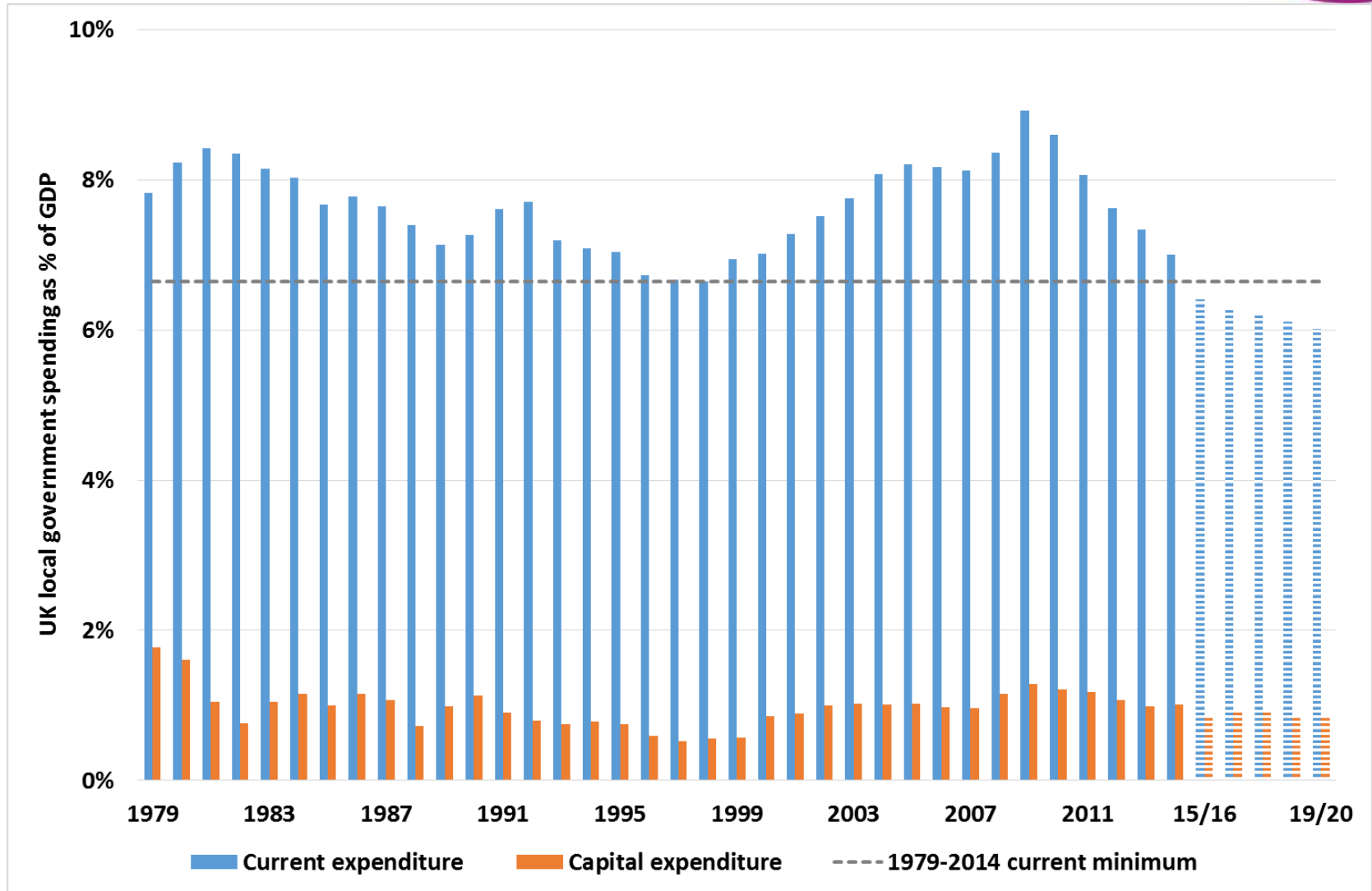




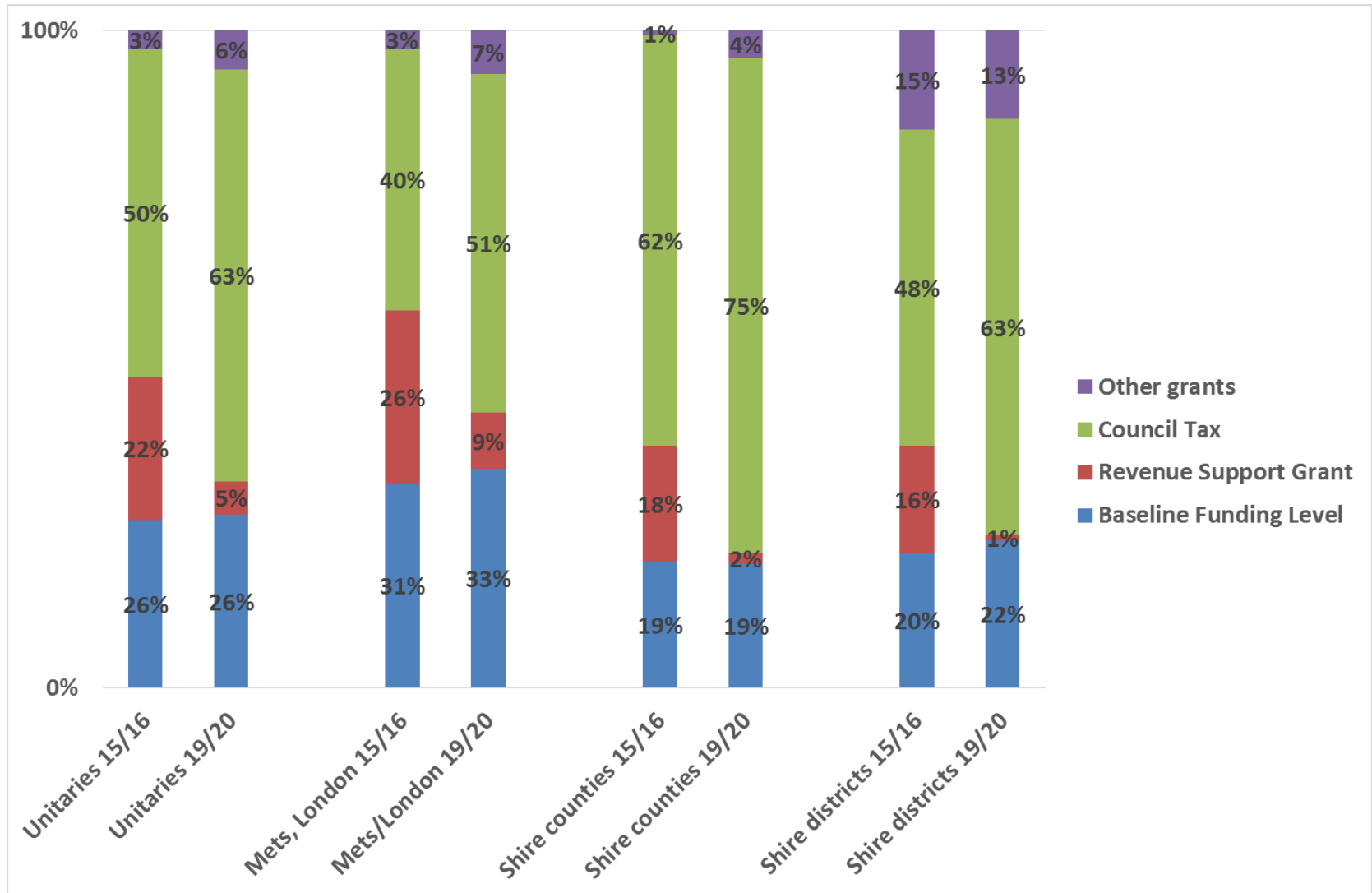
How are Parks services dealing with austerity?

