

GREEN FLAG AWARD MANAGEMENT PLANS

Developing a resilient framework



WHAT DO WE MEAN BY A “MANAGEMENT PLAN”?

A Management Plan is a framework that provides a vision for the future, alongside an overview of a specific park or green spaces: strategic management, operational maintenance, policies and procedures. The document can come with many different names and formats.



MANAGEMENT PLANS HAVE 3 KEY INGREDIENTS:

THE USERS

Who they are, who they could be, what they want, how they are informed and involved.



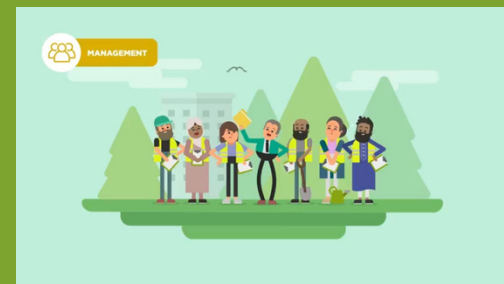
THE SITE

What is special about its history, biodiversity, landscape, social and physical setting, and what it is trying to achieve.



THE MANAGEMENT

That what is there is safe, in line with legislation and policy, well maintained, and that there are plans for the future.



THEY DEVELOP A VISION FOR THE FUTURE:

One of the main benefits of developing a Management Plan is the creation of a vision for the future.

This should involve your team, a diverse range of stakeholders and most importantly, community representatives.

" HAVING A FULLY CONSIDERED MANAGEMENT PLAN IS THE FIRST STEP IN ENSURING THAT OUR GREEN SPACES ARE ADEQUATELY FUNDED "

It could include plans to conduct a feasibility study for a series of aspirations related to improvements you already know would benefit the site.

Key to everything is that you are honest about the challenges, realistic about the possibilities, and that this vision will make a difference.

A COMMON NARRATIVE FOR VISION PLANNING IS:

WHERE ARE WE NOW?

- + Introduction to the site
- + Historical and social context
- + Site description



WHERE DO WE WANT TO GET TO?

- + The vision
- + Assessment and analysis: strengths, weaknesses, opportunities and threats
- + Aims and objectives



HOW ARE WE GOING TO GET THERE?

- + Reference to relevant policies
- + Work and action plans and timetable
- + Finance and resource allocations

HOW DO WE KNOW WE HAVE ARRIVED?

- + Monitoring and review process



THEY PROVIDE A SHARED MODEL FOR LONG-TERM MANAGEMENT:

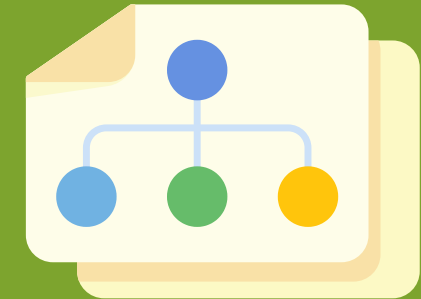
This framework of a single overview document was one of the founding principles of the Green Flag Award over 25 years ago.

You may already have the information required to refer to, held within your existing strategies, plans, policies and procedures.

For many applicants, in the first year of application they will need to compile these various elements together with an overarching narrative - unique to your site and the organisation. It is good practice to work to a rolling timescale; for example 3, 5 or 10 years.

" GOOD PRACTICE IS SHARED BETWEEN THE SITE MANAGERS SUBMITTING THEIR MANAGEMENT PLANS FOR EACH SITE AND THE TRAINED JUDGES (OFTEN ONE AND THE SAME) WHO JUDGE THE SITES "

AND COME IN A VARIETY OF FORMS:



Management Plan documents come in many different formats. This may depend on the size and complexity of the site you are managing, or how your specific organisation operates.

You may choose to have a single stand-alone document, reference elements of a much larger strategic document, or feed the main document from multiple sources.

Readers should be able to get a broad understanding of how things work without these supplementary documents - but can request to see them if further information is required

THEY ADDRESS THE AWARD CRITERIA:

Successful Green Flag Award sites show that they manage a quality space with a clear idea of what they are trying to achieve, why, and who they seek to serve.

Award applicants are judged against 27 different criteria and must submit their current management plan for assessment.



This flexible and useful management framework is the key to the Green Flag Award - making it relevant to any park or green space.

It is deliberately conceived not to be a formulaic list of things to have or to do, but instead as a guide to the ways professionals and communities can approach the management of their sites.

