Leeds CITY COUNCIL

Parks and Countryside

Scrutiny Board update

Parks and Countryside - Service Context

- 3,809 hectares of land
- 7 major parks
- 73 community parks
- 22 cemeteries
- 799km public rights of way
- 107 Friends of / community groups
- Gross expenditure of £26m and £11m income target

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Local Issues

- In Leeds before late 1980's: 1,000 front line staff
- Current: 370 front line staff
- Bulk grass cutting service; loss of horticultural skills
- Buildings and infrastructure deteriorated

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and at a National level…

- 1987/88 - £825m per annum spend on parks & green space maintenance
- 2004/05 - £537m per annum spend on parks & green space maintenance
- This is a reduction of 35% over the last 17 years
- National Lottery funds diverted to the Olympics
- Local Area Agreement funding is short-term & ultra-competitive

(Published in the May 07 edition of 'green places' in an article by Alan Barber, CABE Commissioner)

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Resulting in crumbling parks…

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…green deserts…

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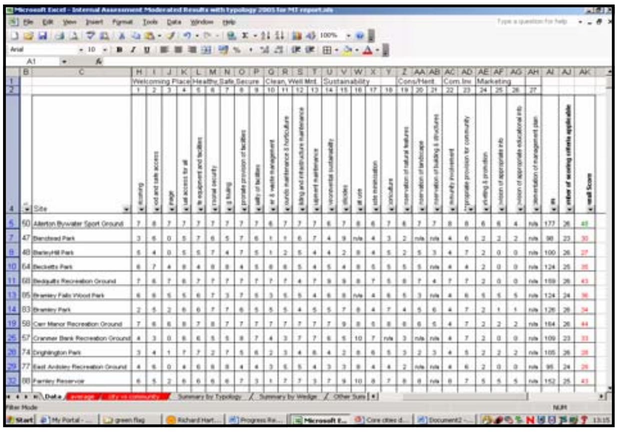
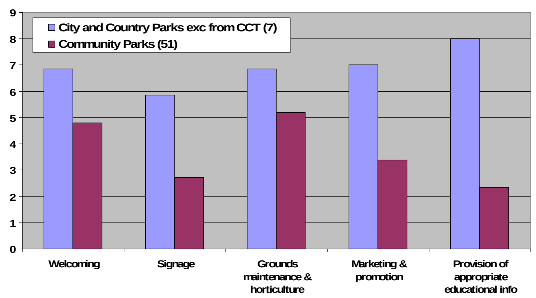
...that have felt abandoned.

In order to market parks and their benefits we need to understand what we provide, the standards of provision, and what users want...

Measuring our own perception



Observations



Measuring our users' perceptions

- Why? –baseline data to support strategy development and funding bids - ensure what we think is in line with what our customers think - ultimately to improve responsiveness to customers
- Postal questionnaire 2004 and 2005, and used the GreenSTAT postal questionnaire for 2006
- 30,000 households (Electoral Register) 90,000 in total
- 4,500 children and young people (Breeze Card) 13,500 in total
- Ask respondents to identify the greenspace they normally visit and provide answers for this area

Household Survey – Adults
60 Million visits per year

Visits	2004	2005	2006	
Use a park	92%	86%	92%	
			Winter	Summer
Visit Daily (or most days)	15%	18%	20%	31%
Visit once or twice a week	35%	37%	23%	32%
Time: 30mins-1hr	42%	42%	42%	37%
Time: 1hr – 2 hrs	35%	34%	19%	33%

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Household Survey
Adults

Reason to Visit	No. of Visits		
	2004	2005	2006
To exercise	21.5m	30.6m	
Fresh air			29.9m
Keep Fit			12.4m
To contemplate / relax	19.5m	24.8m	
Relax or think			14.3m
To take children to play	20.0m	22.8m	
Visit play area			13.8m

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Household Survey
Adults

Transport Method	2004	2005	2006
Walk	53%	54%	59%
Car	43%	38%	37%
Bus	4%	4%	2.3%
Cycle	3%	3%	1.9%

