

# How can we recognise success in meeting the challenges for parks and green spaces?



# Parks and green spaces are a key asset to the City

Parks and green spaces are a key asset ... important to Chelmsford and the people who live work and visit. The role and value of parks and green spaces is reflected in the priorities set out in the Corporate Plan, recognising the contribution to enhancing quality of life and environmental quality, making Chelmsford an attractive place and attracting investment for future growth. The delivery plans associated with the Corporate Plan identify a number of actions related to parks and green spaces – ranging from new green infrastructure to support major housing growth in North East Chelmsford to volunteering opportunities to help promote a more sustainable environment



# Public Places Parks & Green Spaces

- Parks and Green Spaces
- Grounds Maintenance
- Equipped Play Areas
- Hylands Park and Estate
- Chelmsford Crematorium and Cemetery  
(incl. closed church yards)
- Allotment Gardens



# At a glance ...

- 692 hectares of parks and green spaces managed and maintained, including 490ha of parks, gardens and amenity areas, 93ha of sports and playing fields, 78ha of natural space
- 3m+ people recorded using the main parks ... 94% of residents surveyed have used parks and green spaces [latest survey 2012/13]
- In excess of 400,000 outdoor sports participations each year
- 7,000 outdoor sports fixtures each year
- 70+ community events each year
- 117 Equipped Play Areas
- 12 Green Flag Locations, 2 Community Awards and 3 Heritage Award Locations
- 1018 Allotment Plots



# At a glance ...

- Overall budget £3.5m+
- Net control expenditure £3.7m+
- Net control income £700k
- Employ over 94 people [approximately 88 fte]
- 95% of staff involved in front line service delivery
- 20+ vehicles in fleet and 250+ machinery/plant items
- Park volunteers 3193 participants (1842 regular) Total annual hours worked 12,825 equates to £101,731



# What are we here to do?

In the context of the vision and ambitions for 'Chelmsford Tomorrow', the following priorities have been identified for Parks and Green Spaces ...

- Encouraging people to lead healthy active lifestyles, in particular removing barriers to participation in physical activity
- Encouraging ways for people to more actively contribute to their local community, through activities such as volunteering and alike
- Developing more activities, programmes and spaces to socially include young people and distract them from anti-social behaviour
- Addressing and mitigating the impact of climate change
- Preserving natural habitats and enhancing public spaces for the benefit of biodiversity
- Encouraging more environmentally sustainable travel options such as walking and cycling



