

SUBJECT:	USK IN BLOOM
MEETING:	INDIVIDUAL CABINET MEMBER DECISION
DATE:	14TH FEBRUARY 2018
DIVISION/WARDS AFFECTED:	USK TOWN
CABINET MEMBER:	Councillor P Murphy

1. PURPOSE:

- 1.0 To request a one-off contribution of £3,000 to support the Usk in Bloom – ‘Champion of Champions’ 2018 campaign.

2. RECOMMENDATIONS:

- 2.1 That the one-off contribution of £3,000 is approved.

3. KEY ISSUES:

- 3.1 Usk in Bloom was formed in 1981 and was registered as a charity in 2013. The charity has over 30 volunteers, receives no regular funding and operates on funds raised by the volunteers to cover annual costs for plants, fertiliser, etc. As a direct result of the work carried out by the charity over the years, Usk is now known as ‘The Town of Flowers’.
- 3.2 The aims of the Usk in Bloom committee are to:-
- Improve Usk by the imaginative planting of trees, shrubs, bulbs and floral displays;
 - Address environmental issues and preserve wildlife;
 - Work with and educate the young people in Usk from nursery to junior age;
 - Continuously plant and maintain the current 83 flower beds and tubs around the town.
 - Foster partnerships with other organisations in Usk to achieve these aims.
- 3.3 The work of the volunteers is varied and includes weeding, litter picking, supporting dog fouling initiatives, repairing / painting street furniture, etc.
- 3.4 The charity works with many local partners including Usk Church in Primary School, Usk Brownies, Girl Guides and Scouts as well as Usk WI and local sports clubs.
- 3.5 The charity has also developed several initiatives including “Your Street” which encourages local people to look after the area where they live and the annual Usk Open Garden weekend which each year attracts over 1500 visitors, boosting the local tourism economy.
- 3.6 In the summer of 2017 Usk in Bloom will feature in a new BBC TV series “Blooming Marvelous”, a dedicated 30 minute programme about the charity’s work and how it benefits the town (Usk are 1 of 15 communities involved). The programme will be shown on BBC2 in spring 2018.

4. OPTIONS APPRAISAL

- 4.1 Since its inception the charity has won several competitions including ‘Wales in Bloom’ large village for 36 years in a row and have recently won ‘Britain in Bloom’ large village category for 2017 (previously four other wins).
- 4.2 In 2015, Usk in Bloom were put forward for the first time for the ‘Champion of Champions’ award as the first Welsh Community in the history of the competition to have received the accolade for having consistently reached high (gold) standard over many years. They came

runners up, having missed the award by only one point. Having been the only village in Wales to be invited to apply again this year they are keen to win as the winners receive National TV and other media coverage which would open up many marketing opportunities for the town thus benefiting the local economy, hence the one off contribution request.

- 4.3 The contribution will be used to support the campaign which will include changing the outdated “Town of Flowers” sign on the entrance to Usk; a new flower bed outside Usk School; the expansion of the “permanent” beds opposite Lady Hill entrance and replacement of the “Sleeper beds” opposite Usk School. Unfortunately, given the recent loss of several banks in the high street and a high turnover of retailers, Usk in Bloom cannot guarantee the business community’s participation in hanging basket / floral displays which is fundamental to the judging business participation criteria. Having lost by one point a half-hearted high street would mean little chance of success therefore funds will also be used to encourage the use of hanging baskets by “Local” Bridge Street businesses, through subsidisation.
- 4.4 The contribution aligns with the Authority’s shared purpose of ‘**Building Sustainable and Resilient Communities**’ that support the well-being of current and future generations’ and the Authority’s principles to ‘create the conditions that enable people to easily come together and develop solutions to build better communities’. Supporting Usk in Bloom by making this one off contribution, demonstrates the Authority’s recognition of an organisation that is working with its local community to make Usk a better place also reflecting one of the Authority’s four well-being objectives to ‘maximise the benefits of the natural and built environment for the well-being of current and future generations’.

5. **EVALUATION CRITERIA**

- 5.1 An evaluation assessment has been included in Appendix B for future evaluation of whether the decision has been successfully implemented. Following the outcome of the competition an update will be provided by Usk in Bloom to the Strong Communities Select Committee.

6. **REASONS:**

- 6.1 MCC does not normally support local events of this nature but this is a one off contribution which will enable the Usk in Bloom committee to maximise their opportunity to win the ‘Champion of Champions’ 2018 competition, reflecting the hard work and commitment demonstrated by the charity and the local community over a significant number of years.

7. **RESOURCE IMPLICATIONS:**

- 7.1 A one-off contribution of £3,000 to be funded through the Operations department budget, albeit ultimately accounted for corporately in 2017/18.

8. **WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND CORPORATE PARENTING):**

- 8.1 The significant equality impacts identified in the assessment (Appendix C) are summarised below for members’ consideration:

Usk in Bloom have a long established record of working with the community to improve Usk through their planting and floral displays. In the course of their activities they address environmental issues and preserve wildlife whilst working with and educating the young people of Usk to the benefit of future generations. Their place based approach fosters community participation around a common sense of purpose, identifying areas for development and working collaboratively with community partners to achieve common goals for the greater good.

