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Contract

Green Flag Award Scheme

Ministry of Housing, Communities and Local Government

F25: Concession award notice

Notice identifier: 2025/S 000-047050

Procurement identifier (OCID): ocds-h6vhtk-04bd88

Published 7 August 2025, 4:56pm

Section I: Contracting authority/entity

I.1) Name and addresses

Ministry of Housing, Communities and Local Government

2 Marsham Street

London United Kingdom

SW1P4DF

Email

CommercialTenders@communities.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/ministry-of-housing-communities-local-government>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Green Flag Award Scheme

Reference number

CPD4122054

II.1.2) Main CPV code

- 98000000 - Other community, social and personal services

II.1.3) Type of contract

Services

II.1.4) Short description

MHCLG require a Supplier to deliver and manage the Green Flag Award Scheme ('the Scheme') on a concessionary contract basis.

The Scheme is both a national and international benchmark for quality public green spaces such as parks and community gardens - considered by the green space sector as the annual MOT for green space. It is highly regarded and credited with being a cost-effective way to raise the quality of urban green space and local people's engagement with it.

The concessionary value (estimated revenue) of this Contract is £7,378,078 over the initial 5 year period, however MHCLG make no guarantee as to level of revenue available.

MHCLG also reserve the right to extend the term of the Contract by a further 5 years, with the concessionary value of the extension period expected to be commensurate to the initial period. (i.e. total value over 10 years estimated at c£14M)

II.1.6) Information about lots

This concession is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £14,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 75124000 - Administrative recreational, cultural and religious services
- 90700000 - Environmental services
- 92000000 - Recreational, cultural and sporting services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom
- AU - Australia
- AT - Austria
- BE - Belgium
- FI - Finland
- FR - France
- DE - Germany
- IE - Ireland
- MX - Mexico
- MN - Mongolia
- NL - Netherlands
- NZ - New Zealand
- PT - Portugal
- SA - Saudi Arabia
- ES - Spain
- SE - Sweden
- TR - Turkey
- AE - United Arab Emirates
- US - United States

Main site or place of performance

UK

II.2.4) Description of the procurement

MHCLG require a Supplier to deliver and manage the Green Flag Award Scheme ('the Scheme') on a concessionary contract basis.

The Scheme is both a national and international benchmark for quality public green spaces such as parks and community gardens - considered by the green space sector as the annual MOT for green space. It is highly regarded and credited with being a cost-effective way to raise the quality of urban green space and local people's engagement with it.

The Scheme is recognised and used by the majority of local authority green space managers and increasingly by community and voluntary groups. With over 2,200 green spaces currently accredited the Scheme is considered to have significant growth potential and the principal ambition for the future running of the Scheme under Contract is to see the majority of green spaces in the United Kingdom, and beyond, accredited. The Scheme has predominantly covered parks and community gardens, but its range now extends to woodlands, nature reserves, allotments, cemeteries, and open spaces around social housing and shopping centres.

The detail of the Scheme is set out in Raising the Standard, a standard of management for parks and green spaces. MHCLG currently considers that Raising the Standard to be the underpinning handbook for the Scheme and for interpreting the Scheme criteria that guides its operation, however innovation of the Scheme is encouraged.

Further detail on the current Scheme can be found on the existing website:

<https://www.greenflagaward.org/>

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MHCLG also reserve the right to extend the term of the Contract by a further 5 years, with the concessionary value of the extension period expected to be commensurate to the initial period. (i.e. total value over 10 years estimated at c£14M)

II.2.5) Award criteria

Concession is awarded on the basis of the criteria described below:

- Criterion: Scheme Growth and Innovation

- Criterion: Award and Application Process
- Criterion: Judge Recruitment, Training and Judging Criteria
- Criterion: Implementation
- Criterion: Exit Management
- Criterion: Social Value
- Criterion: Financial Viability
- Criterion: Scheme Overview
- Criterion: Resource Skills and Expertise
- Criterion: Resource and Stakeholder Management
- Criterion: Performance and Risk Management

II.2.7) Duration of the concession

Duration in months

60

II.2.14) Additional information

MHCLG reserves the right to extend the Contract by a further 5 years (the Extension Period).

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Award procedure with prior publication of a concession notice

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-037626](#)

Section V. Award of concession

Title

Green Flag Award Scheme

A concession/lot is awarded: Yes

V.2) Award of concession

V.2.1) Date of concession award decision

2 May 2025

V.2.2) Information about tenders

Number of tenders received: 1

The concession has been awarded to a group of economic operators: No

V.2.3) Name and address of the concessionaire

Keep Britain Tidy

Wigan

WN3 4EX

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

03496361

The concessionaire is an SME

Yes

V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £7,378,078

Any other details relevant to the value of the concession

The concessionary value (estimated revenue) of this Contract is £7,378,078 over the initial 5 year period, however MHCLG make no guarantee as to level of revenue available.

MHCLG also reserve the right to extend the term of the Contract by a further 5 years, with the concessionary value of the extension period expected to be commensurate to the initial period.

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

MINISTRY OF HOUSING, COMMUNITIES AND LOCAL GOVERNMENT

2 MARSHAM STREET

London

SW1P 4DF

Country

United Kingdom