Paul O'Brien,
Chief Executive, APSE

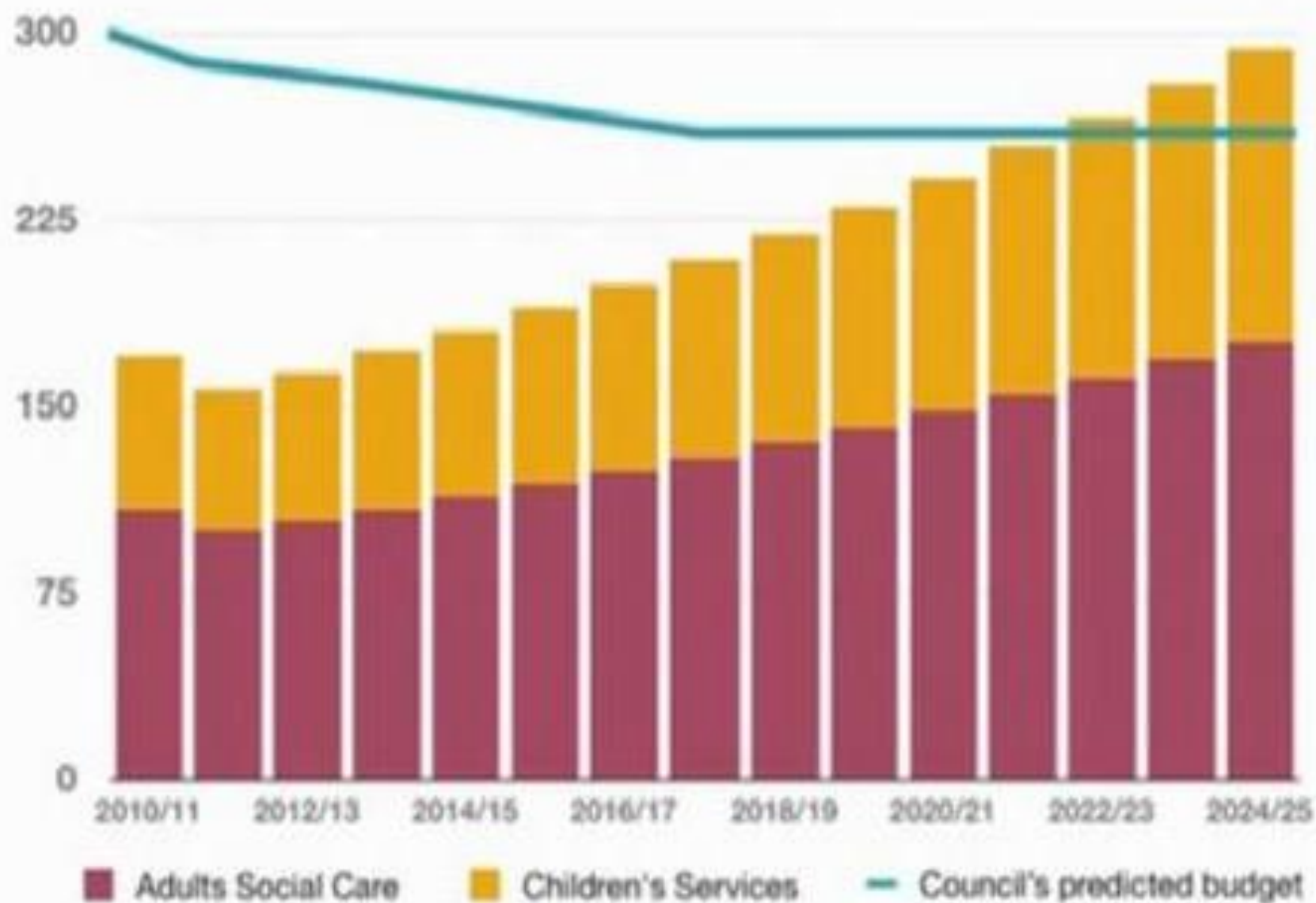
UK local government spending as a share of GDP: current spending, already below the 1979-2014 minimum, is projected to go on falling to 2020



