ZS4

How are Parks services dealing with austerity?
APSE State of the Market – Parks and Horticultural Services 2018

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Slide 1

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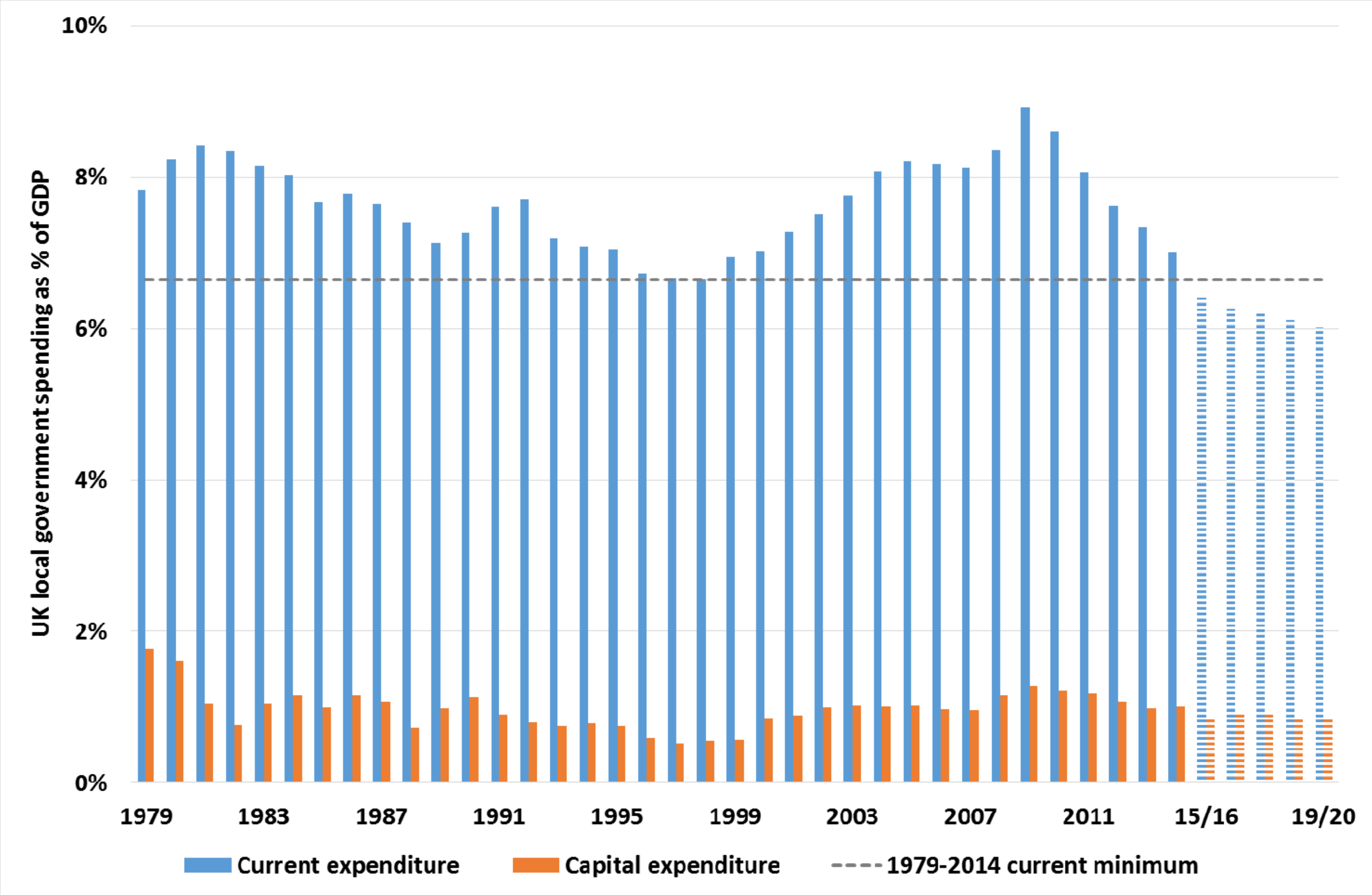
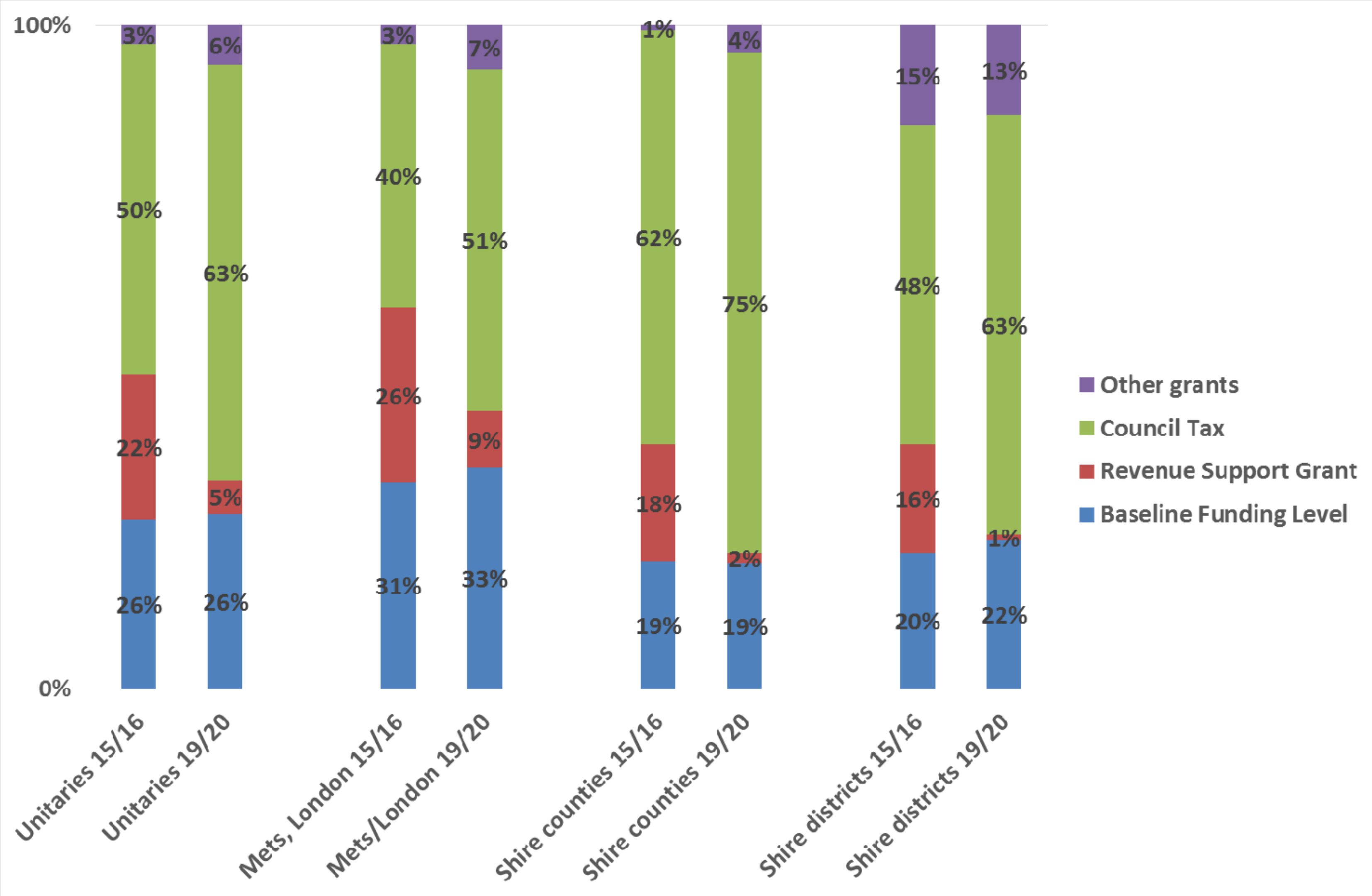
