

Principles of Modern Parks Management

(local authority overview)

21 May 2018, Birmingham

20 June 2018, Central London

03 September 2018, Manchester



Principles of modern parks management

Introduction

In response to demand from member authorities, APSE training is offering a skills development course on the principles of modern parks management.

This course aims to give a practical overview to operational and client managers seeking to improve their skills in this area and help them face the challenges of managing parks in a changing local authority context, both within specialist areas and within wider public realm environments.

Outcomes:

- Understand the key principles, aspects, changes and purpose of modern day parks management
- Build upon existing and develop skills to fulfil your responsibilities to manage demands
- Provide effective value for money services that meet the changing environment within significant budgetary pressures
- Review existing skills to raise income
- Increase community involvement that provides added value
- Develop skills to take a modern strategic approach to a holistic service
- Better understand how to market and protect services and facilities

This event will also include case study examples from local authorities.

Who Will Benefit?

Operational and client managers, service managers, elected members or anyone seeking to improve their knowledge and understanding of contract management.

Trainers

The sessions will be delivered by Mel Henley, APSE Solutions Associate, supported by Jan Kennedy, Head of APSE Training.

Duration

1 day event: Start time: **9.30 am**

Finish time: **4.30 pm**

Mel Henley – APSE Solutions Associate

Mel has led parks, environmental and leisure based services within a local authority environment at a senior level for more than 28 years directing significant changes to meet both internal and external demands.

Now working as an Associate for APSE, he provides a wide range of support to local authorities, in particular in relation to commercialisation, business management and strategic development.

Leading teams through the significant changes of CCT, Best Value and austerity, Mel has gained invaluable experience in how to thrive throughout these challenges.

From a 100% success rate with tendering to tripling the turnover of his service to generate profits that sustained the level of service, he has demonstrated that the ever changing and increasing challenges offer potential along with the risks.

Learning the lessons from the traditional salami slicing approach to delivering budget reductions, Mel has developed an entrepreneurial business approach to sustaining services

He has been the local authority representative on the national strategic board for green flag and advised the DCLG on parks policy and development that recognised his experience within the parks environment.

As a long term Green Flag and former judge/trainer, and current Britain in Bloom national judge, he has learned from the benchmarking and judging of many authorities and understands the value of community engagement in adding value and championing the cause for parks.

Jan Kennedy – Head of APSE Training

Jan Kennedy is Head of APSE Training and has responsibility for the learning, skills and development arm of the Association. Jan has a background in training and development, firstly as an executive training officer in central government where she gained her CIPD in Training & Development.

She moved to local government in 1999 where she joined Liverpool City Council as a member of the corporate training team. Jan has experience of managing and delivering a wide range of training and development including Liverpool's One Stop Shop training programme. Prior to joining APSE Jan managed the Lifelong Learning Employability curriculum in Adult and Community Education.

Jan holds a Certificate in Post 16 Education and a CLAIT Advanced in ICT. Jan is also qualified in level A and level B psychometric testing. Her current study is helping learners with dyslexia.

Since joining APSE Jan regularly delivers training on a range of topics including Project Management, Leadership, Supervisory skills (across service sectors), Managing Change, Negotiation Skills, Time Management, Marketing, and Service Level Agreements. Jan works in partnership with Hull University to deliver training modules to lunchtime supervisors. Jan also co-delivers on the current Master Classes on Health and Safety Issues.

Jan can be contacted at e-mail address at: jkennedy@apse.org.uk or by telephoning her on either 0161-772-1810(Office) or 07764-252-107 (Mobile)

Course Outline– Principles of modern parks management

9.15 -9.30	Registration Domestics, Objectives and Ice Breaker
9:30 -10.45	The environment <ul style="list-style-type: none">• Parks specialists/Public Realm/wider service areas• Differences/challenges/advantages/disadvantages• Skills sets required and how to develop them Industry wide changes and pressures <ul style="list-style-type: none">• Business management v Service delivery• Funding: Salami slicing v holistic reviews, zero budgeting• Leadership and vision Cost effectiveness and efficiency <ul style="list-style-type: none">• Internal v external provision• Delivery models• Efficiency models• Engaging and motivating a team
10.45 -11.00	Morning Break
11.00 – 12.45	Income generation <ul style="list-style-type: none">• Fees and charges• Commercialisation• Business case development and business planning
12.45 -13.45	Lunch Break
13:45 – 14.45	Community Engagement <ul style="list-style-type: none">• Techniques and models• Added value• Championing our cause Demand management <ul style="list-style-type: none">• The public front• Stakeholders• Members
14.45 - 15.00	Afternoon Break
15.00 – 16.15	A more strategic approach <ul style="list-style-type: none">• Holistic management of assets and facilities• Marketing service benefits• Final Q&A session
16.15 – 16.30	Evaluations, Certificates and Close

Principles of modern parks management booking form

For official use:
Del No:
Date:
Database: Y / N

Contact name: _____ Employer: _____

Address: _____

Postcode: _____ Telephone: _____

Email: _____

Delegate name	Job title	Email address

Please state if delegates have any special requirements (dietary/access/information in alternate formats):

Booking information: APSE will take bookings up to 24 hours prior to the course, subject to availability. You are however advised to book early to secure your place and avoid disappointment. Please tick all relevant boxes:

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I found out about the event via: email website seminar advisory group manager/colleague other

Please note: places on the sessions will be strictly limited to a first come first served basis. Provisional reservations for places are not accepted on this form.

APSE members: 1 delegate: £239 + VAT per delegate per course
 3 or more delegates: £209+ VAT per delegate per course
(Discount only applies to delegates attending same date)

Non-members: per delegate: £409 + VAT
 I found out about the event via: email website seminar advisory group manager/colleague other

Please quote your purchase order number (if appropriate): _____

I am paying in advance I am paying by cheque I am paying by bacs

Booking confirmation: APSE issues a written confirmation letter to the 'contact name' for all delegate bookings received. We **will not** send confirmation to each delegate named on the booking form, unless this has been requested in writing. Should the 'contact name' not receive a confirmation letter **by post within 10 working days** of sending the booking form, then please contact APSE on telephone: 0161 772 1810.

Payment: APSE will issue an invoice after the event to delegates attending from Local Authorities, public sector and local government organisations or APSE approved partners unless we are notified otherwise.

In the event of any delegates not being invoiced through the organisations stated above APSE will require payment in advance before the event. Payment must be submitted within 10 working days of making the booking.

Advance payment must be made either by cheque payable to: APSE or by bacs (details can be provided on request at finance@apse.org.uk A receipt will be provided on request.

All delegate fees are subject to vat, the rates quoted are exclusive of vat. Please ensure you include this in your payment.

Cancellation charges: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to jkennedy@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 £75 administration fee. The full delegate fee will be payable for cancellations received less than 10 working days before the event or for non-attendance. All fees are non-refundable after the cancellation period.

Booking transfers will only be acceptable, if there is availability on another date for the same course, and will incur a £75 administration fee. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. APSE regrets we cannot accept any liability for associated transport or hotel costs in the event of course cancellations made by us.

The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Please return completed form to:

Jan Kennedy - APSE – 2nd Floor Washbrook House, Lancastrian Office Centre, Talbot Road, Old Trafford, Manchester, M32 0FP.
 Tel 0161 772 1810 – Fax 0161 772 1811 - Email: jkennedy@apse.org.uk - Web: www.apse.org.uk

