

FAREHAM

BOROUGH COUNCIL

Report to the Executive Leader

Portfolio:	Policy and Resources
Subject:	Attendance at South and South East in Bloom Awards Day
Report of:	Director of Finance and Resources
Strategy/Policy:	
Corporate Objective:	

Purpose:

This report seeks approval for the Executive Member for Leisure and Community to attend the South and South East in Bloom Awards Day to be held in Brighton on 17th September 2014.

Executive summary:

The South & South East in Bloom campaign is the largest horticultural campaign in the region involving hundreds of communities each year. Participating communities create lasting improvements to their local environment for the benefit of those who live, work and visit there today, and in the future.

South & South East in Bloom is an inclusive campaign and any community, no matter how small or large, can get involved. Often communities first participate in their local "in Bloom" before getting involved in the regional campaign

South & South East in Bloom is a unique campaign that enables participating communities to work across different areas and address a number of issues. It is the only campaign which takes this more integrated approach to community improvement and which uses gardening & horticulture as its foundation.

Participating communities are asked to focus their initiatives on three main areas:

- Horticultural Achievement
- Environmental Responsibility
- Community Participation

This means "in Bloom" communities tackle everything from litter, graffiti and anti-social behaviour through to conservation, sustainability and improving horticultural standards, and that's not to mention the positive impact on sense of place, community spirit and pride.

Recommendation:

That approval is given for the Executive Member for Leisure and Community to attend the South and South East in Bloom Awards Day to be held in Brighton on 17th September 2014.

Reason:

To represent Fareham Borough Council at an awards ceremony for a unique campaign which can benefit Fareham Borough in a variety of ways including the following:

- Cleaner and greener surroundings
- Creating a sense of community through improvement of public spaces and positive interaction between community members
- An increase in civic pride and sense of community empowerment by engaging people in the improvement of their own community
- Safer environments for the enjoyment of local people
- Long term improvement for the environment by addressing issues such as sustainability, resource management, conservation, litter, graffiti etc.
- Reduction in anti-social behaviour
- Positive effect on the local economy such as increased commercial enterprise and increased tourism
- Regeneration of run down and/or disadvantaged areas

Cost of Proposals:

The cost for attending this event is £25.00. Travel expenses will be claimable, as will relevant subsistence costs.

The costs can be met from within existing budgets.

Risk Assessment:

There are no significant risks in relation to attendance at this event.