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'



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



- 2/3rds expect less than 15% cuts in next 5 years
- Only 15.8% looking at compulsories
- 86% expecting staff cuts of less than 10%
- Some worried about sustainability of existing arrangements
- However, over 90% are part of an integrated streetscene service
- 88% have friends and residents groups volunteering

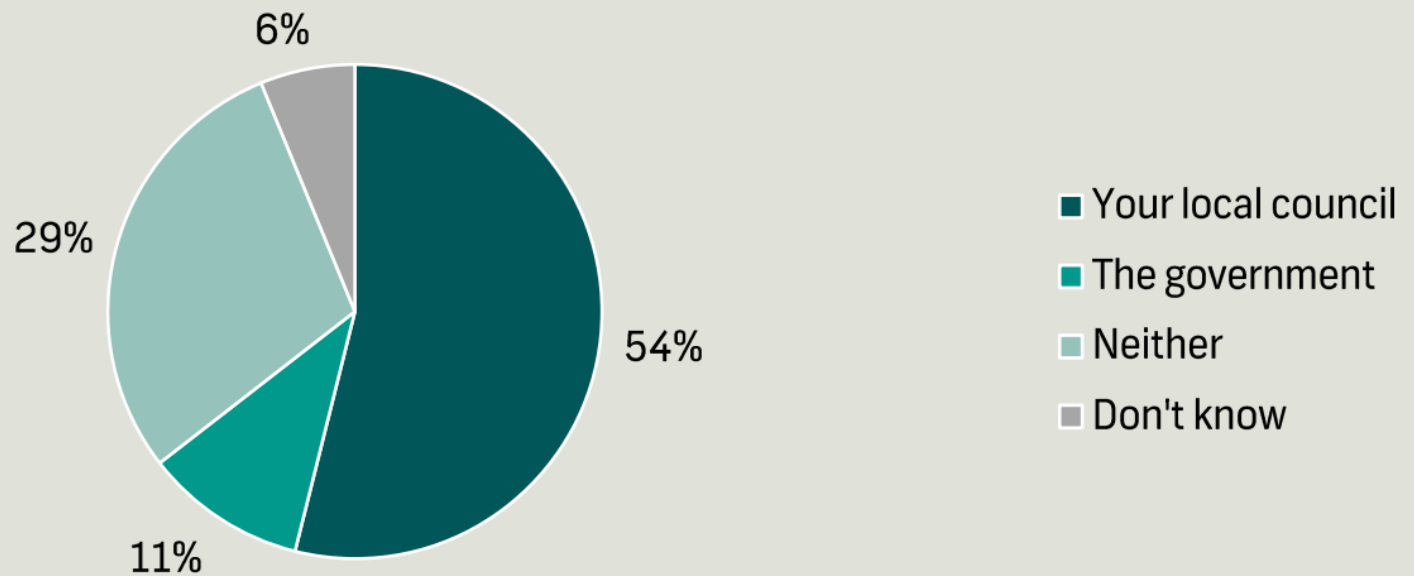


Neighbourhood Services Poll

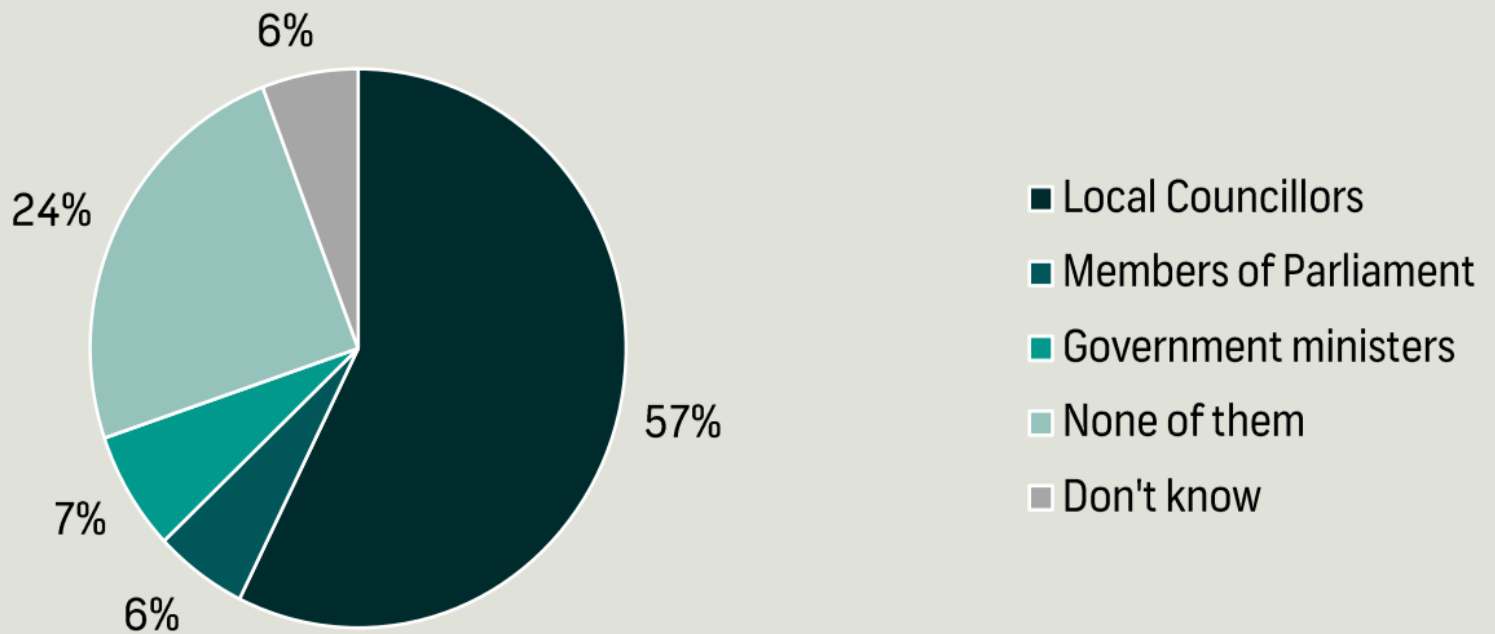
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**Survation on behalf of the
Association for Public Service
Excellence**

