

Brixham Town Council Project Initiation Document

Name / Committee	Cllr Steve Leech / Community Services
Date	15th February 2021

Project Name

Which Committee / Task & Finish Group does this project come from?

The project is called High Street Hanging Basket Scheme and is identified in the Town Council's Community Recovery Action List adopted by Full Council.

Description of Project

To work in partnership with the Brixham in Bloom group and local businesses in the Town Centre and initiate a Hanging Basket Scheme to encourage all businesses to sponsor and display hanging baskets to improve the visual appearance of the Town Centre and enhance the display for the In Bloom competition.

Project Aims

What do you want the project to achieve?

How does it support the Council's Plan?

The project is about creating a sense of pride in the Town for the community and visitors and to further enhance the work that the Brixham in Bloom group, Pride in Brixham and Brixham Town Council Town Lengthsmen are doing.

The Town Council's adopted Community Recovery Action Plan states "Floral displays in Fore Street/Middle Street. This could form part of the promotion for the Annual Brixham in Bloom event. Proposal could include a scheme for shops to purchase hanging baskets at a reduced price. Watering the baskets could be undertaken by the Lengthsmen alongside the owners" and this was given a short to medium term timeframe.

This project aims to see the Town Council leading the way with extensive hanging baskets and planted troughs around the Town Hall at the gateway to the Town to demonstrate our commitment to the project and encourage our local businesses to want to be part of the scheme. By working with Brixham in Bloom will allow the Town to become a focal point for this year's Brixham in Bloom competition and make an entry for consideration.

The principles behind the scheme is for the Town Council to provide hanging baskets or troughs to businesses, but this could also include residential properties within the same locations. The Town Council would charge a small fee commensurate to the cost of the basket, delivery, maintenance and disposal at the end of the season. In future years this scheme could then be opened up to the wider community as the hanging baskets brackets for 2021 will have already been installed freeing up time for the lengthsmen to support our older residents with installation and to prove hanging brackets on an application basis. This could link in with the Council's Gardening Assistance Scheme.

In addition to the above, the Brixham in Bloom group would like to have a prominent area to display past awards with potential room to display future awards.

Target

What area of the community is the target and what benefits will the project bring to them?

Town centre businesses and residential properties in the following locations:

Bolton Street, New Road, Fore Street, Market Street, Middle Street, The Quay, The Strand and Kings Street.

According to a poll carried out by the Royal Horticultural Society in 2011, Hanging baskets and public flower beds can help reduce crime and deliver social and environmental benefits. However, research has shown that floral displays will also improve people's mental wellbeing with flowers driving away anxieties and worries, making people feel less depressed, troubled or agitated.

Research already completed

Please attach all research carried out so far.

There are Town Councils up and down the Country that run a Hanging Basket Scheme. These schemes have been running for many years and businesses that do not take part in the scheme are in the minority. However, it is recognised that this may take Brixham Town Council / Brixham in Bloom a few years to fully develop.

There are predominately two schemes, listed below and the cost is dependent on which scheme the Council runs.

1. Supply only
2. Supply, installation and maintenance throughout the year

The preferred option would be option 2 because it is recognised that many businesses may need support in watering the hanging baskets due to the height that they will be installed. In addition, the baskets will become unsightly at the end of the season and will therefore need to be removed and placed into storage.

In addition the Council has access to poles and baskets which were used for the former floral display carried out by TOR2.

Evidence of need

How do you know the project is needed?

During the period of the COVID pandemic, peoples mental wellbeing has been tested to the limits with more and more people seeking support. Many businesses have been forced to close and the high street has been left empty of shoppers and visitors. It is firmly believed that this year would be the perfect year to start the scheme. It will give a sense of pride to the town and most importantly of all, see the high street reopen and flourishing.

Visitors and the community are really appreciative of the work already completed by the Middle Street traders and seek to work in partnership with all local business to enhance the floral display in Town in the same vein.

Cost of Project

Please detail all cost areas associated with this project. Please include actual costs if known. Please include revenue, capital and include estimate of Officer hours where possible.

