

**Good Afternoon . .**

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**Ivison Consulting**

and

**SGS**

**Environmental & Management**

**Consultancy**

## Raising Management Standards through the Green Flag Award



- **“Scene not Heard”**
  - Identified the need for environmental improvement
- **BI & SGS report & seminar**
  - Detailed analysis and recommendations
    - this presentation develops them further
- **Improved quality contributes to:**
  - enhanced quality of design
  - Management
  - Safe use
- **Wider green space network**
- **Social and environmental benefits**

# Why Green Flag Award ..



## Internal & External ..

**Collaboration**



**Join with**

**Tenants**

**Partners**

# The Green Flag Award

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- **Is the national scheme for greenspace**
  - **PSA 8**
  - **An independent award**
  - **Commercial Sector**
  - **26,000+ Parks and Greenspaces,**
- **Started in 1996**
  - **Run by Civic Trust since 2000**
  - **CABE Space oversee the strategic direction**
- **Advisory Board established in 2005**
- **Desk and field assessments**

# Judgement...by who

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- **Peer Group assessment**
- **All volunteers - currently 800/592**
- **From a wide variety of backgrounds**
- **Trained and mentored**
- **Around 1.5 to 2 days per application**
- **Judge at least 2 sites per year**

# The Green Flag Award



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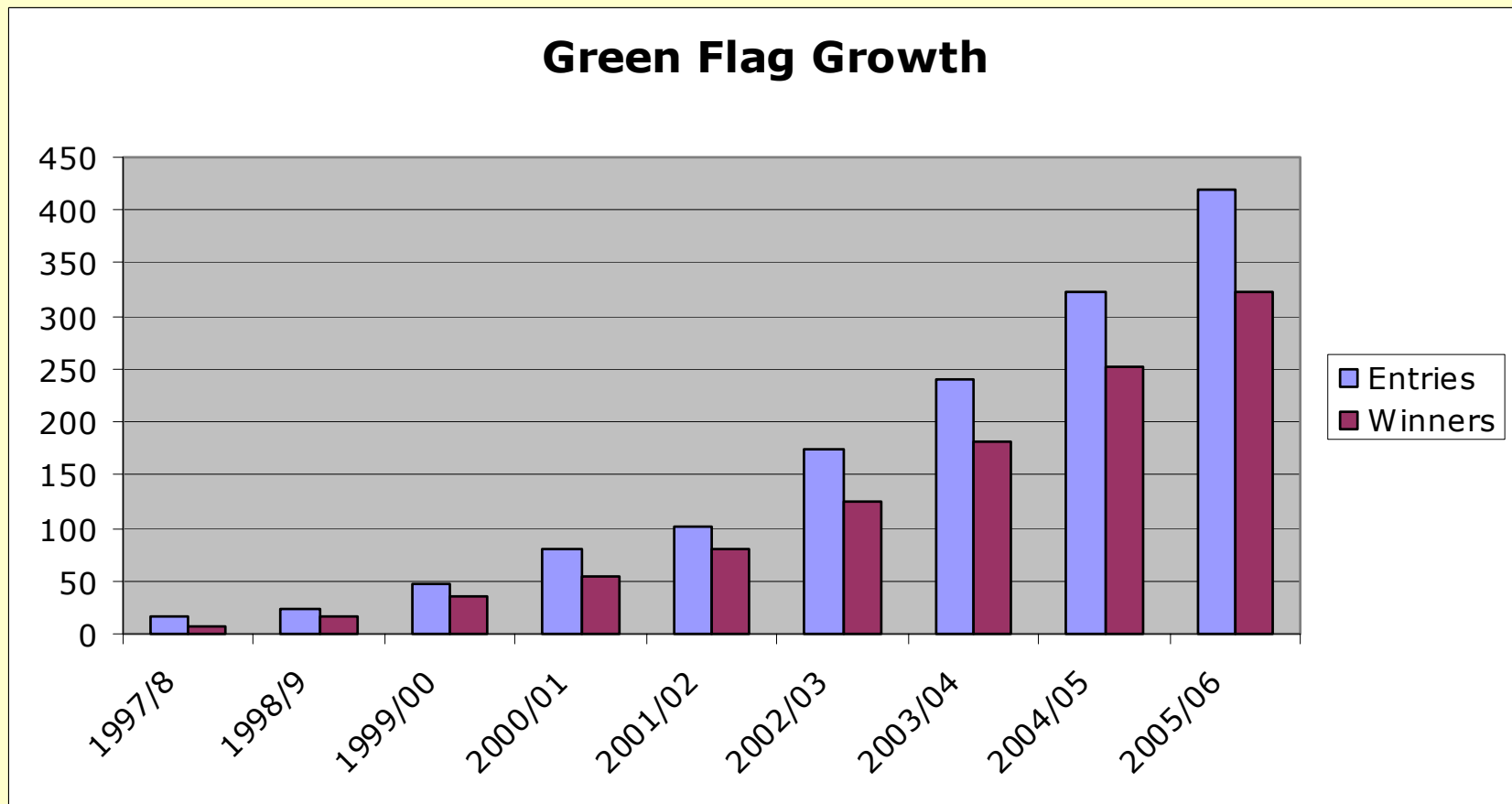
# The Green Flag Award

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- **Supported by DCLG**
- **As a means of raising environmental standards**
- **Decent Homes means outside as well as inside**

# Scheme growth



# Social Housing

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- **1,440 registered social landlords**
- **5 million people**

## **Pilot Study**

- **5 pilot areas to test the GFA**
  - **National focus**
- **Different types of estates/spaces**
- **Different management regimes**

