

GreenSpace
Yorkshire & the Humber
Open Meeting
Thursday 7th May 2009
Temple Newsam, Leeds

GreenSpace Yorkshire & the Humber Steering Group

- Terms of Reference
- Steering Group
- Representation
- Structure
- Membership and Benefits
- Involvement of other organisations
- Responses to consultation questionnaire
- Website launch

Terms of Reference

Mission Statement

To champion quality and sustainable green spaces throughout the region that improve the quality of life for our residents and enhance visitor experience.

Terms of Reference

- Aims & Objectives
- Scope of the forum
- Structure of the forum

Steering Group

- Steering Group currently comprises of representation from:
 - Friends of Queens Park (Interim Chair)
 - Sheffield City Council
 - Leeds City Council
 - Wakefield MDC
 - Harrogate Borough Council
 - Natural England
 - Federation of City Farms & Community Gardens
 - GreenSpace Staff & Trustee
 - English Heritage

Steering Group

Work Programme:

- Terms of Reference
- Steering Group Action Plan
- Steering Group representation
- Draft Business Plan
- Consultation Questionnaire & Analysis
- Proposed Membership Structure & Benefits
- CLG Expression of Interest

Representation

- North Yorkshire – Harrogate BC
- South Yorkshire – Sheffield City Council
- West Yorkshire – Leeds City Council
- East Yorkshire & Parts of Lincolnshire ?

Structure

- GreenSpace & National Forum
- Y&H Regional Steering Group
- Local Sub-regional groups ?
- Annual Open Meeting

Membership & Benefits

Membership of the regional organisation will automatically include membership of the national organisation GreenSpace.

- A Regional focus on issues relevant for the Yorkshire & the Humber
- A strategic overview of Open Space provision and management nationally
- Networking links with other professionals providing fast track information
- Community consultation guidance
- Locating and assessing funding streams

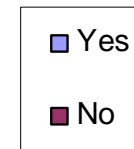
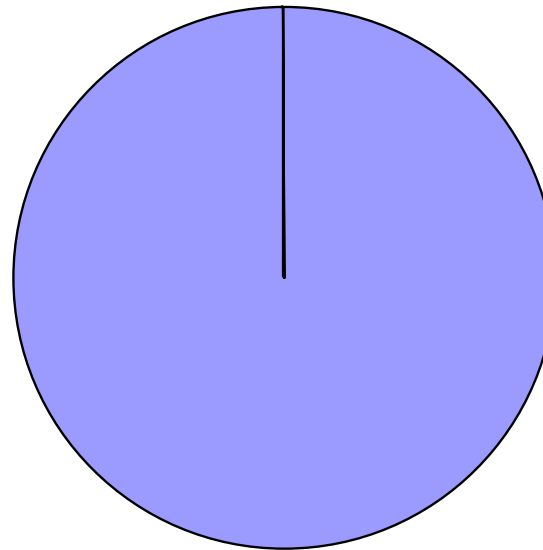
Involvement of other organisations

Non- Local Authority organisations?

