**Public-Private Partnership (PPP) - Greenfingers**

A local government has owned and managed a small park for many years. The park has few visitors, partly due to the $1 entrance fee charged, but mostly because it has not been well maintained and it is not promoted to potential visitors. The park has been managed by five local government employees for the past ten years. They do little to improve its appearance and seldom organise events that could attract visitors like organising concerts or flower shows. The costs of running the park (including the salaries of the five employees) are rarely covered by the money collected from entrance fees. Usually the government has to contribute an extra $10,000 each year to keep the park open.

Recently the park has become the subject of a public-private partnership. A local landscape design business, ‘Greenfingers’ has been awarded a contract to run the park for five years. The government will pay them $5,000 each year to run the park. Greenfingers will continue with the $1 entrance fee, but extra money can be earned by putting on special events and activities. Greenfingers’ management also believe that they can run the park successfully using a staff of three.

**Questions**

1. Define ‘public-private partnership’?
2. Discuss the possible benefits and problems of this PPP to;
   1. The local government.
   2. The owners of Greenfingers.
   3. People living in the local area.