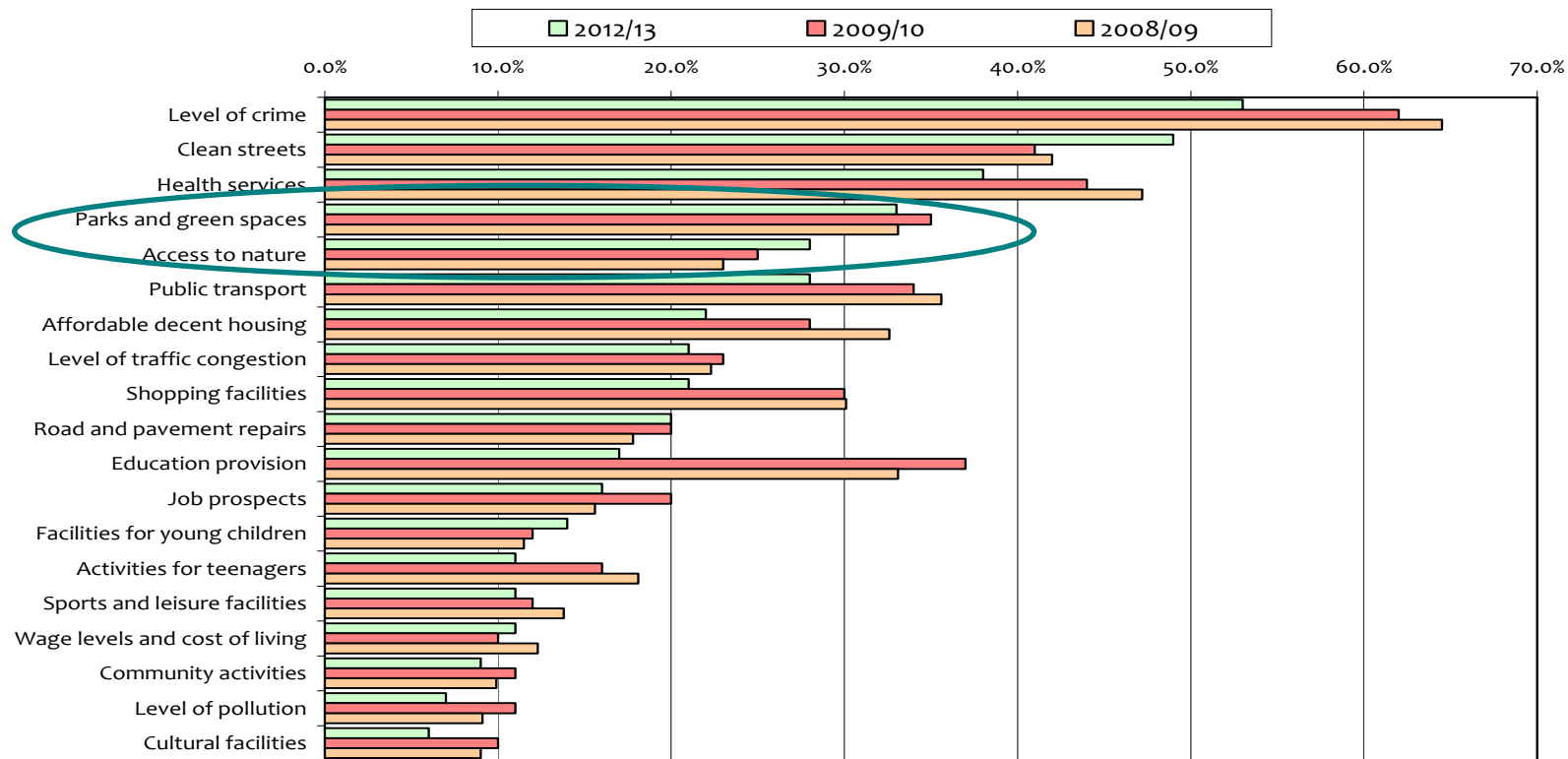
# Service challenge

Successfully delivering front line services every day of the year



# Are Parks and Open Spaces important to People?

Most important factors in making Chelmsford a good place to live





# What do others say?

- **“CCC stands out in the Eastern Region, by helping to develop the scheme through their involvement in pilot projects and the use of their winning sites to train new judges they are at the forefront of delivering quality parks and green spaces for their residents and visitors to the City. I commend their approach and enthusiasm whilst quoting them as a best practice example for others to aspire to.”**

*Paul Todd, Keep Britain Tidy - Green Flag*

- **“Overall a brilliant day out and fantastic value for money. Thanks to all who organised. We love the events that Chelmsford Council organises and it makes us love living here!”**

