

Paul Bramhill

GreenSpace

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GreenSpace

Green Flag Award Early Developments





Programme

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



Some of Cycle 0-1 Elements

- Review of judges views on development and overall strategy
- Respond to CLG changes in governance, set up regions and links
- Market research – understanding the public and how to raise awareness of Green Flag
- Create Mystery Shopping approach
- Review of:
 - typology
 - Criteria
 - Community engagement in the whole process – inc QM
 - Award ceremony
- Creation of a Judges skills recognition/assessment system
- Create new website
- Development of Scottish model
- Civic Trust handover, recruitment and develop new systems



Green Flag Award Organisations

- Committed to promoting and celebrating GFA – e.g. putting on events across the parks network during Love Parks Week
- 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 – e.g. using visitor survey feedback and focus groups etc



Green Flag Award Organisations

- Committed to involving communities in the assessment of quality throughout the year
- 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 training and improvement by making sure staff and community groups have the necessary skills



Explore the multi-site organisation approach to the Application process

- Normal application process to register all Green Flag parks
 - Enter all Green Flag applications in the normal manner on the Green Flag website
- Organisational Pilot requirements
 - Enter a profile of all greenspace in the organisation showing the self assessed scores
 - Declare all sites meeting the Green Flag standard and enclose management statements
 - Submit self assessment of management organisation along with appropriate supporting documentation



Explore the multi-site organisation approach

Application process

- Self assessment profile of all parks and greenspace
 - Have to decide which spaces are part of the approach
 - Detailed listing of parks – but how detailed?
 - Have to classify all the greenspace according to PPG17 with revisions
- e.g need additional classification for parks
 - Regional Park
 - City / Town Park
 - Neighbourhood Park
 - Local Park etc



Greenspace Typology

PPG 17	Site
Parks and Gardens	Urban Parks
	Country Parks
	Gardens and Botanical Gardens
Outdoor Sports Facilities	Recreation grounds
Semi-natural areas and green corridors	Natural areas and local nature reserves
	Woodlands and Community Forest sites



Greenspace typology

PPG 17	Site
Outdoor Sports Facilities	Cemeteries and churchyards
Provision for children and /Teenagers	Play areas, skate parks, parts of larger parks dedicated to play
Allotments, City Farms and Community Gardens	Community Gardens
	City Farms
	Allotments
Civic Spaces	Civic places, squares and village greens, promenades
Amenity Green Spaces	Landscape around housing, industry, Millennium Greens, Doorstep Greens



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



The Criteria and Sub-criteria

Additional Site Criteria

Welcoming Place

Healthy, Safe and Secure

Well Maintained and Clean +
Arboriculture

Sustainability + Biodiversity +
Adaptation to climate change

Heritage

Community Involvement

Marketing

Management

Others

Park Manager Conclusions

Green Flag is very highly regarded by Park Managers

- A status symbol, for them and the council
- Often central to objectives
- A good management tool
- Budget leverage

BUT:

- Lack of awareness among the general public blunts impact
- Can lead to misallocation of resources
- The quality of judging remains important
- Funding required for improvements often an issue

Public Engagement

- Formal knowledge regarding green space users is limited
- Engagement efforts connect with low numbers

Towards a Segmentation

SEGMENT	BENEFITS & NEEDS	CORE ACTIVITIES	WHERE
The Great Outdoors	Fresh air/exercise, to feel fit	Dog walking, jogging, walking & cycling	Especially woodland & parks
The Sanctuary	To feel calm, peaceful, relaxed	Sitting, walking, meditating, fishing	Especially nature reserves & water parks
The Playground	Excitement & fun	Playing – swings, ducks, events, kids footy	Especially parks & playgrounds
Team Spirit	Connecting with adults, socialising & bonding	Team sport, BBQ/picnics, romance	Especially parks & commons
The Dis-engaged	Potentially: Health, exercise, relaxation, bonding, fun...	Potentially walking, events...	Potentially any green space, but especially parks

Sanctuary - Overview

- Probably the most engaged and emotional (even romantic) of our segments
- NB it was clear that even some of the more pragmatic segments have underlying Sanctuary type 'moments' which have simply been swamped out by more immediate needs (often young family)
- Potentially big gap between the idealised green space experience and the current reality
- Also the most introspective of the segments
- Seeking peace and tranquility above all
- But also strongly drawn to the natural aspects of the green space
- Can view the open space experience in an almost spiritual way
- A personal and sometimes profound experience

The green space is often a very personal experience for them

Great Outdoors - Overview

- The segment shares much with Sanctuary but is more physically active and slightly more social
- Often quite intense relationships with their open spaces too
- Very much an audience who engages with the environment (very observant)
- Often an ideal venue for their self expression
- Mix of ages but appear to be quite mature, self contained and self motivated to a large degree
- Mainly motivated by the need to be active and interact with the natural environment (although more emotional aspects can also be apparent)
- May seek physical challenges *“After a long walk we get back filthy and exhausted, lovely cup of tea”*