This project does not aim to be full cost recovery as the investment is seen to part of the Town Centre redevelopment and COVID recovery pathways.

The costs will include:

- a) QR Codes and BTC signage at each location to allow people to access the Council's web site to see details of the scheme map of locations and information to take part in the future
- b) Hanging baskets, storage and nurturing of the planted baskets until ready for use
- c) Installation and provision of suitable brackets
- d) Town Lengthsman Time (installing, watering, dead heading, removing)
- e) Additional tools & equipment
- f) Liner, Compost and Plants for pole baskets

Costing Example: A very large hanging basket costs £50 delivered in full flower at the end of May the suggested charge from BTC would be £30 for 2021. The cost of the bracket and installation would be fully met from the overall budget.

Summary of costs

Cost of Project: £1,500

Potential Income: £600

Cost to Council: £900

Staff Time

Installation of brackets: 3-4 hours (one off)

Watering and maintenance: 2 hours per week

Planting pole baskets: 3-4 hours (one off)

Advertising and liaising with businesses: 5 hours

Without fully knowing the number of businesses that would take this up, it is difficult to gauge the full cost of the initial project. However, the costings are based on an indicative number of 20 businesses taking part as well as planting up 10 baskets for the poles.

These figures are based on online research and could change based on negotiations with local suppliers. Some staff hours could be reduced with support from volunteers to prepare and plant the pole baskets.

Benefits

Please detail all benefits including cost savings, efficiency savings

There are no cost savings or efficiency savings with this project. This is an investment into the community to enhance the environment and mental wellbeing benefits.

<p>Other Organisational Support Do you think the Council needs to work with or take advice from other organisations? If so, who?</p>
<p>Yes. There are two organisations that also carry out volunteer work in the Town to improve the visual appearance. These are Brixham in Bloom and Pride in Brixham. It is envisaged the Town Council will work with these voluntary organisations.</p>
<p>Timeline What is the length of the project work and when will the benefits be realised? Are there any time constraints?</p>
<p>It is hoped that the hanging basket brackets will be in place in early May and the baskets installed by Bank Holiday and removed at the end of September as the baskets become unsightly. However, based on a successful scheme, it is hoped the Town Council will run this as an annual project.</p>
<p>Risks Are there any risks associated with this project eg reputational risks for the Council or possible local sensitivities?</p>
<p>Yes - Vandalism, damage to structures at the point of installation, falling baskets in high winds, display does not meet public perception and garners negative publicity.</p> <p><i>Control measures see Risk Assessment:- Suitable fixings, safety chain, display purchased from external provider</i></p>
<p>Is the project a quick win? le does it meet all the following criteria?</p>
<p>a) Will cost less than £1,000 b) All expenditure can be met from an existing budget c) Will take less than 5 hours of Officer time in total (including assessment, planning, working with partners, tendering / quotes) etc. d) Is listed within the Council's Action Plan / Strategy e) Does not pose any significant reputational or other risk to the Council or partners</p>
<p>a) No b) Yes, if required. However, it would be ideal if some investment could be recouped from businesses and residents taking part in order for the scheme to become an annual event. It is envisaged that this year will "pump prime" the activity to get it under way. Charges can then be lifted by inflation each year to enable sound financial planning once the overall costs have been identified. c) No. Initially this will be a significant project. However, over time officer input will be greatly reduced as the event becomes embedded in the community. d) Yes e) No</p>
<p>Other Information Is there any other information which you feel would help with the project assessment? Please include links to any best practise or similar projects.</p>
<p>The assessment of this project will be the first large project supported by the Council's project management process and will allow scope for Officers to develop the process in line with the Council's needs.</p>

As the new process requires strict project planning with clear budget code this will develop best practice for any future projects undertaken by the Council.

To ensure success for the project, it will require a strong Social media and dedicate web page alongside any other publicity. With an identified Officer and named Councillors from the outset this will allow for robust project assessment to take place as well as inform the Council as the project evolves.