



Taking an entrepreneurial approach in parks and streetscene services

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Gedling Borough Council

Taking the entrepreneurial approach

- Supporting residents and local businesses to protect local environmental quality
- Using income from commercialisation as a route to protect services from the impact of austerity
- Creating a high quality local environment that is attractive to business and residents



The Street Cleansing Crew

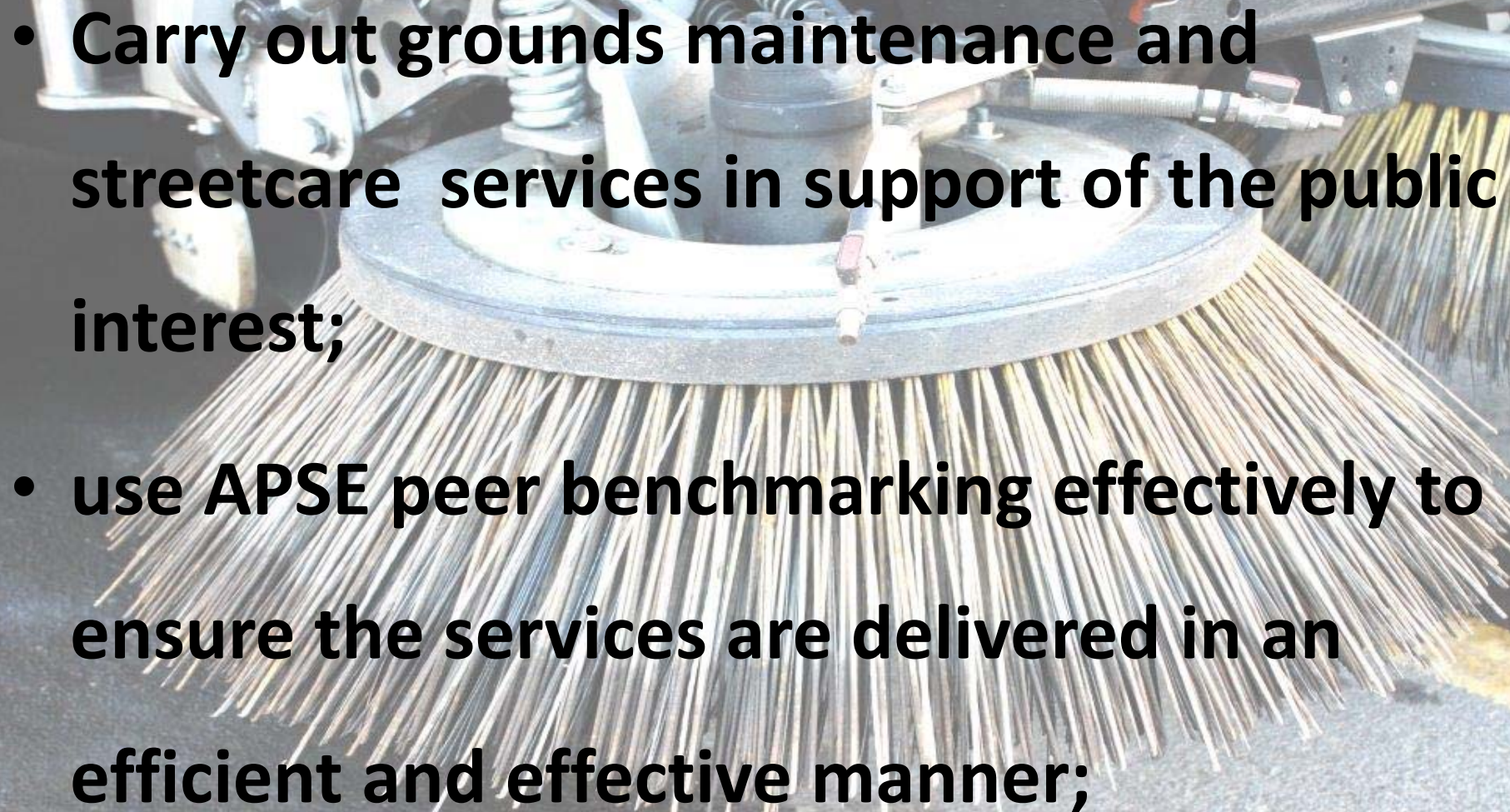


The Parks Crew



- 1. Structure / Legal Entity**
 - 2. Corporate Parenting**
 - 3. Marketing**
 - 4. Process / Cultural Alignment**
 - 5. Business Case**
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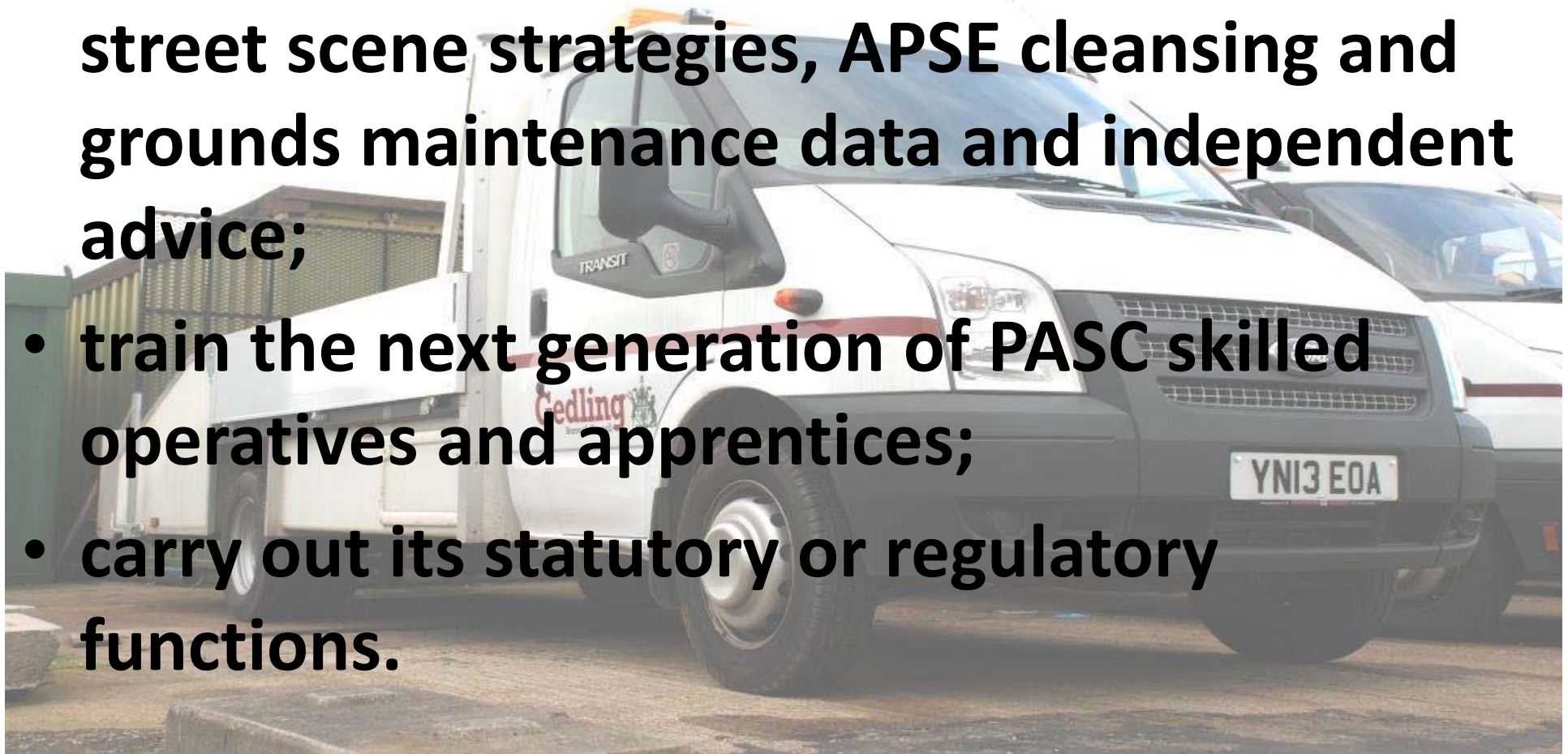
Core Roles of PASC Services (1)

