



# Brixham Town Council

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**Town Clerk: Mrs Tracy Hallett**

<b>Report Number</b>	39-2021	<b>Date</b>	09.06.21
<b>Report Type</b>	Public	<b>Meeting</b>	Full Council
<b>Contact Officer</b>	Linda McGuirk	<b>Job Title</b>	Deputy Town Clerk
<b>Report Title</b>	Floral Displays in Fore Street		

## Purpose of Report

To ratify the decision to purchase a floral display in Fore Street.

## Overview

On 15<sup>th</sup> February, the Community Services Committee were asked to consider a hanging basket scheme as outlined in the Project Initiation Document in Annex One. The Committee resolved to:

1. Purchase hanging baskets for the Town Hall.
2. Support traders with watering of displays.
3. Launch a competition, sponsored by BTC, best street floral display and to encourage all traders to join in.

Subsequent to this meeting, Brixham in Bloom community group advised that they were already working on a competition and they were advised that the Council would support their competition rather than launch another one.

Updates on the Town Hall floral display was provided at the Community Services Committee meeting on 29<sup>th</sup> March.

Conscious that the Town Council was not providing any bunting, facilities for banners or floral displays in Fore Street, the Deputy asked the Committee to consider a summer display. The Project Initiation Document can be seen in Annex Two. The Committee resolved not to proceed with this project proposal.

Subsequent to this meeting, the Deputy was asked for an update on the Fore Street floral display. After she advised that the Committee had decided not to proceed with any floral displays in Fore Street, she was asked to include the item on the next Community Services Committee agenda for reconsideration.

At the Community Services Committee meeting on 29<sup>th</sup> April 2021 members were provided with a copy of the original Project Initiation Document (Annex One) and the Committee resolved to rescinded their original decision not to proceed with a hanging baskets scheme in Fore Street.

The Committee resolved to recommend to Full Council to proceed with the installation of 10 hanging baskets, providing a floral display in Fore Street. The Community Services Committee were advised, within the Project Initiation Document that it would cost in the region of £25 to £28 to refill the baskets. However, this is based on the Council

purchasing plants and compost and volunteers helping to fill the baskets. For comparison, quotes obtained from businesses offering a 'filling' service amounted £45 per basket.

Anticipated costs as recommended from the Community Services Committee are for:

10 baskets @ £28 = £280.

At the time the Community Services Committee reconsidered the Project Initiation Document, we were unaware that the baskets, once full, will be too heavy to lift into place. However, Officers are seeking support from organisations in order to keep the price as per the above.

If Officers are unable to secure this support, there will be an additional cost for the hire of a Cherry Picker, which will be in the region of £100. Therefore the total overall cost is likely to be in the region of £380, which will be taken from the Community Projects fund as part of the Community Recovery Plan.

### **Recommendation**

As time was of the essence to make an order for the display, members were asked by email to consider the recommendation from the Community Services Committee.

Full Council are therefore asked to ratify the decision made by email to purchase the floral display for Fore Street.

## Annex One

<b>Brixham Town Council Project Initiation Document</b>	
<b>Name / Committee</b>	<b>Cllr Steve Leech / Community Services</b>
<b>Date</b>	<b>15<sup>th</sup> February 2021</b>
<b>Project Name</b> 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.	
<b>Description of Project</b>	
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.	
<b>Project Aims</b> What do you want the project to achieve? How does it support the Council's Plan?	
<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	

**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.

### Other Organisational Support

Do you think the Council needs to work with or take advice from other organisations? If so, who?

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.

### Timeline

What is the length of the project work and when will the benefits be realised? Are there any time constraints?

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.

**Risks**

Are there any risks associated with this project eg reputational risks for the Council or possible local sensitivities?

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.

*Control measures see Risk Assessment:- Suitable fixings, safety chain, display purchased from external provider*

**Is the project a quick win?**

ie does it meet all the following criteria?

- 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

- 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

**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.

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.

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.

# Brixham Town Council Project Initiation Document

<b>Name / Committee</b>	Linda McGuirk, Deputy Town Clerk / Community Services
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<b>Date</b>	29 <sup>th</sup> March 2021
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**Project Name**  
Which Committee / Task & Finish Group does this project come from?

The project is called 'Fore Street Summer display' and is in-line with the Councils Climate and Environmental policy and Community Recovery Plan.

**Description of Project**

Installation of Summer displays in Fore Street.

