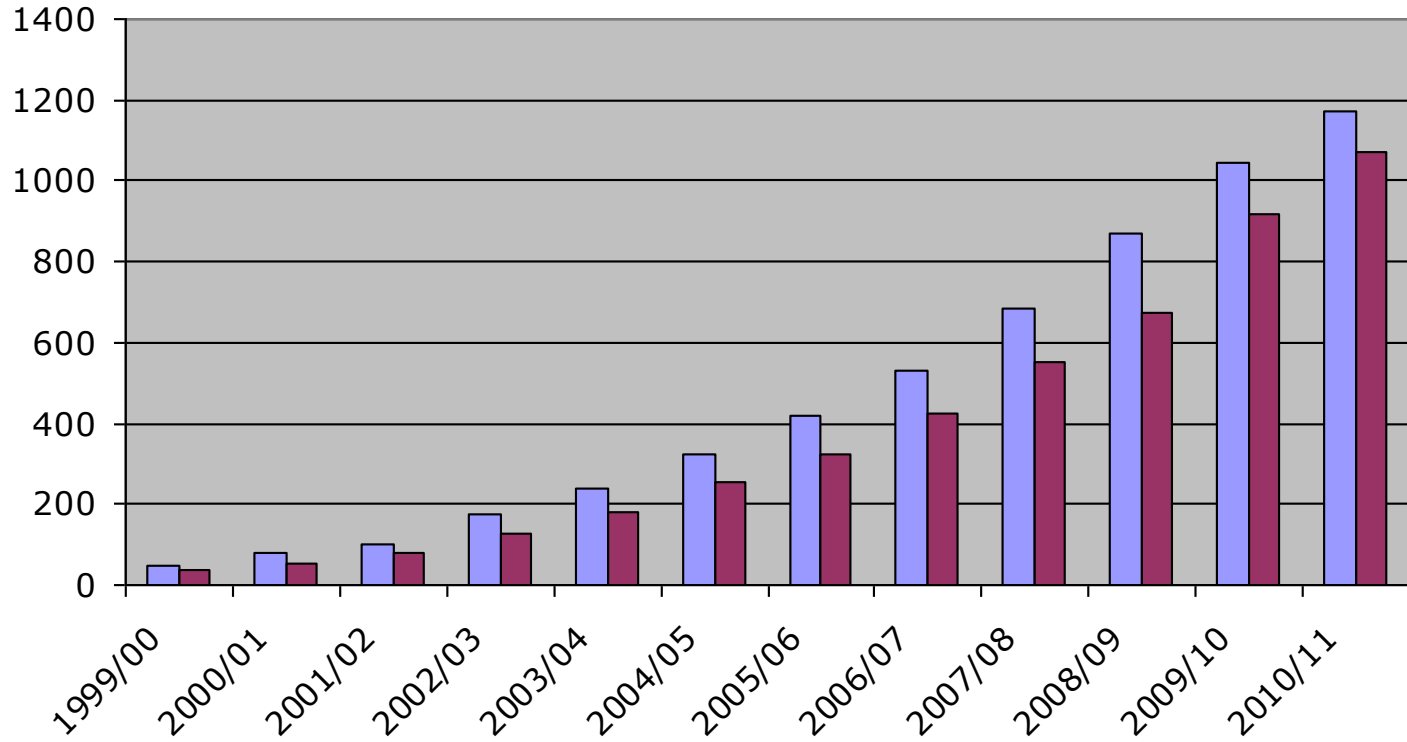




# GreenSpace Yorkshire and Humber Forum 2010



# Green Flag Award Growth



# Green Flag Award UK

	Applications		Change	Winners		Change
	2009	2010		2009	2010	
<b>England</b>	<b>988</b>	<b>1086</b>	<b>10%</b>	<b>871</b>	<b>994</b>	<b>14%</b>
<b>Wales</b>	<b>36</b>	<b>45</b>	<b>25%</b>	<b>30</b>	<b>41</b>	<b>36%</b>
<b>Scotland</b>	<b>15</b>	<b>30</b>	<b>100%</b>	<b>10</b>	<b>26</b>	<b>160%</b>
<b>Northern Ireland</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>25%</b>
<b>Total</b>	<b>1044</b>	<b>1166</b>	<b>12%</b>	<b>915</b>	<b>1066</b>	<b>16.50%</b>



# Green Pennant Award

	Applications		Change	Winners		Change
	2009	2010		2009	2010	
<b>England</b>	<b>80</b>	<b>116</b>	<b>45%</b>	<b>76</b>	<b>111</b>	<b>46%</b>
<b>Wales</b>	<b>20</b>	<b>17</b>	<b>-15%</b>	<b>19</b>	<b>17</b>	<b>-10%</b>
<b>Scotland</b>	<b>1</b>	<b>2</b>	<b>100%</b>	<b>1</b>	<b>2</b>	<b>100%</b>
<b>Total</b>	<b>101</b>	<b>135</b>	<b>34%</b>	<b>96</b>	<b>130</b>	<b>35%</b>



