

Nottingham City Council, Parks and Open Spaces Social Entrepreneurship & Commercialisation.



Eddie Curry MBA, HND (Horticulture)
Head of Parks, Open Spaces and
Investment Funding

**APSE Best Service Team,
Parks, Grounds and Horticulture** ★★★★★

The Service

Parks and Green Spaces

Total Number = 678
Total Hectares = 1,920ha
No of Green Flags = 32
Community Green Flags = 18



Play Areas

Total Number = 105
77 improved since 2010 - 15 play areas to be improved before 2019
28 Outdoor Gyms



Nature Reserves

Total Number 'natural and semi natural' = 117
Total Hectares = 358ha
Natural England LNR access PI = 0.5ha per 1,000 pop
No LNRS = 12 - 4 new in the last 2 years
No Of SSSI'S = 3



Allotments

Total Number plots = 2737
Direct let plots = 507 (52 derelict at Sneinton Dale)
Association Managed = 1535
St Ann's HLF Restoration Project = 695



The Service

Cemeteries and Crematorium

Crematorium = 1

Operational Cemeteries = 3

Closed Cemeteries = 17



Nottingham In Bloom

Neighbourhood in Bloom awards = 137 (2010)

National Reputation for Horticultural excellence = 20 times winner East Midlands in Bloom; 4 times winner Britain in Bloom; winner of Champions of Champions

No Sponsored sites = 35

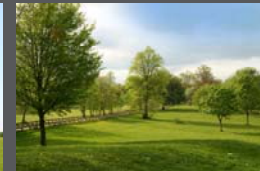
Wicker Sculptures sponsored by BID = 12



Trees and Woodlands

No of ornamental trees = 100,000

Hectares of Woodlands = 155ha



Headlines

- Over the past 7 years, Nottingham has delivered a £250million reduction to its core budget and we have had to find a further £30million in the next year and most likely similar level savings each year up to 2019/20.

The Parks Service Response to the Budget Challenge

The Parks team has responded by:-

- driving up productivity,
- maximising efficiencies
- developing a wide range of commercial income generating projects.
- And creating new service offers to generate more income and offset the impact of the budget reductions.
- Jobs have been protected.
- Sustain service delivery
- Continue our Parks improvement programme

NCC Parks Budget Challenge

- Gross expenditure has reduced year on year since 2009/10
- The service Budget has reduced from £8million to £5.8million.
- During this time Income has significantly increased to £5.09million, creating a **net service cost of around £702k**.
- The team brings in **88%** of service costs.

- Whilst our development team generate £11.16 external capital funding for every £1 of Council funds.
- External funding since 2007 totals £37million, achieved through bids, commercial activities and partnerships.
- Quality services have been retained and service improvements continue.

Commercial Income Generation

<u>Parks</u>
Events fees
Rent
Concessions
Sponsorship
Sports bookings
Car Parking
Room Hire
Marina
Public Health
Golf course
Allotments
<u>Landscape</u>
Property Plus Schools / Academies
Adhoc work
<u>Cemetery and Cremations Fees and Charges</u>

Today's Case Studies

1. Woodthorpe Nursery
2. Nottingham Landscape Services
3. Parks Cafe's
4. Cemetery and Cremation Services
5. Sponsorship and Charitable Donations
6. Capital projects and Green Flag Awards



Woodthorpe Nursery Production and Horticultural Retail

- 2010 The Nursery was producing 80% of its plants just to serve our own internal needs. All these plants were plug purchased and grown on in our nursery.
- Following a reduction in the Parks budget the scale of our internal production needs significantly reduced leaving the nursery staff and future of the nursery very uncertain.
- What we recognised very early on is that we had a fantastic legacy of Horticultural Excellence – over 20 years of National and Internal Bloom Success. - Strong Brand
- We had good growing facilities but they needed modernisation to maximise efficiencies
- We have a great team with skills and knowledge.

Woodthorpe Grange Plant Production Unit and Retail Garden Centre

LED Propagation House

Retail Garden Centre

Glass House Production Unit

Tropical Display House

Potting Shed Café

Polly Tunnels



Nursery Production

- The service has been refocused and transformed into a fully modernised plant production unit including
- LED propagation
- Automated compost bail handling
- Automated transplanting and potting on machines



Nursery Production

Now producing 80% of plants for other Local Authorities, & local Landscape contractors.

Including:-

- Gedling
- Amber Valley
- Newark and Sherwood
- Kimberley
- Blackpool
- East Staffordshire



We now produce around 1million plants per year
30% of plants are grown direct from seed
This year plants will be grown in a 100% peat free compost

The service has moved from having a £20k subsidy per year to now contributing £50k per year surplus.

Woodthorpe Retail Garden Centre



Shop opened in November 2015
£50k Invest to Save - 5 year repayment plan
30% increase in turnover over 3yrs
Now delivering over £100k per year
Major period of Christmas sales over the next month

Potting Shed Café



Next phase of development will see the construction of a small café
Regenerated abandoned / underused buildings.

Construction in partnership with local construction college and a small local building company.

