
Park and green space self assessment guide

A guide to the self assessment of the quality of your parks and
green spaces using the Green Flag Award criteria

February 2008

Introduction

Making the case for parks and open spaces in terms of public policy and the allocation of public resources remains a challenge for the sector. This challenge requires the ability for the sector to demonstrate commitment to improving how these services are provided and in achieving tangible outcomes for communities. With the focus of Comprehensive Performance Assessment (CPA) shifting towards self-assessment it is even more imperative to develop a standard self assessment model for parks and green spaces.

Self assessing some or all of the sites you manage will enable you to:

- Benchmark the quality across all or many of your sites
- Identify the strengths and weaknesses of each site
- Draw up an improvement plan for each site
- Strategically plan allocation of resources

Sixty nine per cent of local authorities already use the Green Flag Award criteria to assist with management processes, which Communities and Local Government and the Civic Trust is keen to encourage. To help standardise this approach and to provide an introduction to the Green Flag Award scheme, CABE Space in partnership with Communities and Local Government, the Civic Trust and the Green Flag Award scheme judges association committee developed this park self assessment guide.

Who is this guide for?

This practical guide has been produced to assist any organisation that manages green space to use the criteria contained within the Green Flag Award scheme's manual **Raising the Standard** as a management tool.

This guide provides a valuable introduction to the scheme's criteria and scoring, to help land managers to self assess their own sites against the national standard and see where they are on the journey towards a Green Flag Award.

It is envisaged this guide will be used in variety of ways:-

- **At Entry level** - Organisations thinking of applying for a Green Flag Award in the future can self assess their sites.
- **Present Green Flag holders** - Organisations already holding Green Flag Awards can test their other sites, particularly those which are unlikely to be candidates for a full application, but which might fall within locally adopted performance indicators relating to the use of the Green Flag criteria or for appraisal of quality through the PPG17 audit process.
- **Private sector** - The guide could feature as a "core module" within existing monitoring systems - like the Sport England Playing pitch methodology. This approach will foster stricter adherence to the Green Flag Award criteria and be used in benchmarking.

How to use this guide

Preparation

There are two key stages to carrying out self assessment using this guide. The first is to **familiarise yourself with the Green Flag Award manual Raising the Standard**, which is available at www.greenflagaward.org.uk. With this in mind, this document allows you to record the scores, strengths, weaknesses and recommendations on site providing a brief reminder of the sections within Raising the Standard. To guard against the possibility that a self assessment exercise might produce results that are out of line with the award scheme, it is recommended that one member of the evaluation team is a Green Flag Award judge.

If you are new to the scheme, you can do a number of other things to help to understand the standard, see below:

- Visit a green space that has achieved the Green Flag Award and consider how it compares to the quality of local sites of a similar nature. Every year a list of Green Flag Award winners is published by the Civic Trust together with the contact details of the managing organisation. Contact the managers of successful green spaces nearby and arrange to meet them on site to discuss their experiences, see www.greenflagaward.org.uk.
- Make contact with a Green Flag Award judge in the area, and ask if they would be prepared to meet and discuss the appraisal of sites using the tool. The Civic Trust will be happy to try and find a judge who would be willing to help in this way, contact 0151 231 6900.

Carrying out the self assessment

Note: - Users of this document are strongly advised to have a copy of the **Raising the Standard** available as a useful reference guide.

The Green Flag Award scheme comprises two distinct elements – a desk assessment of the management plan and a field assessment of the site. What follows is a simplified journey you can take using the guidance linked to the Green Flag Award criteria, to assess your site.

1. The Desk Research

The desk research element of the assessment consists of nine scoring criteria. Across each of these the tool identifies the indicators that will suggest the standard of management information and policy development achieved, with each worth a potential 10 points. Do not use half marks. At the end of each criterion is a space to add your score.

2. The Field Research

The field research element of the assessment consists of eight main headings. From these eight headings, 27 individual scoring criteria arise, each worth a potential 10 points. Using the information from Raising the Standard, the guide identifies the main areas of concern under each of the individual scoring criteria and presents these as sub-headings. For each of the sub headings, the guide concentrates on the kind of things to look for on-site that indicates a good quality standard and it is important to stress that these are equally weighted.

