

Green Flag Award Demonstration Day
18 March 2010
Brixworth Country Park

Ruth Rolls, Forum Manager
GreenSpace East Midlands

Green Flag Awards Scheme

- Green Flag Award
- Green Pennant Award
- Green Heritage Site



Assessment - 8 key criteria

Any green space which is freely accessible to the public and has a site-specific management plan is eligible to apply for a Green Flag Award.

- A welcoming place
- Healthy, safe and secure
- Well maintained and clean
- Sustainability
- Conservation and heritage
- Community involvement
- Marketing
- Management

Assessment considerations

- Where certain criteria are not met, applicants can provide justifications that may be taken into account. What's more, if management practice changes are in progress but not yet fully implemented, transitional phases will be acknowledged and viewed positively.
- The judging criteria also considers the fact that each park/green space will offer different kinds of facilities, and will be managed and developed to varying opportunities and constraints.



What is required?

This year all applications must be made online.

- Management Plan – site specific and a working document
- Two 250 word statements –
Why your park or green space qualifies for a Green Flag Award
Publicity Statement
- Photographs – Three good quality images

Assessment Day

Desk Assessment

- 30/100 of overall score
- applicants must score a minimum of 66% with at least 50% on the desk assessment (score 15 out of 30)
- Judge will look at the paperwork such as management plan before the actual site visit

Field Assessment

- 70/100 of overall score
- applicants must score a minimum of 66% with at least 60% in the field evaluation (score 42 out of 70).
- Phonecall from Judge offering you with a choice of dates
- Before the judging day, judges may ask for addition information.
- On the day the judges may want to access all areas.





Green Pennant Award

- Community Groups
- Register online – but can supply hard copies of supporting information
- No desk assessment – provide an understanding
- Constitution, financial accounts, lease agreement and management plan.
- 1 Judge (not two)
- A welcoming place,
- Healthy, safe and secure
- Well maintained and clean
- Sustainability
- Biodiversity and heritage
- Community involvement
- Management and achievements

Green Heritage Site

Any green space apply for green flag award can also apply for green heritage award – supplementary section to complete

Site with local or national historic interest – specifically if linked to HLF

Sponsored by English Heritage – site do not have to be on the English Heritage Register of Historic Parks and Gardens (over 30 years)

Judges in this award have additional training.

They look to see if applicants:
Understand, acknowledge, share, and conserve and enhance the heritage value

Currently only 1 Heritage site in East Midlands (below average)



Timetable

October	Application round opens
31 January	Closing date & start processing applications
February	Start allocation of judges to entries Start distributing applicants to Judges
April to May	Judging takes place
June	Letters to be sent to all applicants Failed applicants receive their feedback report
28 July	Announcement of winner (& Awards ceremony)
August/ September	Winners will be sent their feedback report

Entry Fees

Green Flag Award	over 300 ha	£300
	over 20 ha	£225
	under 20 ha	£175
Green Pennant Award		£20
Green Heritage Site		£75

If you register online but then do not enter, you incur a charge of £25.

Benefits of Winning an Award

- Showing your award
- Enhancing pride and reputation
- Best value and service improvement
- Improving regeneration
- Increasing tourism
- Boosting funding
- Beacon Status
- PR and marketing
- Green Flag Website

Further Information

- The website - <http://www.keepbritaintidy.org/GreenFlag/>
This is new and improved. You can vote for site, there is a key for site facilities, details of event of winning sites, read through case studies
- Phone – as the staff are willing to help and enthusiastic.
- Raising the Standard: the Green Flag award Guidance Manual – updated 2009
Details more about each of the 8 criteria, it also contains condition of entry
- GSEM Open meeting in October – looking to make available case studies where Green Flag Awards have

Latest news

The Green Flag Award Scheme is pleased to announce that we have received a record number of entries for the 2010/2011 round of Applications. More than 1,300 parks and green spaces have applied for an Award, an increase of 15% compared with previous years. What's more, 300 were brand new applicants.

The Green Flag Award itself attracted almost 1,200 applications, whilst Green Pennant generated 135, followed by 63 for Green Heritage Site Accreditation.

Although the scheme mainly operates in England and Wales, we do also accept applications from further afield and this year we received our very first entry from Germany. There has also been much interest from other countries.

From other parks

Derby Arboretum – was encouraged to apply by a visiting judge on other business. They won, and the award has changed working environment, staff feeling more valued, positive comments from judge instigated interest from elected members resulting in praise to staff.

Nottingham City Hospital – transform garden areas, award has been a highlight and bonus after all the work volunteers have achieved.

Nottingham City – held own ceremony for Green Pennant winners with award presented by elected members.

Broxtowe Borough Council – has Green Flag Award as it's quality standard to work towards in it's Open Space Strategy.