

APSE Parks and Open Spaces Seminar 2015

Green space

Why we can't live without it

Thursday 1st October 2015

Conference Room, Walbrook Wharf, 78 - 83 Upper Thames Street, London EC4R 3TD



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Thursday 1 October 2015

9:30 Registration

10:00 **Session 1: Strategic Perspectives**

The Biophilic Cities Project - Addressing the basic human need for nature in a rapidly urbanising world

- The link between green spaces and human health
- Integrating nature into everyday living
- 'Place' strengthening benefits

Speaker: Nick Grayson, Climate Change and Sustainability Manager, Birmingham City Council

The State of the UK's Parks – 'Victorian Idylls to Paradise Lost'

- The APSE State of the Parks Survey 2015
- 'Boom or Bust' - using an entrepreneurial approach to secure a sustainable future
- What will parks of the future look like?

Speaker: Wayne Priestley, Principal Advisor, Association for Public Service Excellence

The National Pollinator Strategy - how parks and gardens must help to conserve pollen-rich habitats

- Why do we need a strategy for bees and other pollinators?
- How can local authorities help?
- Opportunities to promote greater biodiversity, increase customer satisfaction and reduce costs of grassland maintenance

Speaker: Emma Phillimore, DEFRA

11:15 Refreshments

11:30 **Session 2: Community Involvement**

The National Picture of Volunteering

- UK-wide volunteering activity - a brief overview
- What does great practise with a team of volunteers look like?
- Volunteer capacity in public service provision – 5 years from now
- Resources and support available for local authorities

Speaker: : Leesa Herbert, Head of Infrastructure Development, National Council for Voluntary Organisations

Sports pitches, allotments and bowling greens – Options for change

- Involving the community – Customers, Friends, or Trustees?
- Transforming the approach to funding, seeking to reduce subsidies
- Managing the transition effectively

Speaker: Martin Stanton, Parks and Open Spaces Manager, London Borough of Havering

How can we use Social Media to generate better outcomes for our Parks?

- Creating a Social Media presence for Wolverhampton's Parks
- Effective use of Twitter, Facebook, Flickr and Pintrest
- Delivering customer service and responding to customer comments
- Building a community connected to our service

Speaker: Dawn O'Brien, Service Development Officer, Public Realm- PLACES, Wolverhampton City Council

12:45 Lunch

13:30 **Session 3: RE-thinking parks**

Britain's Great Park Innovators

- Engaging corporate interest and local businesses in local parks
- New opportunities for income generation and new ways of generating funding – sponsorship, levies and membership
- Reporting back on the 11 Re-thinking Parks projects

Speaker: Lydia Ragoonanan, Programme Manager, NESTA

'Bloomsbury Squared' – New ways of managing and operating the Bloomsbury Squares

- Engaging with the community to explore partnership approaches to funding – business levies, sponsorship & donations
- The Prototype – Red Lion Square
- Extending the work across nine Bloomsbury Squares

Speaker: Shirley Blake, Bloomsbury Programme Manager, London Borough of Camden

14:30 Refreshments

14:45 **Session 4: Lobbying and Advocacy**

The Parks Alliance – The voice of UK Parks

- Policy positions – The funding, role and recognition of UK Parks
- Recent advocacy work
- How can local authorities support the Alliance?

Speaker: Sue Ireland, Head of Open Spaces, City of London Corporation

Could London be a National Park City?

- Our Green paper – Greater London, the world's first National Park City
- Crowd-funding and generating support for a city wide parks vision
- 47% of London is Green Space – why it matters
- What can be gained through enhancing London's awareness of the green around them?

Speaker: Daniel Raven-Ellison, Greater London National Park Campaign

15:45 Seminar close

Seminar objectives

APSE is pleased to announce this unique opportunity to examine the public value of UK Parks, innovative approaches to park management and new ways of securing local engagement with park life.

This seminar will include the outcome of the APSE State of the Parks Survey 2015, a progress update on the 11 RE-thinking Parks projects (NESTA) and explore ways of engaging the local community through social media, volunteer programmes and in the management of sports pitches and allotments.

Speakers include Sue Ireland, City of London Corporation regarding the Parks Alliance's recent advocacy work, Daniel Raven -Ellison, Guerrilla Geographer who is spear-heading the campaign to make London a National Park City, Nick Grayson from Birmingham City Council will be sharing about the Biophilic Cities project and Emma Phillimore (DEFRA) will be speaking about the recently written National Pollinator Strategy.

A day not to be missed, this will be an inspiring and informative day, with wonderful opportunities to meet and speak with others engaged in addressing the challenges of delivering Parks and Open Space services today.

Be part of this conversation about our vital parks

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

The Venue

Conference Room, Walbrook Wharf, 78 - 83 Upper Thames Street, London, EC4R 3TD

Nearest tube: Cannon Street (2 minutes walk)

Nearest train station: Cannon Street Rail (2 minutes walk)

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Booking form

APSE parks and open spaces seminar, Thursday 1 October 2015, London

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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 hotels in the area is available on request.

APSE members delegate fee:- £169 + VAT

Non-members delegate fee:- £249 + VAT

Private sector organisation:- £360 + VAT

Please indicate preferred method of payment (tick):-

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