There is space to record a score for each sub criteria noting that where questions are not applicable and no scores are being entered, these should be marked 'not applicable' (N/A) with a comment entered into the box to explain why a score was omitted, e.g. 'no buildings on site'. Note that N/A should only be used if the component part is not there or is not meant to be there.

In the case of anomalies, e.g. a park in an urban setting with little provision for activities other than dog walking, please score accordingly noting that, within a full Green Flag assessment, it is only permissible for the following items to be marked N/A as follows:-

Sub- Criteria	Example
7. Dog fouling	If dogs are banned from a site
9. Quality of facilities	If there are no facilities
13. Equipment maintenance	If there is no equipment
15 Pesticides and Peat	a nature reserve where no growing media or chemicals would be used
18. Arboriculture & woodland management	If there are no trees
20. Conservation of landscape features	On semi-natural areas
21. Conservation of buildings & structures	If these are not present

When a score has been agreed upon for each of the 27 sub-criterion across all eight main criteria, the scores should be transferred to the field research summary sheet at the end of the document.

It should be noted that there is also the opportunity to record strengths, weaknesses and make recommendations and these can later be used to develop an improvement plan for each of the sites that you assess, creating measurable targets that address any shortcomings and identify the necessary improvements.

This improvement plan is best delivered through a management plan for the site, and strategically through a green or open space strategy. These should be well considered and not constrained to performance against the set of Green Flag Award scheme criteria nor a specific funding stream.

Guidance on preparing both management plans and green or open space strategies can be found at www.cabe.org.uk, while further guidance on the Green Flag Award Scheme or how to become a Green Flag judge can be found at www.greenflagaward.org.uk or by telephoning the Civic Trust on 0151 231 6900.

Park and green space self assessment guide – DESK RESEARCH record sheet

This section of the guidance gives indicators of good quality under the headings of the 9 individual scoring criteria within the desk research aspect of an appraisal. As no two spaces are the same, it should be noted that the absence of a particular piece of evidence will not necessarily indicate that the plan is incomplete. Each page contains list of possible issues to be looked at as a guideline – these help as “memory joggers” and are not meant to be restrictive or exhaustive.

Appraisal criterion 1: Presentation of the management plan	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> • The plan should be clear, easy to read with a statement of purpose and must be specific/appropriate to the site being assessed • It should be a working document written for staff at all levels, park users and external partners to share as a tool for management and development of the park • The plan should identify how the site is contributing towards an area’s wider strategic aims • A clear framework for decision making, setting out the current situation, how it might change and a planned programme of how to do this should be provided • An explanation of the site’s primary purpose and use, if appropriate using site survey information, should be given • The current management arrangements, finances and resources should be set out. • An action plan should reflect the aims and site analysis, and be linked to a timetable. 	

Desk Research Scoring Guide							Overall Score awarded
0 1	2, 3, or 4	5 6	7	8	9	10	
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 1: Presentation of the management plan	Notes (strengths and weaknesses)
<p>Other things to consider when assessing a management plan are:</p> <ul style="list-style-type: none"> • The plan acts as a signpost to other documents that support the management plan / desk assessment process • The use of images, maps, figures etc helps the reader to understand the site • If the management plan is a complex document, a summary guide assists the reader to understand the structure and find relevant information. 	

Desk Research Scoring Guide							
0 1	2, 3, or 4	5 6	7	8	9	10	Overall Score awarded
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 2: Healthy, safe and secure	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> • Consideration is given to maximise staff presence in parks, who have a sense of ownership of their sites, depending on the site being assessed • Where practicable the plan should include a commitment to the promotion of healthy living through physical activity and healthy lifestyles • Risk assessments, and the management of health and safety, addresses both visitors and staff • Consideration has been given to encouraging user’s perceptions of safety • Relevant legislation such as the Health and Safety at Work Act (1974), and the Control of Substances Hazardous to Health (COSHH) have been adequately addressed • Regular reviews of health and safety reporting and monitoring systems are included • Where appropriate, consideration has been given to the control of dogs. 	