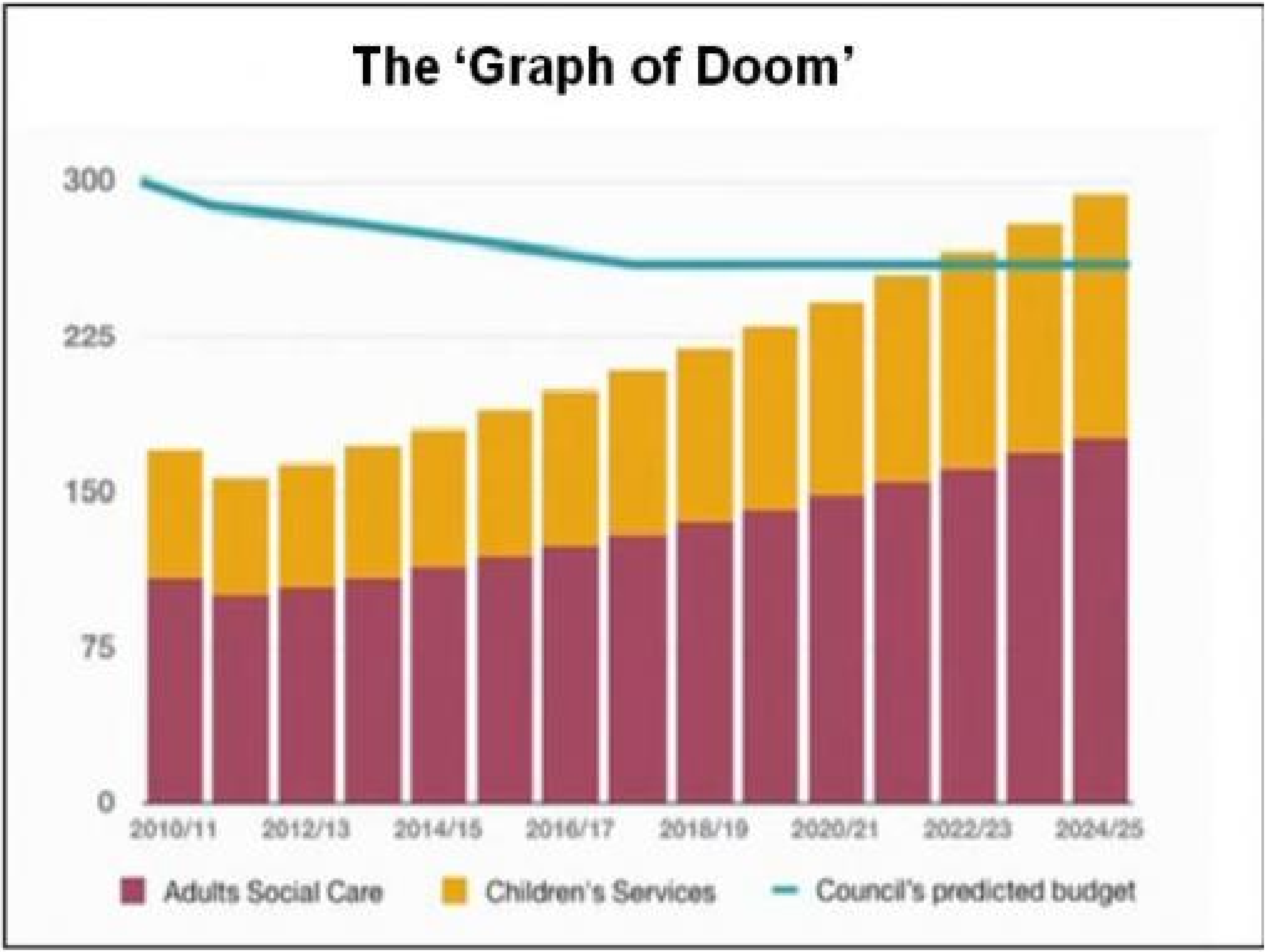
UK local government spending as a share of GDP: current spending, already below the 1979-2014 minimum, is projected to go on falling to 2020