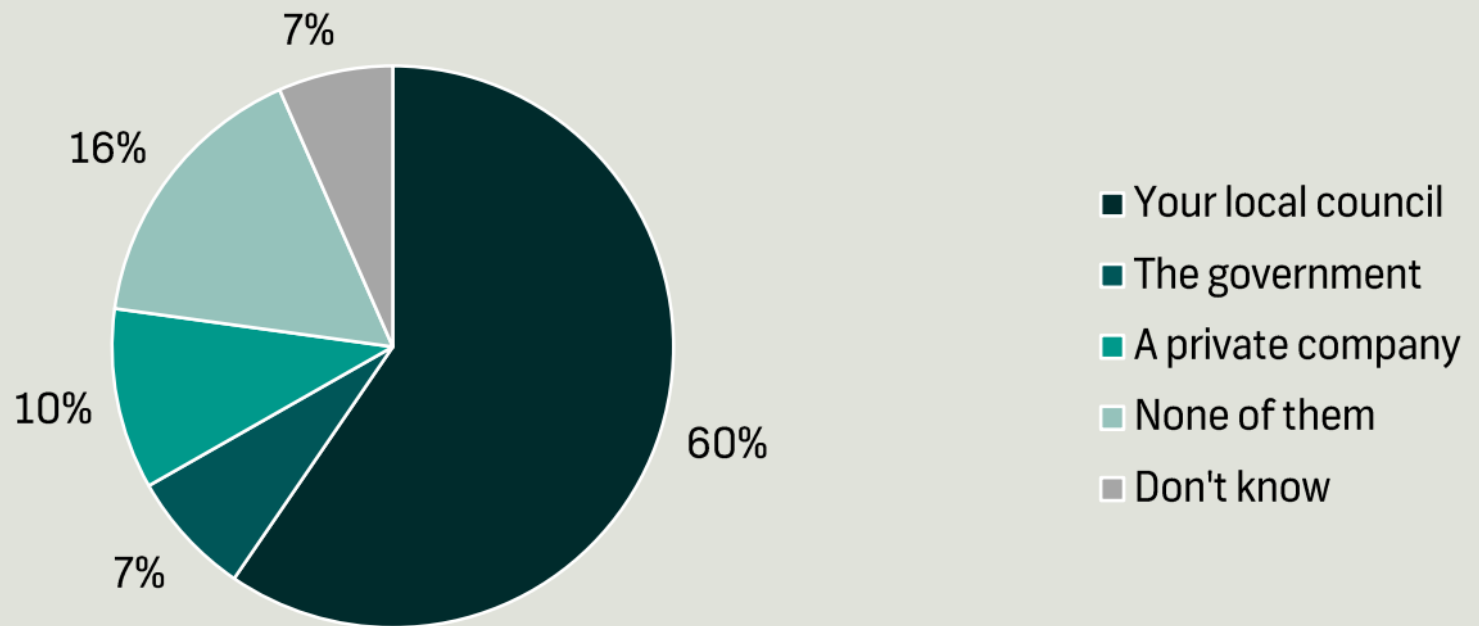
Who do you trust the most to make decisions about how services are delivered and about how services are provided in your local area?



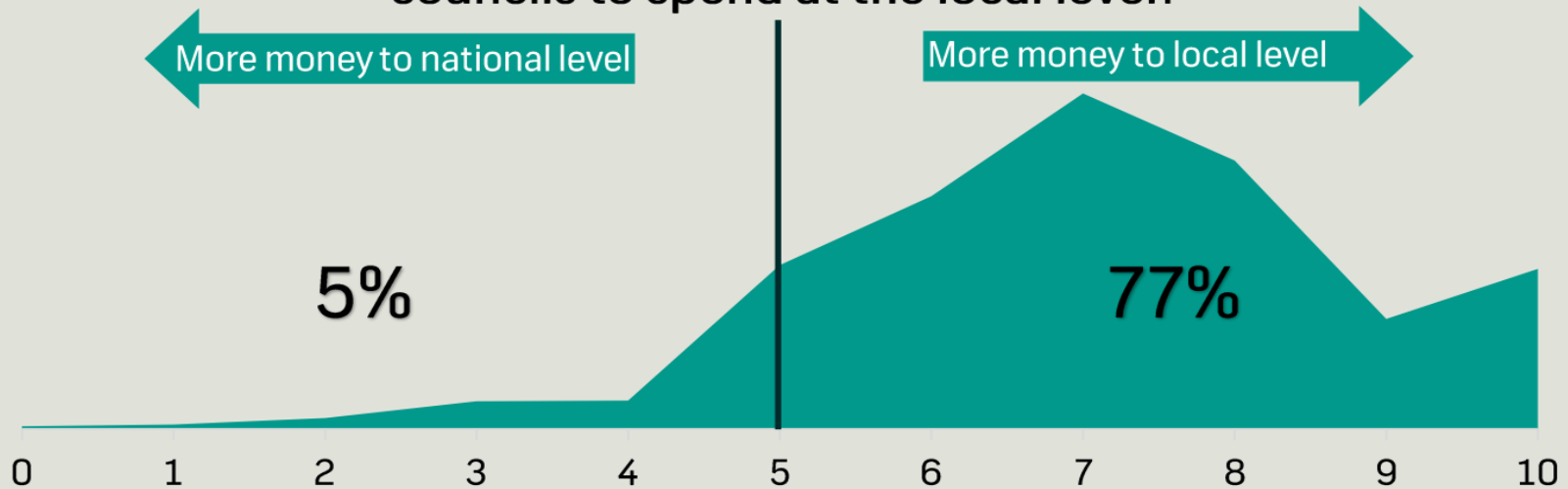
Who do you trust the most to make decisions about how services are provided in your local area?