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- Carry out grounds maintenance and streetcare services in support of the public interest;
 - use APSE peer benchmarking effectively to ensure the services are delivered in an efficient and effective manner;

Core Roles of PASC Services (2)



- **inform council policy-making through the provision of comprehensive green space and street scene strategies, APSE cleansing and grounds maintenance data and independent advice;**
- **train the next generation of PASC skilled operatives and apprentices;**
- **carry out its statutory or regulatory functions.**



Good Value, Competitive and Trustworthy



Services to Residents and Local Businesses:

- Arboriculture,
- Landscaping,
- Grounds Maintenance,
- Road Sweeping,
- Bin Emptying

Some services we offer to our residents and local businesses.



Structure / Legal Entity

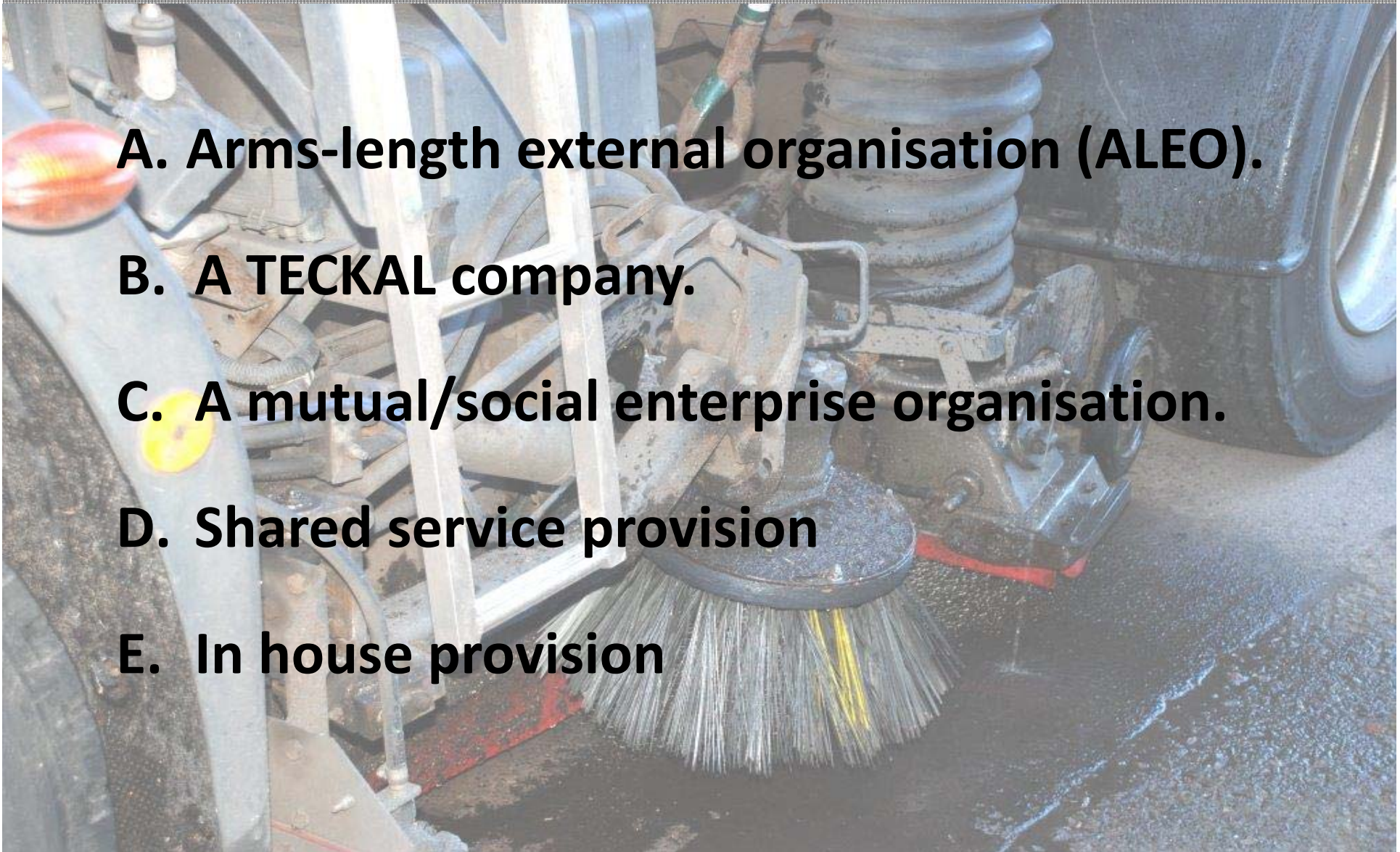
A. Arms-length external organisation (ALEO).

