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26 April 2019

To: Members of the Wales in Bloom Sub-Committee

(Mayor (ex-officio) and Councillors M. Brooke, K. Davies, J.M. Johnson, S. Johnson, E.B. Palmer).

Dear Councillors,

Notice is given that a meeting of the **WALES IN BLOOM SUB-COMMITTEE** will be held in the **COUNCIL CHAMBER, COUNCIL OFFICES, BANK PLACE OFFICES, HOLYWELL** on Wednesday, 1 May 2019 at 11.00am to transact the business specified in the Agenda set out below.

Yours faithfully

J. Baker
Town Clerk & Financial Officer

AGENDA

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF INTEREST

Members are reminded that they must declare the existence and nature of their declared personal interests.

3. THE 2018 COMPETITIONS

Results and Judge's report attached.

4. OPERATIONAL AND FINANCIAL ARRANGEMENTS

Members to receive the attached report from the Clerk on the following matters:

- 4.1. 2018 financial position statement and 2019 budget

- 4.2. Supply of displays 2019 – acceptance of quotation(s)
- 4.3. Erection and watering of 2019 displays
- 4.4. Consider charge to traders for 2019 displays
- 4.5. Action plan for 2019

5. REVIEW & FUTURE DEVELOPMENT

Members to receive an update from the Clerk and Support Officer on the following matters:

- 5.1. Review of Bee Friendly Status/Seed Packs
- 5.2. Review of Competitions
- 5.3. Review Judge's Portfolio and Itinerary
- 5.4. Opportunities for Development and Enhancement of the 2019 entry
- 5.5. Community Volunteer – Clerk to Report



Cymru yn ei Blodau 2018 / Wales in Bloom

Name of entry: Hollywell Town Council	Judging Date: 10 th July 2018
Category: Class 4 Town	Judges: Richard Vero

Introduction (*introductory remarks from the judges*):

After receiving a warm welcome and an informative presentational insight by the Mayor of Hollywell and the Hollywell Town Councillor and Chair of the towns In Bloom committee, backed up with a concise 'In Bloom' portfolio, out lining the aspirations for the town, which was most enthusing for the Wales in Bloom judge, on his first ever visit to Hollywell Town.

It was evident from the outset of the days judging that there is a strong ethos and pride shown by the Town Council to provide the best possible service for the residents and visitors to the town of Hollywell.

Hollywell Town Council work closely with Flintshire County Council and other partners so as to provide services to promote an environment that encourages good health and wellbeing amongst its residents and visitors to the town.

The tour of Hollywell included visits to some of the towns beautiful parks and open spaces, the towns hospital, community gardens, local church, together with a primary school and guided tour of the town centre, where the judge met some very aspiring volunteers, business owners, residents and teachers all of which are striving to make Hollywell such an attractive place to live and visit.

The judge was impressed with the horticultural standards, community involvement and environment initiatives currently in place in Hollywell. The judge would like to congratulate everyone involved in nurturing the floral displays throughout Hollywell especially during this very long hot summer.

SECTION A – Horticultural Achievement

Assessing year-round horticultural achievement including conservation and natural areas.

		MAX	ACT.
A1.	<i>Impact – design, colours, appropriate choice of plants, special features, presentation, innovation</i>	20	15
A2.	<i>Horticultural practice – cultivation and maintenance, quality of plants, sustainability, new planting</i>	20	15

A3.	Residential and Community Gardening – <i>residential, communal areas, allotments, public buildings (grounds of churches, schools etc.), car parks</i>	20	16
A4.	Business Areas and Premises – <i>retail and shopping areas, leisure sites, transport terminals, car parks, farms, rural businesses, pubs, post offices, tourist areas/attractions, offices, estate agents etc.</i>	20	15
A5.	Green Spaces – <i>verges, parks and open public spaces</i>	20	16
TOTAL POINTS AWARDED FOR SECTION A <i>50% of maximum points</i>		100	77

