## CONTENTS

1. **About Keep Scotland Beautiful and Green Flag Award**
   - 1.1. Keep Scotland Beautiful
   - 1.2. Green Flag Award
   - 1.3. Useful Contacts

2. **Important information for 2016**
   - 2.1. Entrant Fees
   - 2.2. Calendar of Key Dates
   - 2.3. Clean Up Scotland

3. **Entrant Support**
   - 3.1. Application Process
   - 3.2. Full Assessment
   - 3.3. Full Assessment Tips
   - 3.4. Mystery Shop
   - 3.5. Love Parks Week
   - 3.6. People’s Choice Award

4. **Green Flag Award Criteria**
   - 4.1. A Welcoming Place
   - 4.2. Healthy, Safe and Secure
   - 4.3. Clean and Well Maintained
   - 4.4. Sustainability
   - 4.5. Conservation and Heritage
   - 4.6. Community Involvement
   - 4.7. Marketing
   - 4.8. Management

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Appendix 1 – [Example Media Release/Photocall](#)

Appendix 2 – [Example Itinerary](#)
1. KEEP SCOTLAND BEAUTIFUL

1.1 KEEP SCOTLAND BEAUTIFUL

Keep Scotland Beautiful is the independent charity which campaigns, acts and educates on a range of local, national and global environmental issues which affect people’s quality of life. It is committed to making Scotland clean and green, today and tomorrow.

Programmes run by Keep Scotland Beautiful include: Eco-Schools Scotland, the Sustainable Scotland Network, the Climate Challenge Fund, the Beach Awards, the Local Environmental Quality Network, Clean Up Scotland, Beautiful Scotland, It’s Your Neighbourhood and the Green Flag Awards for Parks and Green Spaces. These programmes are considered to reach approximately 1 in 5 of Scotland's population on an annual basis and this is growing.

We work in partnership with all of Scotland's local authorities including 3850+ schools, 1000+ community groups and organisations, a variety of Scotland's leading businesses and over 200,000 individuals.

1.2 KEEP SCOTLAND BEAUTIFUL AND GREEN FLAG AWARD

The Green Flag Award scheme is the benchmark national standard for parks and green spaces in the UK. Keep Scotland Beautiful will oversee the delivery in Scotland for five years, from 2013-2018, as part of a new UK wide partnership led by Keep Britain Tidy.

The scheme was launched in 1996 to recognise and reward the best green spaces in the country. The first flags were raised in 1997 and today the scheme continues to provide the benchmark against which our parks and green spaces are measured.

Keep Scotland Beautiful will be offering two levels of Green Flag Award:

- the Green Flag Award for parks and green spaces managed by local authorities/duty bodies; and
- the Green Flag Community Award for quality green spaces managed by voluntary and community groups.

Further information can be found at: www.greenflagaward.org
1.3 USEFUL CONTACTS

Throughout the year, members of the Keep Scotland Beautiful campaigns team will be in touch with you to provide information. We are all happy to try and help with your queries, however, we have listed below contact details and information for the two most appropriate people within the team to get the best response.

**Katie Murray – Community Projects Coordinator**

Email: [katie.murray@keepscotlandbeautiful.org](mailto:katie.murray@keepscotlandbeautiful.org)  
Tel: 01786 468 248

Katie manages and coordinates the Community Projects Team and associated volunteers and supporters. Using project management systems and tools, Katie is responsible for ensuring the efficient and effective provision of services. Katie has several years’ experience of developing and leading projects in the charitable sector. She came to Keep Scotland Beautiful from the Royal Voluntary Service where she was a Service Manager responsible for establishing and managing a new service in the Forth Valley area.

With a BA Honours in History, with a specialism in Environmental History, Katie has a keen interest in the environment and how it is shaped by changing climate and anthropogenic processes.