- Voluntary sector
- Third sector
- Public sector
- Private sector

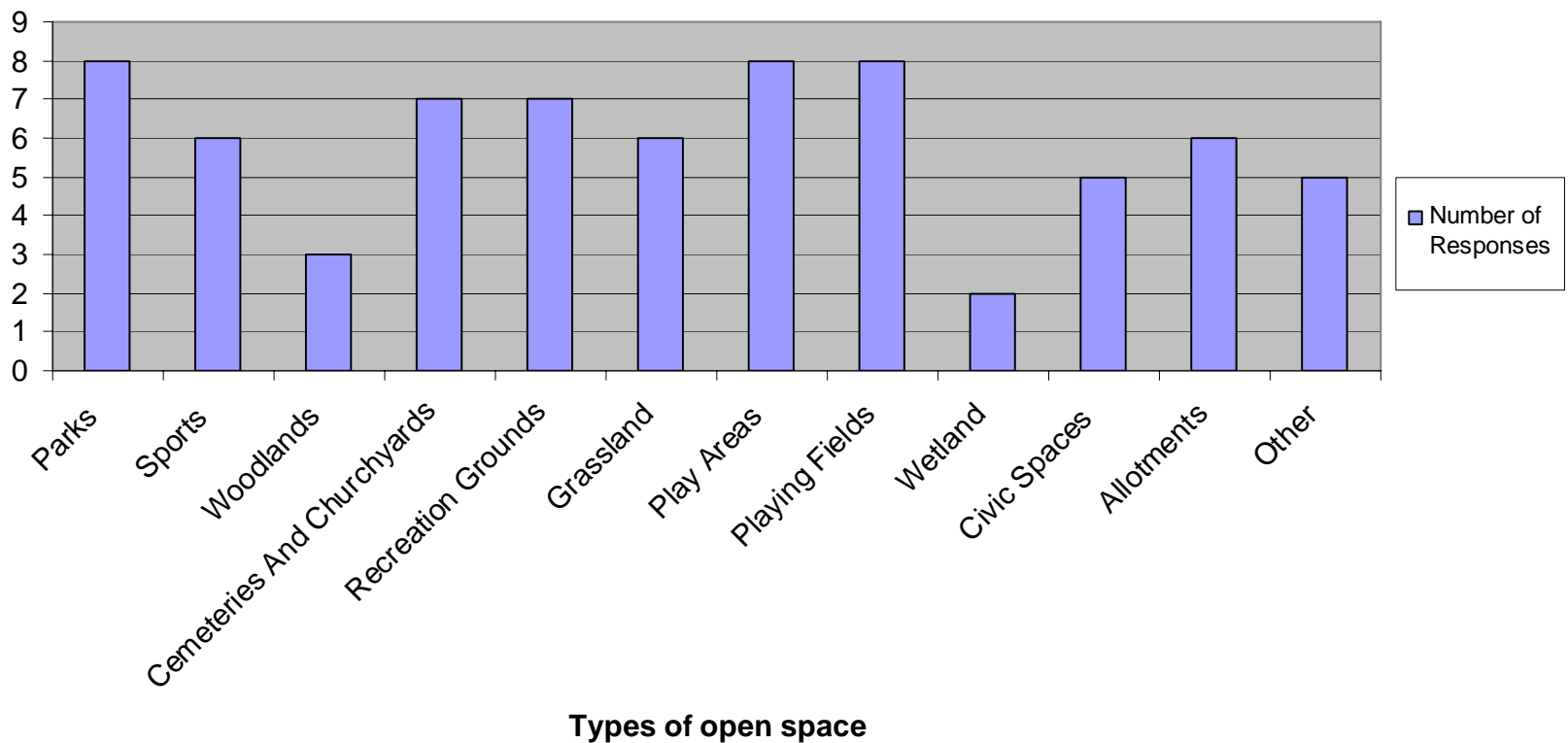
Responses to consultation Questionnaire

Do you agree in principle with the proposed aims and objectives of the forum?



