

Newcastle under Lyme The Power of the Flower

**APSE presentation
January 18th 2018**

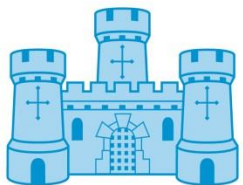
**Roger Tait
Simon Long
Jennet Hough**



Introduction from Roger Tait Head of Operations

- Britain in Bloom 1992 – where we were
- Britain in Bloom 2010 – time to change
- Recasting the team
- Engaging the community
- Rethinking the finance
- Diversifying the horticulture
- Britain in Bloom 2017 – national winners
- Britain in Bloom 2018 – the big challenge

Peoples perception of BIB



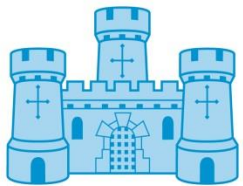
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National Judges at Queens Gardens August 2017

Why take part in BIB?

“Horticultural Achievement”

- **Impact** - Queens Gardens; ring road/town centre; full spring and summer bedding programme; baskets, containers and barrier troughs: pledge planting
- **Horticultural Practice** - Sustainable planting schemes extended; spring bulb mixes
- **Residential and Community** - Local competitions; gardens and allotments; schools and community groups
- **Business Areas** – Permanent planting schemes; bus station; supermarkets; sponsorship of the campaign; BID support.
- **Greenspaces** - Grosvenor Gardens; Brampton Park; highway verges and roundabouts; green flag awards



Why take part in BIB?

Environmental Responsibility

- **Conservation & biodiversity** – wildflower meadows, sustainable planting, local nature reserves, heritage orchard, Lyme Brook habitat improvements (return of the brown trout)
- **Resource management** – new recycling and waste service embedded; weekly recycling collections; recycling rate increasing.
- **Heritage** – Castle Motte; WW1 sculptures; Knights Templar; mining heritage; public art on ring road; subway murals; circus themed events (NuL is one of 6 cities of circus 2018)
- **Environmental Quality** – graffiti, fly posting, detritus and litter scores <5%; gum removal
- **Pride of Place** – street furniture; civic pride events; litter pledges; Purple Flag Award



Why take part in BIB?

Community Participation

Simon Long Community Dev. Officer

- **Development and Continuity** – Community Participation and Engagement Framework led by Community Development Officer to support ongoing community projects and encourage new groups
- **Communication & Education** -children's painting and poetry competitions; litter and recycling schools programme; web site and social media
- **Community Participation** – Community and Eco Forum; friends groups; residents associations; schools; churches; community payback; work experience students; Communities Day
- **Year Round Involvement** – winter tree, autumn bulb & spring wildflower scheme; >6500 volunteer hours
- **Funding and Support** – Sponsorship for local events, competitions and awards; planting assistance scheme; public art programme; S106 agreements

Sponsorship supports the Britain in Bloom campaign in terms of:

- The “In Bloom” spring launches;
- The Regional Judging Day/Awards Ceremony;
- Promotional material for the campaign;
- Prizes for the winners;
- Regeneration projects of town centre traffic islands;
- Community Planting Initiatives;
- The delivery of our Planting Assistance Scheme;
- Part-time salary of Coordinator;
- Eco schools Forum event;

Sponsorship Opportunities

- Back in 2010 there were Traffic Islands and Hanging Baskets;
- Now opportunities also comprise:
 - Flower beds;
 - Central reservations;
 - Ground Artwork;
 - Dog bins;
 - Sponsoring sites in parks;
 - Castle Tops signs;
 - Sponsorship of Community Events;

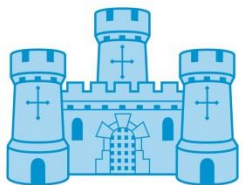
Sponsorship (Cash)

Financial Year	Amount of Businesses	Amount of Sites sponsored	Revenue
2011/2012	45	56	£35,896
2012/2013	46	59	£47,948
2013/2014	48	61	£50,493
2014/2015	56	64	£58,465
2015/2016	58	79	£66,001
2016/2017	63	82	£66,021



Sponsorship (Non-Cashable)

Financial Year	Non-Cashable Sponsorship
2013/2014	£4,128
2014/2015	£5,550
2015/2016	£7,816
2016/2017	£9,533



Costs of Britain in Bloom Campaign

£	2010	2011	2012	2013	2014	2015	2016
Cost of running BiB Campaign	23,538	34,600	33,330	37,575	29,585	29,189	38,046
Cash Income generated through Sponsorship	22,040	35,896	47,948	50,493	58,465	66,001	66,021
Surplus/Deficit at year end	-1498	+1296	+14,618	+12,918	+28,880	+36,812	+27,975



Sponsorship Signs with Castle Tops



Example of Ground Artwork in Queen's Gardens



Greening Grey Britain projects

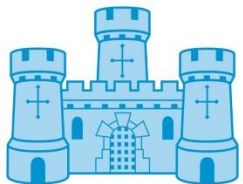


Italian Herb Garden and Brampton Wildlife Garden

“Flagship projects”

Jennet Hough Landscape Officer

- Town Centre ring road traffic circle refurbishment and improvements.
- 3 completed so far
- Community Artwork / Landmarks
- PM Training
- Sustainable planting/Invest to Save
- External funding



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Refurbishment of Nelson Place Traffic Island in 2015



Refurbishment of Pool Dam Traffic Island in 2016



Refurbishment of Knutton lane island 2017





Conclusions and any questions?