B. A TECKAL company.

C. A mutual/social enterprise organisation.

D. Shared service provision

E. In house provision



Success Factors



- 1. Corporate Parenting**
- 2. Process / Cultural alignment**
- 3. Marketing**



Marketing



Tree trimming

For further info

Please contact:

Parks and Street Care Department

Tel: 0115 901 3901

Email: parks@gedling.gov.uk

Why use Gedling Borough Council

Gedling Borough Council provides an established provider of tree, landscape and street cleaning services with an excellent track record. We are happy to provide you with a competitive quote for any relevant works required.



Parks and Street Care

Tree, Ground Maintenance and Street Cleaning Services

Call 0115 901 3802 for a free quote

www.gedling.gov.uk



Need a hedge cutting or reducing in height, a tree pruned or perhaps you need it removing?

Our Parks and Street Care experts are offering a new comprehensive tree and woodland management service for residents and local businesses in the borough.

Our specialist trained team carry out:

- Tree surgery
- Tree inspections, tree reports and site surveys
- Tree dismantling and removal
- Hedge cutting and hedge reduction
- Site clearance and disposal of waste
- Stump grinding
- Woodland management

We are also available to carry out large scale amenity grass cutting and turf maintenance including the removal of waste.

If you would like to use any of these services then please contact customer services on 0115 901 3621 for a quote.



The Business Case

- focus on how the new entrepreneurial measures and innovations would impact on core service delivery
- look at how new business will introduce opportunities to innovate products and services, and not only replicate established ways of working.
- effectively market the service and how the range of services will be developed and improved
- examine potential market share both now and in the future including potential income, pricing, terms, risks and timings.
- analyse existing and potential competitors, and plan for dealing with threats.



Japanese Knotweed

Faced with growths of Japanese Knotweed at your property?

Gedling Borough Council Parks Service offer an efficient and cost effective herbicide treatment service for Japanese Knotweed.

“Fully Insured Service”



We use a spray herbicide treatment or stem injection system near water courses to deliver a calibrated dose of herbicide directly onto or into the plant, which ensures the herbicide is delivered to the crown and root system (rhizome) with no leeching into nearby water courses.

Our eradication programme will take from 1 – 3 growing seasons to be 100% effective, depending on the aggressiveness of the growth.

If you suspect you have a Japanese knotweed problem on your property, contact us about our survey, treatment and eradication service on:

0115 901 3901.

“For a competitive quote and a service you can rely on”