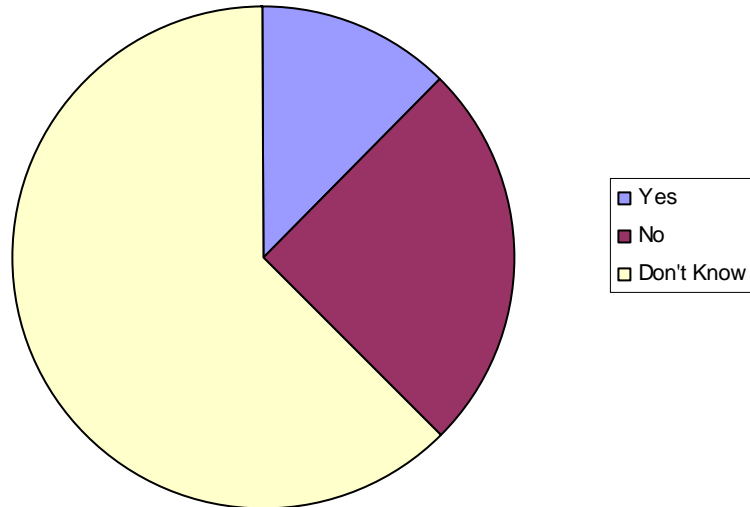
Responses to consultation questionnaire

The types of open space the forum should cover

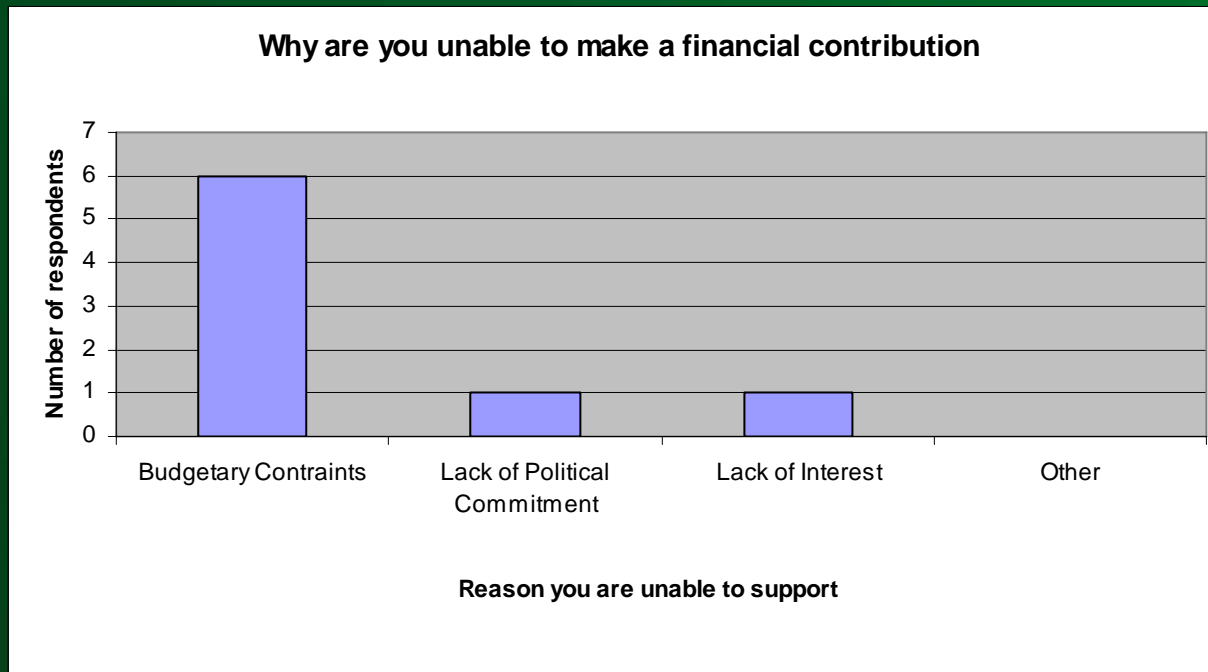


Responses to consultation questionnaire

Would your organisation in principle be able to provide an ongoing funding contribution(3-4 initial period)

