

**APSE national one day parks seminar 2010**

# **Managing parks in the age of financial austerity**

A major one day parks seminar at the Thistle Hotel, Manchester City Centre  
Thursday 25 March 2010



Event sponsored by:



# Programme

Thursday 25 March 2010

10:00 am Registration and coffee

10:30 am **Session 1: The future of parks**

---

**Budget cuts imminent? Can we afford to cut parks services? Looking at the bigger picture**

- The value of parks services
- Achieving efficiencies
- Impact on health and the economy

**Speaker:** Mark Bramah, Assistant Chief Executive, APSE

**A strategic approach to green space and the story of Preston's parks**

- Securing funding and investing in parks
- Effectively managing relationships
- Where are we going? The funding prospects for the future

**Speaker:** Mick Lovatt, Corporate Director of Environment, Preston City Council

11:30 am Tea/coffee break

11:45 am **Session 2: Delivering efficiencies; tools and techniques**

---

**Managing an efficiency review for parks – and coming out on the other side**

- About the review
- Findings and recommendations
- Lessons learnt by the parks service

**Speaker:** Paul Wright, Landscape Services Divisional Manager, Halton Borough Council

**Maximising income opportunities to fund parks**

- Forming partnerships with suppliers
- Generating income through running events and sponsorship
- Taking ideas from business

**Speaker:** David Allister, Head of Parks and Open Spaces, London Borough of Richmond upon Thames

**A partnering approach to groundcare fleet management**

- Collaboration and performance improvement
- Effective fleet management
- Minimising whole life operating costs

**Speaker:** Steven McInroy, Managing Director of SGM (UK) Ltd

1:00 pm Buffet Lunch

1:45 pm **Session 3: Developing skills and managing parks effectively**

---

**Procuring play equipment**

- Issues for local authorities
- Securing the best outcomes for the public
- Meeting design needs and good procurement practice

**Speaker:** Judith Anderson, Regional Programme and Development Manager, Play England

**Diplomas and new level 4 qualifications for parks**

- Technical and service-specific diplomas
- Forthcoming changes
- Updates on qualifications and NVQ's

**Speaker:** David Winn, Industry Partnership Manager, Lantra

2:30 pm Tea/coffee break

2:45 pm **Session 4 - Issues for service delivery**

---

**Nottingham's Green Champions: working in partnership with the community**

- Winner of Britain in Bloom 'Champion of Champions'
- Working with businesses and volunteers
- Securing funding for playgrounds and allotments

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

**New guide "Amenity best practice: using pesticides in the community"**

- Advice to council parks services
- Factors to consider when assessing use
- Integrated pest management

**Speaker:** Dominic Lamb, Crop Protection Association

3:30pm Seminar close



## Seminar objectives

Parks, Open Spaces and Horticultural Services are one of the most important services to the public and are highly valuable in their contribution to health and leisure, the quality of the environment, the economy, social inclusion and combating climate change. However, within the current financial climate, parks services are facing budgetary pressures coupled with new legislative requirements and higher public expectations. To address these challenges, councils are securing funding, managing efficiency reviews, maximising income opportunities, raising the profile of parks, working in partnership with the community and businesses, developing their skills and effectively managing green spaces.

This seminar aims to examine some of the main issues and enable parks and green space professionals to meet the challenges for the year ahead. APSE has brought together a range of speakers from councils and other organisations to pull together these different approaches to managing and funding parks effectively.

Experienced speakers will address key issues including:-

- Funding and investing in parks now and in the future
- Managing an efficiency review for parks
- Maximising income opportunities
- Working in partnership with businesses and the community
- Procuring play equipment
- Skills and qualifications for parks
- Best practice in using pesticides

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 back to Steven Keefe at APSE on 0161 772 1811.

## The venue

Thistle Hotel  
Piccadilly Gardens  
3-5 Portland Street  
Manchester  
M1 6DP

Tel: 0871 376 9026

**LOCAL SERVICES**  
**LOCAL SOLUTIONS**



GB 11409



GB 11132



GB 14074



INVESTOR IN PEOPLE



# Booking form

**APSE one day parks seminar, Thistle Hotel, Manchester City Centre, Thursday 25 March 2010**

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 fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is 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

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

VAT registration number 519 286 915

- Please find enclosed cheque (made payable to APSE)
- Please invoice me, my purchase order number is .....

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to [skeefe@apse.org.uk](mailto:skeefe@apse.org.uk) or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event (by 4pm on Tuesday 11 March 2010) and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. 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 Steven Keefe, 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: [skeefe@apse.org.uk](mailto:skeefe@apse.org.uk)