

A quality assurance scheme for parks services, a Danish and Nordic perspective and embryonic scheme

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Quality
Services

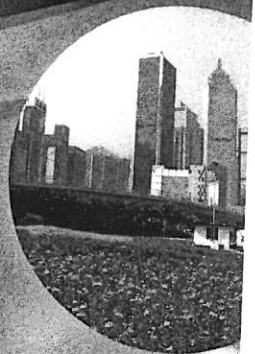
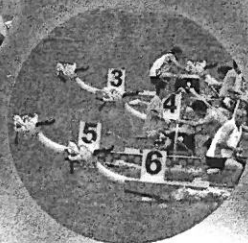
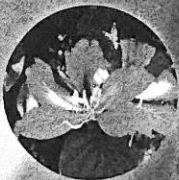
Parks, Recreation
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The Hong Kong Institute of
Landscape Architects



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complex design, detailing, interfacing and sustainability issues. He was also the Deputy Team Leader and design manager of various leisure ground and parks ancillary to housing developments which showcase some of his innovative green features.

Ecological Park Design: Case Study of Hong Kong Wetland Park

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Abstract

Hong Kong Wetland Park (HKWP) is a landmark project of international status that integrates eco-tourism, education and conservation in a sensitive ecological mitigation area (EMA).

The buildings in the Park demonstrate sustainability through extensive use of natural lighting in the interior and creative adoption of recycled building materials. The Wetland Discovery Centre has a large landscaped green roof that harmonises with the adjacent environment and affords a grandstand view accessible to all visitors. Within the Centre, facilities including galleries, interactive exhibits and AV theatre educate public the knowledge of wetland ecosystem in a stimulating manner.

The 61-hectare wetland area was originally a compensation for the loss of wetland habitat due to Tin Shui Wai New Town development. By careful design in hydrology, water is recycled within the wetland by following the principle of natural gravitational flow using one pump only, which minimizes the consumption of water and energy. Reed-bed filtration system with a wide variety of species is used to treat sewage and reservoir storage. With inviting outdoor facilities including plant displays, trails, bird hides and mangrove boardwalks, visitors can come into close contact with the richness and diversity of nature all the year round.

A Quality Assurance Scheme for Parks Services, A Danish and Nordic Perspective and Embryonic Scheme

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Sidney Sullivan is Managing Director and owner of SGS Environmental & Management Consultancy Ltd, specialising in providing a broad range of expertise to international, national, regional, and local parks, green space and environmental organisations. During the last fourteen years, he has focused on policy development, organisational strategy, performance management, training and environmental management systems, and developing environmental excellence, working at the highest level for government departments and similar organisations, nationally & internationally e.g. The Department for Culture, Media and Sport, Communities and Local Government, The Mayor of London, The Royal Parks, The Royal Botanic Gardens, Kew, The City of London, The Audit Commission for England and Wales, CabeSpace.



Dr Lindholst is currently a researcher in the Centre for Forest, Landscape and Planning of University of Copenhagen. He received his Master of Science degree in public administration and Doctor of Philosophy degree in Urban Greening and Public Park Management in 2002 and 2008 respectively in the University of Copenhagen. Dr Lindholst is currently involved in the project development of a Nordic green space award scheme, and in a project responsible for partner participation in 'Making Places Profitable – Public and Private Open Spaces (MP4)'. He is a member of the British Academy of Management and Dansk sociologiforening.

Abstract

With much of the world economy in recession, and income from tourism currently more difficult to achieve, many parks and greenspace services are facing renewed pressure to reduce costs and the scale of their service. Reducing costs without considering consequences for services inevitably leads to a spiral of declining standards and commitment from the funding agencies and consequential lower levels of tourism.

One strategic approach to this challenge is to take a robust approach to demonstrating the multi-faceted value arising from parks services, i.e. societal benefits, mental and physical health, tourism and climate adaptation. Underpinning these arguments is the challenge to demonstrate the application of an objective and non-partisan quality assurance platform, that ensures those benefits are delivered consistently, and that return on investment is transparent.

In this case study, we exemplify the choice, advantages, development and

implementation of such a quality assurance scheme from a Demark and Nordic cultural perspective, applying lessons learnt from the United Kingdom's 'Green Flag Award' scheme.

Finally, proposals are made concerning the value and process of linking the development and implementation of a quality assurance scheme to the defense of capital and revenue spending, providing rigorous arguments to resist budget reductions.

Service Excellence: Johannesburg City Parks Case Study

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Willie Nel has over 20 years' experience at general management and executive management level in local government parks, recreation, and environmental management. His recent years in parks management focused on service delivery excellence and customer relationship management.

He recently joined the academic world with the University of South Africa as Associate Professor in Ornamental Horticulture. Willie served many years as IFPRA Commissioner for South Africa as well as on the Executive of the South Africa based Institute for Environment and Recreation Management (IERM).

He achieved a Doctorate degree in Horticulture, a Master in Business Administration, and post- and undergraduate qualifications in Environmental Management and Nature Conservation.

Abstract

The objective of the study was to evaluate Johannesburg City Parks' (JCP) performance in terms of service delivery and to determine customer satisfaction levels in relation to its service delivery.

The SERVQUAL instrument was used to measure customer satisfaction in terms of desired level of service, perceived level of service and minimum acceptable level of service. The research targeted three main customer group categories from 2003 to 2005, namely the senior employees of the City of Johannesburg's 11 regions, the councillors and the ratepayers' associations. Descriptive statistics and an analysis of variance were