Who do you trust most to deliver services to your local area?



Would you like to see the government keep more money than it currently gives to local councils to spend at national level or should it give more money to local councils to spend at the local level?



- Respondents were asked to place themselves on a scale of 0-10 scale, where 0 meant that they would like to see the government keep more money than it currently gives to local councils in order to spend more at the national level and 10 meant that they would like to see the government give more money to local councils to spend at the local level.

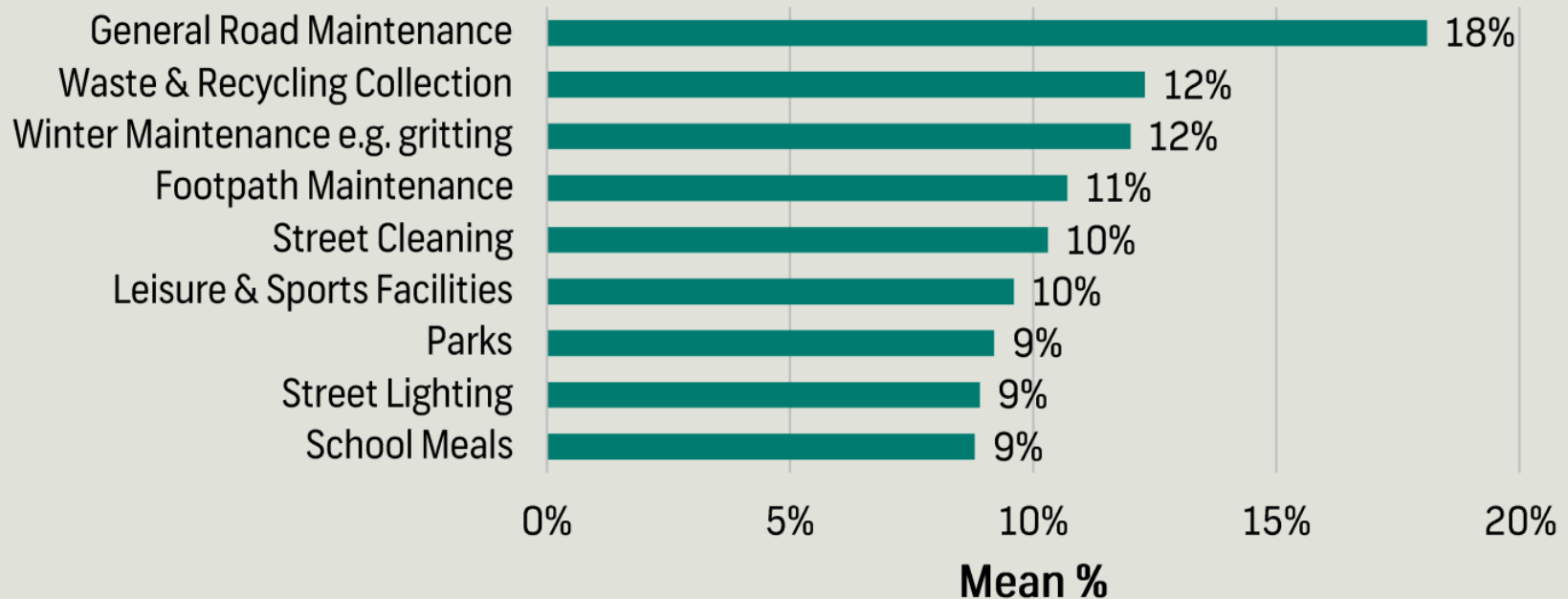


Satisfaction With Services



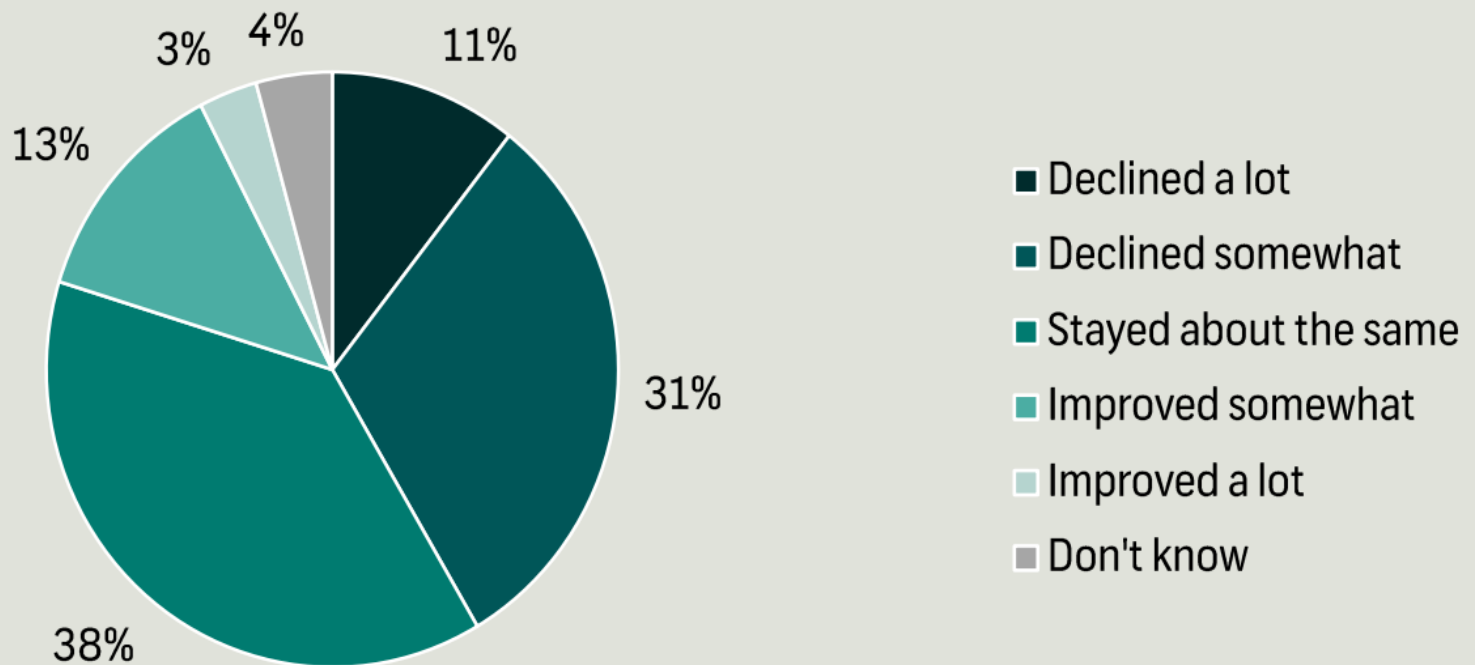
- Respondents were asked to give each of the nine local council services listed a score on a scale of 0-10 (where 0 = very dissatisfied and 10 = very satisfied). The 'Satisfaction Rating' is the average of the weighted results.

