

Annual Report

GreenSpace 2009/2010





'Postcards from the Park' photography competition
The hoverfly and buttercup, taken by Lee Johnson in
Marsden Park, Nelson (North West commended).

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'Postcards from the Park' photography competition
Autumnal tree, taken by Emma Goulder in Rufford
Abbey Country Park, Ollerton (England winner).

Vision, Aim and Objectives

Vision

To work towards achieving a network of easily accessible, safe, attractive and welcoming parks, gardens and green spaces which meet the needs of everyone and which contribute to the economic, social and environmental well-being of people and places, now and for future generations.

Aim

To be the UK's leading advocate for the economic, social and environmental benefits of better planned, designed and managed parks, gardens and green spaces and for their positive contribution to our economic, physical and spiritual health, to social cohesion and to biodiversity.

Objectives

- To promote the concept of a single parks or green space system, whose quality and diversity sustains the cultural, heritage, landscape and ecological needs, purposes and values of the communities that use them.
 - To provide a network for the exchange of expertise, experience and information about the sustainable planning, design, management and improvement of parks, gardens and green spaces.
 - To promote, attract, secure and disburse funding for projects which contribute to the sustainable planning, design, management and improvement of parks, gardens and green spaces.
 - To promote the sustainable planning, design, management and improvement of parks, gardens and green spaces through responses to consultations and by representation of the aims of GreenSpace at national, regional and local levels.
 - To promote the implementation of strategies, policies and actions at national, regional and local level needed to secure and sustain the full range of benefits that parks, gardens and green spaces offer to people and places.
 - To promote the greater education and involvement of local communities in the sustainable planning, design, management and improvement of parks, gardens and green spaces.
 - To identify and promote professional best practice through meetings, conferences, research, exhibitions, publications, training courses and networks.
 - To provide a channel of communication and education to relevant organisations on issues affecting the sustainable planning, design, management and improvement of parks, gardens and green spaces.
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Foreword and Overview

2009/2010 has been very successful with significant growth and an excellent financial performance.

Green Flag

The Green Flag Award has developed into an excellent partnership, and lies at the heart of the sector. There have been significant improvements, including improved two day induction, better governance and the excellent support of the JAC. There has been significant overseas interest in the Award and it is hoped that a range of countries will be piloting Green Flag by summer 2011. We should like to thank our partners Keep Britain Tidy and BTCV for their support in growing the Award.

Awareness

Our Awareness Team continues to deliver many of the tangible benefits of GreenSpace to the outside world. The third 'Love Parks Week' campaign took place with over 600 events registered throughout the country. Our partnership with the Heritage Lottery Fund (HLF), around 'Postcards from the Park', also saw another successful year, with almost 800 entrants and 1,600 submissions.

Our conference programme continues apace; there were five national conferences throughout the year in different parts of the country, ensuring that we delivered our policy of equality of access and cost sharing.

'Spaces&Places' continues to have a loyal following among those who appreciated its tailored writing approach. However, at the end of the year, an opportunity was given for GreenSpace to take over 'Green Places' and amalgamate the two publications. Following much debate we have taken on-board the new publication and welcome the opportunities to develop the magazine in order that it can serve our members but also reach a much broader cross-disciplinary audience.

The Institute of Parks and Green Space (IPGS) and Skills

IPGS has begun to grow its offer and respond to member needs. Membership is still growing slowly; we acknowledge that there are challenges to expanding numbers within an environment where the role of a professional institute has been significantly eroded, whilst the needs of individual members still needs to be supported. We would like to acknowledge the support of CABE in part funding our Skills Development Manager, who is working to create a national green space management / leadership course available to the whole sector.

Foreword and Overview

In summary we think that the last financial year was one of the most significant for the organisation.

GreenSTAT

GreenSTAT continues to support the sector and accumulate vital evidence on the value of parks, enabling GreenSpace to draw upon this data as part of its advocacy arguments. The system demonstrates that over two billion users visit parks and green space annually and shows that parks are amongst the most highly regarded services provided by our local authorities.