Katie is responsible for the day-to-day delivery of the programme providing regular face to face, telephone and e-mail support to the volunteer judges, local authorities and members of the public, organising the judging calendars, and supporting the team as necessary. She is the main support contact for the Green Flag Award in Scotland.

**John Simpson – Community Projects Officer**

Email: [john.simpson@keepscotlandbeautiful.org](mailto:john.simpson@keepscotlandbeautiful.org)  
Tel: 01786 477 184

John is a new member of the Local Environmental Quality Network team, joining KSB in November 2015. John is assisting in the running of the Green Flag Awards as well as being involved with the development of the Beach Awards for the 2016 season. Graduating from the University of Dundee with a first class Geography degree in 2014, and an MSc in 2015, has given John a breadth of knowledge on environmental issues. With a passion for the environment and community work, John will bring his expertise to the role. He is a secondary contact for the Green Flag Award in Scotland.
2. IMPORTANT INFORMATION FOR 2016

2.1 ENTRANT FEES

Application fees are calculated to cover the cost of administering the Green Flag Award Scheme:

As an entrant you will receive:

- Promotional material - a flag and certificate;
- A visit from a trained Judge;
- Annual park managers network meeting;
- Annual park report;
- Officer support;
- Web and press promotion; and
- Access to reports and campaigns where relevant.

The cost of entry is based on the size of a site. The fee must be paid each year you wish to enter for the Award.

<table>
<thead>
<tr>
<th>Size of Site (Hectares)</th>
<th>Fee (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 19.99</td>
<td>£400 (plus VAT)</td>
</tr>
<tr>
<td>20 +</td>
<td>£475 (plus VAT)</td>
</tr>
</tbody>
</table>
### 2.2 CALENDAR OF KEY DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Deadline for entries</td>
</tr>
<tr>
<td>April - June</td>
<td>Judging takes place</td>
</tr>
<tr>
<td>June / July</td>
<td>Judges submit scores and reports</td>
</tr>
<tr>
<td>July / Aug</td>
<td>Sites receive results, feedback reports issued</td>
</tr>
<tr>
<td>15 July to 24 July</td>
<td>Love Parks Week</td>
</tr>
<tr>
<td>July</td>
<td>Green Flag Award announcement</td>
</tr>
<tr>
<td>September</td>
<td>Vote for People’s Choice Award</td>
</tr>
<tr>
<td>October</td>
<td>People’s Choice Winner announced</td>
</tr>
<tr>
<td>November/December</td>
<td>Applications open for 2017</td>
</tr>
</tbody>
</table>

### 2.3 CLEAN UP SCOTLAND

The Green Flag Award is a celebration of Scotland’s parks and green spaces. Many park managers and groups already register clean up events with Keep Scotland Beautiful and have organised spring clean events for years.

We would like all Green Flag Award entrants to register at least one clean up event a year with KSB’s Clean Up Scotland campaign – organised by the managing authority or by a local volunteer group. Clean Up event(s) can be organised at any time during the year, and KSB will provide you with a free clean up kit and support materials. To register, please visit [www.keepscotlandbeautiful.org/register](http://www.keepscotlandbeautiful.org/register)
Organising a Clean Up event in your park or green space is a great way to promote the hard work and commitment it takes to keep the space looking great and can help give the local community a sense of ownership. It may also lead to new volunteers!

There are lots of different ways to get involved in the campaign and we are expanding our resources to include suggestions on how to prevent littering and to add extra value to your Clean Ups. You could use the Clean Up as a way of inspiring the local community to think about other improvements they might like to see. For example, once an area is cleared of litter they might find that it is a suitable place for planting wildflowers, or realise that they could repaint some of the fences or furniture. Additionally, having regular visible Clean Ups can prevent litter from being dropped in the first place as cleaner sites attract less litter. Find out more at www.keepscotlandbeautiful.org/cleanupscotland

3. ENTRANT SUPPORT

3.1 APPLICATION PROCESS
If you manage a green space and would like to see it recognised with a Green Flag Award, you need to:

