



Grant Working Party 8 March 2011

Application for Funding in 2011/2012: Clare in Bloom

1. Background

- 1.1 On 7 December 2010, the Working Party recommended approval of a total grant fund for 'In Bloom' organisations of £2,925. This amount has subsequently been approved by the Cabinet and will be considered by full Council as part of the budget setting process on 1 March 2011.
- 1.2 At that Working Party meeting, Clare in Bloom was the only organisation to apply for funding and the officers had recommended that an 'In Bloom' grant of £2,925 be awarded to Clare (Report B363 refers.)
- 1.3 Members had expressed concern that funding awarded in the previous year had not been fully utilised and that there was a healthy balance retained in the bank account. There was concern whether a grant was in fact required for the 2011 Anglia in Bloom competition.
- 1.4 A decision on whether to recommend funding was therefore deferred until officers were able to clarify the situation with the Clare in Bloom Committee.

2. Current Situation

- 2.1 The officers have spoken at length to the Chairman of the Clare in Bloom Committee and to the Ward Member, Councillor Mrs Bone.
- 2.2 A new Chairman was elected three or four years ago and she has brought new ideas and strategy to the organisation.
- 2.3 Emanating from the discussions, it had transpired that in each year the Annual Accounts relating to Clare in Bloom are prepared as at the end of October in readiness for the Annual General Meeting in November. At that time substantial funds need to be held as the Committee has to order the flowers and plants for the summer planting in January and the winter plants in August. The financial year and the time frame for committing to buy plants are not contiguous. A commitment is made in the January before they have confirmation of their grant allocation from the Borough Council or the Parish Council, and other fund raising and sponsorship is not guaranteed.
- 2.4 The Committee raised £2,000 in both 2008 and 2010 by organising the Open Gardens in Clare, however it is not sustainable to hold the Opens Gardens each year. The next event of this kind is planned for 2012 based on 70% of the visitors

coming from within Clare. It is therefore a bi-annual event but it is their major fund raising event.

- 2.5 The income from the Open Gardens is spread over two years; they plan to raise additional funds in 2011 by having a plant stall at the village fete.
- 2.6 The income varies each year and the Committee works extremely hard to maintain the high standard achieved in the competition over many years.
- 2.7 The Ward Member is a founder member of Clare in Bloom and whilst no longer a committee member is a keen and active supporter of the Clare in Bloom campaign. She fully supports the approval of an 'In Bloom' grant to Clare.
- 2.8 Whilst the Clare Country Park entry into the Anglia in Bloom competition is not part of the Clare in Bloom mandate and they have no financial involvement with each other, the two entries certainly complement each other to create a very attractive setting. There is no doubt that this was instrumental in the Suffolk Association of Local Councils (SALC) awarding Clare the title of Suffolk Village of the Year 2010.
- 2.9 For ease of reference, details of the application, together with the Grant Scoring Matrix, which was originally attached as Appendix A to Report B363, is attached again as Appendix A to this Report.

3. Recommendation

- 3.1 It is **RECOMMENDED** that a grant of £2,925, as detailed in Appendix A to Report B497, be awarded to Clare in Bloom in 2011/2012.

For further information, please contact:-
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In Bloom Grant Funding 2011/2012**Name Clare in Bloom****Date 7 December 2010**

- Clare in Bloom has submitted an application for an 'In Bloom' grant to support their entry into the Anglia in Bloom competition for 2011 in the sum of £3,250.
- The organisation was set up over 20 years ago to encourage and enable all sections of the community to become involved and improve the environment in and around Clare.
- Clare has been very successful in the Anglia in Bloom competition over a number of years.
- In 2010 Clare again won a Silver Award in the Best Large Village category – 1,001 to 2,500 residents. The Clare Country Park came first in the Best Public Open Space category. Clare in Bloom contributed greatly to Clare winning the title Suffolk Village of the Year.
- It has an extremely active and enthusiastic committee who try to involve the whole community in making Clare an attractive place to live in and visit throughout the year. This includes not only the summer months for the In Bloom competition but also winter planting and displays. They encourage young people including the schools, cubs, scouts and the youth club to take an active role.
- The committee is very active in fund raising; these events include a Pumpkin Lantern competition, Scarecrow competitions, coffee mornings, Open Gardens and the sale of greetings cards. In addition collection boxes are kept in many local shops whilst businesses sponsor and give donations.
- The Borough Council has supported Clare in Bloom for a number of years.
Previous grants awarded:-

2010/2011	£3,250
2009/2010	£3,750
2008/2009	£3,750
2007/2008	£4,250
2006/2007	£5,400

Recommendation:

It is **RECOMMENDED** that a grant of £2,925 be awarded to Clare in Bloom subject to the completion of the Council's budget setting process.

Core Grants Scoring Matrix

Name Clare in Bloom

Date December 2010

Criteria	This application	Score
Grant Scheme	In Bloom Funding 2011 - 2012	N/A
Summary of Organisation Services	Assist with entry into the 2011 Anglia in Bloom competition	N/A
Amount requested	£3,250	N/A
Projected Annual Costs	£7,437	N/A
External Funding Sources	1 pt. = Up to 50% external funding 3 pts. = 50 to 75% external funding 5 pts = Over 75% external funding	2
Council's core Objectives	Section numbers that apply from Corporate Plan. 1 pt = Up to 5 and 3 pts = 6 to 11.	3
Risk to the Council	Low (1 pt.), Medium (3 pts.) or High (5pts.) Example of low priority is something that does not cause a loss of service by the Council.	3
Risk to the Bidder	Low (1 pt.), Medium (2 pts.) or High (3 pts.) An example of a high priority is the loss of a service which is important/vital to the community.	3
Community Impact	Low (1 pt.), Medium (3 pts.) or High (5 pts.) High priority will generate increased usage, increased social inclusion and benefit others.	3
Number of Beneficiaries	The number of people benefiting from the service whilst taking into account the importance of the organisation to the community.	2
Additional Information		N/A

Total Score 16 (Maximum score 24)