

# Manchester's park strategy 2017 – 2027 – the half way point

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# Overview

- Where we began
- Half way there – the headlines!
- And now what?



# The starting point

- Last strategy published in the early 00's
- Redesigned service structure in 2010
- Significant budget reductions resulting in
  - Less budget
  - Less revenue
- Capital investment of £1.5m through one off dividend
- Spring 2016 launch of consultation



# The consultation

- Most engaged with consultation for the Council
  - 1.978 individual responses
  - 91+ face to face consultations
  - 180k Facebook hits
  - 74k Twitter follows
- It was tough listening!
  - Data and stories were both important





# Manchester's Park Strategy

“Together, we want our parks and green spaces to be the soul, lungs and heart of Manchester by providing the conditions for our people, our environment and our city to flourish”



“As a student here, I loved to escape the city and relax in Wythenshawe Park and Marie Louise Gardens.

As a mum, I tired my sons with football in Fog Lane, and long walks by the Mersey.

As a couple, we ran around Fog Lane, Didsbury and Fletcher Moss.

When my husband was dying of cancer, we used Fog Lane as a short cut, and loved to sit and watch the flowers grow.

Now I gain peace of mind from walking in all of my local parks, remembering happier times.”

*Respondent, Didsbury, online consultation.*



# Parks at the Heart of Neighbourhoods

Looks at the physical role of parks in neighbourhoods across the city, as well as their size, accessibility and character.





# Vibrant Parks, Vibrant Communities

Considers the use and activities that take place in parks to ensure they are a focus of community life, providing opportunities for exercise and sport, and a wide variety of events that can generate additional income for the benefit of parks.





# A Manchester Quality Standard

Sets out a good-quality  
standard for managing and  
maintaining parks.



# Productive Parks in Partnership

Describes ways to deliver park services in a more collaborative and fruitful manner with communities and local organisations, not just the Council.



# The importance of the long term ambition

- Political support and joint ambition
- Commitment to reinvest income generated
- Realignment of resources to deliver the strategy
- Commitment of capital investment
- Changing our culture to focus on:
  - Enabling
  - Communication
  - Quality standards





Half way there – the  
headlines!



# Our Team

- Increased staffing resource by 10fte
- Built on existing good practise and introduced capacity for the service to deliver a good visitor experience and ensure our assets are working hard and adding value to the experience.
- Unlocking the challenges that our team told us slow them down.
- Giving people a voice and encouraging challenge



# Parks at the Heart of Neighbourhoods

- Developed a Strategic Framework for Wythenshawe Park
- 35 Park Plans being refreshed or developed
- Refreshed management plans for SBI's
- Developed a Parks in Partnership Fund - £30k per ward
- Created an Age Friendly standard





# Vibrant Parks, Vibrant Communities

- 100+ weekly activities taking place across the estate
- 10 self led activity trails
- Seasonal programme of activity including HAF programme – hosts and direct delivery
- Created Social Media accounts and improved web presence
- Delivered activity to over 300k participants



# A Manchester Quality Standard

- In excess on 147k bags of litter removed from parks, not including the bags picked by our amazing volunteers
- Delivered a new River Valleys grounds maintenance contract
- Embedded a service charge for the upkeep of St Michaels Flags
- Move to a digital recording system for inspections
- Reduced use of glyphosate



# Productive Parks in Partnership

- Created a team to drive future parks investment and social value.
- Provided insurance for volunteer groups
- Invested £7.5M over the last 5 years, with another £3M live
- Uplifted income from £0.927m to £1.622m





And now what?