Desk Research Scoring Guide							
0 1	2, 3, or 4	5 6	7	8	9	10	Overall Score awarded
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 3: Maintenance of equipment, buildings and landscape	Notes (strengths and weaknesses)
<p>Grounds:</p> <ul style="list-style-type: none"> • The specification of the maintenance should emphasis the quality of the end product • Where appropriate the community could be involved in maintenance. <p>Buildings (where appropriate):</p> <ul style="list-style-type: none"> • The requirements of the Disability Discrimination Act have been followed • Policies should be in place that ensure maintenance, refurbishment and new buildings should endeavour to maximise their environmental performance • Policies should ensure new building design is appropriate to the site’s overall ambience <p>Equipment:</p> <ul style="list-style-type: none"> • Staff are being trained in use and maintenance of equipment and provided with adequate safety equipment. <p>General:</p> <ul style="list-style-type: none"> • Maintenance is to a high standard • The frequency and scope of programmed maintenance of all infrastructure and equipment and the methods of recording are clearly defined • Adequate risk assessments are in evidence • The frequency and scope of inspections is clearly defined, actions result and are recorded. 	

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Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 4: Litter, cleanliness, vandalism	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> • There should be policies in relation to cleanliness that stipulate aims and objectives, environmental criteria and regular cycles of maintenance • There are clear lines of responsibility for dealing with issues of litter, cleanliness, and vandalism • Consideration should be given to location of bins, waste storage and recycling (including composting) • There are established policies and methods for gathering evidence relating to issues such as dog mess, fly tipping and vandalism including target response times (as appropriate) • The plan should recognise the responsibilities to the Environmental Protection Act 1990 and the Waste Management Licensing Regulations 1994 as appropriate. 	

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0 1	2, 3, or 4	5 6	7	8	9	10	Overall Score awarded
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 5: Environmental sustainability	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> • The principles of environmental management systems (eg EMAS, ISO 14002, Green Dragon etc) can be demonstrated • Pesticide use should be minimised and justified • Peat use should be eliminated • Consideration has been given to: <ul style="list-style-type: none"> • resource conservation • waste management • the reduction of pollution • water efficiency • energy efficiency • The principles of reduce – reuse – recycle are embedded within management systems • An audit process (preferably site specific), and impact assessments, have been undertaken which have informed the policy and working practices and management plan • Methods of monitoring and reviewing success against identified targets are clearly identified. 	

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Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 6: Conservation of heritage and nature	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> • The management plan should assist all involved to aid understanding of the current and potential: <ul style="list-style-type: none"> ▪ cultural and heritage value of the site ▪ environmental / ecological value of the site • Specific conservation management plans may be drawn up. For historic sites for example, it may be appropriate that a conservation or restoration plan for the site is in place, which follows guidelines of a recognised body e.g. English Heritage, Heritage Lottery Fund, and is clearly linked to the management plan • Designated nature conservation sites should meet appropriate standards set by the designating authority e.g. NNRs, LNRs SSSIs • Methods of monitoring and reviewing success against identified targets are set out in the management plan. 	

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0 1	2, 3, or 4	5 6	7	8	9	10	Overall Score awarded
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 7: Community involvement	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> • Some form of research / market research has been undertaken which enables management to demonstrate knowledge and understanding of the user community, it's diversity and levels and patterns of use • Appropriate methods of consultation exist and there are clear links between the results of consultation and the development and delivery of the management plan (including children and young people where appropriate) • Partners have been identified and the plan demonstrates leadership shown by the management team in supporting a partnership approach to managing the site • An appropriate range of community led / focussed activities have been established • An appropriate range of volunteering opportunities are available • Consideration has been given to the level of skills and resources needed by the management team for community involvement. • The management plan should be able to demonstrate that there are appropriate levels of recreational facilities and opportunities for all sectors of the community (including opportunity for children's play and environmental education) • There is evidence that the requirements of the Disability Discrimination Act 1995 have been met • Targets for increasing involvement and monitoring success are clearly defined and set out. 	

