

# Principles of Modern Parks Management

(local authority overview)

31 October 2017, Glasgow

16 November 2017, Central London

19 January 2018, Manchester

14 March 2018, Oxford



# 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](mailto: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

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