Future

Despite GreenSpaces excellent performance this financial year, and our ever-expanding services to members, it has become apparent that austerity measures are effecting great changes across the public sector, on an unprecedented scale. We have responded to this new climate with a renewed enthusiasm for exploring potential partnerships across the sector. We are also investing in developing our existing offers more comprehensively for members, exploring different methods of helping members to survive and thrive in the difficult times ahead. GreenSpace intends to support policy and advocacy work more intensively during this period of austerity, to provide supporters with evidence of the significant benefits that parks and green spaces make to improving peoples lives.



In summary we think that the last financial year was one of the most significant for the organisation. We should like to thank all our members and supporters and trust that they feel we have been working hard and productively on their behalf.

Membership

It is vital that we retain the backing of our members to enable us to continue to deliver the aims and objectives of the Charity.

GreenSpace Membership

GreenSpace membership provides financial support for our activities.

There are three categories of national GreenSpace membership; Local Authority Large (more than 250,000 residents), Local Authority Small (fewer than 250,000 residents) and Non-Local Authority (available to all companies, suppliers, manufacturers, corporate organisations, government agencies, as well as larger charities, charitable trusts and not for profit organisations that have a commercial or strategic interest in parks and green spaces). As reported in previous years, the majority of GreenSpace members continue to be from Local Authorities.

In addition to the three categories above, GreenSpace also offer Regional Forum Membership with all the resultant benefits of not only Regional Membership, but also GreenSpace membership. Regional Forums are now offered in the East, East Midlands, London, North West, South East, South West and Yorkshire and Humber. In regions without a forum manager we support the more informal structures in the North East and West Midlands.

GreenSpace national membership applies to regions where Regional Forums are not in operation. Currently, these are the North East, West Midlands, Northern Ireland, Scotland and Wales. GreenSpace membership in these regions is strong; in 2009/10, 41% of local authorities in Wales, and 38% of local authorities from the North East, were members. The benefits of annual GreenSpace membership include 10 issues of our magazine Green Places (previously Spaces&Places, and 12 issues of the e-newsletter The Bench, per year, one

discounted place per organisation at GreenSpace conferences, along with discounts on GreenSTAT and organisational sign up to the Institute of Parks and Green Space (IPGS). Members also have the opportunity to influence the policy and direction of GreenSpace and to vote at Annual General Meetings.

As a membership organisation, it is vital that we retain the backing of our members to enable us to continue to deliver our charitable aims and objectives. We would like to thank all GreenSpace members for their support during 2009/10.

Membership

IPGS has raised its profile across the sector, becoming an established and respected member of the CABE Skills to Grow Delivery Board, Lantra's Industry Group and the Grow initiative.

The Institute of Parks and Green Space (IPGS)

IPGS has continued to raise its profile as the only UK institute dedicated to parks and green spaces, focussing chiefly in the arena of skills and education as it continues to promote excellence in the profession.

During the year IPGS has delivered further workshops which introduce the business excellence model 'Towards An Excellent Service (TAES) for parks and open spaces'. TAES is a parks specific version of CSIT, the Cultural and Sport Improvement Toolkit, which benchmarks against the key features of an excellent service and leads to the development of an improvement plan.

The institute has also delivered further TAES Peer Led Challenge courses, which are intensive and demanding two-day events designed to encourage the establishment of regional TAES improvement and learning networks.

IPGS has developed and delivered a series of informal workshops which have focussed on issues pertinent to the sector, such as marketing and environmental management systems. Future workshops are planned for later in 2010 and include themes such as influencing, advocacy and the use social networking sites in promoting parks.

The design and development of an accredited training programme in management and leadership tailored to the sector has continued over the year. Successful graduates of the programme will be awarded a Level 5 qualification in leadership and management from the Chartered Management Institute, and a Certificate of Higher Education in Parks and Green Space Management. Subject to funding, this programme will launch in 2010-11.