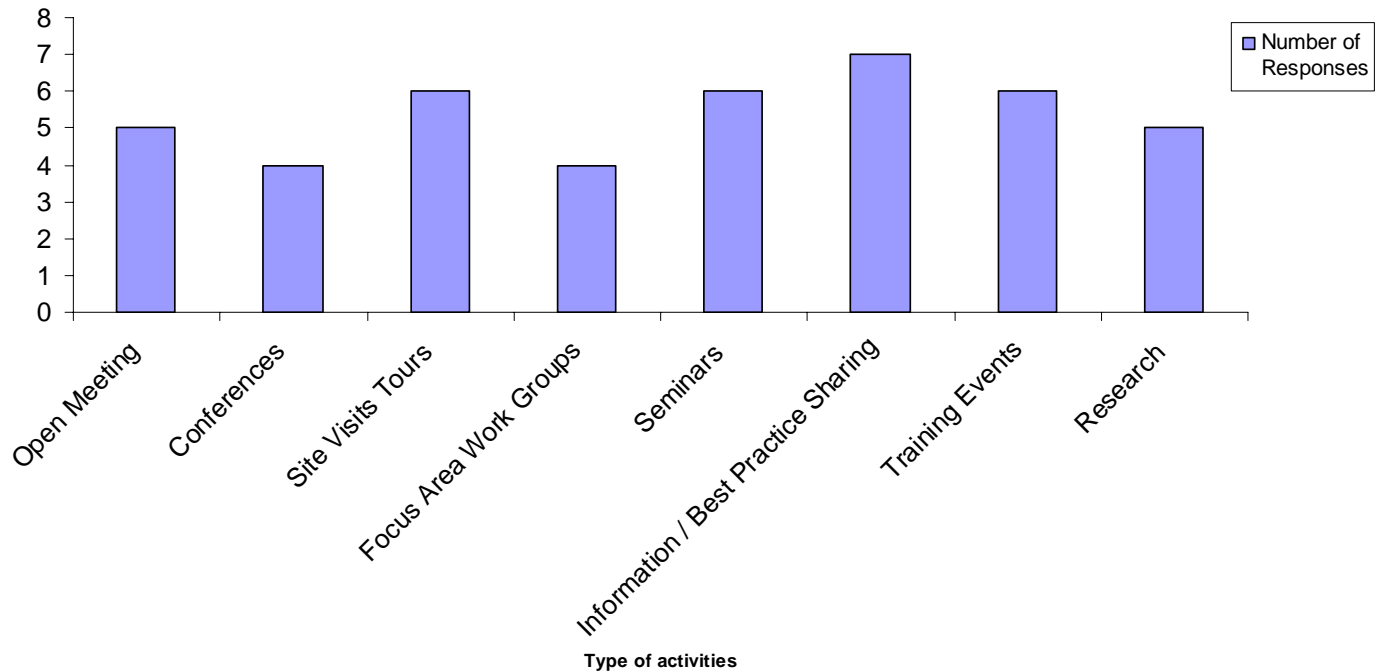


Responses to consultation questionnaire



Responses to consultation questionnaire

What future activities would you be interested in?



Responses to consultation questionnaire

Key focus areas for the forum

- Sharing good practice
- Training & Skills
- Benchmarking
- Budgets
- Green Spaces Strategies
- Funding opportunities

Website launch

 GreenSpace
Yorkshire and the Humber

Search:

Font size: **G G G** |  Print this page

[Home](#) [About Us](#) [Get involved](#) [Members area](#) [Resources](#) [Community](#) [News](#) [Events](#) [Jobs](#) [Contact](#) [Links](#)

GreenSpace Yorkshire & the Humber

Committed to the Yorkshire & the Humber 's
Parks and Green Spaces



GreenSpace Yorkshire & the Humber's mission is:

GreenSpace Yorkshire & the Humber exists to champion quality and sustainable green spaces throughout the region that improve the quality of life for our residents and enhance visitor experience.

News and events

Yorkshire & The Humber Open Meeting

The Yorkshire & The Humber Open Meeting is taking place on the 7th May at Temple Newsam Estate Leeds.

The open meeting will include presentations and discussion on the following topic areas:

- **GreenSpace North West's Story** - Kirsty Rhind, GreenSpace North West
- **The work of the Yorkshire & Humber steering group**
- **Funding & Benchmarking Workshop** - Helen Beck, CABE Space
- **Green Flag Award update** - Paul Bramhill, GreenSpace

Green Flag Judges are invited to stay after the open meeting to participate in a discussion and feedback session on the Green Flag Award and its future development at 3 pm.

Contact us

Steve Hyde

Interim Chair

E: steve_hyde@lineone.net

Sarah Moore

Regional Manager

GreenSpace
Caversham Court
Church Road
Reading
Berkshire
RG4 7AD

E: sarahm@green-space.org.uk

T: 0118 946 9060

Matthew Hartgrove

GreenSpace
Yorkshire & the Humber
Open Meeting
Thursday 7th May 2009
Temple Newsam, Leeds



GreenSpace Yorkshire and the Humber Funding and benchmarking: Making the links between expenditure on green space and quality

07/05/2009

Helen Beck, Research and futures advisor

Commission for Architecture
and the Built Environment

The government's advisor
on architecture, urban design
and public space

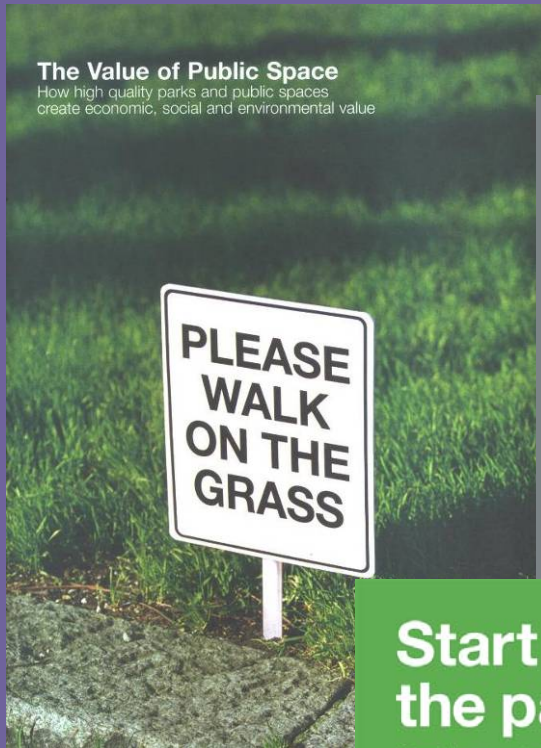
Aims of presentation?



