

AREA 8 COMMITTEE - 13 FEBRUARY 2013

Title of paper:	The Meadows in Britain in Bloom	
Director(s)/ Corporate Director(s):	Hugh White Director of Sport, Culture and Parks	Wards affected: Bridge
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Relevant Council Plan Strategic Priority:		
World Class Nottingham		x
Work in Nottingham		
Safer Nottingham		
Neighbourhood Nottingham		x
Family Nottingham		
Healthy Nottingham		
Leading Nottingham		
Summary of issues (including benefits to citizens/service users):		
<p>The Meadows has accepted an invitation to compete in the Urban Community category of Britain in Bloom 2013. The Area Committee is asked to support the participation of local residents and community groups in the campaign, and also to consider making a financial contribution to enhance the core floral displays funded by the Spectacolour budget.</p>		
Recommendation(s):		
1	<p>That the Committee supports the Meadows community's entry into Britain in Bloom 2013 and considers giving a financial contribution of £2,290 from Bridge Ward towards enhanced floral displays.</p>	

1. BACKGROUND

1.1 Britain in Bloom is run by the Royal Horticultural Society (RHS) and is one of Europe's largest horticultural campaigns. The aim is to improve the environment, with marks awarded for Horticultural Achievement, Environmental Responsibility and Community Participation.

Entry into Britain in Bloom 2013

1.2 Over the past ten years or so, The Meadows has earned a national reputation for its Bloom activities – so much so that the area was showcased by the RHS for the launch of the Britain in Bloom Impact Report in November 2011.

1.3 In 2012 The Meadows competed in the Urban Community category of East Midlands in Bloom, the regional arm of Britain in Bloom, and gained a creditable Silver Gilt Award and the regional trophy. As a result, the area has been invited to represent the East Midlands in Britain in Bloom 2013. Two judges will visit during the first or second week of July 2013.

1.4 A committee of individuals and group representatives from The Meadows has been meeting regularly to discuss the entry and to ensure the involvement of as many local people and initiatives as possible. City Council officers are giving support and advice, and business sponsorship has also been secured.

1.5 Last year the Area Committee made a financial contribution towards additional floral displays at the Bridgeway Centre. The Meadows in Bloom Committee would like these displays to be repeated this year and has also requested provision of two additional hanging baskets. The Area Committee is asked to consider a contribution of £2,290 from Bridge Ward to enable these enhancements to go ahead. In addition, the Meadows in Bloom Committee hope to work with local young people to suggest further ways of brightening up the shopping area.

2. REASONS FOR RECOMMENDATIONS (INCLUDING OUTCOMES OF CONSULTATION)

2.1 To support participation in the Britain in Bloom competition and consider additional financial resources.

2.2 To encourage community involvement.

3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

3.1 None

4. FINANCIAL IMPLICATIONS (INCLUDING VALUE FOR MONEY)

4.1 There is funding in councillor ward allocations to meet the cost of the project.

4.2 There is no entry fee.

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)**

6.1 None

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 Britain in Bloom Impact Report 2011