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Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 8: Marketing	Notes (strengths and weaknesses)
<p>The site has a clear marketing plan in place, which helps inform the manager on best methods of promoting the site to local people/visitors</p> <ul style="list-style-type: none"> • The marketing plan is regularly reviewed and updated as appropriate • The plan identifies how information about the site is provided to users eg about management, activities, features, ways to get involved etc as appropriate • The way information and interpretation is presented has been carefully considered to be appropriate to it's purpose and audience • Marketing efforts adequately contribute to and support efforts to attract non-users and infrequent users, under-represented and hard to reach groups • Ways and successes in creating and encouraging use of the site have been identified (as appropriate) • Where appropriate a programme of community events has been planned in partnership with the local community. 	

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0 1	2, 3, or 4	5 6	7	8	9	10	Overall Score awarded
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide – DESK RESEARCH record sheet

Appraisal criterion 9: Overall management	Notes (strengths and weaknesses)
<ul style="list-style-type: none"> Managers have developed a substantial knowledge base regarding the green space and the management, maintenance and development of the site is carefully controlled and guided by the management plan Knowledge and robust information have been used to inform all strategies, policies, and procedures relating to managing and maintaining the space There appears to be a culture in place that supports the widespread dissemination of information about the green space The management of the green space is concentrated towards improving the space and providing excellent visitor experiences whilst conserving that which is valued in terms of character, heritage and ecology Concerted efforts are being made to make the green space as inclusive as possible with all sectors of the local community fully involved and encouraged to visit and enjoy the green space The plan should explain clearly exactly who is responsible for managing, maintaining and improving the green space being assessed. 	

Desk Research Scoring Guide							
0 1	2, 3, or 4	5 6	7	8	9	10	Overall Score awarded
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional	

Park and green space self assessment guide

DESK RESEARCH summary sheet

Site name:.....

	Score		Score
1 Presentation		7 Community involvement	
2 Healthy, safe & secure		8 Marketing strategy	
3 Maintenance of equipment, buildings & landscape		9 Overall management	
4 Litter, cleanliness, vandalism		Total	
5 Environmental sustainability		Average (divide by 9)	
6 Conservation of heritage & nature		Out of 30 (average x 30)	

Criteria	Strengths	Recommendations
Presentation		
Healthy, safe & secure		
Maintenance of equipment, buildings & landscape		
Litter, cleanliness, vandalism		
Environmental sustainability		
Conservation of heritage & nature		
Community involvement		
Marketing strategy		
Overall management		

Additional comments

Park and green space assessment guide - FIELD RESEARCH record sheet

This section of the guidance gives indicators of good quality under the headings of the 8 individual scoring criteria and the 27 sub-criterion within the field research aspect of an appraisal. For each of the sub criterion, the guide concentrates on the kind of things to look for on-site that indicates a good quality standard. Where questions are not applicable and no scores are being entered, these should be marked N/A noting the guidance at the beginning of this guide regarding the six sub criteria for which a N/A is not permissible.

Each page contains list of possible issues to be looked at as a guideline – these help as “memory joggers” and are not meant to be restrictive or exhaustive.

Appraisal criterion 1: A welcoming place	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 1: Welcoming</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Entrances and gates • Visibility • Design and maintenance • Staff. 		
<p>Sub-criterion 2. Good and safe access</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Public transport • Surrounding Areas • Cycling • Cars. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 1: A welcoming place	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 3: Signage</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Visual design • Information quality • Location and appropriate numbers • Maintenance. 		
<p>Sub-criterion 4: Equal access for all</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Diverse facilities • Diverse spaces • Benches • Control of dogs • Disabled access. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 2: Healthy, safe and secure	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 5: Safe equipment and facilities</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Toilets • Accidents and emergencies (e.g. Risk assessments, Safety Policies, First aid etc) • Children's play • Hard surfaces. 		
<p>Sub-criterion 6: Personal security in park</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Informed management • Design & physical measures • Community involvement • Staffing and supervision. 		
<p>Sub-criterion 7: Dog fouling</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Legislation/enforcement • Zoning • Dog waste bins • Information and education • Presence of dog waste. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 2: Healthy, safe and secure	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 8: Appropriate provision of facilities</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Health • Variety • Visitor comfort and safety • Accessibility. 		
<p>Sub-criterion 9: Quality of facilities</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Build quality and longevity • Appearance • Functionality • Condition. 		