Communication with members has improved steadily, with monthly newsletters and regular updates now a significant benefit. IPGS has raised its profile across the sector, becoming an established and respected member of the CABE Skills to Grow Delivery Board, Lantra's Industry Group and the Grow initiative, amongst others. Additionally, IPGS has developed and marketed skills based consultancy services such as the provision of Training Needs Analysis for parks organisations.

2009/10 also saw IPGS launch its new website, www.ipgs.org.uk. The website offers news updates, information on conferences and workshops, a resource library and a means by which members can communicate with IPGS staff.

Community Networking

National Open Spaces Forum

GreenSpace continued to support the National Open Spaces Forum (NOSF) and provided secretariat to the group, hosted their webpage on the GreenSpace website, coordinated queries and responses for members, and carried out project work.

During 2009/10 the NOSF developed their Terms of Reference, detailing their remit to 'promote, protect and improve UK parks and green spaces by linking together the Friends and Users' Forums and Networks throughout the country'. NOSF has developed a number of resources providing help and advice for those looking to set up a forum or develop their group. These are available on the Community section of the GreenSpace website.

The NOSF also assisted in promoting Love Parks Week to its associated Friends groups, and undertook preparatory work to campaign on behalf of green spaces at the general election.

All English regions are represented on NOSF and these representatives give advice to local groups and are in contact with the GreenSpace regional forum manager in their area.



GreenSpace Community Network

Members use the network to seek advice relating to issues facing parks and green spaces, the GreenSpace Community Network continues to grow.

The Community Bench e-newsletter is circulated monthly to community network members which allowed community groups to share their experiences, identify funding opportunities, find examples of best practice and relevant upcoming events.

Regional Development

The year has seen significant growth in activity across the regions. With regional staff now in seven of the nine English Regions.

GreenSpace National Forum and Regional Development

The National Forum continued to meet on a quarterly basis to help ensure national GreenSpace activity reflected the needs and priorities of regional members.

The year has seen significant growth in activity across the regions with the recruitment of additional forum managers in the South East and East regions to support members and respond to regional need. GreenSpace now has regional staff in seven of the nine English Regions (East, East Midlands, London, North West, South East, South West and Yorkshire and Humber).

Brief synopsis of activity that has taken place in each region follows below and over the next six pages.

GreenSpace East

This is the first year of the Forum following the appointment of a manager, albeit on a part-time basis. The priorities identified by the Forum for the manager to address were:

- The membership, structure and fees.
- The development of a programme of open meetings.
- To develop links with other key bodies/organisations in the region.
- To produce a regional newsletter.

Membership

The main priority has been to liaise with potential members of the Forum and raise awareness with different sectors and establish communication network. This network numbers nearly 200 contacts across the Region.

The Forum has been examining the impact of the economic downturn on membership and is considering alternative membership structures and income generation models to sustain itself in future years.

GSE Open Meetings

The second priority resulted in the Forum hosting two open meetings, its first in January entitled Healthy Green Spaces Healthy People and looked at the Natural Health Service.

Developing Links

In line with the third priority the manager has been attending meeting across the region and had speaking engagements promoting the work and value of the Forum and of the benefits of parks and green spaces.

Consistent with developing links the managers has been exploring partnership development opportunities with several agencies in the region.

Newsletter

In addressing the fourth priority two editions of GSE's Newsletter have been produced and distributed to all local Authorities and other agencies, trusts and managing bodies in the region.

Regional Development

spaces.

GreenSpace South West

A new forum manager commenced employment in June 2009, following the successful CLG grant application towards the post's funding.

The forum was then successful with a region-wide Stage 1 application for Access to Nature funding and subsequently invited to enter a Stage 2 application by Natural England. This Stage 2 application, named HEALING (Health, Exercise, Art & Learning In Natural Green Space) Projects South West, was then submitted and a decision is currently pending. The project is aimed at increasing access to green space, particularly targeting those with least potential for access. In preparing the application, GSSW liaised closely with many of its local authority members, partner organisations and community groups from across the region. The total value of the proposed project is in the order of £180,000.