Balance of core spending power 15/16 and 19/20: as RSG shrivels beyond London and the Mets, most LA funding will come from council tax




The 'Graph of Doom'
300
225
150
75
0
2010/11
2012/13
2014/15
2016/17
2018/19
2020/21
2022/23
2024/25
Adults Social Care
Children's Services
Council's predicted budget

What has happened to Parks services?

- Neighbourhood grouping
- Total service expenditure %'s in UK
- Average cuts v's areas of deprivation
- Parks £1B
- Average cut 21% to 30%
- Wales phenomenon
- APSE state of the market

State of the market headlines

- 57% expect less than 15% cuts in next 5 years
- 16% looking at compulsory redundancies
- 84% expecting staff cuts of less than 10%
- 72% of parks services delivered in-house
- 56% are part of an integrated street scene service (street cleansing/GM/parks)

State Of the market headlines

- 91% see parks as key to supporting healthy living.
- 78 % expect park numbers to stay the same or increase slightly.
- 91% have Friends and residents groups.
- Asset transfers - mainly buildings and playing fields
- 96% felt there are clear limits to volunteer/community involvement – ‘additionality’

Has Austerity bitten?

What the public think

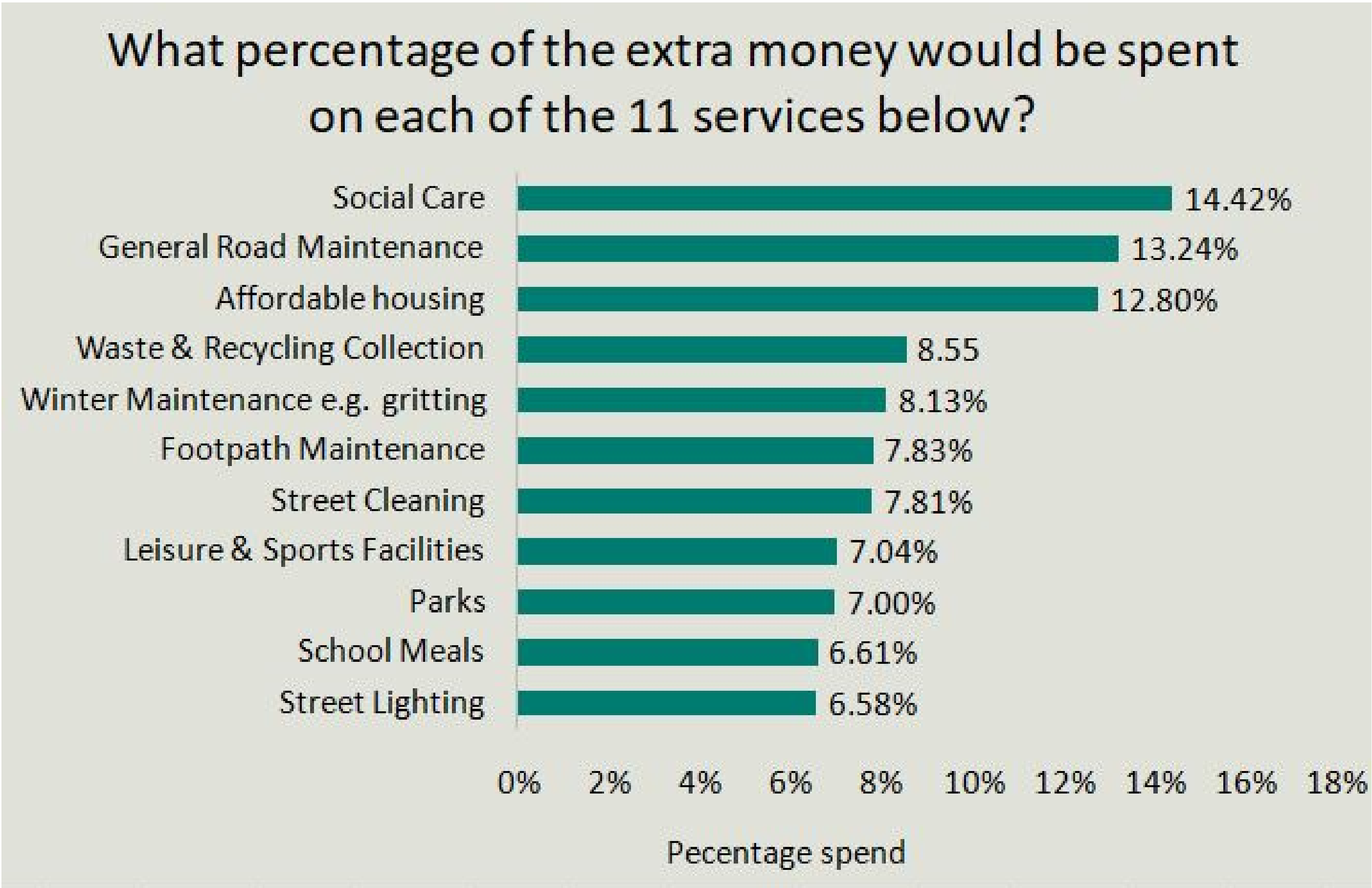
Key findings: Trust and taxes remain high

As in 2016, Trust in Councils and Councillors high versus Government ministers and Private Companies.

- Five times as many still trust the local Council over the Government to make decisions about how services are delivered provided in your local area
- Eight times as many trust local councillors over government ministers to make decision about their local area
- Five and half times as many trusted council to provide services in their local area over a private company with people trusting the council 7.5 times more than the government.
- 79% would like the government to give more money to local councils to spend at the local level for services that are their neighbourhood.