*3 Foot People Festival customer*

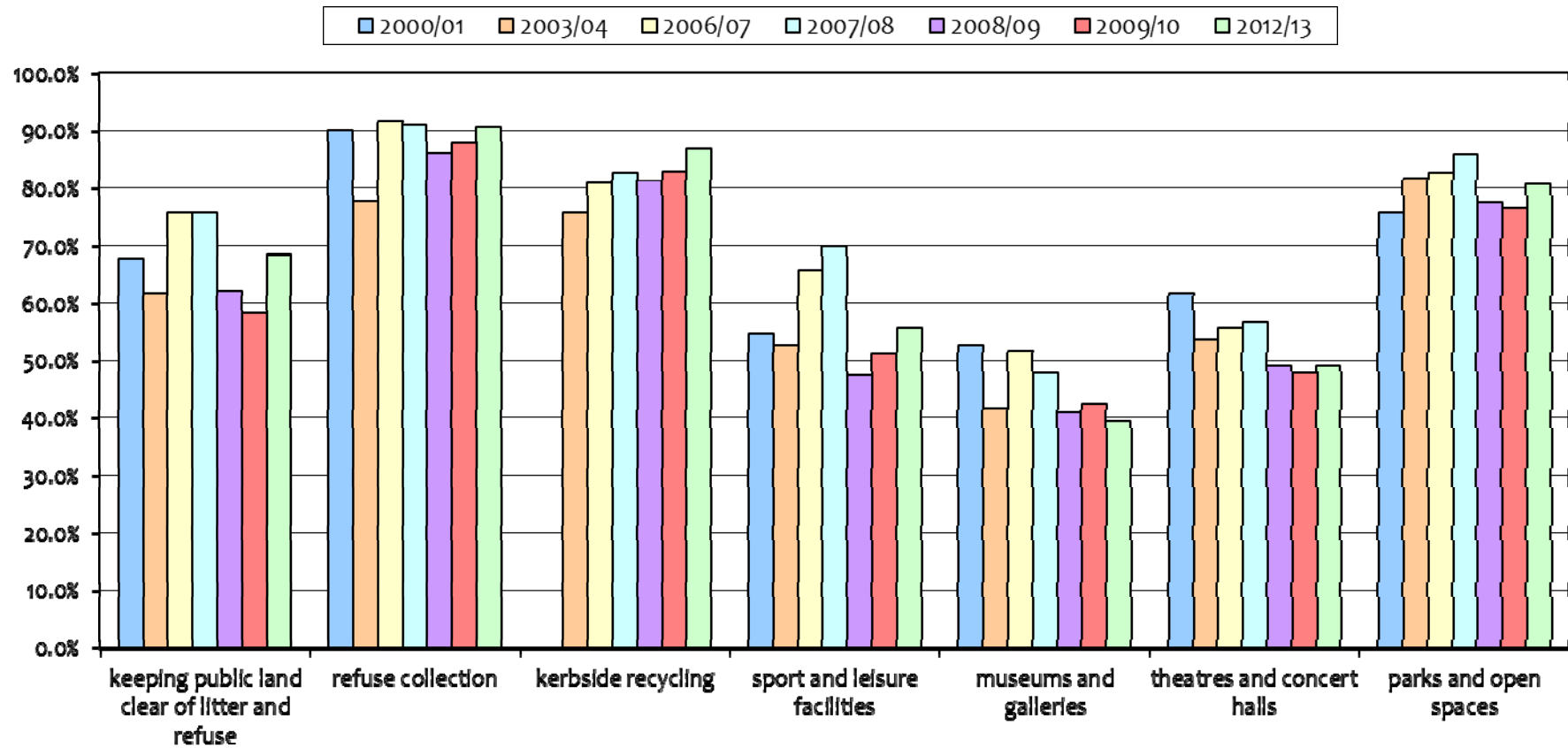
- **“My wife and I would like to congratulate you and your staff, especially the front line staff, on the floral displays you have provided over the season for all Chelmsford visitors. Special mention is due for the troughs in Parkway which have provided a welcome splash of colour in this busy area.”**

*Mr & Mrs Parry, Chelmsford residents*



# Public Satisfaction in context

## Satisfaction trends - Chelmsford



# Key service challenges 2016/17

- Extend the network of green spaces across the Borough
- Prepare new proposals to improve the public realm and Bell Meadow, Sky Blue Pasture and Central Park
- Work with Planning Officers on Open Spaces and Outdoor /Indoor Sports Assessment to deliver appropriate community infrastructure, and to inform review of new Parks & Green Spaces Strategy.
- Replace existing skate park at Central Park in consultation with users, Environment Agency and Planning Officers



## ...in a challenging work environment and set of circumstances

- Doing more for less [in real terms]
- Trying to keep pace with increasing demand for services driven by external factors such as by population growth
- Responding to increasing levels of environmental 'abuse'
- Adapting to volatile market conditions with entrepreneurial business solutions.



## ... and in doing so meet corporate priorities to

- Provide inclusive, easily accessible and reliable services that are relevant to local people
- Embrace equality and diversity
- Put customers at the heart of our services, providing excellent customer service
- Improve the capacity of and strengthen partnership working
- Deliver innovative service solutions
- Make the best use of available resources so as to offer excellent value for money
- Continuously improve performance



## How will we recognise success...?

- Green spaces well maintained, used, respected and evaluated/accredited externally – using Green Flag Accreditation
- Recognisable improvements in biodiversity, habitat creation and wildlife – by alternative land management ways; hay making, grazing, etc.
- Increased participation and visitor numbers as measured in key locations – by measuring access and egress and communicating those stats to decision makers.
- More community involvement through volunteering and participation in local events
- Positive feedback, repeat business and higher satisfaction levels – by providing effective ways to ensure the news is shared
- Ensure that income generating and commercial activities are successfully supported, marketed and appropriately positioned



## ... and thereby making a real difference by

- Making Chelmsford a more attractive place in which to live, work and visit
- Enhancing Chelmsford's reputation as a clean and green place with a high quality public realm
- Increasing the appreciation, care and respect for the public environment
- Fostering a greater sense of place, pride and community ownership
- Managing Chelmsford's rich and diverse landscapes, parks, green spaces and street environment in a way that enhances and protects the built and natural features and surrounding countryside
- Reducing the incidence of anti-social and nuisance behaviour