Towards an Excellent Service (TAES) and Peer Led Review Training courses were held in Taunton in Autumn 2009. It is hoped that neighbouring authorities who attended the training will establish a review system of one another's services.

Quarterly Steering Group and Open Meetings continued to be held, with each having a different theme. These were; Inclusion, Partnership Working, Green Flag Award and Skills and Learning respectively. These meetings enable good practice to be shared and provide opportunities for regional networking.

Monthly 'News and Information' bulletins were launched in Autumn 2009. These newsletters are free of charge and serve to provide members and regional partners with details of training courses, conferences and regional meetings which may be



Regional Development

GreenSpace East Midlands

A new forum manager was employed in May 2009. This appointment of a full time officer has enabled the work capacity in the region to increase substantially, allowing the forum to take on important partnership research work with Natural England on Accessible Open Space mapping.

The profile of the forum has also increased as the forum manager has attended many regional meetings, seminars and workshop representing the green space sector. This has been continued through attendance at green infrastructure meetings, as well as joining the Breath of Fresh Air partnership and East Midlands Rural Affairs Forum sub group on High Quality Environment.

The monthly e-bulletin and website has been continued and improved. Both the funding and community involvement working groups have produced final reports on their baseline surveys. Participation in these working groups through the mailing list and meetings has increased and a new working group on training started in August 2009.

The forum manager has continued to provide a communication link at Derbyshire, Nottinghamshire and Leicestershire sub-regional meetings. This included dissemination of national and regional news and information, as well as feeding local issues and challenges upwards. The forum manager set up a new sub-regional forum in Northamptonshire in February 2010, which is in the stages of early development.

The forum supported the Green Flag Awards with a focussed open meeting in October 2009 and a Demonstration Day in March 2010. The forum continues its regular programme of quarterly steering group and open meetings providing learning opportunities and networking



Regional Development

on a variety of themes.

London Parks & Green Spaces Forum

The Forum has continued to work strategically with a range of partners through its Working Groups and Linked Groups (London Friends Network and London Benchmarking Group) on topics such as mapping green space in London. Close collaboration between the Benchmarking Group and the Benchmarking Research project has been investigating the relationship between cost, quality and use of parks in London. The project will provide evidence to support the case for better funding of parks in London. The Forum's ability to link individuals, organisations and professions across London continues to be one of its distinctive strengths.

The Forum carried out an audit of volunteering in London's parks, through the support of Natural England. The report will inform the development of a pan-London volunteering in green spaces strategy to be carried out in 2010/11.

The Forum has seen its work flourish among Friends Groups through the independent creation of the London Friends Network; a Friends Gathering was held in October 2009. The Chair is encouraging the formation of borough forums of Friends Groups. The Forum is committed to see this group firmly established and will work closely with it as it

develops.

Events

Free events were organised to share knowledge, provide networking opportunities and professional development for members:

- June 2009: Managing commons, heaths and other informal public open space, sponsored by Natural England, at the Barnes Wetland Centre
- July 2009: Open Meeting: Making parks more inclusive and accessible to older people
- December 2009: Open Meeting: Preparing for change: how parks services can work more collaboratively with other cultural services
- March 2010: Community gardening and food growing, sponsored by Islington Council

On average about 50% of attendees are new to the Forum.

Funding

The Forum has continued to be funded by a number of cultural and environmental organisations and an increasing number of London Boroughs (from 21 to 28 out of 32) and commissioned work, which is helping to offset the ending of the £40k/yr grant from City Bridge Trust. Overall income decreased by 9% but the Forum has retained a surplus of £11k and has unrestricted reserves that meet the Business Plan target to maintain a minimum surplus to cover six months of expenditure.