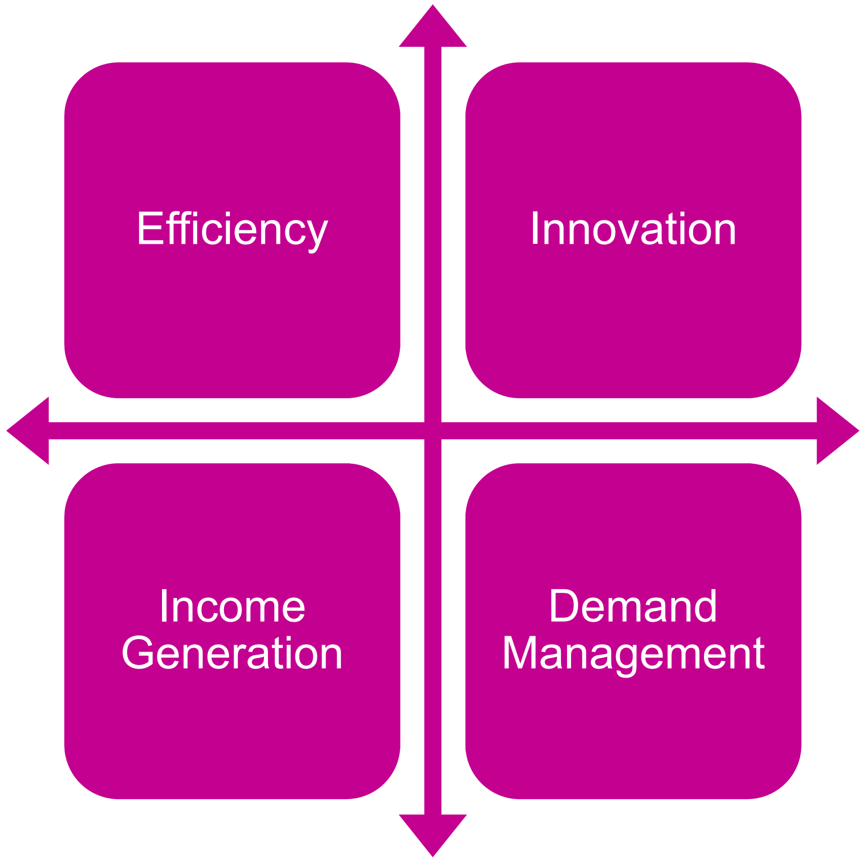
Performance of Councils services positive

