

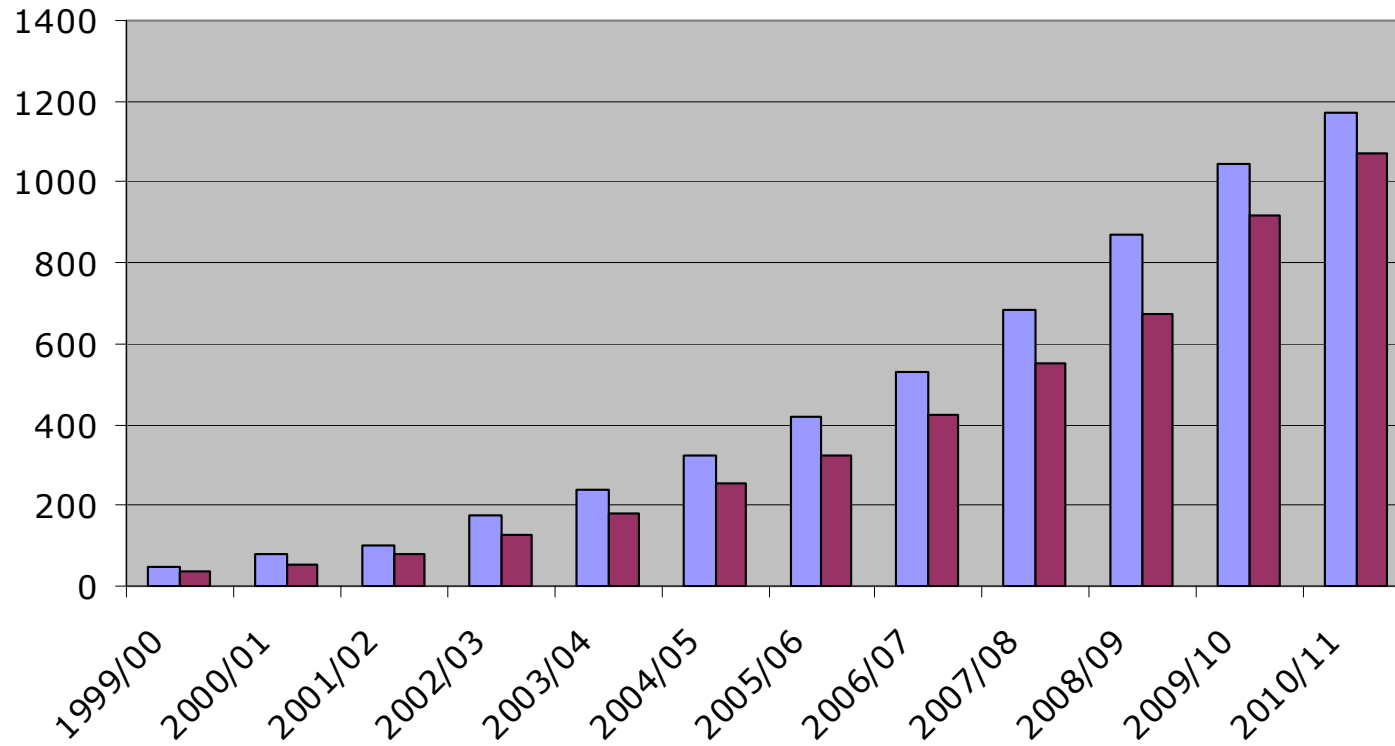


Business Plan

October 2010 – September 2011



Green Flag Award Growth



Current position

Green Flag Award

- Growth of +12%
- England +10%
- Wales +25%
- Scotland +100%

Green Flag Community Award (Pennant)

- Growth +45%
- England +46%
- Wales -15%



Projected growth

Award	Applications 2011/12
Green Flag Award	1244
Green Flag Community Award (Green Pennant Award)	160
Total	1380



Marketing

- Public – based on market research
- Elected members
- Potential applicants
- Community groups
- Private sector with public land
- Universities
- Contractors

- Meetings

- Messages for each group

- Rename green pennant removal of fee

- Media, social networking, support for winners, web based

- Printed materials sponsored



Support for applicants

- Regional Workshops for Flag and Community Award
- Completion of review of Raising the Standard
- Guidance for Green Flag Community Award
- Continued engagement with Regional Forums
- Community Award Advocates
- Information and outreach to local communities.



Applications process

85% found the online system easy to use compared to 63% in 2009

95% of people found the advice given by the Green Flag Award team useful or very useful

- Pennant to become Green Flag Community Award
- Trial of Bronze, Silver and Gold to recognise years of achievement for Community Award in Wales
- Review of Judging Cycle options
- Website adapted to accommodate two languages



Awards process

- Development of web based system to handle judging and feedback
- Further piloting of group award following review
- Review of Organisation Award and future pilots
- Completion of quality manual to assist self assessment
- Piloting of Community assessment
- Completion of criteria and typology review in preparation for amending “Raising the Standard”



Announcement of winners

- During Love Parks Week
- Launch event to gain national coverage
- Possible publicity event in March

Wales

- Presentation at Royal Welsh Show
- Possible presentation at Flint and Denbighshire show



Recruiting, training and supporting Judges

91% of applicants thought judges were suitably qualified to assess their site

92% of judges found the online system easy to use compared to 72% in 2009

- Review of GreenSkill data
- Group Award – Peer review training
- Refresher training to ensure consistency
- Management Plan Training
- Mentoring training
- Criteria specific training linked to review
- Developments of computer based training



Identifying and securing sponsorship

- Horticulture Week
- Green Flag Community Award
- Special Award for Innovation
- People's Choice Award