GreenSpace North West

Much advocacy work took place, building relationships and partnerships across the region. In May 2009 a second Partners Steering Group meeting was held and by the end of the year 25 organisations were actively engaged with the forum.

Partners increased the knowledge base of GSNW on health, climate change, and accessible space and in kind support was offered for catering and meeting space. The forum manager was engaged in consultation on the Regional Strategy; RS2010; (combined Regional Spatial and Economic Strategies), lobbying for parks and green spaces.

Three projects were scoped which included projects with English Heritage and Liverpool University, Liverpool John Moores University and the Health Observatory and the partners of the North West Green Infrastructure. Work in particular included mapping public accessible green spaces across Merseyside with the Mersey Forest and producing a draft prospectus on this mapping need and methodology.

Membership fees were increased by 2.5% in line with inflation; the first rise in five years. The previous year's saving enabled some administrative support to collate a survey on the skills and training needs of Rangers and the Annual Members' Fees and Charges Comparator Survey.

Member organisations were consulted on event and training needs and these were reviewed and a prioritised schedule of events produced. Each quarter an open learning and skill sharing workshop was held from each Working Group.

Nine workshop events were provided and rotated around the region; topics included;

- Community Group Funding,
- Protecting Revenue;
- Service Structures across the North West.

GSNW supported Lantra and the Skills to Grow strategy by holding a workshop each quarter on skills and training needs. This covered jobs across parks and green space services from entry level to NVQ level 4. This work continues in 2010/11

The forum manager supported two RTP1 and 4NW workshops on Green Infrastructure to raise awareness of the management implications of new green spaces.

Regional Development

GreenSpace South East

A dedicated part-time regional manager was employed in August 2009 to forward the development of GSSE Forum with the assistance of a strategic grant from the Department for Communities and Local Government (CLG). The regional manager attended all sub-regional forums initially to understand the regional make-up and subsequent membership from local authorities rose to 16 of 74. The regional manager also met with other organisations to build partnerships and improve communication.



From a meeting with the Heritage Lottery Fund two 'surgeries' were delivered to enable local authorities to discuss in-depth potential bids for the 'Parks for People' funding. This was in response to the lack of applications from the region to this fund in the previous year. The events were highly successful for both organisations and members and will be repeated during 2010/11.



Communication via email with our network has been improved with regular newsletters and the development of an online forum. This allows our network to ask questions and discuss topics whilst creating a searchable database. In addition the website has improved significantly and many members submit documents to our archive for the benefit of the region.

Over the next year the continuation of the post will allow further training events to be held, e.g. Green Flag Demonstration Days and training in conjunction with the Heritage and Botanic Gardens Bursary Scheme. With the continued support of our members and partners GSSE can deliver information and knowledge between sectors, respond to policy on behalf of our members and ensure that the region continues to promote the benefits of high quality green

of professional interest.

GreenSpace Yorkshire and Humber

From April 2009 to March 2010 a considerable amount of work has been undertaken via the Steering Group, with the help of GreenSpace centrally. Areas of work covered included:

1. Promotion of Membership benefits and negotiating discounted membership fees.
2. Securing interest in the Regional Forum and gaining membership from 45% of Local Authority's thereby funding for the Forum.
3. Improving engagement with members and non-members i.e. Two Open meetings were held in Leeds, courtesy of Leeds City Council. These were open to all and at the request of members a variety of topics were considered:
 - Green Flag Award updates, GreenSpace.
 - Local Area Agreements and National Indicators, Natural England.
 - The Policing Pledge, West Yorkshire Police.
 - Engaging with Parliament, Parliamentary Outreach Service.
 - Funding and Benchmarking workshop, Cabe Space.
 - Updates on the work of the GreenSpace Y & H Steering Group
 - Presentation of the work of the North West forum manager
 - Members issues, discussions and feedback.
4. Development and live implementation of the Y&H Regional website.
5. Submittance and confirmation of acceptance of application for CLG funding to assist the further development of the GreenSpace Y&H Regional Forum, via the appointment of a dedicated forum manager.