Infrastructure to display bunting requires stress testing and maintenance, which has proven to be cost prohibitive. An alternative solution has been sought, providing a fresh, innovative look for the town.

Decorations can be hung from existing Christmas lights catenary wires which are tested annually. The designs are made from 100% biodegradable materials, fitting perfectly with the Councils environmental policy. They are non-illuminated decorations and after the initial purchase cost in year one, expenditure will be significantly reduced to cover annual installation and removal.



(Image Blachere Illumination)

## Non-luminous Bioprint decorations



# Bioprint

The first recyclable and biodegradable structures



Having been the first company to take LEDs mainstream, we are now revolutionising the design of our illumination structures with our Bioprint invention: an innovative biodegradable material. These decorations are then recycled, like our garlands and electrical components.

Bioprint comes from biosourced and GMO-free sugar cane, which is then turned into dehydrated bioethanol at a French laboratory.

When the granules arrive at our workshops in Apt, France, they are dyed with our own colours and the material is then injected into our 3D printers which produce colourful, biodegradable and recyclable structures.

A process that generates no waste at the manufacturing stage and allows total recyclability of the motif at the end of its life, thanks to the grinding of the frame in a form of granules.

This new material allows us to remove more than 80% of aluminium on our 2D motifs, which has a considerable impact on our carbon footprint. Indeed, the bioprint manufacturing process emits 10 times less CO2 than aluminium.

As well as being eco-friendly, this innovation means we can design highly creative and colourful structures that are just as stunning at night as they are during the day and do not leave any trace on the natural environment.



**RECYCLABLE &  
BIODEGRADABLE**



**ORGANICALLY  
SOURCED**



**CERTIFIED AS  
GMO-FREE**



**RESISTANCE**

### Project Aims

What do you want the project to achieve?

How does it support the Council's Plan?

Aims:

- Create a vibrant welcoming Town Centre.
- High impact, high profile and unique display.
- Encourage visitors to visit and return to Brixham.

Project is identified in the adopted Community Recovery Action Plan:

*Landscaping improvements and general tidying up for the central areas, particularly around the central car park. This could be through floral displays or other schemes, in conjunction with Pride in Brixham and the Keep Brixham Beautiful project.*

### Target

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

Project targets and benefits:

- Visitors & Residents  
A bright, happy environment for residents and visitors.
- Fore Street Businesses  
Encourage visitors to visit Fore Street.
- Environmental impact  
Decorations are 100% biodegradable

### Research already completed

Please attach all research carried out so far.

Deputy Clerk attended a presentation by Blachere Illumination. On line research has also been carried out.

### Evidence of need

How do you know the project is needed?

Town is recovering from a global pandemic, traders and residents have been hit hard, project will produce a positive, welcoming boost for all.

### 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.

Decorations are sold individually and vary in cost, to allow a bespoke scheme. The quote shown is for a selection of all designs but can be tailored to preferred design. It is for product purchase and 1 year install/ removal.

There are 8 cross street locations in Fore Street, quote is based on three decorations at each catenary wire, a total of 24 decorations. Checks will need to be carried out to ensure three decorations will fit and be visually pleasing.

### Year One

Design	size	Quantity	Cost
Umbrella with hanging bar	H:0.08m x W:1.15m	4	£368
Butterfly with hanging bar	H:0.80m x W:0.70m	4	£420
Bird with hanging bar	H:0.80m x W:0.70m	4	£368
Flower 1 with hanging bar	H:0.80m x W:0.80m	4	£392
Flower 2 with hanging bar	H:0.80m x W:0.90m	4	£420
Cloud with hanging bar	H:0.80m x W:1.20m	4	£368
Installation			£1550.08
Removal			£749.92
<b>Cost to BTC is net cost</b>		<b>NET</b>	<b>£4,636.00</b>
		<b>VAT</b>	<b>£927.20</b>
		<b>TOTAL</b>	<b>£5,563.20</b>

**Year two**

Design	size	Quantity	Cost
Installation			£1,550.08
Removal			£749.92
<b>Cost to BTC is net cost</b>		<b>NET</b>	<b>£2,300.00</b>
		<b>VAT</b>	<b>£460.00</b>
		<b>TOTAL</b>	<b>£2760.00</b>

**Bunting Comparison cost's**

Hang all the Bunting through the town along Middle St, Fore St, Bolton St and return for any downed sections. Removal of Bunting within a week after the end of the Festival.