Areas of Achievement:

- Floral hanging baskets, raised planters, tubs etc. decorations within the town centre were of a good standard.
- The visit to the school grounds at Ysgol Maes-y-Felin Primary School were of a very high standard, the children and teachers should be congratulated on the children's enthusiastic gardening achievements.
- The towns Memorial Garden situated within an enclosed wall offered newly planted flower beds laid out in a symmetrical design which will provide a colourful place to relax and reflect.
- The local Fron Park offered a mix of shrub and annual flower beds, wild flower meadow and a number of specimen trees of interest interwoven with areas of the park equipped for leisure activities.
- Panton Place has been adopted by the residents of this sheltered housing area where they have transformed what was a dull though fare into a colourful attractive walk way using hanging baskets, tubs and containers and ground level beds which were replanted with colourful plants that link the towns high street to the Memorial Gardens and Fron Park.

Areas for Development:

- Look to programme the planting out of flower beds within the town's parks as early as possible in the summer period to ensure establishment of annuals etc. for an extended floral display season. Have backup arrangements in place for any shortfall of annual plant numbers.

SECTION B – Environmental Responsibility

Assessing year-round activities improving environmental responsibility.

		MAX	ACT.
B1.	Conservation and biodiversity – <i>areas of natural habitat, wildlife and conservation sites</i>	10	7
B2.	Resource management – <i>recycling, minimising demand placed on natural resources and any harmful impact on the environment</i>	10	8
B3.	Local heritage – <i>management and development of local heritage and/or identity, inclusive of natural heritage</i>	10	8

B4.	Local environmental quality – <i>management of vacant premises and plots, litter, graffiti, fly-posting, dog fouling etc.</i>	10	7
B5.	Pride of place – <i>management of street furniture, signage, art in the landscape and hard landscaping</i>	10	8
TOTAL POINTS AWARDED FOR SECTION B <i>25% of maximum points</i>		50	38

Areas of Achievement:

- The introduction of the new 'Gateway' signs to the town will encourage an improved welcoming experience when approaching the tow.
- The Town Councils high recycling aspirations were evident when the judge was taken to the towns Recycling Centre which was being actively used by residents utilising the centre to deposit their waste. The Town is very close to achieving its 90% recycling targets. All recycled green waste is offered back to the town's residents after the composting process has been completed free of charge.
- The Heritage Lottery Funded visitor centre and associated museum and gardens at Greenfield Valley Heritage Park are a wonderful educational facility.
- Bee friendly planting displays within St Peters Church and Greenfield Valley Heritage Park, Ysgol Maes-Y-Feline Primary School etc.

Areas for Development:

- General cleanliness within some areas visited i.e. open spaces, along the public highway require work to maintain environmental stands. i.e. cleanliness, weeds.
- Continue to discourage dog fowling both on the public highway and the town's parks and open spaces.
- Maintain a close working partnership with the County Council to increase where required standards and frequencies of grounds maintenance within and around the town to provide a higher standard of maintenance and cleanliness.
- The aspiration for the Town Council to become an accredited 'Bee Friendly' council should be encouraged and supported.

SECTION C – Community Participation

Assessing year-round community participation

		MAX	ACT.
C1.	Development and continuity - <i>Development and sustainability of the local Bloom initiative and evidence of ongoing projects</i>	10	7
C2.	Communication and education – <i>community awareness and understanding, engagement with schools and young people and/or other community groups, press coverage, publicity materials</i>	10	6
C3.	Community participation – <i>engaging a wide range of people across all areas of the community</i>	10	7
C4.	Year-round involvement – <i>schedules of events and supporting</i>	10	6