# Regions

	Green Flag Award		Green Heritage Site		Green Pennant Award	
	2009	2010	2009	2010	2009	2010
<b>East Midlands</b>	<b>63</b>	<b>68</b>	<b>1</b>	<b>1</b>	<b>12</b>	<b>15</b>
<b>Eastern</b>	<b>81</b>	<b>92</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>8</b>
<b>Greater London</b>	<b>192</b>	<b>223</b>	<b>11</b>	<b>13</b>	<b>25</b>	<b>30</b>
<b>North East</b>	<b>49</b>	<b>55</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>
<b>North West</b>	<b>225</b>	<b>245</b>	<b>7</b>	<b>8</b>	<b>12</b>	<b>19</b>
<b>South East</b>	<b>91</b>	<b>112</b>	<b>10</b>	<b>10</b>	<b>6</b>	<b>13</b>
<b>South West</b>	<b>60</b>	<b>73</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>6</b>
<b>West Midlands</b>	<b>56</b>	<b>67</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>5</b>
<b>Yorks &amp; Humber</b>	<b>54</b>	<b>59</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>11</b>
<b>England</b>	<b>871</b>	<b>994</b>	<b>46</b>	<b>52</b>	<b>76</b>	<b>111</b>

# Special Awards for Innovation

East Park, Hull



# People's Choice Award



# Future Plans



# Marketing

- Elected members
- Public – based on market research
- Potential applicants
- Community groups
- Private sector – shopping centres etc
- Universities
- Contractors



# 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 name changed to 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



# Awards process

- Further piloting of group award following review
- Mystery shopping
- Piloting of Community assessment



# New Group Award Process

1. Self assessment of green spaces
2. Declaration of Sites
3. New Sites – follow the existing process
4. Peer Reviews
5. Mystery Shopping is ongoing throughout the year and may happen more than once.



# Self Assessment

- Based on the use of 'in-house' judges
- Addresses all aspects of the Field Assessment
- Scoring using the GF score sheet
- List 3 priority management objectives for each site (12 month cycle)



# Peer Review

- Peer reviewers meet with management to discuss their policies, strategies and strategic approaches – half a day
- Managers make all relevant documentation available to aid discussion and illustrate approaches
- Sampling technique based, the Peer Reviewers determines which areas they would like to discuss and review and advises applicants