- Check that the park meets the award criteria and that a management plan is in place, in practice and regularly reviewed*;
- Contact Keep Scotland Beautiful and we will discuss the process with you;
- Submit a full online application at www.greenflagaward.org, if you need your login details, or need a new account please contact Katie or John. Here you will need to update contact details, park information and photographs. To go through each criteria you will need to follow the step-by-step process on the “Award Application” tab, which follows through each criteria and allows you to attach relevant evidence such as management plans.
- Complete this form before the deadline in February and pay the application fee to Keep Scotland Beautiful.

Once the application deadline has passed, Keep Scotland Beautiful will arrange for our trained judges to assess the entrants.

Unannounced visits also take place with judges visiting at a time suitable to them.

The Green Flag Award is presented annually, during Love Parks Week in July (15-24 July for 2016), and is valid year round.

*Management plans must be no larger than 10MB, if your file is larger than this and you are unable to compress it using programmes such as Adobe please email us for further guidance.

For advice on how to develop a management plan, visit www.greenflagaward.org.uk/media/47072/management_plan_guidance.pdf
If you have any further questions about management plans please contact either Katie Murray or John Simpson who will be happy to assist.

3.2 FULL ASSESSMENT

Every new park or open space which is put forward for a Green Flag Award will receive, in the first year, a full assessment visit from two trained volunteer Green Flag Award judges.

Green Flag Award judges will complete a desk assessment of the management plan and associated documents and then carry out a site visit with management staff and often community members.

The following year, and every alternative year, a mystery shop visit will be carried out.

Scores
Desk assessment
  • Accounts for 30% of score (min score 15/30)
  • Judged on 9 items
Field assessment
  • Accounts for 70% of score (min score 42/70)
  • Judged on 27 items
Combined Pass mark 66%

Report
  • A detailed report is written by the volunteer Green Flag Award judges highlighting strengths and weaknesses.
  • If successful, a copy of this is sent to you following the announcement.
  • If the park application is unsuccessful a copy of the report is sent as soon as possible following the visit.
  • Mystery shop reports are sent to you following the visit.

Press
Keep Scotland Beautiful has produced a sample media release and a photo call announcement template which you are welcome to fill in, and use to publicise your assessment visit. These can be found in Appendix 1.

3.3 FULL ASSESSMENT TIPS

A wide range of parks and green spaces take part in the Green Flag Award so it can be difficult to demonstrate an itinerary that suits all occasions. Instead, we would recommend that you keep the following points in mind when designing the route that the judges will take during their visit:

Early planning
• Read the Entrants Manual and criteria carefully to ensure you cover as many points as you can while on your tour.
• Think carefully about what you want to show the judges during the field assessment, to demonstrate the work done throughout the year.
• Identify a meeting point and who will be accompanying the judges on their tour. This must be forwarded to your judges in advance of the judging date.
• Draw up a list of focal points you will visit and potential people you could meet when taking the judges round your site, relative to the size of the site.
• Identify a place where you can sit down with the judges for the question and answer section of the field assessment, and where the judges can have privacy to discuss their scores e.g. a local office, or town hall.

Route development
• Concentrate on showing the judges things that have been a result of your activities, or that have been developed by the local community.
• When the judges make contact, create an itinerary (see Appendix 2 for example) and ensure you let the judges know how long the field assessment tour will take.
• If transport is required, make the necessary arrangements well in advance. Make sure you know who will travel with whom and whether more than one vehicle will be needed.
• Be realistic with your timings - judges may ask questions, take photos, there may be traffic jams, all of which could take you over your planned times. Don’t try and squeeze too much in.

Practice timing
• Make sure that all arrangements are confirmed.
• Carry out a full rehearsal if possible.
• Ensure that your supporting members of the community realise that their time may be cut short and not to be offended if this happens.

