

Marrying Greenspace and Performance Management

15 July 2009 at Groundwork Head Office, Birmingham 10am - 4pm

£150 plus VAT (£100 plus VAT for subscribers to Green Places)

Introducing performance management into parks and greenspace management makes a lot of sense. With the right data, tools and procedures you can drastically improve the use of your current resources and improve your chances of getting more money.

Tutor

The seminar will be led by Ken McAnespie (KMC Consultancy). A well known figure in the parks world, Ken has a Masters Degree in Strategic Leisure Management, is a Chartered Marketer and has been writing on management issues for more than twenty years. He is regarded by many as one of the very few experts in this field.

Who should attend?

This course is suitable for anyone with responsibility for delivering a greenspace service.

Objectives

The aim of this course is to prove that performance management is vital if you wish to manage sites in a way that meets the needs of the community, want to convince others of the need for improvement and need to make the most of the resources that you have available.

Content

This seminar will inform delegates how to -

- collect and use high quality data on usage, satisfaction and quality
- continuously improve the service standard
- simplify issues and problems
- reallocate resources effectively
- obtain money for improvements
- engage the residents and external moderators in the setting and monitoring of standards
- use an auditing system to improve the quality of all sites
- meaningfully benchmark the service against others in terms of usage, satisfaction and quality

Ken's consultancy has surveyed tens of thousands of people on a national basis regarding where they go, what they do, how satisfied they are etc. Collecting this information has enabled Ken to build a national picture of usage and satisfaction and to 'learn' what works and what doesn't when it comes to improving performance.

The Course starts with an introduction to Performance Management, tailored to the Greenspace Industry, and then moves on to explain how to do it using actual evidence and actual figures to demonstrate why it is essential to understand your customers' behaviour patterns.