# Green Flag Accreditation 10 years on

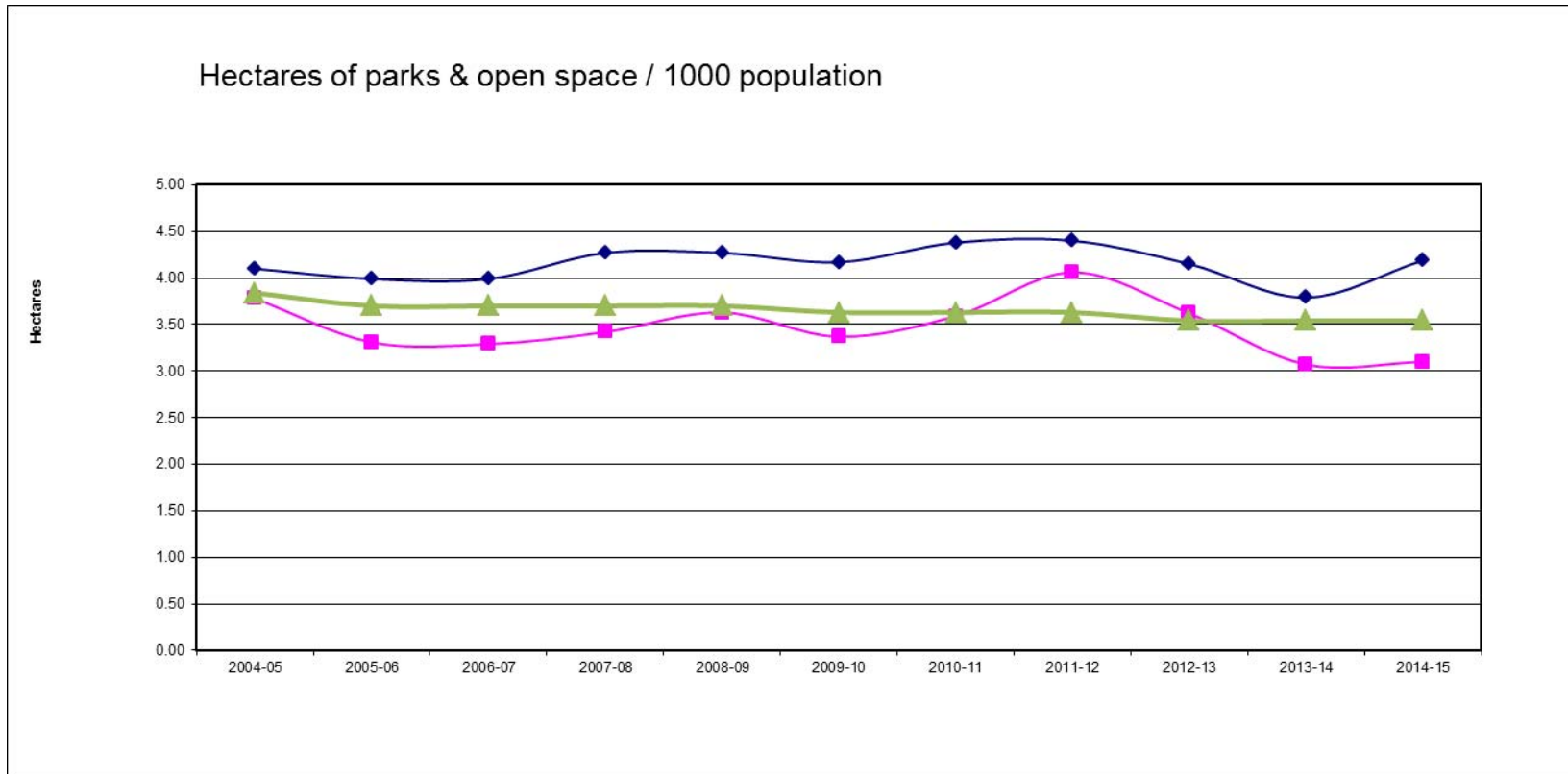
Service wide Green Flag Accreditation held; first in the pilot scheme in 2011 and then 2012 and 2014 with a re-inspection due in November/December 2016