How the public would like extra funds spent

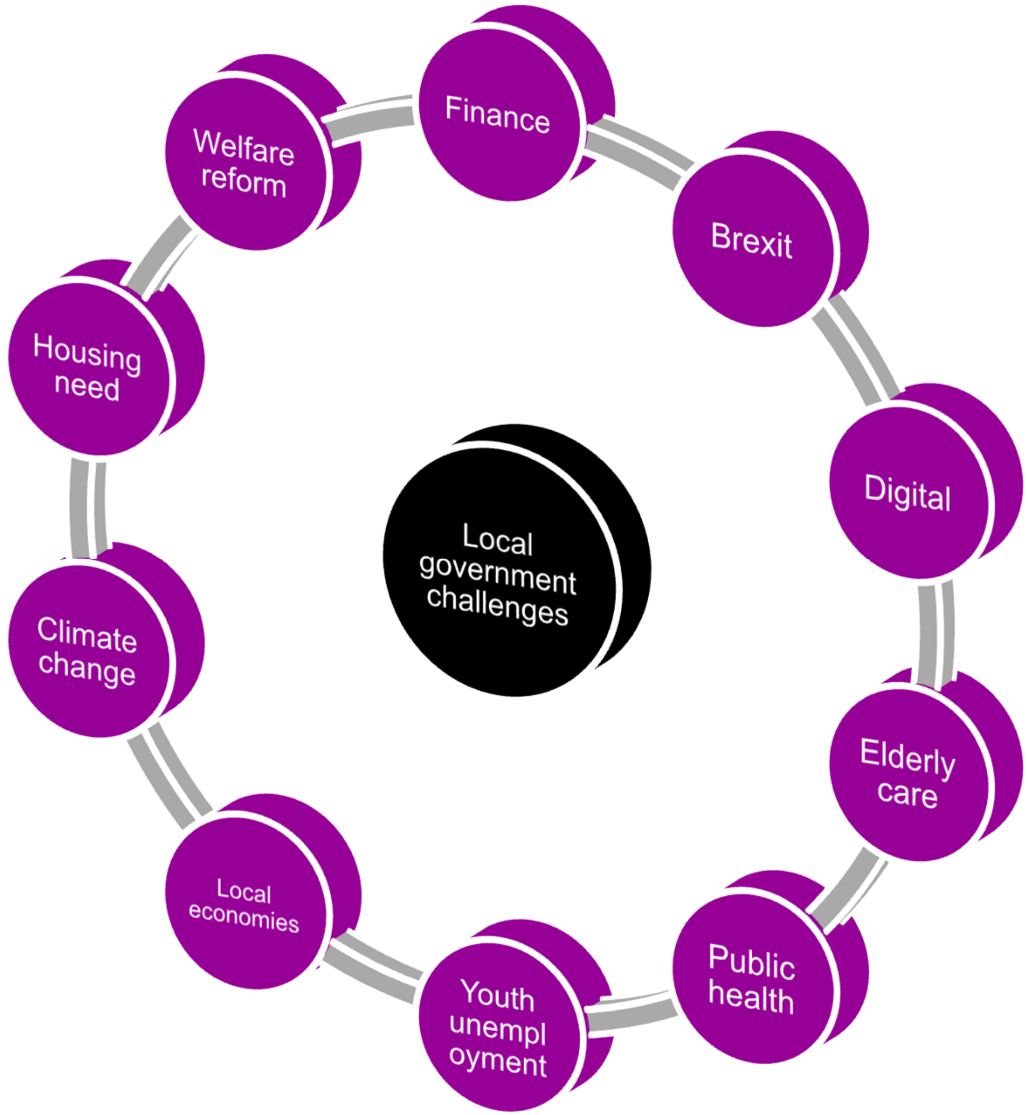


What will local government look like in 2020?