Parts Used	Price per Item	Qty	Total Price
2 Person team to carry out works	£420.00	3	£1260.00
Barriers and signage	£30.00	3	£90.00
Cherry Picker Hire	£180.00	3	£540.00
Consumables	£80.00	1	£80.00
Revisits for downed sections	£180.00	2	£360.00
Mileage	£1.00 per Mile	120	£120.00
Delivery / Collection	£10.00	6	£60.00
		<b>NET</b>	<b>£2,510.00</b>
		<b>VAT</b>	<b>£502.00</b>
		<b>TOTAL</b>	<b>£3,012.00</b>

Also required:

Work to be Done; Testing the anchor points to be used to hang bunting and banners for the festival season over 2 days, replacement of any failed anchor points and certification, we will be responsible for Highways Chapter 8 licence from the council with signage and barriers, access will be provided from a cherry picker, any old or unused anchor points will be red tagged.

Parts Used	Price per Item	Qty	Total Price
2 Person team to carry out works	£420.00	2	£840.00
Barriers and signage	£30.00	2	£60.00
Cherry Picker Hire	£180.00	2	£360.00
Pull Testing per Street	£300.00	3	£900.00
Mileage	£1.00 per Mile	80	£80.00
Delivery / Collection	£10.00	4	£40.00
		<b>NET</b>	<b>£2,280.00</b>
		<b>VAT</b>	<b>£456.00</b>
		<b>TOTAL</b>	<b>£2,736.00</b>

<b>Benefits</b>	
Please detail all benefits including cost savings, efficiency savings	
Cost savings and efficiency savings are associated with this project.	
<b>Comparison cost</b>	
Bunting year one	£4,790.00 net
Bunting year two	££2,510.00 net
Decorations year one	£4,636.00 net
Decorations year two	£2,300.00 net
Saving year one £154.00	
Saving year two £210.00	
<b>Other Organisational Support</b>	
Do you think the Council needs to work with or take advice from other organisations? If so, who?	
N/A	
<b>Timeline</b>	
What is the length of the project work and when will the benefits be realised? Are there any time constraints?	
Project requires immediate action to prepare for the tourist season.	
Decorations will be displayed 1 <sup>st</sup> April to 30 <sup>th</sup> September annually. Due to timescale it is envisaged slightly later installation in 2021.	
At the time of writing this report we are waiting for confirmation on realistic installation dates.	
<b>Risks</b>	
Are there any risks associated with this project e.g. reputational risks for the Council or possible local sensitivities?	
Contractor will be requested to provide risk assessment. BTC holds evidence of catenary wires inspection.	
<i>If BTC participates in the proceeds a risk assessment will identify areas where control is required.</i>	
<b>Is the project a quick win?</b>	
i.e. does it meet all the following criteria?	
f) Will cost less than £1,000	
g) All expenditure can be met from an existing budget	
h) Will take less than 5 hours of Officer time in total (including assessment, planning, working with partners, tendering / quotes) etc.	
i) Is listed within the Council's Action Plan / Strategy	
j) Does not pose any significant reputational or other risk to the Council or partners	
f) No	
g) Yes, suggested Community Recovery Fund <b>OR</b> Government Welcome Back Fund (details below)	

A new £56 million Welcome Back Fund will help councils boost tourism, improve green spaces and provide more outdoor seating areas, markets and food stall pop-ups – giving people more safer options to reunite with friends and relatives.

Part of this funding will be allocated specifically to support coastal areas, with funding going to all coastal resorts across England to safely welcome holiday makers in the coming months.

The funding can also be used by councils to:

- Boost the look and feel of their high streets by investing in street planting, parks, green spaces and seating areas to make high streets as beautiful and welcoming as possible
- Run publicity campaigns and prepare to hold events like street markets and festivals to support local businesses
- Install signage and floor markings to encourage social distancing and safety
- Improve high streets and town centres by planting flowers or removing graffiti

<https://www.gov.uk/government/news/new-raft-of-measures-to-prepare-our-high-streets-and-seaside-resorts-for-summer>

- h) Yes
- i) Yes
- j) No

#### **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.

<https://www.blachere-illumination.co.uk/product-info/>

#### **Recommendations**

It is recommended that the Town Council:

1. Surveys the site to ensure number of decorations quoted is sufficient.
2. Delegates authority to the Deputy Clerk to agree design.
3. Proceeds with the scheme.