

# Social Entrepreneurship & Commercialisation

## New Skills and New Ways of Working



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**APSE Best Service Team,  
Parks, Grounds and Horticulture** ★★★★★



**Nottingham  
City Council**

# Headlines

- Over the past 8 years, Nottingham has delivered a £250million reduction to its core budget and we have had to find a further £30million in the next year and most likely similar level savings each year up to 2019/20.
- Gross expenditure has reduced year on year since 2009
- The service Budget has reduced from £8million to £5.8million.
- During this time Income has significantly increased, creating a **net service cost of around £550k**.
- The team brings in **91%** of service costs
- Whilst our development team generate £12 external capital funding for every £1 of Council funds.
- External funding since 2007 totals £38million, achieved through bids, commercial activities and partnerships.
- Quality services have been retained and service improvements continue.





Since the 1980's

The Parks Sector has responded to consistent changes

**1980's up to 1988**

Budget reductions / General Abandonment

**1990's up to 1998**

CCT , Tender Specification, BofQ, Standard minute Values, Contract Management and Client Management duties.

**1998- 2001**

Best Value, Challenge , Compare, Consult, Compete

**2001-2008**

**The Parks Renaissance!!!** Strategy, Management Standards, Investment, Pro Active Community Engagement

**2008-Present Day**

**The Recession!!!** Major Budget Reduction, Reorganisations, general decline in discretionary service delivery, The Start of New Ways of working and a more commercial focus.



# The Parks Service Response to the Budget Challenge

The Parks team has responded by:-

- driving up productivity,
- maximising efficiencies
- developing a wide range of commercial income generating projects.
- And creating new service offers to generate more income and offset the impact of the budget reductions.
- Jobs have been protected.
- Sustain service delivery
- Continue our Parks improvement programme





# Skills for the Future

## Specialist Knowledge

Landscape/  
Horticulture  
Arboriculture  
Biodiversity  
Plus sound  
H&S and  
Team  
Management  
Skills

## Leadership Strategy and Management

Planning  
Advocacy  
Political  
Awareness  
Strong  
Governance

## Commercial / Entrepreneurial Skills

Business  
Planning  
Financial  
Management  
Tender Bid  
writing  
Contract  
Management

## Investment Funding

Bid writers  
Project  
Managers  
Community  
Engagement  
Partnership  
Development  
Skills

## Strategic Marketing Approach

Clear  
marketing &  
promotion  
plans  
  
Customer  
Focus



*Change the People*  
or  
Change the People!



# Thankyou

**Eddie Curry** MBA, HND (Horticulture)

**Head of Parks, Open Spaces & Investment Funding**

Parks and Open Spaces

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