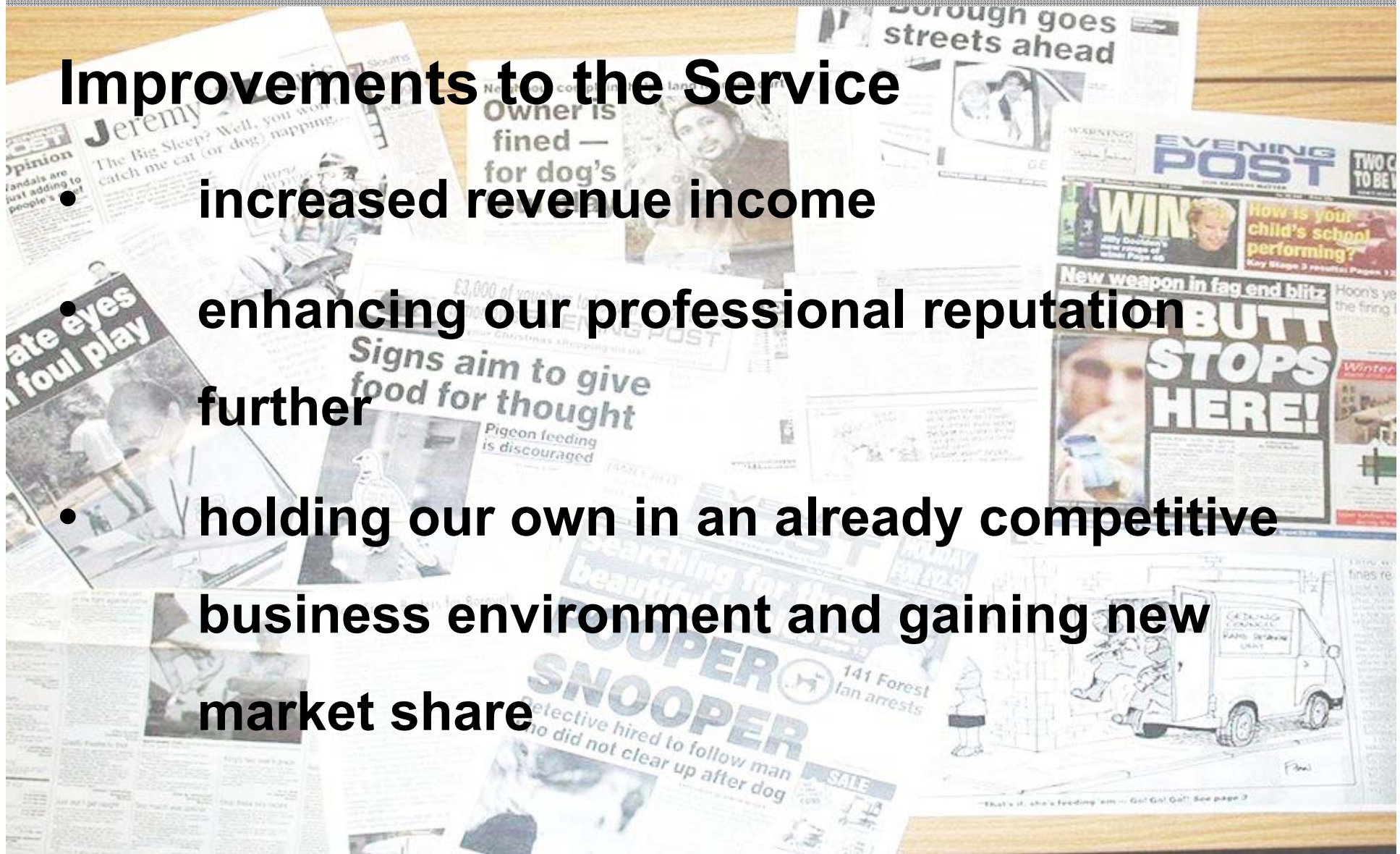


Improvements Achieved (1)



