

Developing a future for Bournemouth's Parks

- Developing nature friendly and accessible parks
- Maintaining horticultural standards whilst creating opportunities for all
- The importance of partnership working for future funding

Michael Rowland – Head of Parks Development
Natalie Tye – Business and Marketing Manager

Winner



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Developing nature friendly and accessible parks

- Horticultural design vs wildlife in residential open spaces
- Bringing nature into parks – social play
- New projects demonstrating this principle
- Bringing teams together
- Plant sales at Hengistbury Head Visitor Centre



Maintaining horticultural standards whilst creating opportunities for all

- The expectations of a tourist town
- Setting up and running commercial projects in a Local Authority arena
- Branding decisions – when to brand ‘council’ and when not to



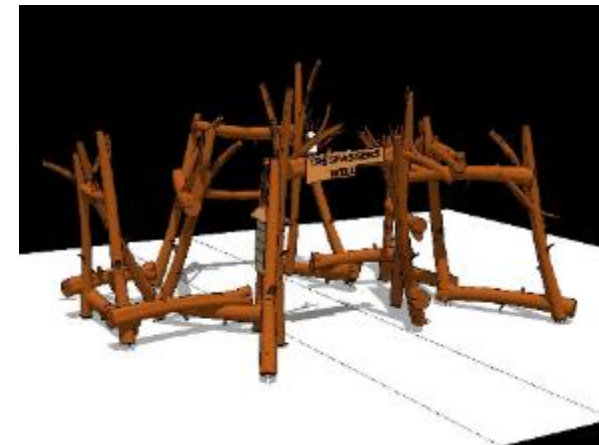
Case Study: King's Park Nursery, Bournemouth

- Branding and strategy – growing for Parks since 1924
- Multi-channel marketing campaigns
- Profitability and reducing the subsidy
- Supported by the volunteer and apprentice workforce



The importance of partnership working for future funding

- Case Study: RSPB
- Maximising opportunity working with a national charity
- Challenges of partnership working
- Future plans and projects
- Funding bids



Thank you.

Questions?

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