



**COMMITTEE TITLE: Clean and Green**

**DATE: 11 September 2023**

<b>REPORT TITLE:</b>	Brentwood in Bloom
<b>REPORT OF:</b>	Marcus Hotten, Director of Environment

### **REPORT SUMMARY**

Brentwood In Bloom was linked to the Anglia in Bloom competition which encourages all communities across the region to participate in the unique horticultural and environmental initiatives and demonstrate that their efforts are making a difference to their local surroundings. There is an opportunity that the new Business Improvement District (BID) may well want to support part of this initiative as part of their priorities. There may also be opportunity from the UK Shared Prosperity Fund (UKSPF) to provide a small grant programme to support entries.

### **RECOMMENDATION**

**R1: For Officers at the Council to work with the new BID Manager and Chamber of Commerce to look at options to support a new Brentwood in Bloom initiative.**

**R2: For Officers to report back to a future Committee on the options and any Brentwood Borough Council resource implications.**

### **SUPPORT ING INFORMATION**

#### **1.0 REASON FOR RECOMMENDATION**

1.1 The Brentwood in Bloom initiative ceased around 2016 due to the lack of entries and volunteers to be part of the working group to help promote, judge and allocate prizes to the winning entries. Resource requirements on possible options will be identified and reported back to a future committee.

#### **2.0 BACKGROUND INFORMATION**

2.1 Brentwood in Bloom was linked to the Anglia in Bloom competition which encourages all communities across the region to participate in the unique horticultural and environmental initiatives and demonstrate that their efforts are making a difference to

their local surroundings. Communities involved in local enhancement projects have seen many benefits to their local environment.

- 2.2 Previously Brentwood in Bloom was co-ordinated through volunteers and costs for the competition was met through sponsorship of the various categories. The competition has not been run since 2015. Brentwood Business Renaissance Group previously supported businesses entering the competition.
- 2.3 The Council supported the competition by printing the certificates of the winning categories, providing meeting rooms and the Council Chamber for the presentation to the winners. A representative from the Council was also part of the judging panel.
- 2.4 The competition took place over 6 to 8 weeks, with planning taking place months beforehand.
- 2.4 Previous categories have included the following:
- Best Allotment
  - Best front garden
  - Best pub garden
  - Best front of pub
  - Best sheltered accommodation
  - Best business premises
  - Best environmental initiative
  - Best school

### **3.0 OTHER OPTIONS CONSIDERED**

3.1 While the BID might want to support the initiative within the BID area (Brentwood, Shenfield and Ingatestone) there are other areas and organisations around the borough that might want to participate in Brentwood in Bloom such as the Parish Council's, Chamber of Commerce, Horticultural Societies and local schools.

### **4.0 RELEVANT RISKS**

4.1 Any initiative needs to be supported by a working group who will help make it successful through regular publicity, sponsorship for prizes and also agreeing the judging panel. The working group will also need to engage with other community organisations for it to be effective.

### **5.0 ENGAGEMENT/CONSULTATION**

Subject to Members agreement it is proposed that early engagement with the BID Manager, Chamber of Commerce, Parish Councils, Horticultural societies and local schools is undertaken to understand the appetite and identifying those people who would like to be part of the Brentwood in Bloom Working Group.

### **6.0 FINANCIAL IMPLICATIONS**

**Name & Title: Tim Willis, Director – Resources & Section 151 Officer**  
**Tel & Email: 01277 312500 / tim.willis@brentwood.rochford.gov.uk**

Previously the Council had minimal financial implications in regard to Brentwood in Bloom (estimated £200) and provided in kind support through the use of meeting rooms and the

Chamber as part of prize giving for the successful participants. Any financial implications will be identified as part of the review of the options and reported back to a future committee.

## **7.0 LEGAL/GOVERNANCE IMPLICATIONS**

**Name & Title: Claire Mayhew, Acting Joint Director – People & Governance & Monitoring Officer**

**Tel & Email 01277 312500 /claire.mayhew@brentwood.rochford.gov.uk**

Any legal requirements and permissions will be identified as part of the options to be considered.

## **8.0 EQUALITY & HEALTH IMPLICATIONS**

**Name & Title: Kim Anderson, Corporate Manager - Communities, Leisure and Health**

**Tel & Email 01277 312500 kim.anderson@brentwood.gov.uk**

The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:

- a. Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful.
- b. Advance equality of opportunity between people who share a protected characteristic and those who do not.
- c. Foster good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.

The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).

The proposals in this report will not have a disproportionate adverse impact on anybody with a protected characteristic.

## **9.0 ECONOMIC IMPLICATIONS**

**Name & Title: Phil Drane, Director - Place**

**Tel & Email 01277 312500 / phil.drane@brentwood.rochford.gov.uk**

Initiatives such as Brentwood in Bloom can create a sense of place and belonging which can help support decisions on visitors and businesses to relocate.

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**APPENDICES**

None

**BACKGROUND PAPERS**

None

**SUBJECT HISTORY (last 3 years)**

Council Meeting	Date