# Why and How

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## Why

- **Improved site and service profile**
- **Securing existing funding or resources**
- **Attracting additional funding or resources**

## How

- **Management planning**
- **Community engagement**

# The GFA criteria

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- **A welcoming place**
- **Healthy, safe and secure**
- **Clean and well maintained**
- **Sustainability**
- **Conservation and Heritage**
- **Community involvement**
- **Marketing**
- **Management**

# The Process

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- **Desk top**
  - **Desk assessment accounts for 30% of score**
  - **Minimum score of 15%**
  - **Judged on 9 items**
- **Field**
  - **Field assessment accounts for 70% of score**
  - **Minimum score 42%**
  - **Judged on 27 items**
- **Overall pass mark 66%**

# The scoring line

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0 1	2 3 4	5 6	7	8	9	10
<i>Very Poor</i>	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Very Good</i>	<i>Excellent</i>	<i>Exceptional</i>

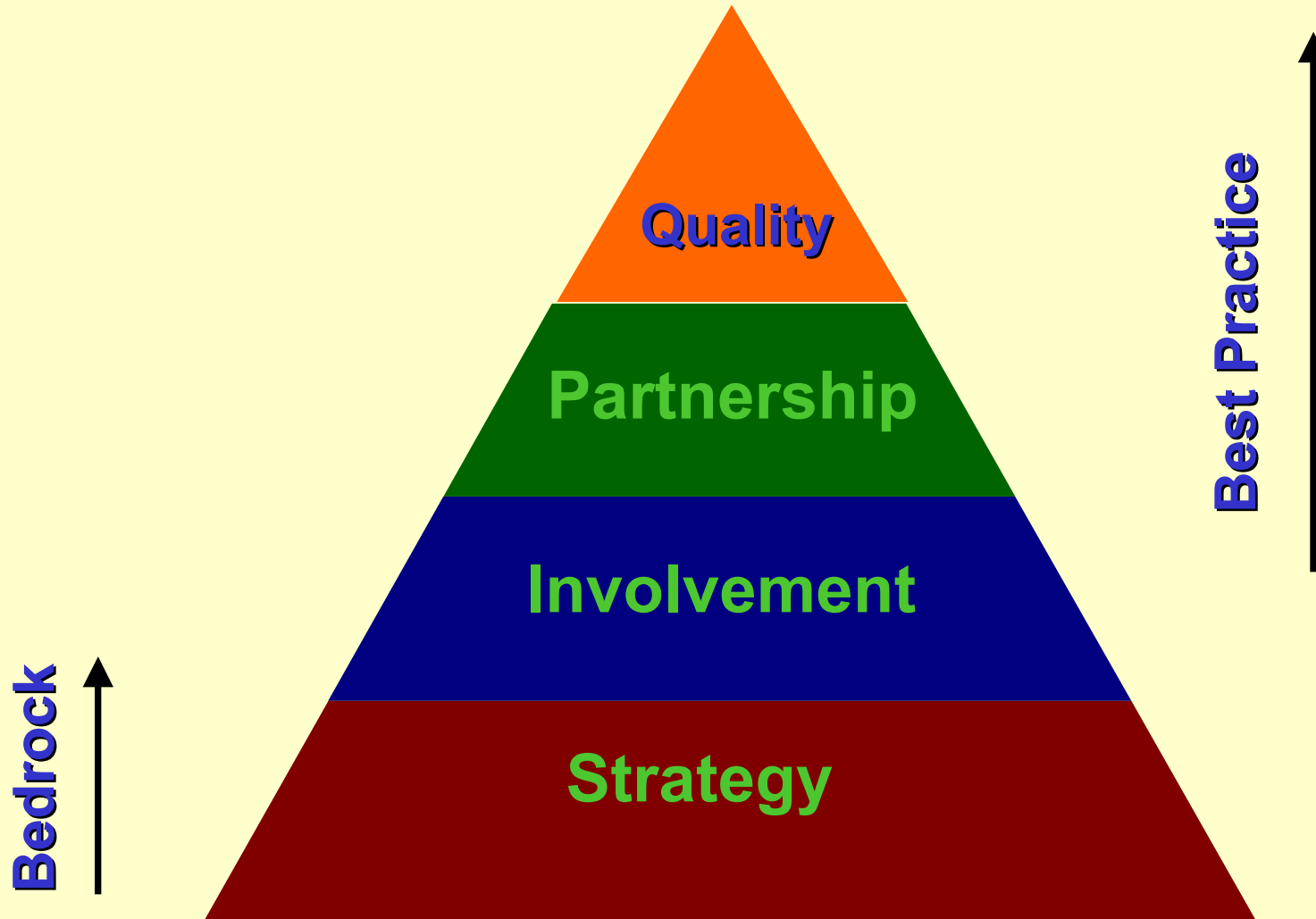
# Judging & Judges

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- **Professional judgment not personal opinion**
  - **Judges with understanding of sector & context**
- **Pragmatic**
- **Consistency**
- **Shared Best Practice**
- **Enjoyable**
  - **Yes, it's fun**

# Critical Success Factors

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# Opportunities and Challenges

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- **Support from Housing Corporation**
- **Financial resources**
- **Prioritising the work**
- **Engagement of landscape contractors**
- **Support of clients**
- **Staff expertise**

# Opportunities and Challenges

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- **Design a bespoke scheme**
- **Community engagement**
- **Trained staff**
  - **Judges**
- **Benchmarking opportunities**
- **National standard useful when bidding for external funds**
- **Move towards strategic planning for landscape and greening initiative**

# Opportunities and Challenges

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- **Grants?**
- **Big Lottery**

# Questions?

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