



## Outline agenda for the conference

10am-4pm Wednesday 7<sup>th</sup> October 20115

### Breaking the Mould: managing parks in a changing world

#### Outcomes from the conference

This will be an interactive conference with a mix of presentations and workshops. Delegates will leave the conference having been inspired by examples of new ways to manage their parks or to raise money from their parks. They will have:

- heard and discussed examples of how this is being done in the Rethinking Parks projects including the methods used and hurdles overcome,
- identified potential barriers to applying the methods in their own parks and have a clear idea of a plan of action to address these and develop their own new ways of working.

It is not anticipated that delegates will take an action plan away from every workshop but that they should have at least one project in mind for development.

#### Welcome

The day will begin with a welcome from Bristol City Council which is the European Green Capital for 2105.

#### Keynote Speech

This will be followed by the keynote speaker Mark Camley, Head of Parks and Venues at the London Legacy Development Corporation and Chairman of the Parks Alliance.

Mark, who was previously Head of the Royal Parks, will share the experience of making the Queen Elizabeth Olympic Park financially sustainable, how this is relevant to smaller sites and his views on the challenges of innovation in parks management. He will be setting the scene for a fascinating day of workshops on how we should be *managing parks in a changing world*.

#### Innovation in Parks Management

Mark is followed by an introduction to our topic for the day: innovation in parks management from Nesta, the charity which is managing the eleven Rethinking Parks projects around the UK. These projects are trying-out new techniques of management with a view to finding ways to secure the future of parks including changes to maintenance and planting, finding ways to generate income and working to encourage donations from the public. Nesta is funded in this role by the Heritage Lottery Fund and Big Lottery.

## Workshops

The rest of the day is for delegates to take part in workshops hosted by managers and volunteers from some of the Rethinking Parks projects. There will be five to choose from and the chance to attend four of them

Project	Organisation	The Workshop
<b>Eastbrookend Rekindled</b>	Thames Chase Trust	<b>Partnering with Local Authorities</b> Exploring the approach the project has taken to: assessing assets in the park, spotting the potential for income generation and ways to approach developing these assets to generate income.
<b>Go to the Park</b>	Burnley Borough Council	<b>Business planning for new uses of green space</b> Discussing changing the management regime of parks to reduce costs and raise income. It will include how to spot the potential for different management regimes and the response there might be to this, and some examples of actual changes and costs saved or income achieved.
Parkhack	Groundwork London	<b>Engaging with Businesses</b> – a joint workshop How to engage small businesses including finding the right person to talk to, understanding what they need and identifying how a park could be a solution to this need. Also different approaches to this, deciding on the right one for a given situation and how to develop a proposal for a business to consider.
<b>Darlington Rethinking Parks</b>	Groundwork North East & Cumbria's Tees Valley	
<b>ParkWork: Voluntary Park Workforce Programme</b>	Bristol Parks Forum	<b>Developing a sustainable business model</b> Discussing how moving from subsidised trainees to employees with no subsidy can be of benefit to parks both in the process and outcomes. Will include identifying partners and trainees, and how delegates could undertake this in their own parks
<b>Coastal Parks and Gardens Foundation</b>	Bournemouth Borough Council	<b>Creating a Subscription Society</b> A joint workshop that will explore different aspects of understanding what the public will donate to/for and how to turn what the community values into something they will pay for. Includes corporate/tenants not just public users
<b>Heeley Park Subscription Society</b>	Heeley Development Trust	

The day will end at around 4pm