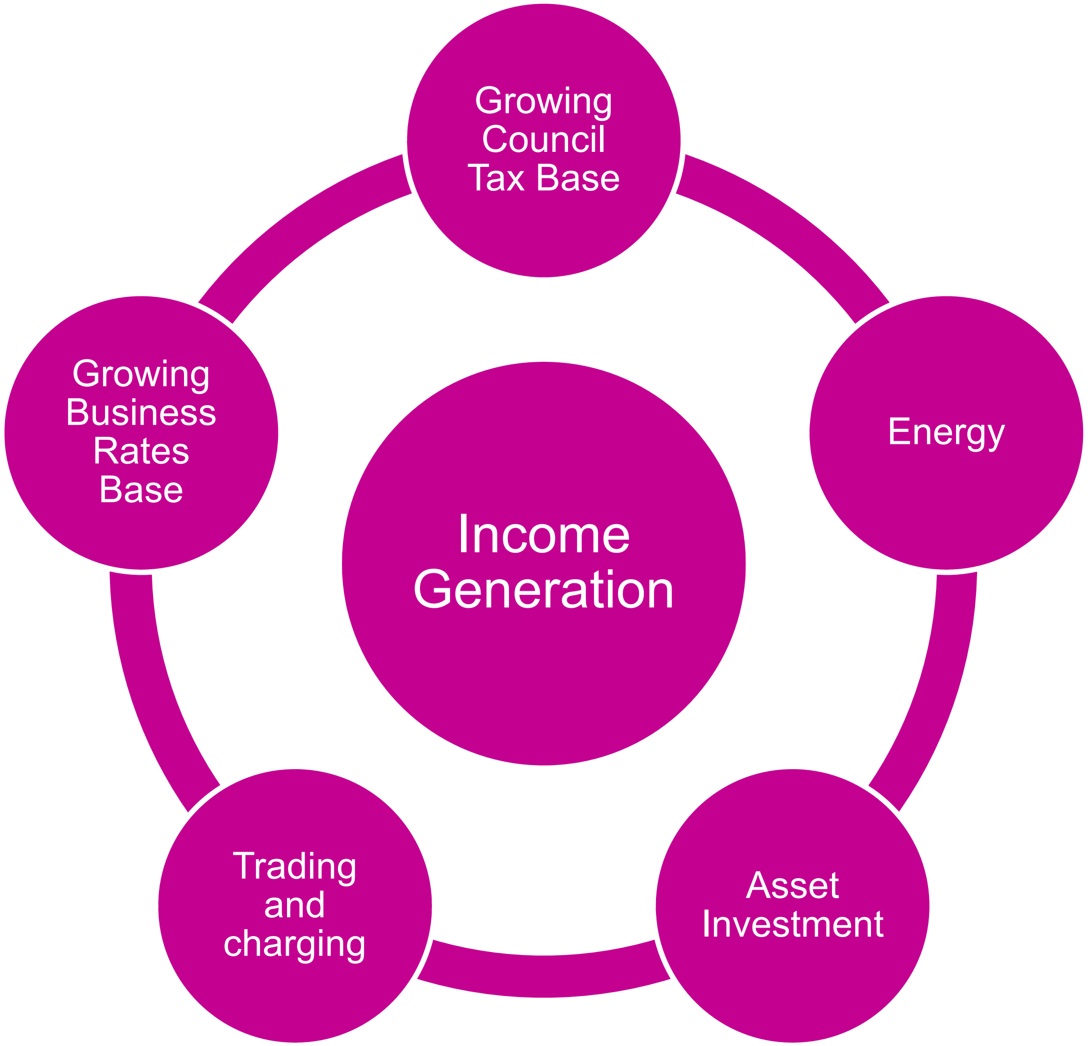
The pillars of excellence



Public policy challenges

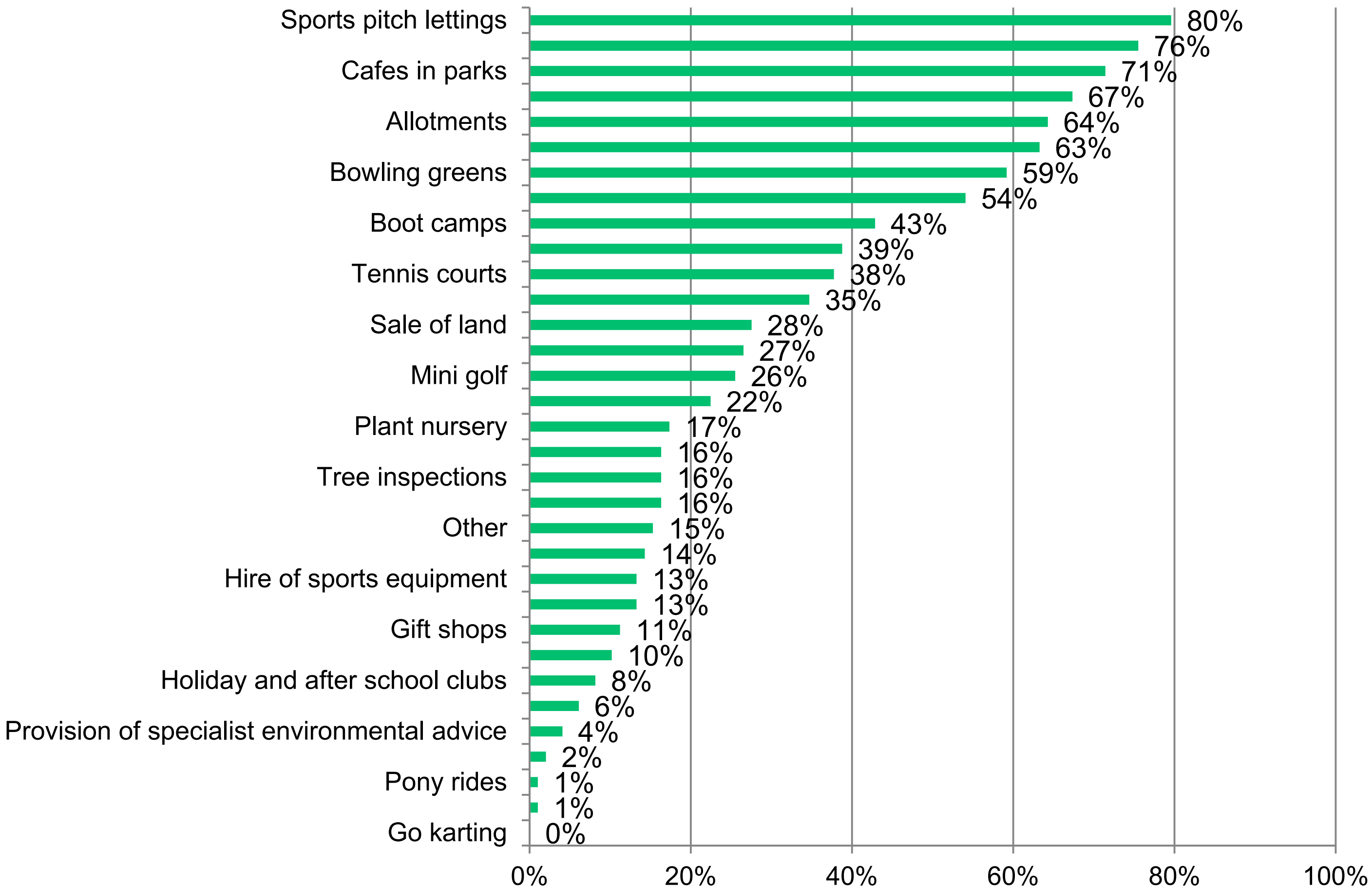


Commercialisation Strategy



Income generation

What areas do you currently generate income in through fees and charges?



Additional funding

- ‘Section 106 money’ (82%).
- ‘National Lottery Heritage Fund’ (62%).
- Receiving income from friends of parks groups (66%).
- Grant funding from other sources risen to (52%).
- Sponsorship received by (41%).
- Figures for ‘health funding’ (27%).
- Sale of assets rose (e.g. timber) (19%).
- Private funding10%.

Case for direct provision

- Democratic accountability
- Council support
- Part of policy solution public health
- Proof of delivery
- Wider role in economy & neighbourhoods
- Ability to have full resource of council
- Focus on todays problem - austerity

Outsourcing to ADMs

- Look before you leap
- Grass isn't always greener
- Optimism bias – beware of false prof(ph)its
- Cherrypicking
- What happens to what's left behind
- Fragmentation
- Plan B, if it goes wrong