- Brief introduction to CABE Space
- Summary of CABE Space research into links between expenditure on parks and green spaces and the quality of these spaces
- Feedback from previous seminars and web consultation. Match your experience?
- Other CABE Space work on funding?



The government's advisor on architecture, urban design and public space.



- Research
- Best practice and standards
- Direct support to LA's e.g. production of green space strategies
- Campaigns e.g. Parkforce
- Skills

Funding for urban green space



- Two decades of under investment during 1970s and 1980s
- 91% of people think that parks contribute to their quality of life
- A neglected legacy at end of 20thC



Urban Parks: Do you know what you're getting for your money?



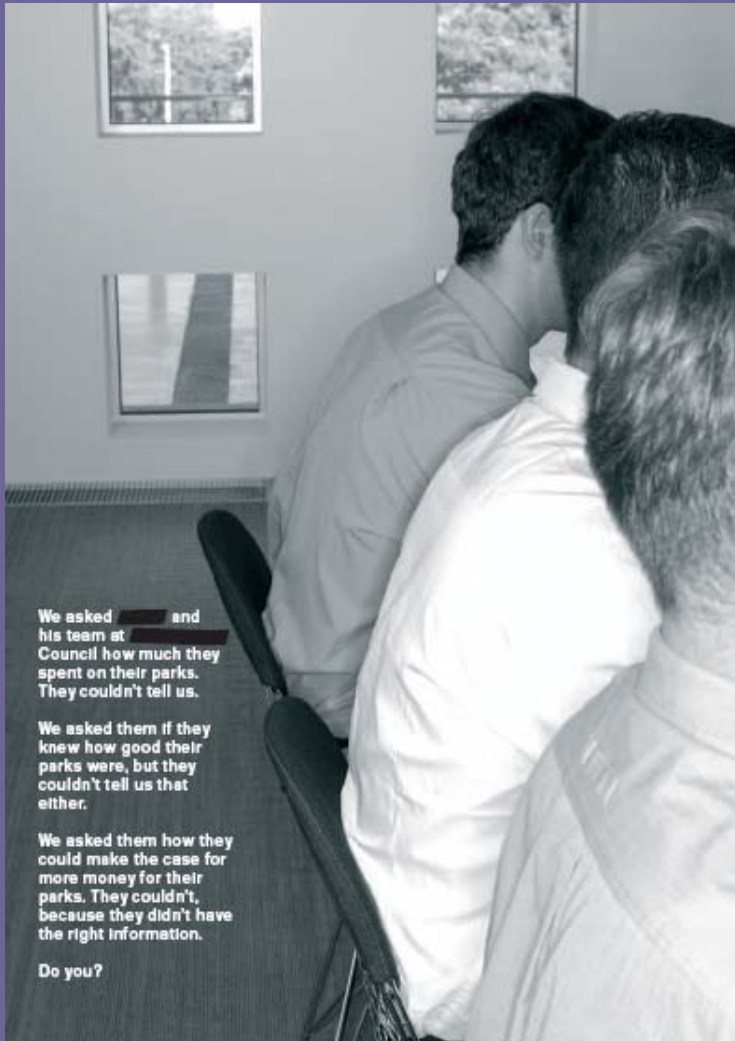
- Does a 10% increase in funding equal a 10% increase in quality?
- Do some councils deliver better parks for their money than others?
- 8 local authority case study authorities

Making the most of what you have...



- To define and understand the relationship between local authority spending decisions and priorities and the consequent quality of parks and urban green spaces
- To identify the potential ways of **optimising existing resources** to deliver high quality green spaces
- To **identify priority needs** for additional resource allocation that will contribute greatest added value to parks and urban green spaces and green space quality
- Additional urgency due to current economic climate – those services that have the best data on their worth will do best

What did we discover?



- Most did not have comprehensive figures showing how much they were spending on their park
- Few of them had a clear idea of what quality they were trying to achieve

What did we discover?

- Some authorities do not separate their expenditure on the parks service from spending on other public service delivery areas.
- Most of the local authorities did not have much information on the quality of individual sites
- Very difficult to compare different local authorities due to different accounting practices. Lack of benchmarked data

Missed opportunity?