Field Research Scoring Guide

0 1 Very Poor	2, 3, or 4 Poor	5 6 Fair	7 Good	8 Very Good	9 Excellent	10 Exceptional	19
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Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 3: Clean and well maintained	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 10: Litter & waste management</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Litter • Litter bins • Management of waste • Education and information. 		
<p>Sub-criterion 11: Grounds maintenance and horticulture</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Standards • Visual appeal and impact • Safe working practices • Involvement. 		
<p>Sub-criterion 12: Building and infrastructure maintenance</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Routine or programmed maintenance • Repairs (routine and emergency) • Safety • Condition and appearance. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 3: Clean and well maintained	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 13: Equipment maintenance</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Inspection • Routine or Programmed maintenance • Repairs (routine and emergency) • Safety • Condition and appearance. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 4: Sustainability	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 14: Environmental sustainability – energy and natural resource conservation, pollution</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Environmental management • Energy and water conservation • Natural resource conservation • Pollution. 		
<p>Sub-criterion 15: Pesticides</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Audit and Strategy • Working practices. 		
<p>Sub-criterion 16: Peat use</p> <p>As Peat use is a very singular issue, no attempt has been made to further breakdown this scoring element, the issue is entirely about the degree to which peat is used on the site or the degree to which alternative materials are used.</p> <p>Scoring guidance:</p> <p>NO PEAT in use 10/10</p> <p>PEAT IN USE (with no attempt to reduce peat use)..... 0/10</p> <p>PEAT REDUCED composts in use (and evidenced) 7/10</p> <p>PEAT FREE composts in full use, but seedlings/plugs bought/grown in peat 9/10</p>		

Field Research Scoring Guide

0 1 Very Poor	2, 3, or 4 Poor	5 6 Fair	7 Good	8 Very Good	9 Excellent	10 Exceptional	22
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Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 4: Sustainability	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 17: Waste minimisation</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Reduce • Reuse • Recycle • Procurement strategy • Information. 		
<p>Sub-criterion 18: Arboriculture and woodland management</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Planting • Establishment and care • Health and safety • Ecology and environment. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 5: Conservation and heritage	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 19: Conservation of natural features, wild fauna and flora</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Woodlands and Trees • Grasslands • Fauna • Geological and physiological features. 		
<p>Sub-criterion 20: Conservation of landscape features</p> <p>This section provides advice about landscape features other than buildings and structures, as these are dealt with in sub-criterion 21: Conservation of buildings and structures.</p> <ul style="list-style-type: none"> • Historic landscape design • Water bodies • Landform and landscape character. 		
<p>Sub-criterion: 21: Conservation of buildings and structures</p> <ul style="list-style-type: none"> • Conservation status • Buildings • Built structures • New features. 		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 6: Community involvement	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criteria 22: Community involvement in management and development including outreach work</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Knowledge of visitors and use • Involvement of volunteer groups and friends groups • Community development including outreach work • Partnerships. 		
<p>Sub-criterion 23: Appropriate provision for the community</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Appropriate Facilities for all sectors of the community • Children’s Play • Education Facilities • Disabled Access. 		