Assessment preparation
• It is recommended that you start the tour with a short introduction to the background of the green space.
• It is vital that you have the judges’ mobile numbers and they have yours in case of any issues in the run up to or on the day.

Meet people on route
• Judges will expect to be accompanied throughout the tour by a maximum of four people, each of whom should be competent to answer questions.
• Remember you can alternate people in order to include particular experts at certain points.
• Be sure to highlight the involvement of the community at all times. Don’t just show the judges your wildflower meadow – invite some of the people who helped to sow or plant it.
• Judges are very happy to meet with members of the community, particularly young people, who have been involved in working on the projects they see. However, please make sure that everyone knows that the time is strictly limited and they should not delay the judges beyond their allocated time.
On the day

- Organise for a few people to check there is no litter on site before the judges arrive.
- Remember to offer your judges a comfort break before the assessment begins – they may have been travelling for several hours or come straight from judging another entry.
- Make it absolutely clear where the boundary of the site is, so that the judges are aware of exactly what they are assessing.
- Please remember that the judges who visit your site are volunteers and are giving their time and expertise to support you and your community. The visit should be an enjoyable experience for all involved.
- Please make allowance for the weather on the day of the judges’ visit. Be prepared to provide umbrellas or bottles of water as appropriate.
- Please note that some entrants like to provide refreshments for the judges, particularly if they will be spending a few hours, visiting the site and then discussing scores.

Judging

In order to protect the integrity of the campaign it is important that all entrants are aware that the judges will take a negative view if any of the following occur, and marks will be adjusted accordingly:

- There is evidence that material has been brought in solely for the judging day and is not provided for the whole season.
- The judges are offered gifts or other inducements aimed at affecting the judging process.
- More than four people at any one time accompany the judges during the tour.

3.4 MYSTERY SHOP

The main purpose of the Mystery Shop assessment is to ensure that the standards of a Green Flag Award site are being maintained between full assessments.

One Green Flag Award judge will visit the awarded site between June and October during the second year of application, and then every alternative year with full assessments being carried out in between. This visit will replace the full assessment. The judge will assess the quality of what is being delivered on a Green Flag Award site by conducting a visual inspection of the standards observed on the day without reference to the management plan or other application documents. The judge may only refer to the feedback provided by the entrant following the previous year’s assessment.

When the mystery shop is complete, the entrant will receive a feedback report produced by the judge and checked by KSB. Any comments should be taken on board and where necessary documents may need to be produced by park managers to KSB.

Occasionally a mystery shop visit may be conducted by Green Flag Award judges who are visiting the area during a full assessment year. When this occurs reports
will also be sent on to you. This additional information can be used to help ensure that your park or green space is being managed as well as possible.

3.5 LOVE PARKS WEEK

Love Parks Week (15 July – 24 July), is a celebration of our beautiful parks and green spaces across the UK.

The Love Parks Week aim has always been to raise awareness of the importance of parks and green spaces, showcasing the benefits they bring and highlighting the need for continual investment and engagement.

This annual campaign, is managed by Keep Britain Tidy and supported, in Scotland, by Keep Scotland Beautiful.

Love Parks Week will be in its tenth year in 2016 and is celebrating by holding a number of events across February to November which will come under the Love Parks Week branding.

During Love Parks Week, Keep Scotland Beautiful will announce the winners, in Scotland, of the Green Flag Award – the benchmark national standard for parks and green spaces.

For more information, visit [www.loveparks.org](http://www.loveparks.org)

3.6 PEOPLE’S CHOICE AWARD

The annual People’s Choice Award, managed by Keep Britain Tidy, gives the public the power to decide which of this year’s Green Flag Award sites should be named park of the year with an online vote. In 2015, Strathaven Park in South Lanarkshire - was voted 14th in the UK, while Rouken Glen in East Renfrewshire and Starbank Park in Edinburgh both featured in high positions.

