

**WEST AREA COMMITTEE – 12 JANUARY 2011**

<b>Title of paper:</b>	<b>Neighbourhood Bloom 2011</b>	
<b>Director(s)/ Corporate Director(s):</b>	Hugh White Director of Sport, Culture and Parks	<b>Wards affected:</b> ALL
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<b>Relevant Council Plan theme(s):</b>		
World Class Nottingham		
Work in Nottingham		
Safer Nottingham		
Neighbourhood Nottingham		x
Family Nottingham		
Healthy Nottingham		
Leading Nottingham		
<b>Summary of issues (including benefits to customers/service users):</b>		
<p>The Spectacolour budget has been reduced this year due to financial pressures. While there will be no funding for green space improvements to the area as in previous years, core floral displays for the area will still be provided. Area Committee is asked to approve the floral displays for 2011.</p> <p>The Committee is also asked to encourage local groups to participate in the Britain in Bloom 'It's Your Neighbourhood' awards.</p>		
<b>Recommendation(s):</b>		
<b>1</b>	That the Committee notes the level of displays to be provided from the Spectacolour budget	
<b>2</b>	That the Committee encourages and commits support for local neighbourhoods taking part in the Britain in Bloom 'It's Your Neighbourhood' awards.	

## **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 Proposals for 2011 fall into two categories – Neighbourhood Bloom displays and local participation in the Britain in Bloom awards.

### **1.3 Neighbourhood Bloom Displays**

In previous years the available budget for financial displays in the neighbourhoods was £10,000 per Area. Due to financial pressures it is proposed to reduce this to £5,000 per Area for 2011-12. This will still provide 40 barrier baskets and 10 floor planters per Area but will reduce resources available to make improvements to areas of communal land and green space improvements.

### **1.4 Britain in Bloom 'It's Your Neighbourhood' Awards**

Nottingham has a proud record in the national and regional Bloom competitions. In 2009 and 2010 the campaign focused solely on the city's neighbourhoods. This proved highly successful, with 137 groups from Nottingham participating in the 'It's Your Neighbourhood' awards in 2010, representing the involvement of 6,000 people. This included 25 groups from West Area. Following the success of last year's campaign it is planned to encourage more groups to participate this year.

## **2 REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)**

- 2.1 To inform local people about floral displays across neighbourhoods
- 2.2 To encourage community participation in Bloom initiatives

## **3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

- 3.1 None

## **4 FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)**

- 4.1 The cost of providing and maintaining 40 barrier troughs and ten planters will be £5,000, financed through the Spectacolour budget.
- 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)**

- 5.1 None

**6. EQUALITY IMPACT ASSESSMENTS (EIAs)**

An Equality Impact Assessment has not been carried out as this report does not include proposals for new or changing policies, services or functions.

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

7.1 None

**8 PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

8.1 Report to West Area Committee 13 January 2010