Peace and fulfilment through activity

Playground - Overview

- A well defined segment, much more dependent on life stage and parent / carer role:
- Consequently often driven by externally moulded motivations and needs, rather than personal desires
- Potential for tension between personal desires and the needs of the children
- *Kids at the centre* “I’m trying to see some different plants, trees and animals and they enjoy it”; “She likes to go and see the ducks as well”; “They take the cricket bats and wickets and have game of cricket or a kick around with the football, until I get fed up”
- Less interest in cultural and historical aspects “They don’t like the ones with big houses on because basically they get bored of big houses”
- Some of this segment were less involved at a personal level – simply something to occupy the kids
- But many showed encyclopaedic knowledge of the facilities and activities in their local parks “Huge big park, its a good one for the children, pigs and animals and all that”

*More functional than personal orientation
– but often satisfying nevertheless*

Team Spirit - Overview

- The key themes here were social and people driven
- Of all the segments Team Spirit were the most likely to actually seek action and bustle *“I love it, busy in the summer, the play area is full of kids and people walking their dogs, playing football in the park”*
- Team Spirit was expressed in different ways
- Participants in team sports – needs can be quite pragmatic and facilities driven
- But some people inevitably grow out of this with age *“5, 10 yrs ago playing football and having the beers, ... now its more walking with the dog and thinking”*
- *Individuals* who use the park in a very social way – bumping into friends, dog walking groups, arranged liaisons with friends, extended family outings etc *“We had a big picnic party, Dunham park, 15 or 16 people went”*

Outwards looking – having fun with friends and extended family

Resistors / Non Users - Specific Barriers

Park environment

- Dangerous and intimidating with anti social behaviour *"I don't go to the park near mine because it's not nice round there"; "12 to 16 year olds hanging around, I don't really like my children going out"; "You don't know what's going to happen"*
- Simply litter strewn, dirty and neglected
- Unwelcome - some felt excluded once their kids were no longer going *"Quite a lot of those nowadays have signs up saying you are not allowed unless you are accompanied by a child"; "If you go there on your own you almost feel like other people are looking at you like you're a weirdo or something"*

Personal reasons

- Some claim to be time starved *"It's finding the time as well, when you've got to work"*
- Nothing to do – boring environment for self (and older kids for a few)
- Not convenient *"You tend to have to go out of your way to do so"*

A range of entrenched barriers/excuses

Segmentation – A Summary

Fixed typology or need state?

- Whilst the segments we saw in Phase One were very much in evidence it was also clear that there were considerable overlaps between segments in terms of mindset and needs
- Individuals can migrate between segments as motivations change with occasion, or as they change lifestage
- A key factor is who they are with:
- Can dictate needs and mindset
- But also the dog, versus alone, versus more social groups



The segments are most effectively viewed as loose personality types which can help to predict behaviour and need

General Needs By Segment

Playground

- Facilities more than ambiance
- Good safe playgrounds
- Breadth of activity
- Safe and close parking
- Convenience
- Cafe and toilets

Team Spirit


- Socially enhancing facilities are desired (cafe)
- The amenities which allow them to do their sport

Great Outdoors

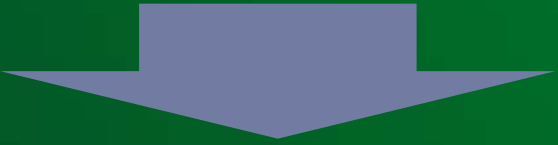
- Range and variety of environment
- A place to be active and express themselves

Sanctuary

- Peace and quiet
- Space
- Away from people (choice of solitude)



More complex and facilities-based needs



More simple aesthetically based needs



Greater Publicity and understanding of the Award

- Despite huge user figures
 - 50% using a park weekly
 - 75% monthly
 - 90% annually
- Research showed very little awareness of Green Flag in the sample:
 - 4% had heard of Green Flag
 - 5% Britain in Bloom



Greater Publicity and understanding of the Award

- Changes to the Award ceremony
- Annual Celebration to coincide with Love Parks Week that will invite all Flag winners / Pennants to raise the Flag across the country at the same time – focus on communities, councilors and whole park teams
- Annual recognition of good practice / innovation at a small event – focus on professional recognition



Greater Community Feedback and Engagement

- Ensure more emphasis is placed on understanding of the park audience
 - Community profiles
 - Survey analysis of use
 - Segmentation analysis
 - Audience development
- Satisfaction feedback
 - Survey 'light' to complement more comprehensive reviews
 - Link to more comprehensive surveys on a cyclical basis
 - Whole service survey versus individual site survey



Greater Community Feedback and Engagement

- Explore the opportunities for community engagement in the assessment process;
 - Opportunities for community groups to become involved in assessing the quality of parks within their locality
 - Training for such groups
 - Weighting given to feedback
 - Annual nature of feedback
 - Techniques for capturing their assessments easily



Monitoring options

- Other monitoring options
 - Mystery shopping
 - Peer review
 - Satisfaction survey
 - As well as Community feedback



Explore multi-site organisation approach

- Management approach
 - Adaptation of TAES for Flag?
 - Link to other international approaches?
 - Approach based on reasonable expectation of a well managed organisation
 - Training
 - Peer Review



Explore multi-site organisation approach

- Pilot authorities have to undertake to work with the Partnership in developing proposals for:
 - Appropriate typology
 - Adaptation of criteria
 - How typology influences criteria interpretation
 - Weighting of criteria
 - Community engagement opportunities within the Award
 - Monitoring options
 - Development of the management assessment