What percentage of the extra money would be spent on each of the 9 services below?

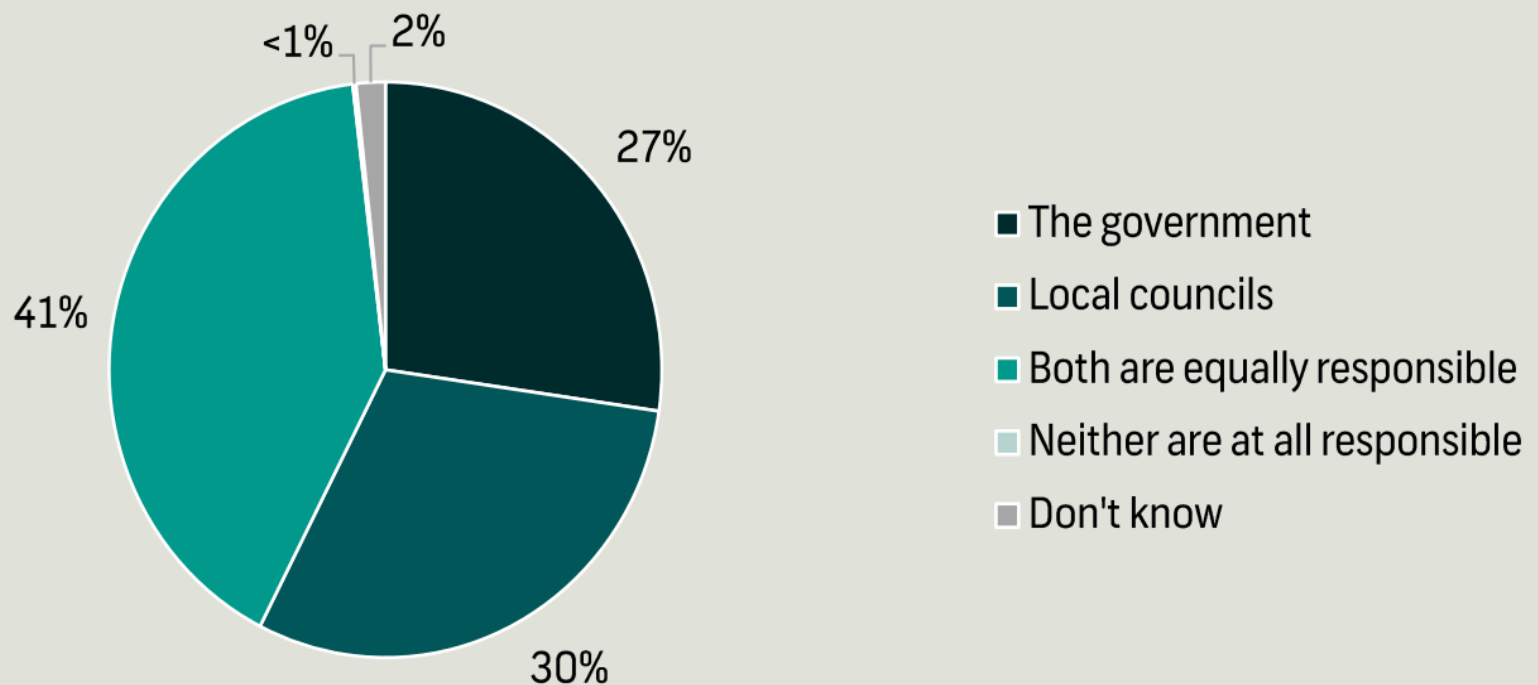


- Imagining that local councils were to receive extra funding, respondents were asked to allocate portions of a notional budget to the nine local services already discussed.