5yr Invest to save

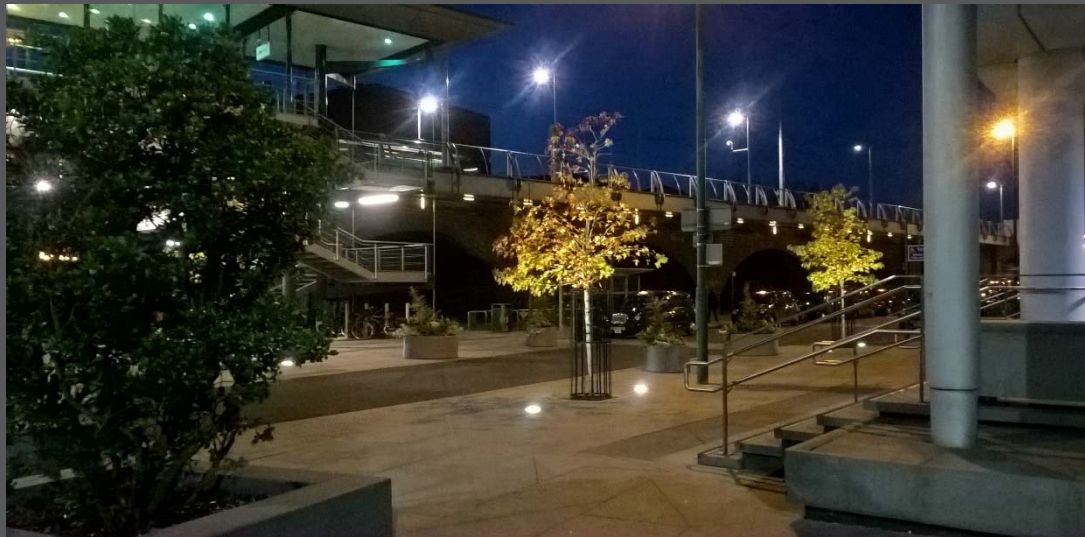
Anticipated Business plan forecast around £8-10k after costs but essential to driving footfall to the retail Garden Centre.



Nottingham
City Council

Nottingham Landscape Services

- Established in September 2016
- Small highly productive team
- Commercial Landscape Construction and Grounds Maintenance contracts
- Schools Grounds contracts have continued to grow in the face of challenging and unpredictable annual contracts.
- The service has also secured major contracts with
- NHS City and QMC Hospitals
- Salvation Army Social Housing areas
- Highways England
- Numerous internal landscape contracts





Construction/ maintenance has grown from £50k to £450k per year.

Parks Cafés

Existing Park Cafe's

Woodthorpe Grange - £200k

Forest Recreation Ground - £1million
pavilion restoration and part of a wider
£5.2Million HLF project.



Recently Opened Cafe's

The Arboretum Café Wren, S106 and Insurance Funds

Wollaton 508 Café £130k Wren S106 and Area Committee



Proposed Cafe's

Woodthorpe Potting Shed Café - £70k Invest to Save
Colwick Adventure High Ropes Adrenalin Centre and
Café £500k Invest to Save



Nottingham
City Council

Cemetery and Cremation Services

- Fees & Charges – comprehensive review of fees each year
- Land use – all areas of land reviewed to ensure best use and to maximise space available including provision of new burial systems to be sold as family plots
- Challenge to Business rates - £40k per year saving



Sponsorship and Charitable Donations

1. Corporate Sponsorship

Sponsorship contributions to Nottingham in Bloom Initiatives have continued throughout the recessions and annually bring over £100,000.



2. Corporate Social Responsibility

An unprecedented level of volunteering led by the Ranger Service, which ran 156 volunteering sessions working with 1,286 volunteers from 35 community groups and corporate partners, giving an 'in kind' value of £69,400.



3. Charitable Giving

We now developing the Nottingham Open Space Forum Registered Charity



Capital Projects - Highfields Park HLF Restoration Project

£4.8million restoration of Highfields Park. It includes refurbishing and repairing historic buildings; restoring the lake, and new features including adventure golf. £3.2million was awarded through the HLF and Big Lottery Fund's Parks for People programme, with funding from Nottingham City Council and partners, including the University of Nottingham. The community get involved through 'restoration rambles.' The University Conservation Society is amongst volunteers.



Partnership with Showcase Greens
Major Capital Investment
10 year lease
Annual rent and profit share

Green Flag Awards

- Nottingham has 56 Green Flags - 32 for parks and open spaces, two Green Heritage Awards, 18 Green Flag Community awards, plus three contributed by the universities.
- Citizen Satisfaction 96% 2016/17



Future Vision

1. Continue to Deliver our 2010-2020 Breathing Space Strategic Framework.
2. Deliver our Manifesto Commitments and Corporate Priorities.
3. Continue to Innovate and remodel the service in order to generate more income and deliver our budget savings targets without reducing quality or service delivery.
4. Continued drive towards to reduce council subsidy and achieve full cost recovery.



Thankyou

Eddie Curry

Head of Parks, Open Spaces & Investment Funding

Parks and Open Spaces

Neighbourhood Services, Commercial and Operational Services | Nottingham
City Council

Loxley House, Station Street, Nottingham, NG2 3NG

T: 011587 64982 M: 07949 061135

www.nottinghamcity.gov.uk/parks

www.facebook.com/NottinghamParks