The impacts from this report's recommendations will be reviewed by Stronger Communities Select Committee in November 2018.

9. CONSULTEES:

Usk in Bloom
Senior Leadership Team
Cabinet

10. BACKGROUND PAPERS:

n/a

11. AUTHOR:

Cath Fallon (Head of Enterprise and Community Development)

12. CONTACT DETAILS:

Tel: 07557 190969

E-mail: cathfallon@monmouthshire.gov.uk

Evaluation Criteria – Cabinet, Individual Cabinet Member Decisions & Council (Appendix B)

Title of Report:	Usk in Bloom
Date decision was made:	14th February 2018
Report Author:	Cath Fallon

What will happen as a result of this decision being approved by Cabinet or Council?

What is the desired outcome of the decision?
What effect will the decision have on the public/officers?

A one-off contribution will be made to the Usk in Bloom charity to support their 2018 'Champion of Champions' campaign.

What benchmarks and/or criteria will you use to determine whether the decision has been successfully implemented?

Think about what you will use to assess whether the decision has had a positive or negative effect:
Has there been an increase/decrease in the number of users
Has the level of service to the customer changed and how will you know
If decision is to restructure departments, has there been any effect on the team (e.g increase in sick leave)

Usk in Bloom will provide a report to the Stronger Communities Committee detailing the outcome of the campaign and the impact that the £3,000 had on their activities.

What is the estimate cost of implementing this decision or, if the decision is designed to save money, what is the proposed saving that the decision will achieve?

Give an overview of the planned costs associated with the project, which should already be included in the report, so that once the evaluation is completed there is a quick overview of whether it was delivered on budget or if the desired level of savings was achieved.

This decision is not designed to save money. The decision will maximise the opportunity for Usk in Bloom to win the 2018 'Champion of Champions' competition,

Any other comments

Appendix C



Future Generations Evaluation (includes Equalities and Sustainability Impact)

<p>Name of the Officer Cath Fallon</p> <p>Phone no:07557 190969 E-mail: cathfallon@monmouthshire.gov.uk</p>	<p>Usk in Bloom</p>
<p>Name of Service: Enterprise and Community Development</p>	<p>Date: Future Generations Evaluation 23rd January 2018</p>

NB. Key strategies and documents that may help you identify your contribution to the wellbeing goals and sustainable development principles include: Single Integrated Plan, Continuance Agreement, Improvement Plan, Local Development Plan, People Strategy, Asset Management Plan, Green Infrastructure SPG, Welsh Language Standards, etc.




1. Does your proposal deliver any of the well-being goals below?



Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>Usk in Bloom provide learning, training and employability opportunities for young people reducing their chances of becoming 'not in employment, education or training'</p> <p>Taking positive action as a Council to encourage other local communities, partners and businesses to do the same.</p>	<p>The activities supported by the funding will be reported to the Stronger Communities Committee to maximize learning opportunities.</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>Usk in Bloom take a place based approach, working with the community to ensure local biodiversity and ecosystems are enhanced and maintained.</p>	<p>The group are supported by other local community groups and partners to maximize their impact.</p>
<p>A healthier Wales People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>Usk in Bloom deliver a collaborative approach to wellbeing encouraging all members of the community to get involved and become physically active whilst improving their local environment.</p>	<p>The activities supported by the funding will be reported to the Stronger Communities Committee to maximize learning opportunities.</p>
<p>A Wales of cohesive communities Communities are attractive, viable, safe and well connected</p>	<p>Usk in Bloom provide opportunities community based activities responding to the needs of the local environment.</p>	<p>To ensure activity focuses on encouraging community cohesion as one of its social drivers.</p>
<p>A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>Usk in Bloom work collaboratively to ensure high standards are met and maintained that do not conflict with the global drivers.</p>	<p>Any decisions taken will take into account global and well-being issues as part of their day to day activities.</p>
<p>A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>Usk in Bloom encourage equality and diversity and encourage all members of the community to participate in their activities.</p>	<p>Usk in Bloom enhance the local culture and heritage which is reflected in their floral displays.</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
A more equal Wales People can fulfil their potential no matter what their background or circumstances	Usk in Bloom encourage equality and diversity and encourage all members of the community to participate in their activities.	The one-off funding contribution will enable Usk in Bloom to target areas of the community that may not currently be aware of the offer.

2. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Long Term</p> <p>Balancing short term need with long term and planning for the future</p>	<p>Usk in Bloom are undertaking activities that align with the Authority's purpose to 'help build sustainable and resilient communities that support the well-being of current and future generations' and principles to 'create the conditions that enable people to easily come together and develop solutions to build better communities'.</p>	<p>The activities supported by the funding will be reported to the Stronger Communities Committee to maximize learning opportunities.</p>
 <p>Collaboration</p> <p>Working together with other partners to deliver objectives</p>	<p>Usk in Bloom working with local groups and partners within the local community to make Usk a better place, reflecting one of the Authority's four well-being objectives to 'maximise the potential of the natural and built environment for the well-being of current and future generations'.</p>	<p>The activities supported by the funding will be reported to the Stronger Communities Committee to maximize learning opportunities.</p>
 <p>Involvement</p> <p>Involving those with an interest and seeking their views</p>	<p>The activities are place based and Usk in Bloom regularly engage with their local community and respond to localised need.</p>	<p>The activities supported by the funding will be reported to the Stronger Communities Committee to maximize learning opportunities.</p>

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Putting resources into preventing problems occurring or getting worse</p> <p>Prevention</p>	<p>The one-off contribution will enable Usk in Bloom to reach a wider target audience including those who may be socially isolated thus reducing support requirements.</p>	<p>This is a one-off contribution to support a unique opportunity for Usk in Bloom to maximize their opportunity to win the 2018 'Champion of Champions' award.</p>
 <p>Considering impact on all wellbeing goals together and on other bodies</p> <p>Integration</p>	<p>Usk in Bloom are regularly developing new ways to add value to their place based offer and sustaining long term activities which will provide greater opportunities to better connect wellbeing outcomes internally and to other partners and local community groups.</p>	<p>The purpose of Usk in Bloom aligns with the Authority's purpose to 'help build sustainable and resilient communities that support the well-being of current and future generations'.</p>

3. Are your proposals going to affect any people or groups of people with protected characteristics? Please explain the impact, the evidence you have used and any action you are taking below. For more detailed information on the protected characteristics, the Equality Act 2010 and the Welsh Language Standards that apply to Monmouthshire Council please follow this link: <http://hub/corporatedocs/Equalities/Forms/AllItems.aspx> or contact Alan Burkitt on 01633 644010 or alanburkitt@monmouthshire.gov.uk

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	Older people will be engaged as part of the place based approach where amongst other things, issues of social isolation will be addressed.	Usk in Bloom endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the team will seek to address them by taking an inclusive approach.
Disability	Any issues identified by disability needs groups will seek to be addressed as part of the place based approach to future service delivery.	As above	As above

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Gender reassignment	Any issues identified by transgender groups will seek to be addressed as part of the place based approach to future service delivery.	As above	As above
Marriage or civil partnership	Any issues raised by same-sex couples will seek to be addressed as part of the place based approach to future service delivery.	As above	As above
Pregnancy or maternity	<i>Any issues raised by pregnant women will seek to be addressed as part of the place based approach to future service delivery.</i>	As above	As above
Race	<i>Any issues raised by racial groups will seek to be addressed as part of the place based approach to future service delivery.</i>	As above	As above
Religion or Belief	<i>Any issues raised by regarding religion or belief will seek to be addressed as part of the place based approach to future service delivery.</i>	As above	As above
Sex	<i>Equal consideration to both men and women will be given throughout the placed based approach to future service delivery.</i>	As above	As above
Sexual Orientation	<i>Full consideration will be given to older and younger people from the Lesbian, Gay and Bi-sexual communities throughout the placed based approach to future service delivery.</i>	As above	As above
Welsh Language	<i>All marketing and promotional materials will be produced bilingually.</i>	As above	As above

4. Council has agreed the need to consider the impact its decisions has on important responsibilities of Corporate Parenting and safeguarding. Are your proposals going to affect either of these responsibilities? For more information please see the guidance <http://hub/corporatedocs/Democratic%20Services/Safeguarding%20Guidance.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	Describe any positive impacts your proposal has on safeguarding and corporate parenting	Describe any negative impacts your proposal has on safeguarding and corporate parenting	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	<i>During the delivery of the programme of activities associated with the policy, safeguarding will be at the forefront to ensure that any future service delivery promotes the well-being of children and vulnerable adults, preventing them from being harmed and protecting those who are at risk of abuse and neglect.</i>	The purpose of Usk in Bloom is to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the team will seek to address them by taking an inclusive approach.
Corporate Parenting	<i>During the delivery of this policy the needs of any 'looked after' children will be considered to ensure any future service delivery protects their welfare.</i>	As above	As above

5. What evidence and data has informed the development of your proposal?

This policy is founded upon the following:

- The Wellbeing of Future Generations Act;
- The Social Services and Wellbeing (Wales) Act;
- Prosperity for All;
- The Well-being Assessment and the Population Needs Assessment;

6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

Usk in Bloom have a long established record of working with the community to improve Usk through their planting and floral displays. In the course of their activities they address environmental issues and preserve wildlife whilst working with and educating the young people of Usk for the benefit of future generations. Their place based approach fosters community participation around a common sense of purpose, identifying areas for development and working collaboratively with community partners to achieve common goals for the greater good.

7. ACTIONS: As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.

What are you going to do	When are you going to do it?	Who is responsible	Progress
Individual Member Decision	February 2018	Cath Fallon	
Follow up report to Stronger Communities Committee	November 2018	Cath Fallon	

8. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.

The impacts of this proposal will be evaluated on:	November 2018
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9. VERSION CONTROL: The Future Generations Evaluation should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development wherever possible.

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	<i>Individual Cabinet Member Decision</i>	<i>14th February 2018</i>	<i>This will demonstrate how we have considered and built in sustainable development throughout the evolution of a proposal.</i>