

**APSE one day parks seminar**

# **Grounds for change?**



APSE one day seminar at Manchester United Football Club

Thursday 20 March 2014



**seminars**



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9:30 Registration

10:30 **Session 1: Financial and quality of service overview**

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## **The state of the parks market 2014; how is local government responding?**

- Financial outlook, funding and income generation
- Quality of service being provided
- Number of parks and visitor numbers

**Speaker:** Paul O'Brien, Chief Executive, APSE

## **Is the quality of parks increasing?**

- An update on Green Flag
- Love Parks Week and good practice case studies
- Getting involved and plans for 2014

**Speaker:** Paul Todd, Green Flag Award Manager, Keep Britain Tidy

## **Park Land: How open data can improve our urban green spaces**

- Why a National Urban Green Space Map is needed
- Benefits including increasing public engagement and testing interventions
- Making it happen: next steps

**Speaker:** Dr Katherine Drayson, Research Fellow for the Environment and Energy Unit, Policy Exchange

11:45 Tea and coffee break

12:00 **Session 2: Front line case studies**

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## **Securing £21.5million investment over the past five years**

- Entrepreneurship, commercialisation and partnerships
- Resident satisfaction of 85% and record levels of quality accreditation
- Supporting health and wellbeing and the city's economy

**Speaker:** Eddie Curry, Head of Parks & Open Spaces, Nottingham City Council

## **Delivering operational efficiency through workforce modernisation**

- New streetscene service delivery model
- 20% savings achieved
- New role profiles, wider skill base and changed cultures and attitudes

**Speaker:** Wallace Turpie, Operations Manager (Streetscene), North Ayrshire Council

12:45 Buffet lunch

## **Post Sir Alex Ferguson, Managing Manchester United's grounds: A presentation from Manchester United's Grounds Manager**

- Maintenance regime
- Technology used
- Level of investment and resources

Tony Sinclair, Grounds Manager, Manchester United Football Club

13:45 **Session 3: Issues for service delivery**

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## **New allotment guidance from the Department for Communities and Local Government**

- Importance of allotments
- What the new guidance means to local councils managing allotment sites in their area
- How to encourage greater community engagement in future allotment provision

**Speaker:** Rachel Edwards, Big Society & Community Rights Division, Department for Communities and Local Government (DCLG)

## **Play areas and parks footpaths – managing claims against your service!**

- Relevant legislation
- Case history
- How to manage and defend claims successfully

**Speaker:** Barrie Hall, Senior Solicitor, DAC Beachcroft LLP

14:30 Tea and coffee break

14:45 **Session 4: Funding opportunities**

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## **Rethinking Parks: bold and innovative ways to use, manage and make the most of the UK's public parks**

- About the grant fund and applications
- Examples of innovation in parks
- HLF's support for public parks

**Speaker:** Drew Bennellick, Head of Landscape & Natural Heritage, Heritage Lottery Fund

## **Securing health funding for green space improvements**

- About the Natural Choices Project, funded by Liverpool PCT
- Qualifying criteria
- Health-based outcomes

**Speaker:** Paul Nolan, Director, Mersey Forest

15:30 Seminar close and optional tour of the grounds (duration approximately 1 hour)

## Seminar objectives

"Grounds for change?" will examine what is on the horizon for local government parks and green space services and showcase ways in which local authorities can reduce costs and generate income in this time of severe budgetary pressure. This includes securing investment, entrepreneurship, commercialisation, achieving efficiencies through workforce modernisation, developing a new streetscene service delivery model, securing health funding for green space improvements and examples of innovation in the way parks are used and managed. It will provide an update on Green Flag, Love Parks Week, the State of the Market for parks, Heritage Lottery Fund grants, latest government guidance on allotments and recent research on open data and maps for urban green spaces. It will provide a legal perspective on managing and defending claims against your service on play areas and parks footpaths. The seminar will also see the return of Manchester United's Grounds Manager this year to speak on the maintenance regime, technology used and level of investment in managing a premiership football ground.

APSE has brought together a range of speakers to explore these issues. This conference will allow delegates to transform policy into practice.

Experienced speakers will address key issues including:

- Financial outlook, funding and income generation in parks services
- An update on Green Flag and Love Parks Week
- New allotment guidance from the Department for Communities and Local Government (DCLG)
- Heritage Lottery Funding on 'Rethinking Parks'
- Health funding and Mersey Forests 'Natural Choices' project
- Securing investment in parks services through commercialisation and partnerships
- Delivering operational efficiency through workforce modernisation
- Developing a new streetscene service delivery model
- The use of a National Urban Green Space Map and increasing public engagement
- Managing claims on play areas and parks footpaths: a legal perspective
- Maintenance regime, technology and level of investment at Manchester United Football Club grounds

The conference is planned to allow considerable time for debate and questions.

## Who should attend?

- Chief executives
- Elected members
- Service directors
- Parks, grounds maintenance, horticulture, landscape and green space professionals
- Best value officers
- Policy officers
- Trade union representatives
- Parks/landscape consultants
- Academic researchers
- Contractors and suppliers
- Voluntary organisations

Reserve your place now by completing the booking form and faxing it or emailing to Vicky Starmer at APSE on 0161 772 1811 or [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk)

## The Venue

### Manchester United

Sir Matt Busby Way  
Old Trafford  
Manchester  
M16 0RA



# Booking form

APSE parks seminar 2014, "Grounds for change?", 20 March 2014

Office Use

Del#.....

DB:.....

Conf:.....

main contact name: \_\_\_\_\_ authority: \_\_\_\_\_

address: \_\_\_\_\_

post code: \_\_\_\_\_

telephone: \_\_\_\_\_ fax: \_\_\_\_\_ email: \_\_\_\_\_

Please detail here any special dietary/access requirements for the delegates listed below:

**APSE issues a written confirmation for all delegate bookings received. If you have not received your confirmation letter within 5 working days of sending your booking form, then please contact APSE on 0161 772 1810.**

## Payment information

What's included: The delegate place covers attendance, delegate documentation, lunch and light refreshments. Please note that hotel accommodation and travel costs are not included. A list of recommended hotels in the area is available on request.

**APSE members delegate fee:-** £169 + VAT

**Non-members delegate fee:-** £276 + VAT

**Private sector organisation:-** £360 + VAT

**Please indicate preferred method of payment (tick):-**

VAT registration number 519 286 915

- Please find enclosed cheque (made payable to APSE)
- Please invoice me

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk) or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Delegate name	Delegate position	Delegate email

Please return completed form to Vicky Starmer, APSE, 2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester M32 0FP  
or fax direct to: 0161 772 1811 Telephone: 0161 772 1810 - E-mail: [vstarmer@apse.org.uk](mailto:vstarmer@apse.org.uk)