- The NAO report *Enhancing Urban Green Spaces* states....
- “current budgeting, accounting and financial reporting procedures and practices of local authorities made it difficult to devise appropriate economy and efficiency measures for green space.....the potential of benchmarking to drive up efficiency is not being realised...”

Challenges in assessing the spend and quality and therefore performance!



- **Lack of tools:** Currently there is no statutory national quality standard for parks and urban green spaces.
 - Green Flag Award
 - capturing people's perceptions of a space via user surveys, CABE Space's Spaceshaper
- **Methodology issues:** e.g. simple spend per hectare not appropriate
- **Data issues:** Best Value now replaced by New Place Survey and lack of LAA indicators

It is possible!



- Some local authorities are gathering useful data and managing strategically, key benefits from learning from other LA's systems. E.g. Bristol
- Green space strategies and parks management plans key to setting vision, identifying political and financial support needed.

Does this snapshot of eight local authorities reflect your own experiences?



- You broadly know how much is being spent: 79% of respondents knew how much money they currently spend across the whole of their parks & green space service and 71% could track income and expenditure for the whole of the green space service over the last 5 years
- Less site level data: 29% of people could tell us how much was spent per site but 29% told us they didn't know the information for any sites
- Lack of quality information: 79% of people couldn't track the level of quality achieved for the whole green space services for the last 5 years

-
- Green Flag is the main tool for measuring quality
 - Data collection methods need to be simple, easy to understand and to apply and take data protection into account
 - Issues around capacity of local authorities to collect data
 - Opportunity to link into Local Area Agreements but still lack relevant indicators that relate to parks
 - Sustainability of revenue funding still a big issue

Paying for parks: are there better funding arrangements?



- Reviews alternative mechanisms of funding urban green spaces
- Considers 8 broad models and tests them against a context of low and high housing demand scenarios

Parks in the credit crunch: making the real value of park assets explicit



- **New CABE Space research**
Making the invisible visible: the real value of park assets
- **Aims to produce more accurate calculations of the value of parks and green spaces**
- **Facilitate well evidenced arguments for adequate funding and negotiate confidently in a climate of tightening budgets**



Thank you.

Helen Beck
hbeck@cabe.org.uk

**Commission for Architecture
and the Built Environment**

**The government's advisor
on architecture, urban design
and public space**

GreenSpace
Yorkshire & the Humber
Open Meeting
Thursday 7th May 2009
Temple Newsam, Leeds

Green Flag – the next 3 years

- Presentation to the
- GreenSpace Yorkshire & the Humber Forum
 - 7 May 2009



Green Flag Plus Partnership

- A partnership between BTCV, GreenSpace and Keep Britain Tidy (ENCAMS),
- Keep Britain Tidy to take responsibility for overall administration and leading on:
 - Raising awareness of the Award to the Public
 - Development of the Award Ceremony
 - Undertaking market research
 - Securing sponsorship



Green Flag Plus Partnership

- BTCV to bring 50 years experience of working with, supporting and developing communities to the partnership
- BTCV will focus on developing the Green Pennant Award as well as adding a community perspective to all areas of the partnership delivery
- Responsible for engagement of the voluntary sector in judging and Award development



Green Flag Plus Partnership

- GreenSpace will be responsible mainly for working with the professional sector and for the development of judges including:
 - all aspects of judges development and training
 - support for the Judges Association
 - improvement of regional support for judges, links to regional forums and local improvement groups
- Will have a significant role in the strategic development of the award with the other partners leading in areas of specialist expertise.



A good time to take stock...

- After 10 years there are 743 GFAs and 73 Pennant awards
- It has strong involvement of the local authority sector in the judging process
- Winning a GFA or Pennant is esteemed by managers
- The GFA does get Councillors and Portfolio holders involved in greenspace issues
- It does lead managers to improve their green spaces
- Judging is popular and does promote peer to peer advice although there are consistency issues
- It is being used by many managers as a review tool (up to 70% of those asked)
- It is run in conjunction with the endorsement of a range of well respected strategic organisations



And with Changes in CLG

- Moved from Regeneration to Community
- Completely new team
- A recognition of the need for change to create a more sustainable Award
- An understanding of the importance of the Award for the sector but being aware of the need to derive better value and broader outcomes for the investment
- Willingness to look at new ways of delivering the Award