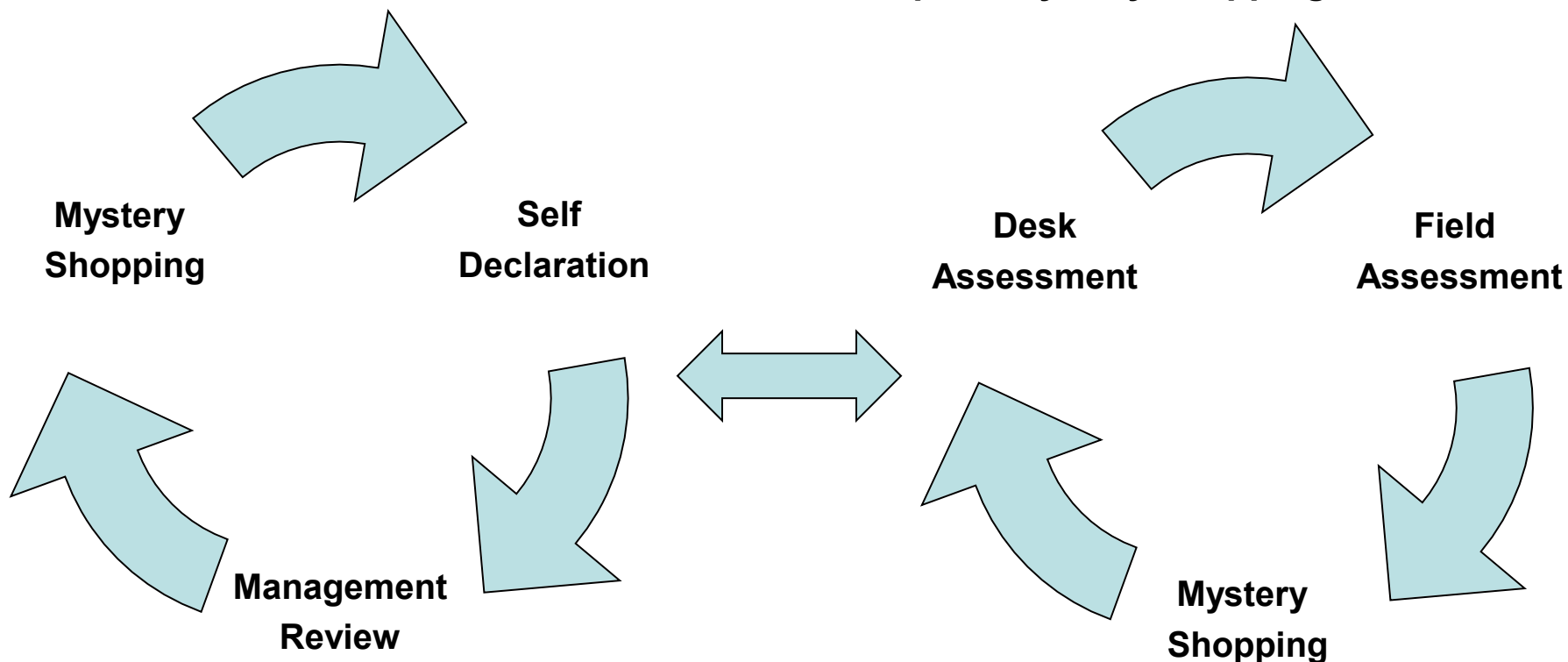
# Group Award

5 or more applications

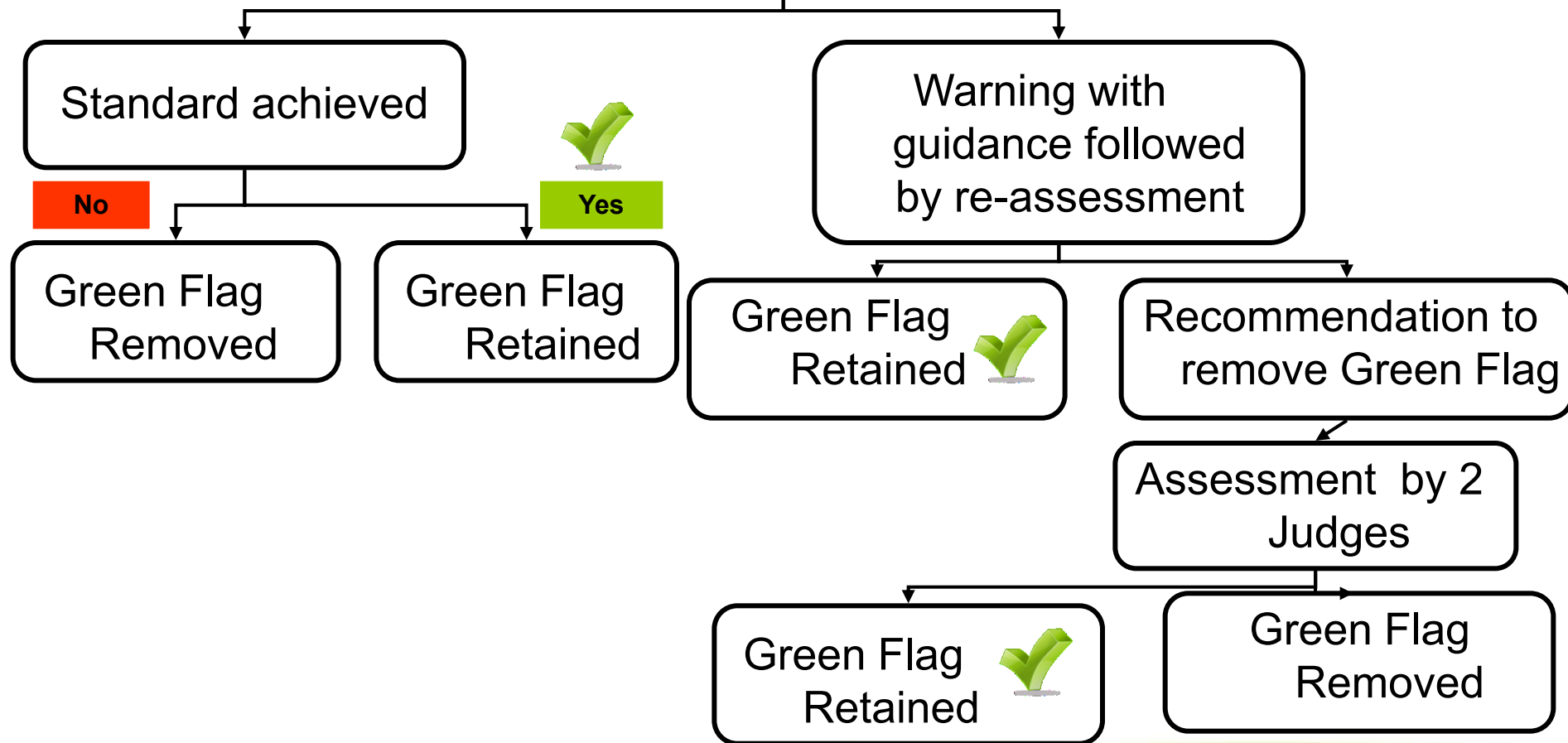
# Standard Process

All New sites

Sites removed from group award due to poor mystery shopping results



# Assessment



# Announcement of winners

- During Love Parks Week
- Launch event to gain national coverage
- Additional branding



# Recruiting, training and supporting Judges

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

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

- 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
- JAC



# Selling the benefits

- 91% Public satisfaction with a Green Flag Award site
- 120,000 volunteers engaged with awarded sites
- Total number of visits over 2.5 billion
- 33 million use their green spaces
- Over 50% every week
- Equal access to quality green space could reduce NHS bill by £2.1 billion per year