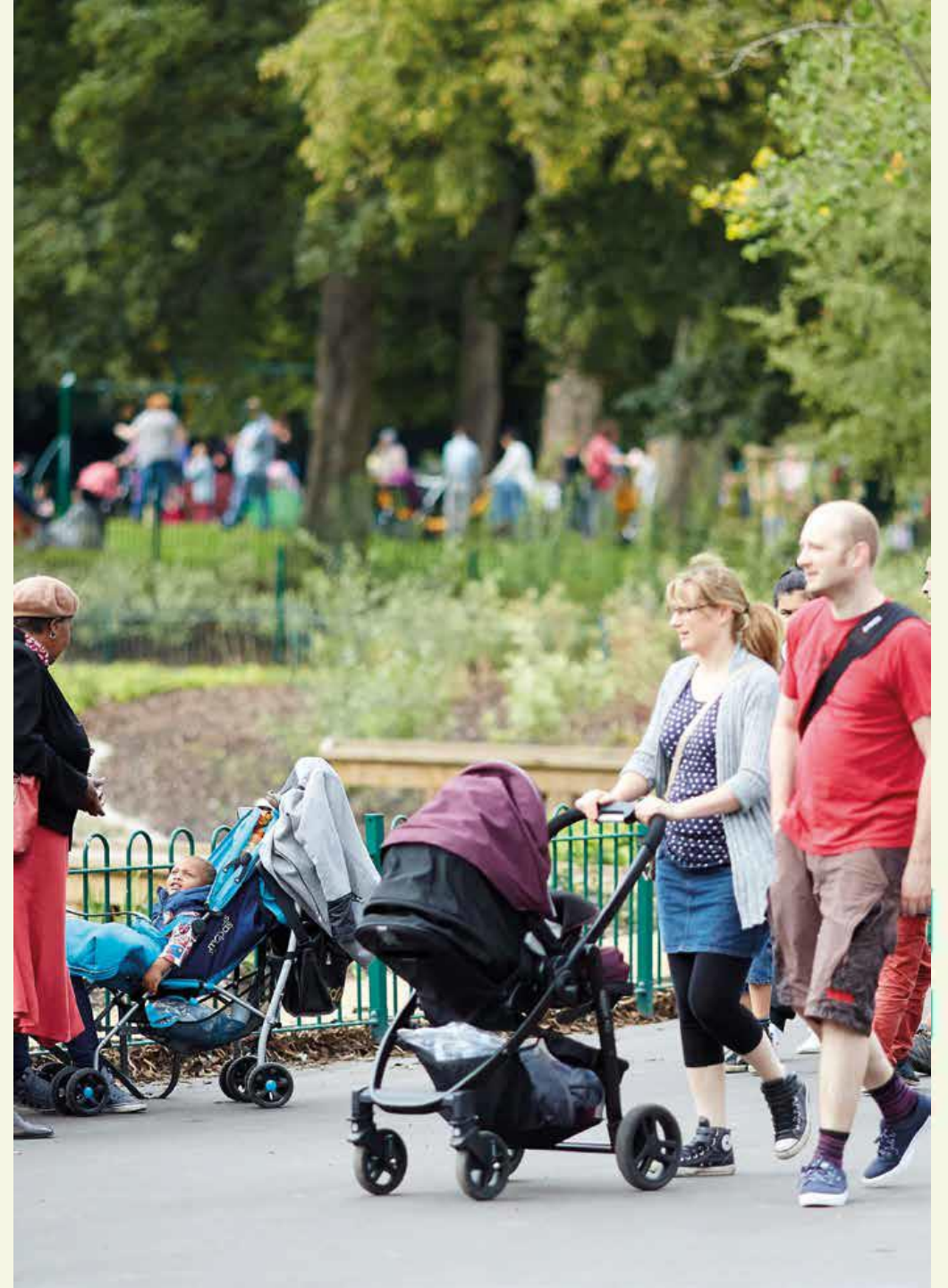
# Covid recovery – an opportunity?

- Uplift in usage – circa 30%
- Change in use (self led)
- People love parks!



# Equality, diversity and inclusion

- Embedded equality impact assessments
- Funding bid for two “Changing Places”
- Celebrate our diverse community





# Zero Carbon

- Contracts single use plastics
- Expanding the electric fleet, bikes and e-cargo bikes
- Embedded in all building and infrastructure refurb