CLG Aspirations

- 1 “help to ensure the Scheme is able **to increase the extent of GFA winning parks** and green spaces across England.”
- 2 “recognises and **encourages high standards** of management and maintenance of publicly accessible green spaces.”
- 3 “recognises high quality green spaces **that are managed by voluntary and community groups.**”

CLG Aspirations

- 4 “promotes the value of, and **best practice in, the care and upkeep of parks** and green spaces in England that are of local or national historic interest.”
- 5 “**recognise innovation** in the management and maintenance of GFA winning parks and green spaces.”
- 6 “CLG’s urban green space policy aspiration is to improve the quality of urban parks and green spaces, and access to good quality green spaces for all, with a **primary focus on poorer performing areas.**”



CLG aspirations

- 7 “**The overarching aim is to ensure access to, and satisfaction, with local parks and green spaces.**”
- 8 . “A primary commitment to ensure this is **to build capacity among Local Authorities, practitioners and communities** to enable continued improvements in the standard of urban green space.”
- 9 “aim to **increase and maintain satisfaction and confidence in the Scheme** within the green space sector.”



The Partnership Vision

- 50% of greenspaces throughout the country managed to a GFA standard by 2020
- Community/public recognition of GFA
- Active participation of communities in the process
- Strong professional sector driving the award
- Sustainable delivery



3 year review

- Review all aspects of the Award with a view to sustainability and efficacy
- Start with the management of the contract. CLG to run a Programme Board with funders and the delivery partnership
- Reviewing the best mechanisms for advice, engagement and judge liaison



Programme

	Mar 09- Sep 09	Oct 09 – Sep 10	Oct 10 – Sep 11	Oct 11 – Feb 12
Cycle 0				
Cycle 1				
Cycle 2				
Cycle 3				



Green Flag - What is it?

- A national quality standard for parks
- It allows the public to recognise and celebrate good parks
- It provides a vehicle for advocating the benefits and importance of high quality greenspace



A Process





Two year cycle introduced

- For parks that have held scored over 70% last round and have held a Flag for 2 years they can move onto a 2 year cycle of assessment
- Mystery shopping will be introduced to support this approach



Greenspace typology

PPG 17	Site	Representative Bodies/ Networks / Potential Partnerships	GFAs
Parks and Gardens	Urban Parks	GreenSpace Networks, GreenSpace Regional Forums, Cabe Space, HLF grant recipients	377
	Country Parks	Natural England, Country Parks Network, GreenSpace Networks, GreenSpace Regional Forums, Countryside Management Association, HLF	Country Park 112 Rural Park 22
	Gardens and Botanical Gardens	GreenSpace Networks, Regional Forums, Plantnet, English Heritage, RHS, National Trust, HLF	69 Uni Park 3 Winter Gdn 1
Outdoor Sports Facilities	Recreation grounds	GreenSpace membership authorities, GreenSpace Regional Forums, HLF grant recipients, NPFA, Sport England	38
Semi-natural areas and green corridors	Natural areas and local nature reserves	GreenSpace membership authorities, GreenSpace Regional Forums, HLF grant recipients, Natural England, RSPB, Wildlife Trusts, Groundwork, BTCV	LNR 53 SSSI 3
	Woodlands and Community Forest sites	Forestry Commission, Woodland Trust, National Community Forest Partnership, BTCV, GreenSpace Regional Forums	11



Greenspace typology

PPG 17	Site	Representative Bodies/ Networks / Potential Partnerships	GFAs
Outdoor Sports Facilities	Cemeteries and churchyards	GreenSpace Network, Institutes, National Federation of Cemetery Friends, Living Churchyards	28
Provision for children and /Teenagers	Play areas, skate parks, parts of larger parks dedicated to play	GreenSpace networks and regional forums, all other providers that may have elements of their sites devoted to play	0
Allotments, City Farms and Community Gardens	Community Gardens	Federation of City Farms, GreenSpace Community Network, BTCV networks, Living Spaces	1
	City Farms	Federation of City Farms	0
	Allotments	Federation of City Farms, Allotments Societies and national group	0



Greenspace typology

PPG 17	Site	Representative Bodies/ Networks / Potential Partnerships	GFAs
Civic Spaces	Civic places, squares and village greens, promenades	GreenSpace networks, Regional Forums, Civic Trust, Town Centre Management Association, BTCV	Pocket Park 2 Village Greens 5
Amenity Green Spaces	Landscape around housing, industry, Millennium Greens, Doorstep Greens	Registered Social Landlords, Neighbourhoods Green, Greenspace community network, Natural England, BTCV networks	Doorstep Green 1
			Unclassified 13
			TOTAL 740