	Green Flag Individual Location Awards		Pass score minimum 15	Pass Score minimum 42	Overall score needs to total 66 for a pass
	Park with Green Flag Award	Green Flag Location since	Judges scores Mgt Plan	Judges scores Site Visit	
1	Oaklands Park, Moulsham Street, Chelmsford	2004	20-24	55-59	80+
2	Boleyn Gardens and Beaulieu Park, Chelmsford	2004	25-30	55-59	80+
3	Admirals Park, Tower Gardens and the adjoining and including West Park, Chelmsford	2005	15-19	50-54	75-79
4	Chelmer Park	2006	20-24	45-49	70-74
5	Hylands Estate	2007	20-24	60-64	80+
6	Coronation Park	2008	20-24	45-49	66-69
7	Compass Gardens and Saltcoats Park	2009	20-24	45-49	66-69
8	Melbourne Park	2010	20-24	45-49	66-69
9	Central Park	2011	15-19	45-49	66-69
10	Brook End Gardens and Chancellor Park	2012	15-19	55-54	66-69
11	Lionmede Recreation Ground	2013	20-24	45-49	66-69
12	Chelmsford Cemetery & Crematorium	2015	20-24	50-54	70-74

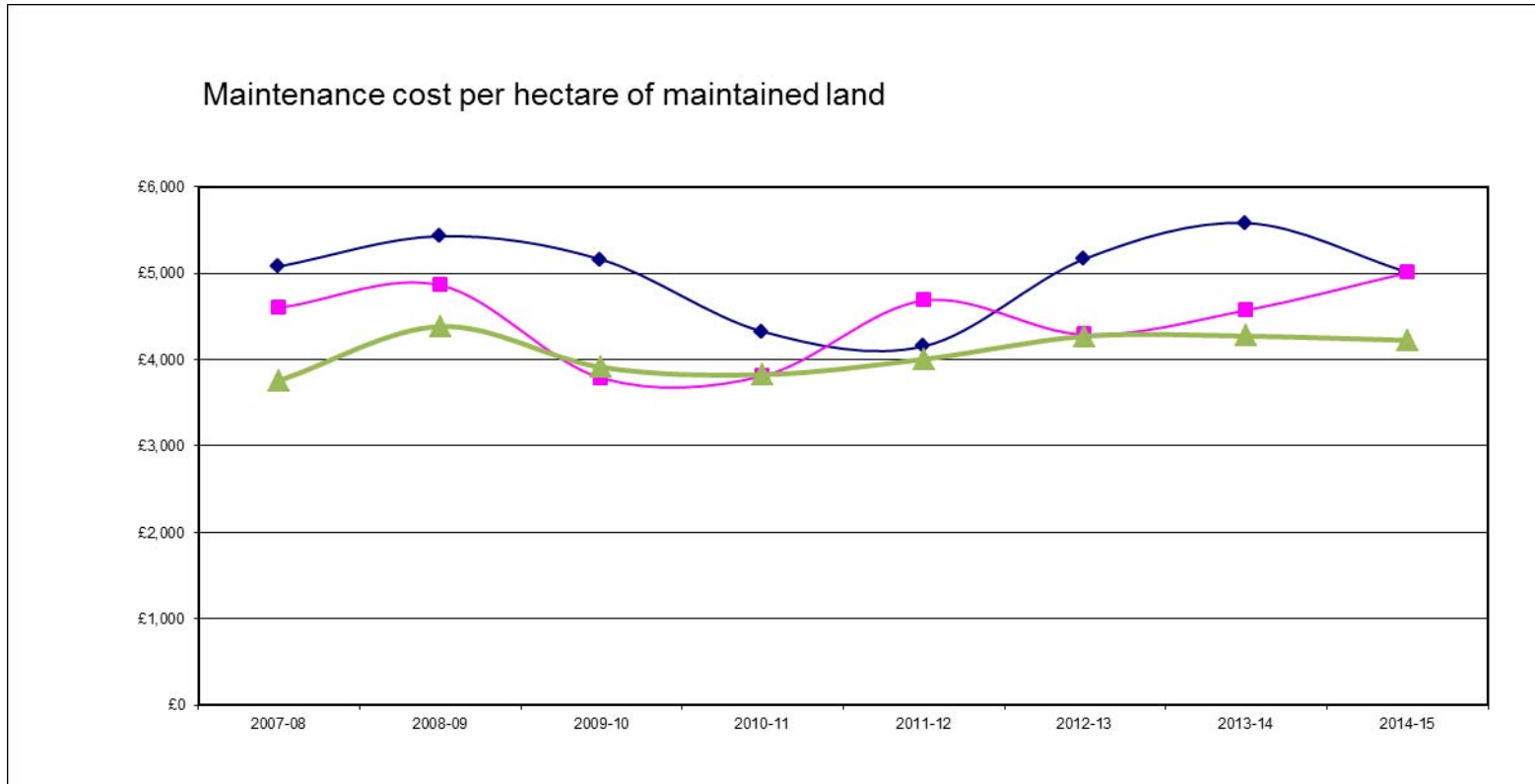




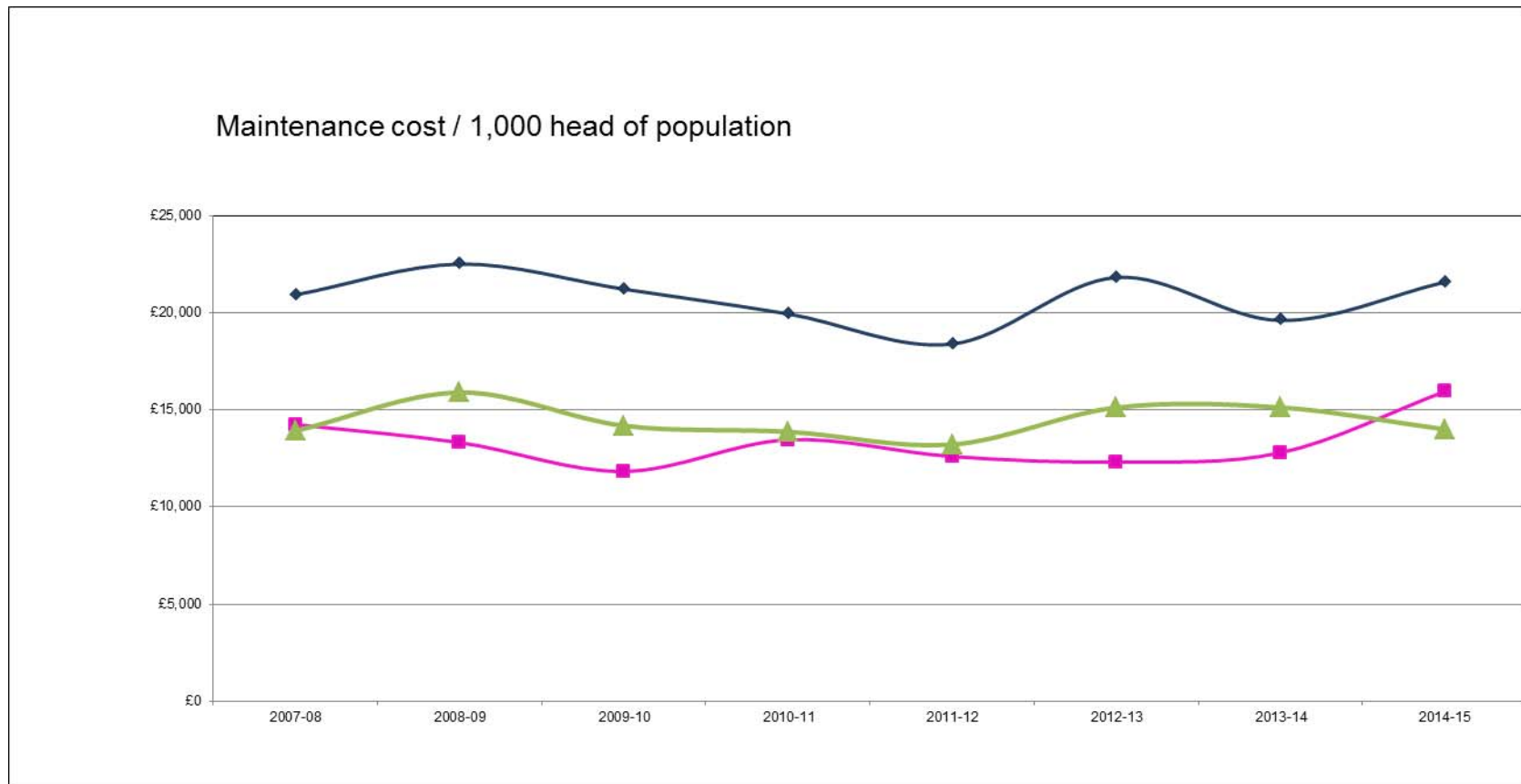
# APSE - PI 30



# APSE – PI 02



# APSE – PI 17



# Summary

In summary Parks & Green Spaces enhances the representation of the City Council:

- We aim to provide value for money – validated by APSE and Peer Challenge Review Team.
- We provide quality accreditation – Green Flag accreditation.
- We consult and engage with the communities we serve.
- Engagement and volunteering opportunities.
- Consider use of land management alternatives.
- Consider use of building assets for income generation.



Thank you for listening  
and Questions ?

