

1

**Online form:**  
[www.apse.org.uk](http://www.apse.org.uk)

2

**Email this form to:**  
[admin1@apse.org.uk](mailto:admin1@apse.org.uk)