The intention for 2010/11 is to build on this foundation: Employing a forum manager, improving communications with key stakeholders, securing increased membership and funding, providing improved services for members and responding to the needs of the Y&H region.

Products

The data set continues to increase, securing well over 10,000 responses per year since the system was launched in 2006.

GreenSTAT

During 2009/10 the GreenSTAT visitor survey system continued to grow, becoming the sector standard approach to visitor surveying. The data set continues to increase, securing well over 10,000 responses per year since the system was launched in 2006. The client base for this year was 75 clients, and the type of organisations using the system expanded to include private land managing organisations and Friends groups.

GreenSTAT is the only bespoke database system developed for the parks and green space sector, and GreenSpace continues to invest and support the system. The key area of database development this year focused on creating benchmarking tools, as part of the analysis tool functions. These allow clients to benchmark alongside annual national, regional, local authority type and population size data. The GreenSTAT team produce a national benchmarking report from anonymised GreenSTAT data in 2009, and this is made available to clients, used to inform Love Parks Week and external research projects.

There were a number of other essential areas of development which took place this year, including data quality controls which have been embedded to ensure all data entry takes place in the secure administration area of GreenSTAT. Excel templates have been produced to enable clients to create charts quickly and easily, enabling the data tables produced in GreenSTAT to be shown visually. It is anticipated that a chart building function will be embedded into GreenSTAT in the long term. The presentation of data is being considered and work around statistical validation has started to take place. In addition, an overall satisfaction index was created; indexes for health and enjoyment are being tested and will be rolled out next year. Introductory Training has been developed, and

further training courses are planned for the following year, including Marketing, Sampling and Surveying and Advanced GreenSTAT Users Courses.

GreenSTAT remains the Heritage Lottery Fund's preferred system for monitoring customer satisfaction on 'Parks for People' restoration projects, the data derived supports Audience Development Plans. GreenSTAT data has been used to inform a number of important research projects, including work undertaken by the London School of Economics and CABE Space's 'Urban Green Nation' report published in March 2010, which cited GreenSTAT as a key data source through which to monitor public perceptions on the quality of parks and green space.

Love Parks Week 2009 saw over 600 events taking place, with an estimated 400,000 events taking place throughout the country.

Love Parks Week

Love Parks Week is GreenSpace's annual awareness raising campaign, designed to celebrate parks and green space as well as highlight the benefits and issues surrounding them. The campaign calls on those actively engaged with parks and green space to put on events and help encourage the public to get out, use and enjoy their local green space.

2009 saw over 600 events taking place, with an estimated 400,000 people taking part throughout the country, with the North West and London organising the highest number of events. In 2009, Love Parks Week focused on a simple campaign message which gave the week a more coherent focus. Love Park's Week has proven to be a great vehicle through which to help us achieve the charity's ultimate goal of awareness raising about parks and green spaces. We used the week to call for continued investment and support for parks and green spaces, drawing attention to the important contribution parks make to communities across the UK.

Increased updates via the Love Parks Week mailing list and social networking have encouraged more people to brand their event as part of the campaign. 2009 also saw the opportunity for sponsorship, with Fiskars being the official sponsor of Love Parks Week. The campaign also gained support from a variety of famous figures, including John Denham, Secretary of State for Communities and Local Government and Boris Johnson the Mayor of London.



Postcards from the Park

2009 saw the third Postcards from the Park competition, organised by the Heritage Lottery Fund (HLF) together with the Big Lottery Fund (BIG) and GreenSpace. The national competition encouraged hundreds of people across the UK to capture what they love about their local park. Judges, including celebrity photographer Mike McCartney, were impressed at the quality of entries, which numbered over 2,500 – a 60% increase on 2008. The overall winner, Barbara Pendergast, was presented £1,000 in Jessops vouchers by wildlife presenter Chris Packham for her photo Walking on air, taken in Walton Gardens, Warrington. Hers and a selection of the judging panel's favourite photos were printed as postcards and sold from Lottery - funded venues across the UK.