You can find out more at [www.keepscotlandbeautiful.org/parks](http://www.keepscotlandbeautiful.org/parks)

4. GREEN FLAG AWARD CRITERIA

A Green Flag Award brings with it a wealth of benefits; namely the status of being affiliated with a prestigious award programme. Tangible economic benefits can include a boost to tourism and the opening up of revenue opportunities.

Entrants are judged against the following eight key criteria.

4.1. A WELCOMING PLACE
When approaching or entering the park/green space, the overall impression for any member of the community - regardless of the purpose of their visit - should be positive and inviting. There should be:

- Good and safe access;
- Good signage to and in the park/green space; and
- Equal access for all members of the community.

4.2 HEALTHY, SAFE AND SECURE

The park/green space must be a healthy, safe and secure place for all members of the community to use. Any issues that have come to light must be addressed in the management plan and implemented on the ground. New issues that arise must be addressed promptly and appropriately.

- Equipment and facilities must be safe to use.
- It must be a secure place for all members of the community to use or traverse.
- Dog fouling must be adequately addressed.
- Health and safety policies should be in place, in practice and regularly reviewed.
- Toilets, drinking water, first aid, public telephones and emergency equipment where relevant (e.g. lifebelts by water) should be available in or near the park/green space, and be clearly signposted.

4.3 CLEAN AND WELL MAINTAINED

For aesthetic, as well as health and safety reasons, issues of cleanliness and maintenance must be adequately addressed, in particular:

- Litter and other waste management;
- The maintenance of grounds, buildings, equipment and other features; and
- A policy on litter, vandalism and maintenance should be in place, in practice and regularly reviewed.

4.4 SUSTAINABILITY

Methods used in maintaining the park/green space and its facilities should be environmentally sound, relying on best practices available according to current knowledge. Management should be aware of the range of techniques available to them, and demonstrate that informed choices have been made and are regularly reviewed. Parks/green spaces should:

- Have an environmental policy or charter and management strategy in place, which is in practice and regularly reviewed;
- Minimise and justify pesticide use;
- Eliminate horticultural peat use;
- Recycle waste plant material;
- Demonstrate high horticultural and arboriculture standards; and
• Have energy conservation, pollution reduction, waste recycling, and resource conservation measures.

4.5 CONSERVATION AND HERITAGE

Particular attention should be paid to the conservation and appropriate management of:

• Natural features, wildlife and fauna;
• Landscapes;
• Buildings and structural features; and
• These should serve their function well without placing undue pressure on the surrounding environment.

4.6 COMMUNITY INVOLVEMENT

The park/green space management should actively pursue the involvement of members of the community who represent as many park/green space user groups as possible. The following should be demonstrated:

• Knowledge of user community and levels and patterns of use;
• Evidence of community involvement in management and/or developments and results achieved; and
• Appropriate levels of provision of recreational facilities for all sectors of the community.

4.7 MARKETING

• A marketing strategy should be in place, which is in practice and regularly reviewed.
• There should be good provision of information to users, e.g. about management strategies, activities, features, ways to get involved.
• The park/green space should be promoted as a community resource.

4.8 MANAGEMENT

• A management plan or strategy should be in place.
• This should clearly and adequately address all of the above criteria and any other relevant aspects of the park/green space's management.
• The plan must be actively implemented and regularly reviewed.
• A financially sound management of the park/green space must also be demonstrated.
Green Flag Award judging begins

<<Insert name of park / green space>> is preparing for its visit from Green Flag Award judges.

The Green Flag Award, administered in Scotland by Keep Scotland Beautiful, the independent environmental charity, is the benchmark for a quality green space. The award strives to ensure that everyone has access to a safe, clean and pleasant space where they can relax, meet, play or exercise.

A team of highly experienced judges will be travelling the length and breadth of the country, this summer, to discover which sites have been successful in achieving the prestigious award.