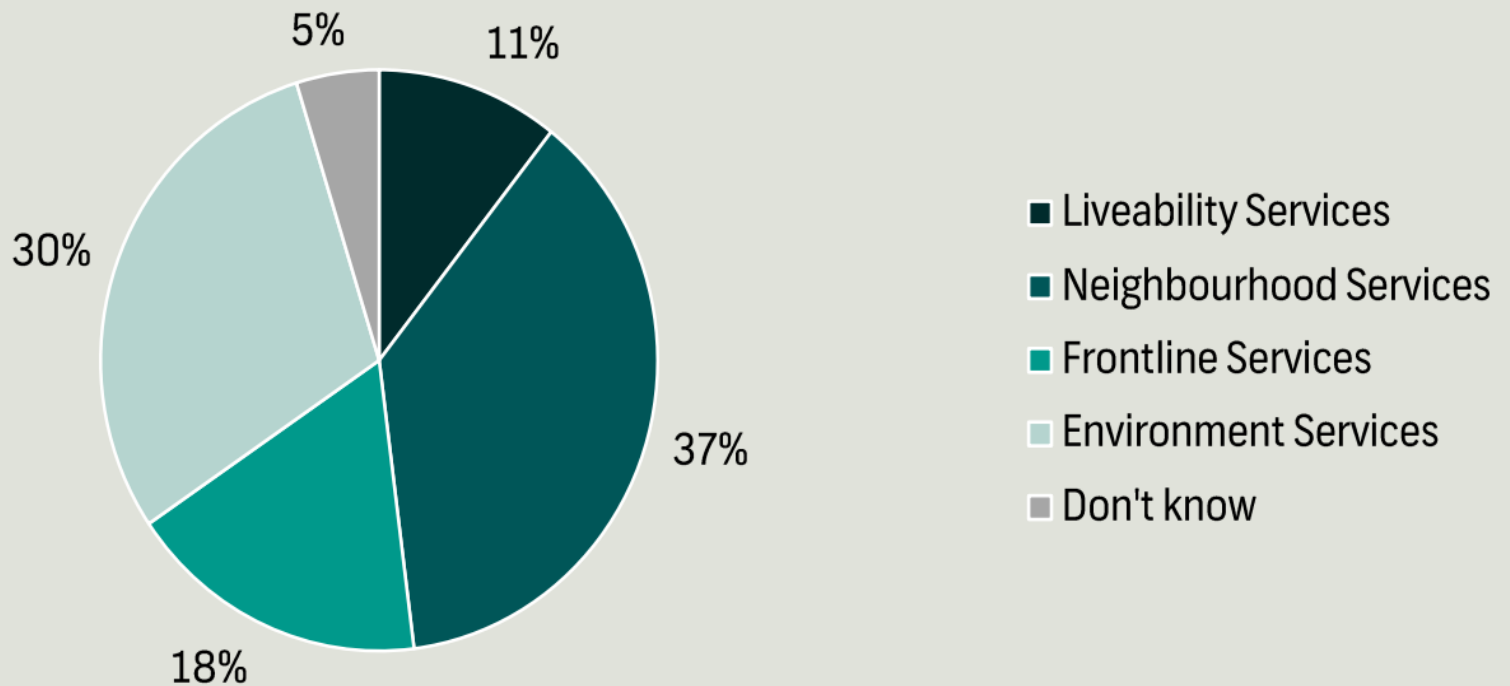
Do you think that local services have declined or improved in your local area in recent years?



Who do you think is the most responsible for the declining services in your local area?



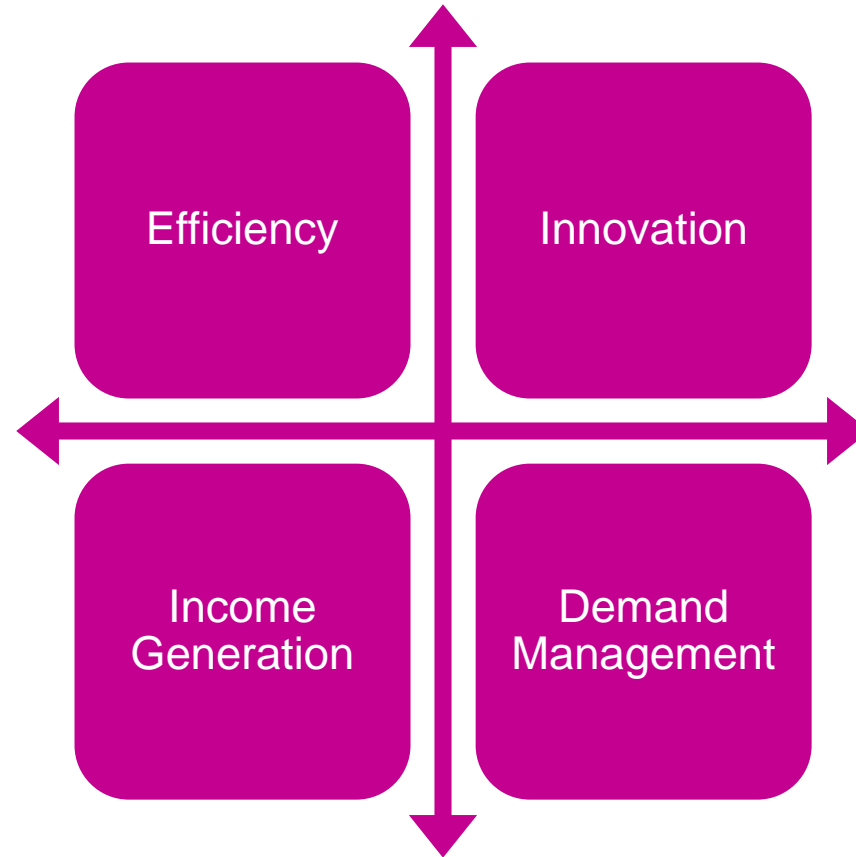
What name best describes the services operated by your local council?



What will local government look like in 2020?