AND GENERATE MANY BENEFITS:

Parks and green spaces commonly represent significant and valuable assets within any Managing Organisation's portfolio, and as such, should be professionally managed.

Therefore, the Green Flag Award requires the establishment of a management plan - believing that this is important to ensure the proper funding of these assets with financial, staff and volunteer resources.

It also provides a useful communication tool that enables everybody involved in that space to be clear about what is being achieved and their role in achieving it. Informing your staff, stakeholders, funders, community representatives and visitors - how the park is managed, and how you might improve it.

“ IT HELPS TO QUANTIFY WHAT WE ARE DOING NOW AND IN THE FUTURE, HELPING TO PROVE VALUE TO CUSTOMERS, COLLEAGUES AND FUNDERS ”



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FURTHER READING...

RAISING THE STANDARD

For further detailed information on how the various Green Flag Award criteria can be addressed within your own plan, explore the following sections in our guidance manual:

- Introduction: The Concept of the Green Flag Award: Pg. 6
- Criteria: Pgs. 11-14
- Judging process: Pgs. 15-16
- Implementation of the Management Plan: Pgs. 63-64

PARKS AND GREEN SPACES RESOURCES HUB

As well as hosting a range of case studies and best practice, our Resources Hub also has a range of example Management Plans curated from around the world. Visit www.greenflagaward/resources

TRAINING

We offer a range of workshops and training on the successful development of management plans. Get in touch to find out more.

CONTACT US

If you are interested in applying for an Award but are unsure of something, do not hesitate to contact us. You will receive all the support you need.

<p>Provincie Antwerpen (Belgium) Het Rivierenhof Management Plan</p> <p>The Rivierenhof is an important woodland and wildlife refuge on the edge of Antwerp with origins and buildings dating back to the 16th century.</p>	<p>Ayuntamiento de Huesca (Spain) Parque Universidad Management Plan</p> <p>An excellent example of a clear and concise management plan that meets the Green Flag Award criteria.</p>	<p>Câmara Municipal do Porto (Portugal) Parque da Cidade Management Plan</p> <p>In 2019 Parque da Cidade or 'City Park' became one of the first Green Flag Award winners in Portugal. Take a deep dive into management planning.</p>
<p>Hamilton City Council (New Zealand) Hamilton Gardens Management Plan</p> <p>Hamilton Gardens is the most visited tourist attraction in Waikato, New Zealand. It tells the Story of Gardens through themed gardens.</p>	<p>Ealing Borough Council (UK) Northalla Fields Management Plan</p> <p>Northalla Fields is a modern park which pioneered the economic and environmental viability of constructing new public space from waste.</p>	<p>Office of Public Works (Ireland) The Phoenix Park Management Plan</p> <p>The Phoenix Park in Dublin is a historic landscape of international importance and one of the largest designed landscapes in any European city.</p>



**" DEVELOPING OUR NEW STRATEGY IN
RELATION TO THE GREEN FLAG AWARD
FRAMEWORK HAS HELPED US CONSIDER
ALL ASPECTS OF MANAGEMENT "**

MICHAEL BOLAND
CHIEF PARK OFFICER
THE PRESIDIO OF SAN FRANCISCO

FREQUENTLY ANSWERED QUESTIONS:

- Applicants only submit a single document via the online application process.
- The document (the Management Plan) must be site-specific, and therefore uniquely adapted for each individual park or green space.
- The document does not need to be titled a 'Management Plan'.
- There is no set template or format – whatever works for your organisation.
- It should address all of the Green Flag Award criteria.
- The same document can be resubmitted in subsequent years, with improvements/updates if required.
- It should be written in an accessible, easy to read format,. Especially in terms of it's size and complexity
- The plan should be dated over a specific timescale or lifetime depending on how the site is to be managed. For example three, five or perhaps ten years.
- It does not need to be professionally designed. The majority of plans submitted for the Green Flag Award are produced on domestic word processing packages such as Microsoft Word or Adobe Acrobat.
- Most sites work with a document of between 50-100 pages.



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The Green Flag Award® is a non-profit international accreditation process that recognises and rewards well managed parks and green spaces. Originating in 1996 - today the Green Flag Award proudly flies above more than 2,000 places in over 15 countries around the world.

The Green Flag Award is managed under licence from the UK Government by Keep Britain Tidy and delivered internationally through a network of national operators.

DOWNLOAD A SUMMARY INFORMATION FLYER ABOUT THE AWARD HERE

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