Awareness and Communications

An average of 87% of delegates rating the events as excellent or very good and 92% of delegates saying they would attend another GreenSpace conference.

Conferences

During 2009/10 we organised a variety of events, which focussed on topical issues relevant to our members and others working in the parks and public green space sector. Our conferences create the perfect opportunity for sharing the latest knowledge, thinking and research and create the perfect setting for networking and sharing ideas and experiences with peers. 2009/2010 has seen us continue to offer five events per year, which have attracted new attendees, while retaining a high level of repeat visitors. Average attendance at the last five conferences during 2009/2010 has been approximately 100, and the level of customer satisfaction has again been impressive, with an average of 87% of delegates rating the events as excellent or very good and 92% of delegates would attend another GreenSpace conference.

Over the year GreenSpace organised the following conferences:

21.04.09: Parks for Play, Sheffield

Held at St Mary's Conference Centre in Sheffield, this conference focussed on the future of play provision in parks and green space.

24.06.09: Spaces to Grow, Birmingham

Held at The Priory Rooms in Birmingham, Spaces to grow focussed on how to capitalise on the benefits of growing food in public green spaces. The conference attracted 116 delegates.

29.09.09: Raising the Standard, Manchester

Held at Manchester City Football Club, the conference focussed on sharing best practice from the Green Flag Awards.

17.11.09: Making it Safe, London

Held at the Royal Geographical Society in London, Making it Safe focussed on how to successfully tackle crime and antisocial behaviour in parks and green spaces.

02.03.10: Sustainable Parks: Sustainable Futures, Liverpool

Held at the Merseyside Maritime Museum in the beautiful Albert Docks in Liverpool, this conference looked at creating and managing sustainable parks and green spaces.

Awareness and Communications

Installation of a new analytics system has allowed us to identify users' needs more accurately – traffic to the site currently reaches up to 10,000 page views per month.

GreenSpace Online

The GreenSpace website remains the organisation's most visible presence to the general public, particularly community groups, to whom there is a wealth of information and guidance available. It generates year-round revenue through job adverts and is particularly valuable when marketing conferences.

The installation of a new analytics system has allowed us to identify users' needs more accurately – traffic to the site currently reaches up to 10,000 pageviews per month.

The regional sites are also undergoing development to provide a real benefit to members as online resource hubs. GreenSpace online makes use of social media such as Twitter and Facebook where appropriate, primarily as a means of driving traffic to the main site.

Initial discussions regarding a possible redesign reflect the need to modernise the site and make use of social media in order to provide a better service to members, clients and the general public.

The Bench and Community Bench GreenSpace's e-newsletters allow the organisation a voice direct to our audience's inbox. The Bench (circulation: 2,000, aimed primarily at professionals) and Community Bench (circulation: 1,000, aimed at voluntary groups) provide free news and information updates, establishing GreenSpace as a genuine authority and source of knowledge for the parks sector.



Green Places

During the year we have produced six issues of Spaces&Places, the GreenSpace magazine dedicated to parks and public spaces. However, April 2010 saw the last issue of Spaces&Places published, as GreenSpace has now taken over Green Places, which was previously owned by the Landscape Design Trust. The decision to dissolve Spaces&Places, was a tough choice for GreenSpace to make, as the magazine has always been well-received by our members and individual readers, but we felt it would provide a varied and broader range of topic areas to our subscribers.

We currently produce ten copies of Green Places a year, and it reaches a wider national and international audience than Spaces&Places. The publication covers a variety of subject areas that raise awareness of environmental, social, cultural and economic factors in the creation, management and use of public space. Green Places is published by the Deeson Group.

International

Throughout the year we have continued to develop the 'Parks for Life' partnership with Parks Forum (Australasia) City Parks Alliance, National Recreation & Parks Forum and the International Federation of Parks Recreation Administration.