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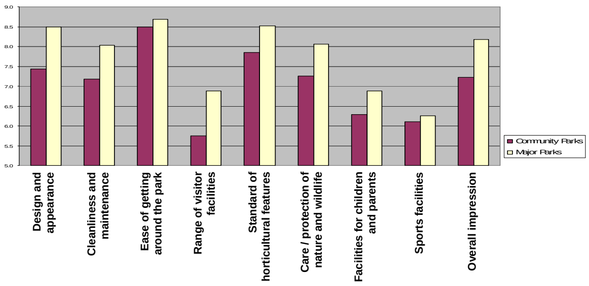
Household Survey 2006
Satisfaction Rating Comparison: Adults



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Survey results for the South Inner Area

	Satisfaction Criteria	City	Area
C1	Design and appearance	7.9	6.8
C2	Cleanliness and maintenance	7.6	6.4
C3	How easy is it for you to get around	8.5	8.0
C5	The range of visitor facilities	6.3	4.7
C6	The standard and maintenance of the trees, the flowers and flower beds, shrubs and grass areas	8.1	7.2
C7	The care and protection of nature and the wildlife that lives in the park or open space, the insects, birds, and animals etc	7.6	6.8
C8	The facilities and / or services that are provided for children and their parents	6.5	5.3
C9	The sports facilities	6.1	5.9
C10	Overall impression of the park or open space	7.6	6.4

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Future consultation

Have you ever been consulted on the running of parks and greenspace?	City %
Yes	7.9%
No	92.1%

Would you wish to be consulted on the running of parks and greenspace?	City %
Yes	48.8%
No	51.2%

If you would like to be consulted what format would you like this to take?	City %
Occasional visitor surveys	25%
Comment / suggestion cards	16%
Public exhibitions	9%
Public meetings	6%
Talking to staff on-site	8%
Joining a user / volunteer group	5%
Through a regular newsletter	26%
Direct access to managers	5%

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How are we using our research?

- Information available for service as a whole, by type of green space, or down to individual park level
- Link satisfaction with LQP and Green Flag assessments, Super Output Area information, etc.
- Performance Indicators / Service Planning
  (see where we are; set realistic targets for improvement; plan actions to affect this improvement; and measure <u>and report</u> successes)
- Support Funding Bids
  Capital Bids – Internal (Parks Renaissance)
  Capital Bids – External (Lottery applications, etc.)
  Revenue Bids – Site Based Gardeners

So, what were the top priorities?

- ❖ Better staff presence in parks
- ❖ Improved site infrastructure – footpaths, signage, etc.
- ❖ Horticultural features – more and properly looked after

To deliver these we needed to:

- ❖ Develop our team
- ❖ Raise our profile & attract funding
- ❖ Develop a strategy to give direction

Developing our team

- **PARKFORCE**
- **Spend time with the team – 'Back to the Floor'**
- **Work with community groups**

Developing our team

- **Do all the jobs that staff have to do so you can see their problems and issues**

Developing our team

Developing our team

Raising our profile

- **Raise the profile of the sector locally and nationally**

Green Flag Award

HorticultureWeek Landscape & Amenity Awards 2007

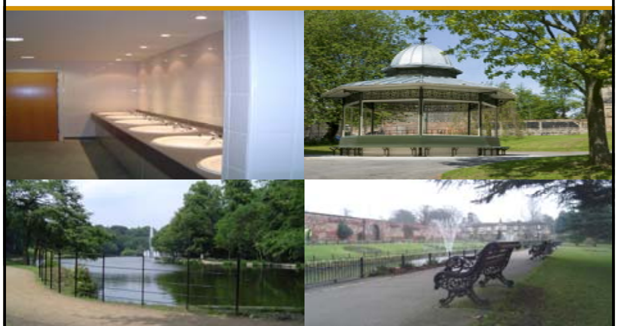
Direction-Draft Parks and Green Space Strategy

- In development
- Will sets out vision and key priorities to 2020
- Based around 5 themes
- Sets out how issues faced can be tackled

...and the end result?

Motivated staff...

...well managed sites...



... enjoyed by all ......

National satisfaction survey 2006/07

Core City	Percentage
Sheffield	80%
Leeds	**79%**
Liverpool	74%
Manchester	73%
Bristol	71%
Newcastle upon Tyne	71%
Birmingham	68%
Nottingham	67%