Improvements to the Service

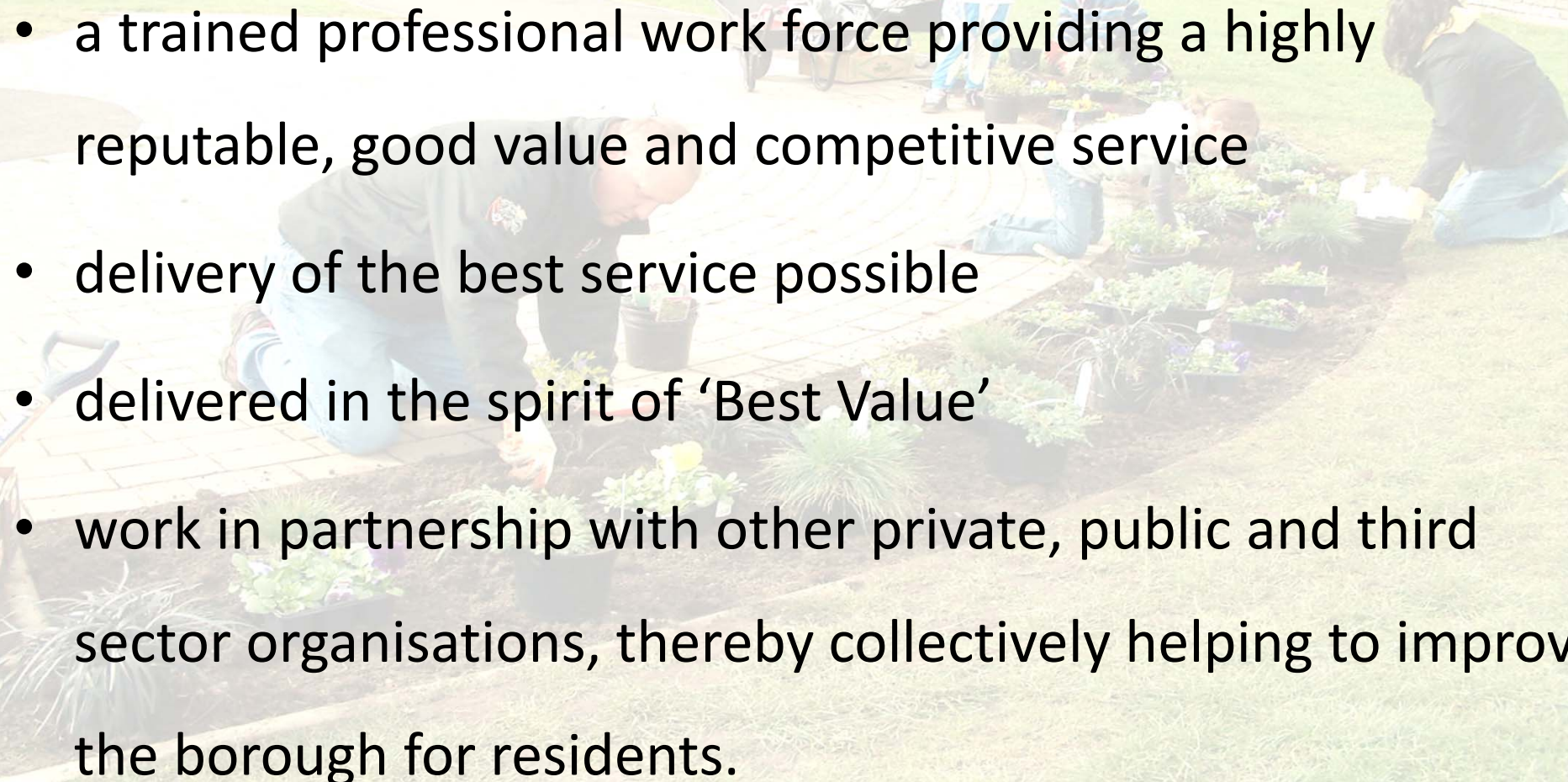
- increased revenue income
- enhancing our professional reputation further
- holding our own in an already competitive business environment and gaining new market share



