

WEST AREA COMMITTEE – 13 JANUARY 2010

Title of paper:	Neighbourhood Bloom 2010	
Director(s)/ Corporate Director(s):	Hugh White Director of Sport, Leisure and Parks	Wards affected: ALL
Contact Officer(s) and contact details:	Eddie Curry Head of Parks and Open Spaces 0115 915 2733 eddie.curry@nottinghamcity.gov.uk Julie Walker Nottingham in Bloom Partnership Manager 0115 915 2745 julie.walker@nottinghamcity.gov.uk	
Other officers who have provided input:	None	
Relevant Council Plan theme(s):		
World Class Nottingham		
Work in Nottingham		
Safer Nottingham		
Neighbourhood Nottingham		x
Family Nottingham		
Healthy Nottingham		
Serving Nottingham Better		
Summary of issues (including benefits to customers/service users):		
<p>Nottingham in Bloom's neighbourhood focus in 2009 proved highly successful, with 21 groups in West Area gaining Britain in Bloom Neighbourhood Awards, and local people helping to choose the area's floral displays. It is planned to build on this with a continued focus on a local level for 2010.</p>		
Recommendation(s):		
1	That the Committee consults local residents with the aim of agreeing a colour scheme for the 2010 floral displays.	
2	That the Committee considers the allocation of remaining funding in the Neighbourhood Bloom budget to a programme of horticultural and environmental improvements.	
3	That the Committee encourages and commits support for local neighbourhoods taking part in the Britain in Bloom 'It's Your Neighbourhood' awards and Green Pennant award.	

1 BACKGROUND

- 1.1 Nottingham in Bloom is a corporate initiative linking local communities, businesses and individuals through sustainable partnerships, working together to produce horticultural excellence and enhance the local landscape, the environment and character of Nottingham.

- 1.2 Nottingham has a proud record in the national and regional Bloom competitions. In 2009 the campaign focused solely on the City's neighbourhoods. This proved highly successful, with 80 groups from the City participating in the Britain in Bloom Neighbourhood Awards, 21 of them from the West Area. In addition, more floral displays were provided in the neighbourhoods than ever before, with local people being invited to help with the planting.
- 1.3 Proposals for 2010 fall into two categories – Neighbourhood Bloom displays and local participation in the Britain in Bloom awards and Green Pennant award.
- 1.4 **Neighbourhood Bloom Displays**
A Nottingham in Bloom revenue development agreed for the financial year 2006-7 included £90,000 allocated to Area Committees (£10,000 for each area). This has risen each year and stands at £10,510 per area for 2010-11. Consultation has taken place annually with Area Committees about how this money is spent on a range of floral enhancements such as planters, hanging baskets and barrier baskets or on longer-term developments such as planting on traffic islands in neighbourhoods.
- 1.5 In summer 2009, each area had 40 barrier baskets and ten 1 metre square planters, with colour schemes chosen by local people. Residents also helped to plant these in many instances, and it is planned to extend this involvement in 2010. This year, for the first time, the neighbourhoods also have autumn/winter displays, with the Parks Team financing seasonal displays for the planters. A combination of evergreens and seasonal planting has been used for year-round colour and interest.
- 1.6 It is proposed to leave the planters and barrier troughs in place for summer 2010 and to invite local people to help plant them. The Area Committee is invited to choose a colour scheme and to notify Nottingham in Bloom of the preferred option by **19 March 2010**. The choices are: **pink, purple and white; citrus mix, or red, white and blue.**
- 1.7 In addition, the Area Committee has the opportunity to allocate the remaining money (£4,870) to purchase extra barrier baskets or planters, support Neighbourhood Bloom Projects or contribute towards larger schemes including the improvement of the local environment, traffic island makeovers or tackling grot spots.
- 1.8 **Britain in Bloom Awards**
Following the success of last year's campaign, it is planned to encourage more groups to participate in the awards this year. The Royal Horticultural Society has renamed the awards 'It's Your Neighbourhood' and has refined the judging criteria and levels of achievement in response to the experience of this year's judging.
- 1.9 **Green Pennant Award**
The Towle Memorial Garden at the Sheila Russell Community Centre is being supported to apply for a Green Pennant Award for 2010-11. Green Pennant Awards are a national recognition of high quality open and green spaces that are managed by the community or voluntary groups. The award scheme is run by a consortium of Keep Britain Tidy, the British Trust for Conservation Volunteers and GreenSpace and is part of the Green Flag award scheme, the national quality mark for parks and open spaces.

2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

- 2.1 To ensure local people are involved in decisions regarding floral displays across neighbourhoods.

2.2 To encourage community participation in Bloom initiatives.

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

None.

4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)

4.1 The cost of providing 40 barrier troughs and 10 planters will be £5,640. The remaining £4,870 may be allocated to other projects as outlined in the report.

4.2 There is no entry fee for the 'It's Your Neighbourhood Awards.' Community groups may apply to the Area Committee for financial support.

5 RISK MANAGEMENT ISSUES (INCLUDING LEGAL IMPLICATIONS, CRIME AND DISORDER ACT IMPLICATIONS AND EQUALITY AND DIVERSITY IMPLICATIONS)

None

6 LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

None

7 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

Report to West Area Committee 14 January 2009.

Timetable for input of West Area Committee for 2010 Bloom initiatives

Action	Deadline
Confirm colour scheme for floral displays for summer 2010	Friday 19 March 2010
Encourage more community groups/streets etc to participate in the Neighbourhood Bloom initiative with a view to entering the Britain in Bloom 'It's Your Neighbourhood' awards.	End of April 2010
Support the Towle Memorial Garden on their judging day for the Green Pennant Award	Between April and June 2010 (judging date to be confirmed)
Encourage community groups to participate in planting up their local floral displays	May 2010
Support community groups during judging of Britain in Bloom 'It's Your Neighbourhood' Awards	July 2010 (dates to be confirmed)