

Transport and Environment Committee

Tuesday 29 October 2013

Britain in Bloom Award

Item number	8.10
Report number	
Wards	All

Links

Coalition pledges	48
Council outcomes	CO17 , CO19 , CO23
Single Outcome Agreement	SO4

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Executive summary

Britain in Bloom Award

Summary

This report is to inform the Committee that the city of Edinburgh has been announced as the winner of Large City category and awarded a gold medal in this year's "Britain in Bloom" Awards. This is the first time that the city has been awarded this honour and this report outlines the highlights of the Britain in Bloom campaign over the past year.

In winning this award, Edinburgh has been invited to enter the "Entente Florale Europe". This is the next level of the competition and would involve Edinburgh representing the UK in the large city category, being judged alongside other European cities.

Recommendations

1. It is recommended that the Transport and Environment Committee recognises Edinburgh's success in the Britain in Bloom Awards 2013.
2. That the Committee notes the opportunity for Edinburgh to go forward into the "Entente Florale Europe" stage of the competition.
3. Some formal recognition is made to the various partner organisations, community groups and volunteers who helped achieve this award for the city.

Measures of success

N/A

Financial impact

The main financial commitment to the Britain in Bloom campaign was officer time, principally from staff in Parks and Greenspace and the City Centre, Leith Neighbourhood team. Other costs included investment in new planting schemes, street cleansing and graffiti removal. It is estimated that the total cost for entry, including officer time totals around £17k.

Equalities impact

A large proportion of the community groups involved in this campaign support young, elderly, disabled and other minority groups within the community. This campaign

encourages partnership working, fosters good relations and supports the General Duties of the Equality Act 2010.

Sustainability impact

The campaign promotes the key principles of sustainability within Edinburgh's community and has a significant benefit to the city's environment, acting as a catalyst for street and greenspace improvements along with increased levels of local environment action.

Consultation and engagement

Engagement is pivotal to this campaign. It is critical to the outcome that the council engages and works alongside external community groups, local businesses, charities and private companies.

Background reading / external references

[Edinburgh in Bloom Portfolio 2013](#)

Britain in Bloom Award

1. Background

- 1.1 In 2012 Edinburgh won the large city category in the “Beautiful Scotland” campaign” and as a result was invited to represent Scotland in the national “Britain in Bloom” competition.
- 1.2 Britain in Bloom is one of the largest horticultural campaigns in Europe, is run by the Royal Horticultural Society (RHS) and works year-round to create a cleaner and greener Britain through community action. As well as horticultural improvements, it promotes cleanliness, sustainability, public participation and community ownership. As such the campaign compliments a number of council initiatives and strategies aimed at enhancing the visual appearance and sustainability of the city including the Edinburgh Biodiversity Action Plan and the Parks and Gardens strategy.

2. Main report

- 2.1 There are three main elements of the Britain in Bloom campaign, horticultural achievement, environmental responsibility and community participation. Entrants are expected to carry out long term projects which address and improve all of these areas.
- 2.2 The benefits of the campaign are far ranging. There is a focus on improving working within council service areas, greater co-operation with local community groups, schools and generating new partnerships with local organisations. In addition horticultural improvements and projects tackling cleanliness, helping to create a brighter, cleaner and greener city.
- 2.3 The Edinburgh in Bloom development group has been established since 2008, its remit is to plan and co-ordinate the annual campaign whether it be entry into the “Beautiful Scotland” or “Britain in Bloom” campaigns. It consists of key officers from across the City of Edinburgh Council, community organisations, external partners and land managers.
- 2.4 The year-long campaign culminated in the Royal Horticultural Society judges visiting the city on Wednesday 7 August 2013. They were taken on a four and a half hour tour which included Princes Street Gardens, the Royal Mile, the Grassmarket and other interesting locations managed by our Bloom partners such as the Pollock Halls of Residence (Edinburgh University), Holyrood Park and the Royal Botanic Garden. The judges also met with a number of

community representatives who help manage some of the parks and greenspaces in the city, including Duddingston Village Community Garden Group, Dr Neil's Garden, the Garden Partners Project and the Grassmarket Community Group.

- 2.5 A Bloom portfolio was compiled and delivered along with a 15 minute presentation providing the judges with further evidence of the wide range of activities and achievements taking place in Edinburgh throughout the "Bloom" year.
- 2.6 The Britain in Bloom awards ceremony took place on Saturday 12 October 2013; Edinburgh was crowned winner of the large city category, awarded a gold medal and received a special commendation for excellence in the Community Award category.
- 2.7 An extract from the judge's comments:

"Scotland's historic capital city welcomed the judges and gave us a memorable tour, meeting so many dedicated, well informed volunteers and professionals. So many highlights demonstrated the depth and quality of this beautiful city's Bloom campaign – from the horticultural expertise seen at the University campus, the Botanic Garden and Princes Street Gardens, to the range of community projects where volunteers and ably looking after open spaces, growing vegetables and improving the quality of life even right in the heart of the city centre with the community gardens. Edinburgh is a worthy winner of this challenging category and has done so in style."

3. Recommendations

1. It is recommended that the Transport and Environment Committee recognises Edinburgh's success in the Britain in Bloom Awards 2013.
2. That the Committee notes the opportunity for Edinburgh to go forward into the "Entente Florale Europe" stage of the competition.
3. Some formal recognition is made to the various partner organisations, community groups and volunteers who helped achieve this award for the city.

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Links

Coalition pledges	P48 Use Green Flag and other strategies to preserve our green spaces.
Council outcomes	CO17 Clean – Edinburgh’s streets and open spaces are clean and free of litter and graffiti. CO19 – Attractive Places and Well Maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards and maintenance of infrastructure and public realm. CO23 – Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community.
Single Outcome Agreement	SO4 – Edinburgh’s communities are safer and have improved physical and social fabric.
Appendices	N/A

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