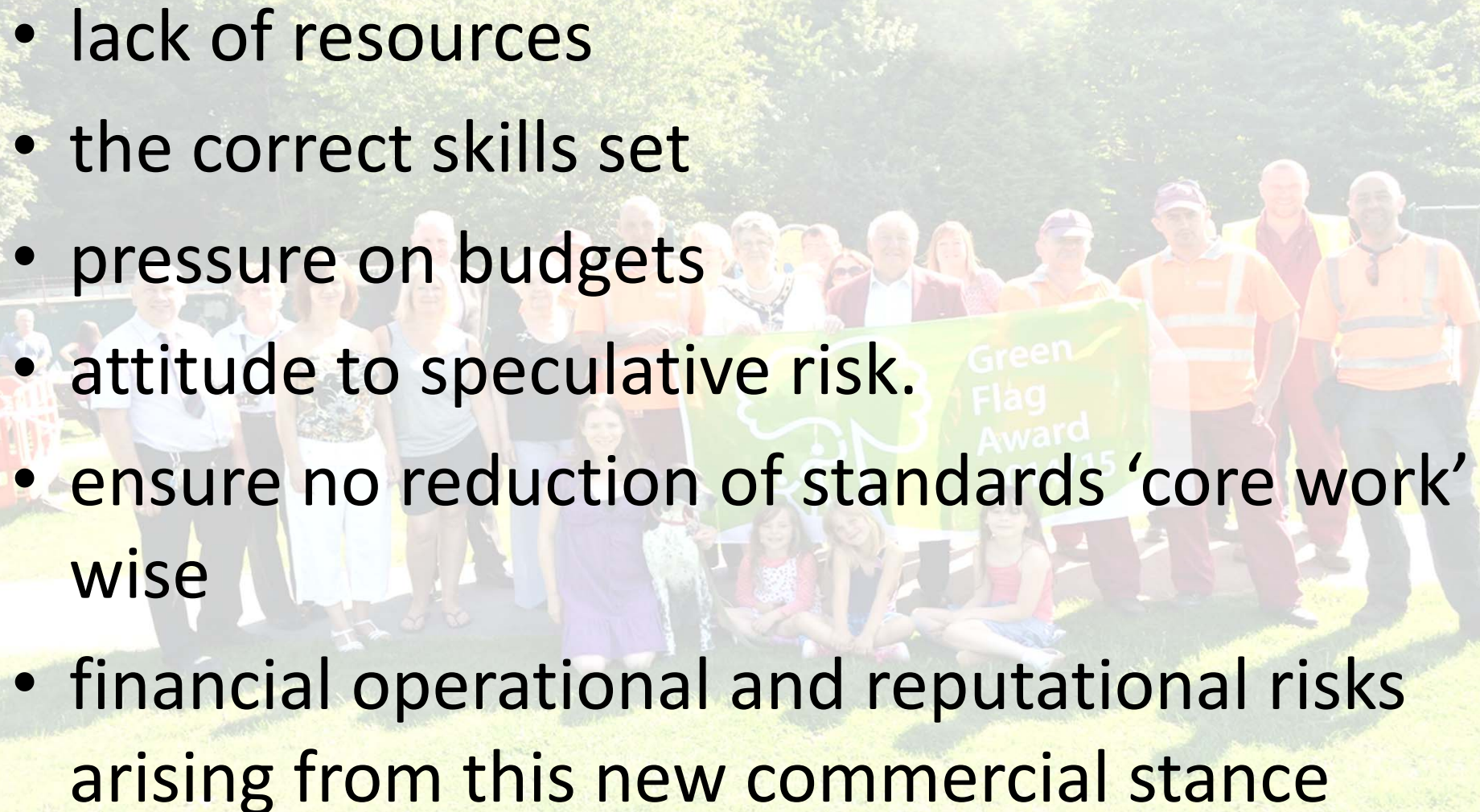
Improvements for Individual Staff

- work value and pride, praise and recognition
 - additional training and career development
 - providing residents with an excellent level of service
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Improvements for Customers and Borough Residents

- a trained professional work force providing a highly reputable, good value and competitive service
 - delivery of the best service possible
 - delivered in the spirit of 'Best Value'
 - work in partnership with other private, public and third sector organisations, thereby collectively helping to improve the borough for residents.
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Challenges Overcome