The pillars of excellence



Public policy challenges



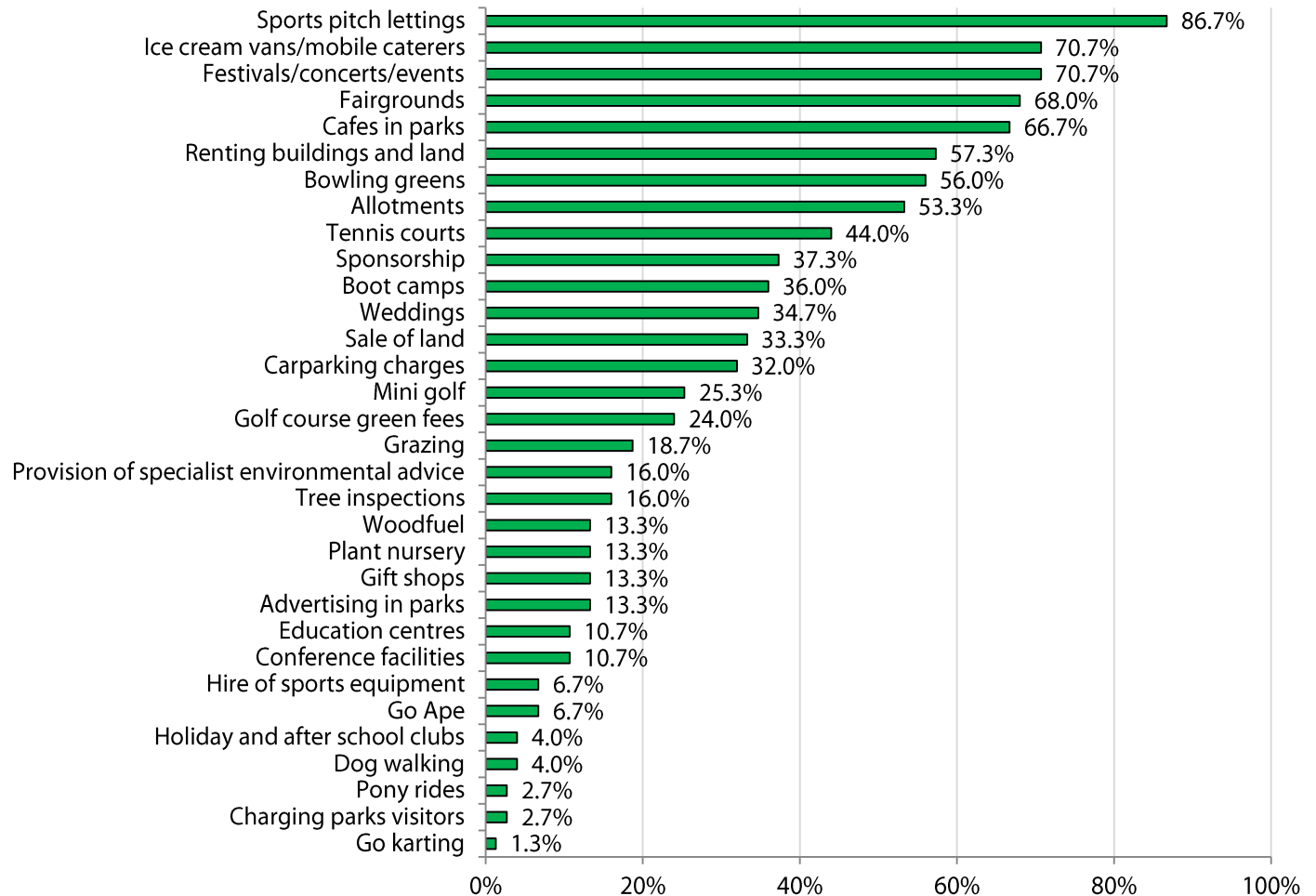
Income generation



Income generation



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

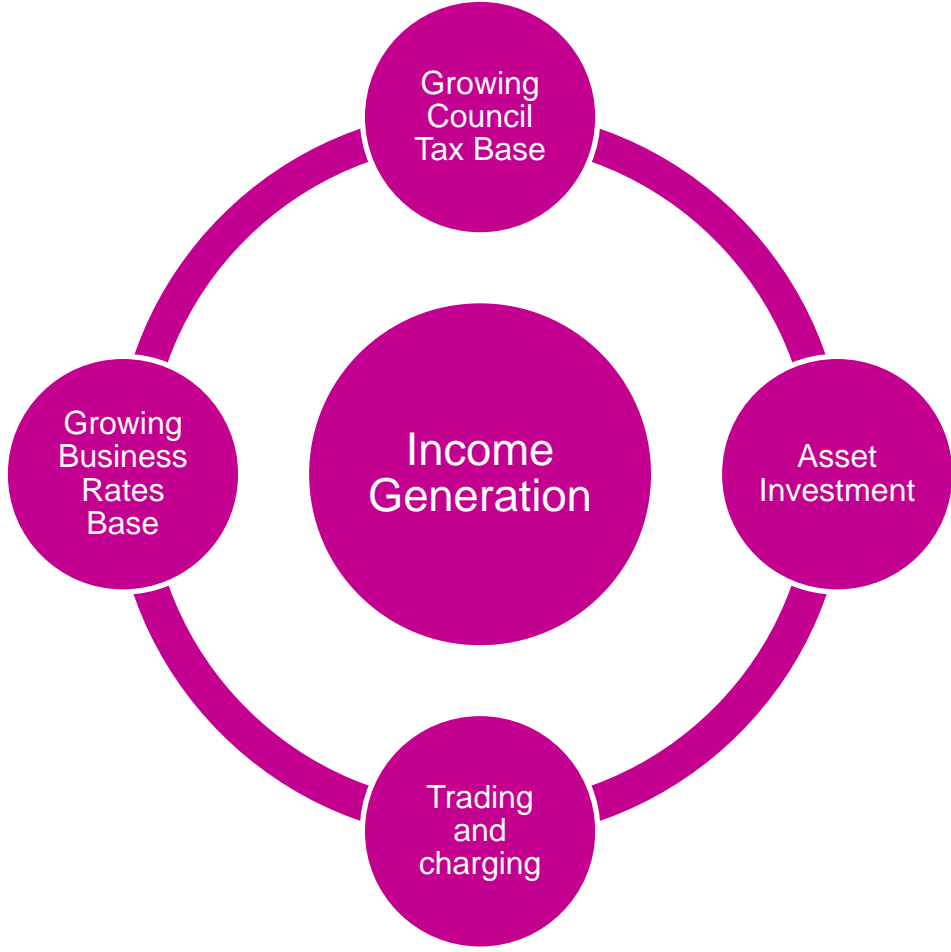




Additional funding

- 'Section 106 money' (89%).
- 'National Lottery Heritage Fund' (60%).
- Receiving income from friends of parks groups (59%).
- Grant funding from other sources risen to (51%).
- Sponsorship received by (48%).
- Figures for 'health funding' (18%).
- Sale of assets rose (e.g. timber) (29%).
- Private funding 12%.

Commercialisation Strategy



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 today's problem - austerity

Conclusions



- Budgets continuing to drop up to 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 seek out income generation opportunities to offset budget cuts
- Need for a commercialisation strategy
- Time for a spirit of municipal entrepreneurialism

LOCAL SERVICES

LOCAL SOLUTIONS



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