

## THE BENEFITS OF WINNING A GREEN FLAG AWARD®

Winning a Green Flag Award® brings with it a wealth of benefits, from the status of being affiliated with a prestigious awards programme through to tangible benefits such as boosting tourism and opening up revenue opportunities.

## SHOWCASING YOUR AWARD

Each year, winners receive a Green Flag or Green Flag Community Award Flag. Those with Green Heritage Site Accreditation also receive a plaque to promote the status.

## ENHANCED PRIDE AND REPUTATION

As the international standard for parks and green spaces, holding a Green Flag Award® brings with it a vast amount of prestige. It is also an excellent example of civic achievement and provides communities with a great sense of civic pride.

## IMPROVEMENT

Winning a Green Flag Award® visibly demonstrates to the local community a high level commitment to the industry standard of management and maintenance and that a clear improvement has been made to a site.

## REGENERATION

Improving facilities at a park/green space and engaging more with the local community can have a knock on effect to the regeneration of an area.

Upgrading a site to achieve Green Flag status can, for example, bring about improvements to health and education, reduce crime and improve the general cleanliness of an area, whilst at the same time providing a boost to its profile.

## INCREASING TOURISM AND ECONOMIC REGENERATION

Having a Green Flag Award® is an excellent attraction for tourism.

Research shows that people will make special trips to award-winning sites. What's more, by holding popular events at your site, you will guarantee yourself repeat visits.

Research has demonstrated that well managed accredited open space enhances the local environment having a direct impact on property values and the desirability to live in a location that is served by a good quality public space.

### BOOSTING FUNDING

Having a Green Flag Award® is an excellent lever for obtaining external funding through improvement grants and is a means of maximising revenue opportunities from within the site. An example of a national funding scheme to which winners can apply is the Heritage Lottery Fund. Some funding bodies require the green flag standard to be achieved.

### PR AND MARKETING

Award winners have the opportunity to use the Green Flag Award® logos on all of their publicity and marketing materials, such as stationery, promotional literature, vehicles and uniforms.

Winners are also provided with template press releases throughout the year that they can use as they wish.

### GREEN FLAG AWARD WEBSITE

Every winner has their own dedicated page on the Green Flag Award® website. This is fully customisable and a whole range of content can be included, such as a description of the park/green space, contact information website address, facilities and events

### BEST PRACTICE

The judging process enables management organisations to compare their management processes and result with others. Judges comments are designed to

share best practice and encourage greater achievement. This process is particularly useful to engage new parks authorities and/or professionals.

### INCREASED COMMUNITY ENGAGEMENT

Research demonstrates that community engagement increases when accreditation is involved. It provides a focus to community groups and incentive to work towards a common aim. The Friends of Ballgrove Park wish to retain the award as in part it recognises the work that they do for the community