

Why parks matter

PARKS ENABLE **PLACE BASED POLICY**

Good for business and the local economy

- Attract inward investment
- Activate town centres
- Increase property values

Improving individuals health and well being

- Enable physical healthPromote good mental health

PARKS ENABLE 'PREVENTION' AND PEOPLE BASED **POLICY**

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

How to make parks count

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