- lack of resources
 - the correct skills set
 - pressure on budgets
 - attitude to speculative risk.
 - ensure no reduction of standards 'core work' wise
 - financial operational and reputational risks arising from this new commercial stance
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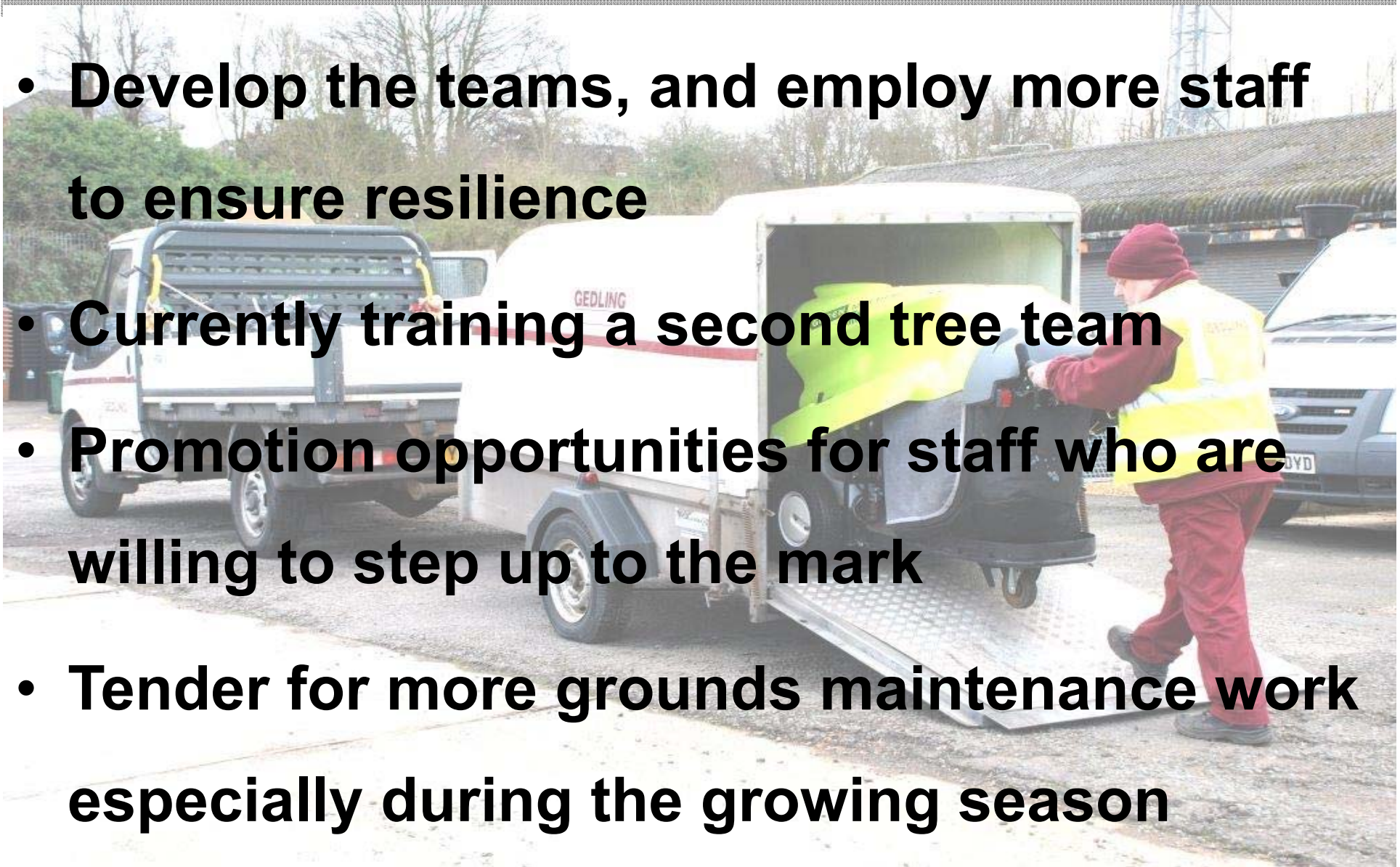
Outcomes



- GBC PASC Department budgeted to achieve £25,000
- Landscaping a new retail outlet for over £27,000 for a famous German retail chain
- Cleansing and maintenance contracts at a widely publicised DIY chain
- Successfully winning a grounds maintenance contract with a well established housing landlord
- In excess of 100 commercial contracts for local residents by our trained tree team

Future Targets and Goals (1)

- **Develop the teams, and employ more staff to ensure resilience**
- **Currently training a second tree team**
- **Promotion opportunities for staff who are willing to step up to the mark**
- **Tender for more grounds maintenance work especially during the growing season**



- Promote Japanese Knotweed treatment –
A recent addition to the skills set is the ability to correctly identify Japanese Knotweed and safely eradicate this aggressive weed. This is a service we are looking to expand across the borough and are currently planning additional promotion around

Future Targets and Goals (3)

- Important residents continue to receive a high standard of service for core work
- Systematic change in culture towards entrepreneurial innovation to ensure we are commercially ready for the future whatever that may hold
- Consider forming a TEKAL company to enable the generation of not just a 'surplus' but 'profit', especially as we are getting repeated requests to carry out further private work outside the boundary of the borough.