Field Research Scoring Guide

0 1 Very Poor	2, 3, or 4 Poor	5 6 Fair	7 Good	8 Very Good	9 Excellent	10 Exceptional	25
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Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 7: Marketing	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 24: Marketing and promotion</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Marketing and promotion • Events • Increasing external support and use • Increasing internal and political support. 		
<p>Sub-criterion 25: Provision of appropriate information</p> <p>Issues include:</p> <ul style="list-style-type: none"> • Information and marketing messages are produced in a broad range of material, typically including: <ul style="list-style-type: none"> ○ Newsletters ○ Annual reports ○ Events calendars ○ Press releases ○ Websites, either a unique website for the green space, local authority website, or through popular local media based websites ○ Use of Public Information boards on site <p>The format and quality of the information provided suits the audience for which it was intended i.e. information to promote activities for children during the summer holidays needs to be presented in a lively and dynamic style that will appeal to children whilst not offending their parents.</p>		

Field Research Scoring Guide

0 1
Very Poor

2, 3, or 4
Poor

5 6
Fair

7
Good

8
Very Good

9
Excellent

10
Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 7: Marketing	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 26: Provision of appropriate educational interpretation / information</p> <p>Educational and interpretation material is produced in a broad range of material, typically including:</p> <ul style="list-style-type: none"> • Summaries of green space history • Wildlife information • Site management plans • Leaflets that address specific issues • Education packs/teacher project sheets <p>Innovative approaches have been developed to enable information about aspects of the green space to be interpreted more effectively such as:</p> <ul style="list-style-type: none"> • Sculptures • Theatre • Story telling • Interpretation trails • Video • 'Place making' exercises • Managers have actively sought the involvement of specialist organisations • Managers have successfully engaged many third party organisations, particularly schools, colleges and community groups in the production and delivery of interpretative material. 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

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Poor

5 6
Fair

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Exceptional

Park and green space assessment guide - FIELD RESEARCH record sheet

Appraisal criterion 8: Management plan	Notes (strengths and weaknesses)	Overall Score awarded
<p>Sub-criterion 27: Implementation of management plan</p> <p>The appraisal of this scoring criterion concentrates on the management's ability to implement the management plan for the green space, rather than the quality of the management plan itself, which is reviewed as part of the desk research element of the assessment. Issues include:</p> <ul style="list-style-type: none"> • Action plan and timescales • Active use by management, staff and adequate consultation with the community/users • Evidence base • Monitoring and review. 		

Field Research Scoring Guide

0 1 Very Poor	2, 3, or 4 Poor	5 6 Fair	7 Good	8 Very Good	9 Excellent	10 Exceptional	28
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Park and green space self assessment guide

FIELD RESEARCH summary sheet

Name of site:

To what degree does the park or green space meet the following criteria in practice? Mark each out of 10.					
A Welcoming Place		Score	Conservation and Heritage		Score
1	Welcoming		19.	Conservation of natural features, wild fauna & flora	
2	Good & safe access		20.	Conservation of landscape features	
3	Signage		21.	Conservation of buildings & structures	
4	Equal access for all		Community Involvement		
Healthy, Safe and Secure			22.	Community involvement in management & development	
5	Safe equipment & facilities		23	Appropriate provision for the community	
6	Personal security in park		Marketing		
7	Dog fouling		24.	Marketing and promotion	
8	Appropriate provision of facilities		25.	Provision of appropriate information	
9	Quality of facilities		26.	Provision of appropriate educational interpretation/information	
Clean and Well Maintained			Management		
10	Litter & waste management		27.	Implementation of management plan	
11	Grounds maintenance & horticulture		Total		
12	Building & infrastructure maintenance		Average (Total divided by 27)		
13	Equipment maintenance		OUT OF 100 (Average X 10)		
Sustainability					
14	Environmental sustainability – energy & natural resource				
15	Pesticides				
16	Peat use				
17	Waste minimisation				
18	Arboriculture & woodland management				

Note:

The criterion highlighted with a shaded box are the only criteria which may be treated as “not applicable” when conducting an assessment.

Park and green space self assessment guide
FIELD RESEARCH summary sheet

Name of site:

Please use this table to comment on the strengths and weaknesses of each area. Additional comments and recommendations should be recorded at the bottom.

Assessment Criteria	Strengths	Recommendations
A Welcoming Place		
Healthy, Safety and Secure		
Clean and Well Maintained		
Sustainability		
Conservation and Heritage		
Community Involvement		
Marketing		
Management		
Comments/ Recommendations		