Entrants are assessed on eight criteria, including whether the park is welcoming, healthy, safe, clean and well-maintained. Successful parks also have to be sustainable, manage conservation and heritage, have community involvement, market themselves and have good management.

Winning parks will be announced at the end of July, during Love Parks Week, the national celebration of the UK’s green spaces.

Derek Robertson, Chief Executive of Keep Scotland Beautiful, said:

“Scotland has a wealth of parks and green spaces, vital to the physical and emotional well-being of our local communities. The Green Flag Award helps to provide a framework for partnerships between communities, local authorities, land managers and businesses to develop and to manage our parks and open spaces in a more sustainable way.

“All over Scotland people are caring for their towns, cities and green spaces. Whether it’s through Green Flag or our other programmes such as Clean Up Scotland and
Beautiful Scotland, local people are raising the bar and making their communities great places to live in."

<<Insert local quotes>>

Ends

Note to the Editors
1. Keep Scotland Beautiful is Scotland’s leading force acting, campaigning and training others to clean up local environments and to change the behaviour which blights our urban and rural landscape; it is part of its work to help make Scotland clean and green, today and tomorrow. Further details at www.keepscotlandbeautiful.org
2. The Green Flag Awards are run by Keep Britain Tidy, under licence from the Department for Communities and Local Government, in partnership with Keep Scotland Beautiful, Keep Wales Tidy and Keep Northern Ireland Beautiful, the Federation of City Farms and Community Gardens and the National Housing Federation. www.keepscotlandbeautiful.org/parks
3. <<Insert name of site and background information e.g. who is the managing authority, how long it has been in existence, major achievements etc. >>
4. Media enquiries to <<insert contact details for the managing authority of the site>>

Media Photo-call

<<Insert date>>

<< Insert Title >>

Insert intro text (Identify the unique selling points of your picture opportunity / story. Is there a human interest angle, a hooking fact or figure that people can relate to or a celebrity involved?)

Date: (insert day and date)
Time: (insert time – use 24hour clock to reduce confusion)
Where: (clearly highlight a meeting place, and where the photo will be taken, for example, meet at the gate of a park if a photo is to be taken at a location in the park which is difficult to find).
What: (explain what the photo will be of, for example, judges about to begin their tour of the site)
Why: (stress why the photo highlighting the event/work carried out is important to the entrant and to the community).
For photo call enquiries on the day please contact <<insert main group contact and mobile number>>

Note to the Editors

1. Keep Scotland Beautiful is Scotland’s leading force acting, campaigning and training others to clean up local environments and to change the behaviour which blights our urban and rural landscape; it is part of its work to help make Scotland clean and green, today and tomorrow. Further details at www.keepscotlandbeautiful.org

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3. <<Insert name of site and background information e.g. who is the managing authority, how long it has been in existence, major achievements etc. >>
**APPENDIX 2 – EXAMPLE ITINERARY**

Green Flag Award Judging Visit Itinerary

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judges arrive at site (please ensure any document requested is available)</td>
<td>09:30</td>
</tr>
<tr>
<td>Management Plan Q&amp;A</td>
<td>10:00</td>
</tr>
<tr>
<td>Site Visit</td>
<td>10:30</td>
</tr>
<tr>
<td>Meet Community Representatives</td>
<td>11:30</td>
</tr>
<tr>
<td>Lunch</td>
<td>12:30</td>
</tr>
<tr>
<td>Judges deliberate</td>
<td>13:00</td>
</tr>
<tr>
<td>Final Q and A session (Informal feedback)</td>
<td>14:30</td>
</tr>
<tr>
<td>Judges depart</td>
<td>15:00</td>
</tr>
</tbody>
</table>

Please note that this itinerary form is an example only and times will vary depending on the size of the site. Discussion between the site manager and judges will give an indication of estimate times.
Keep Scotland Beautiful is the charity that provides advice, support and training to others to achieve clean and safe local environments and to change behaviour. It’s part of our work to make Scotland clean, green and more sustainable.