Why parks matter

- Good for business and the local economy
  - Attract inward investment
  - Activate town centres
  - Increase property values
- Tackling climate change and protecting the environment
  - Reduce urban heat
  - Capture carbon
  - Reduce pollution
- Supporting social connections and cohesion
  - People’s favourite public space
  - Volunteering opportunities
  - Empower communities
- Improving individuals health and well being
  - Enable physical health
  - Promote good mental health

How to make parks count

- Managing to secure the benefits
  - Building operational capacity
  - Empowering communities
  - Parks as natural assets
  - Planning and setting standards
- Investing to maintain the assets
  - Diversifying income streams
  - Increasing capital investment
  - Sharing the benefits/burdens
- Building strong partnerships
  - Deciding with your partners
  - Creating a bold vision
  - Tackling inequality
- Creating a value proposition
  - Understanding the benefits and the value of parks
  - Key part of Green Infrastructure plans