Develop Partnerships

- Build on the many partnerships and links of the GFPP
- Actively engage land management organisations in the Award
- Continuously review scope of the Award



Governance

- Set up a Programme Board between funders, client and contractor to cover operations
- Review the most effective models for developmental input
- Seek wider engagement of judges



Greater Public Resonance

- Creating stronger understanding of the Award not only amongst greenspace community groups but the public in general



Emphasis on site criteria

- It needs to be obvious to users why a park has won the Award
- There needs to be more focus on site criteria and less on management criteria
- Still need to ensure that good management practice is being undertaken



The Criteria and Sub-criteria

Site Criteria (managers and general public)	Visible site-based criteria	Welcoming Place
		Healthy, Safe and Secure
		Well Maintained and Clean
Management Criteria (Managers and engaged residents/users)	Management 'invisible' criteria	Sustainability
		Conservation and Heritage
		Community Involvement
		Marketing
		Management
Issues to address: <ul style="list-style-type: none"> • Review to ensure comprehensive coverage and simple application 		



Greater Community Feedback and Engagement

- Ensure more emphasis is placed on understanding of the park audience
- Link to supporting satisfaction measure
- Potential to include communities in the monitoring of parks throughout the year as part of the process



GreenSpace

Greater Focus on Judges



Judging Strengths

- Huge volunteer enthusiasm and support for the Award
- Drawn from a broad sector base e.g.
 - Parks Services
 - Countryside Management
 - Conservation Services
 - Voluntary Sector
- The contribution of judges over the last 10 years



Judging Issues

- Current model is unsustainable
 - at under 1000 sites it is starting to creak– the ambition is to reach 15000 sites!
- Still issues of inconsistency mainly around the more complex or harder to assess criteria
- Do judges feel valued?



What changes for Judges?

- Seek to 'give back' to judges, and their employers where appropriate, for their commitment and support



What changes for Judges?

- Increase support via dedicated Development Officer and the creation of regional forum links
- Expand and improve induction
- Continue and expand the benefits of Peer Review



What changes for Judges?

- Recognise status through GreenSKILL
- Seek to reward judging with training vouchers
- Provide broad training opportunities and support through IPGS and links to other institutes



Focus on Regional Structures

- Reinforce the importance and value of Regional Forums - link openly to two meetings per year
- Create stronger links with Judges representation and the activities of the Region
- Explore the development of local improvement partnerships



Whole authority option

- Exploring how multi applicant authorities can benefit from reduced paperwork and greater recognition
- Pilot on peer assessment
- Whole stock evaluation



Green Flag Award Organisations

- Committed to promoting and celebrating GFA
- Undertakes self-assessment of its parks and greenspace using the criteria judged by recognised judges
- Committed to engaging user views on a continual basis to evidence user satisfaction and feedback
- Committed to training and improvement by making sure staff and community groups have the necessary skills



Green Flag Award Organisations

- Committed to continuous improvement and moving towards excellent services, not just individual parks
- Committed to judge development and providing sufficient numbers to self assess and peer review
- Committed to involving communities in the assessment of quality throughout the year



Strategic Added Value

- Safeguard the Award for the Future
- Demonstrate added value to local strategic managers and decision makers (cabinet members, chief officers, LSP boards)
- Active CLG/ Government promotion as part of policy and delivery
 - Placemaking
 - Empowerment
 - Climate Change
 - Wellbeing/ Quality of Life



What changes for Applicants?

- Less bureaucratic process – typology specific, authority-wide approach
- Strong links to current needs of the sector, better trained staff at a time of diminishing training budgets, improved career paths for teams, emphasis on business excellence, clear links to improvement agenda, potential connection to health
- Better engagement with local communities
- Better recognition by the public of achievements



Green Flag 2020

- At least half the parks and greenspace meet the standard
- Great parks and greenspace within equal reach of poorer communities
- Management shared by highly skilled professionals working in partnership with engaged communities
- Parks and greenspace services valued as being at the heart of sustainable towns and cities



GreenSpace

GreenSpace
Yorkshire & the Humber
Open Meeting
Thursday 7th May 2009
Temple Newsam, Leeds