- Your workforce

Parks of the Future

Parks Champion - Chair

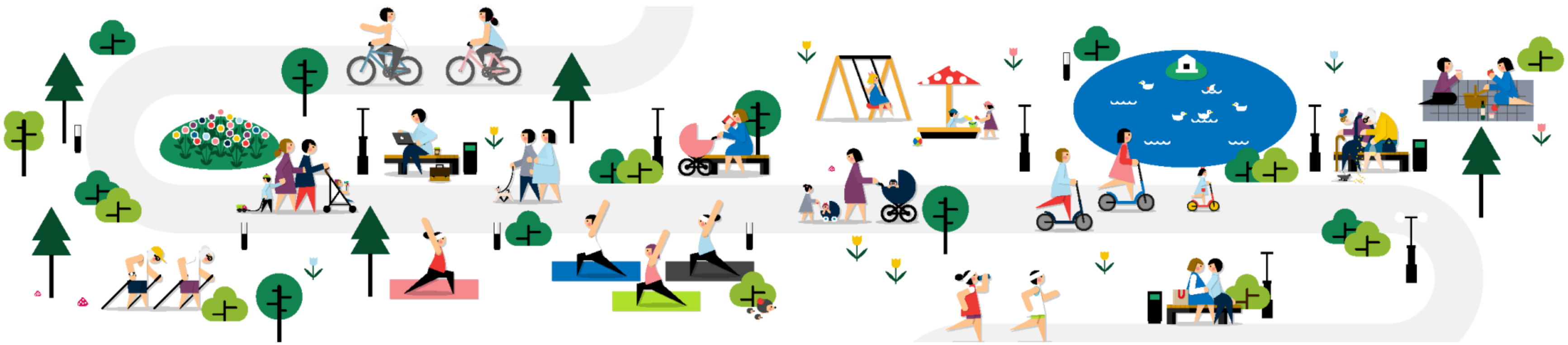
Elected Member / Director of Service / Charitable Fund Manager / Commercial Manager / Communication Manager Community Representative / Local Chamber of Commerce Representative / Senior HWBB Representative

Health & Wellbeing Board

Parks & Greenspace Strategy

- Define ethos
- Parks - typology/USPs
- Assets
- Business Plans

- Staff skills
- Community Engagement
- Direct Council Income Generation
- Partnerships
- Charitable Funds



Conclusions

- Budgets continuing to drop up to and 2020
- Sector response been good in terms of cost reduction, efficiency and improving productivity
- Public remain supportive of council parks services
- This only takes us so far
- We now need to continue to seek out income generation opportunities to offset budget cuts
- Need for a commercialisation strategy
- Time for a spirit of municipal entrepreneurialism
- DCLG Parks Action Group

LOCAL SERVICES
LOCAL SOLUTIONS

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