Throughout this last year we have continued to develop 'Parks for Life', in partnership with Parks Forum in Australasia (its founders), the International Federation of Parks and Recreation Administration who joined us in 2009, City Parks Alliance in the USA and an additional new American member, the National Recreation and Parks Forum. Significant work went into the planning for the Melbourne 'Healthy Parks Healthy People' Conference where the next Parks for Life presentation is to be held.

America and Australia demonstrated their high regard for the Love Parks Week campaign by holding a successful World Parks Days 2009, our long term aim is to get them signed up to our Love Parks Week campaign.

Future work will focus on developing an international parks classification system, and working with our international partners to adopt Green Flag as a common quality assessment system.

The Team

Staff

Paul Bramhill, Chief Executive

Caroline Carsey, Events and Communications Officer

Sarah Cox, Policy and Research Officer

Roger Gates, GreenSpace South West Manager

Bob Ivison, GreenSpace East Manager

Soonita Kathoke, Finance Officer

Sarah Kilou, Executive Assistant

Tony Leach, London Parks and Green Spaces Forum Director

Shaun Lowman, Web Communications Officer

Stuart Mansbridge, Skills Development Manager

Sarah Moore, Policy, Research & Information Manager

Michelle Parker, GreenSpace South East Manager

Kirsty Rhind, GreenSpace North West Manager

Ruth Rolls, GreenSpace East Midlands Manager

Alexandra Rook, London Parks and Green Spaces Forum Manager

Sue Spencer, Memberships Administrator

David Tibbatts, General Manager

Michele Walde, GFA Judge Training & Development Manager

Patrons

Gilly Drummond

Tim Smit

Trustees

Martin Page, Chairman

Michael Rowan, Vice Chair

Colin BATTERY

Lydia Buttinger

Shaun Kiddell

Helen Tranter

Steve Smith

Colin Stuart

Richard Welburn

Peter Wilkinson

Performance and Review

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies with the Financial Reporting Standard for Smaller Entities (effective January 2007).

	£	2010 £	£	2009 £
Fixed assets				
Tangible assets		1,105		3,793
Current assets				
Debtors	238,689		219,924	
Cash at Bank and in Hand	411,728		195,212	
	-----		-----	
	650,417		415,136	
Creditors: Amounts falling due within one year	(264,334)		(263,218)	
	-----		-----	
Net current (liabilities)/assets		386,083		151,918
		-----		-----
Total assets less current liabilities		387,188		155,711
		-----		-----
Funds				
Unrestricted		366,177		134,224
		21,011		21,487
Restricted		-----		-----
		387,188		155,711
		-----		-----

Performance and Review

Profit and Loss account (for the year ended 31 March 2010).

	2010 £	2009 £
Incoming resources	1,142,572	957,487
Resources expended	911,007	841,260
	-----	-----
(Loss)/Profit on ordinary activities before taxation	231,565	116,227
Tax on Profit on ordinary activities	(88)	(140)
	-----	-----
(Loss)/Profit on ordinary activities after taxation	231,477	116,087
	-----	-----



With thanks to our Supporters

We would like to thank the many organisations who have supported us throughout the year, and in particular:

APSE

Big Lottery Fund

Bristol City Council

BBC

BTCV

CABE Space

City Parks Alliance (USA)

City of London Bridge

City of London

DCLG

IDeA

English Heritage

Financial Services Authority

Glendale Services

Greater London Authority

Greenspace Scotland

Groundwork

Heritage Lottery Fund

Horticulture Week

KPMG

Keep Britain Tidy

Landscape Institute

Lantra

Leeds City Council

Lee Valley Regional Park Authority

Leicester City Council

Liverpool City Council

Local Government News

London Borough of Tower Hamlets

Mayor of London

Natural England

Oldham Borough Council

Parks Forum (Australasia)

Princes Trust

Royal Horticultural Society

Royal Parks

Sheffield City Council

Stockport Metropolitan Borough Council

The Parks Agency



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