	<i>evidence of year-round activity (primary evidence to be presented in 15 minute presentation)</i>		
C5.	<i>Funding and Support – initiatives to secure ongoing support for the local Bloom campaign including local business support</i>	10	7
TOTAL POINTS AWARDED FOR SECTION C <i>25% of maximum points</i>		50	33
Areas of Achievement: • The concise In Bloom portfolio outlines the Towns Councils commitment to the In Bloom initiatives. • The Town Councils working partnerships with local businesses in enhancing their environment is to be applauded. Additional business support in the town would certainly increase the floral displays in the town centre. • The all year round efforts by the council to promote the benefits of an In Bloom campaign. • The participation of the schools in the towns In Bloom competition continues to grow with gusto. • Business and local resident's participation in brightening up their environment should be congratulated. The town certainly looked colourful and inviting to walk around on the day of judging.			
Areas for Development: • Basingwerk Community Garden is a wonderful site where with additional support could see this garden become a productive garden all year round for future learning opportunities. • Increase communication opportunities to attract sponsorship and continue to raise awareness with residents, businesses, schools and other agencies so as to promote the environmental benefits an In Bloom campaign can bring to the town.			
GRAND TOTAL POINTS AWARDED		200 <i>(max.)</i>	148
MEDAL AWARDED		Silver	

HOLYWELL TOWN COUNCIL

Wales in Bloom Sub-Committee – 1 May 2019

1. Financial Position

	2017/18	2018/19
Expenditure	£	£
Entry Fee	0	150
Pottles Premier Plants Ltd - floral displays	2,007	1,988
Hartleys – floral displays including Tower Gardens	0	450
Erection/removal of baskets	500	500
Watering of plants	1,500	1,500
Plant feed	0	70
Brackets safety checks/maintenance	240	360
Maintenance/repairs - watering equipment	189	193
3 tiered units in Tower Gardens & New Baskets/Brackets	0	1,209
Schools competition	200	200
Dinner/awards ceremony	60	30
Presentation shields/prizes	12	93
Sub-Total	4,708	6,743
Less Contributions		
Town Centre Traders	0	302
Flintshire County Council (Watering at Panton Place)	257	0
Grand Total (* Net Cost of Scheme)	4,451	6,441

*excluding Members' travel costs in attending awards ceremony, covered under separate budget headings.

The budget for 2018/19 was £6,000.

The budget for 2019/20 is set at £6,140.

2. Display Information

Estimated Number of Displays	Quantity
Baskets (inc. 10 Panton Place)	98
Troughs	9
Lamppost Baskets	8 sets (2 per set)
Outlying Shopping Parades	10

In addition, some traders provide their own displays. (e.g. Market Cross, High Street).

3. Quotations

The main supplier of baskets and troughs this year is Pottles Premier Plants Ltd of Gorsedd. The unit costs are as follows:

	£
Lamppost Baskets	14.50
Large Troughs	18.00
Small Troughs	14.00
Self-watering type plastic baskets	16.25
Heavy Duty Ties	9.00

This arrangement has been market tested in previous years and Pottles have agreed to retain their pricing as shown above, as were charged for the last 4 years. This would enable early preparation for delivery around the middle of June. Accordingly, the Clerk authorised Pottles to go ahead with the work.

Note – the extra baskets in the shopping parades and the 2 three-tier planters for Tower Gardens will continue to be arranged by Hartleys of Holywell. (£16.00 per basket and £55.00 per three-tier planter).

Sub-Committee is requested to approve the Clerk's action.

4. Erection/Removal of Baskets and Troughs

Last year's assistant Mr Geoff Evans of Holywell, has been approached to do the work for the same total fee (£500) that was paid last year. He will then arrange assistance as necessary. There may be other applicants for members to consider.

Sub-Committee is requested to approve the appointment for this year's arrangements.

5. Watering Service

Last year's assistant Mr Geoff Evans of Holywell, has once again been approached to do the work for the approved sum of £500 a month. The contract period usually runs for between 12 and 16 weeks depending on weather conditions. Back up support has been arranged through Nigel Seaburg (FCC Streetscene) in the event of unforeseen circumstances. There may be other applicants for members to consider.

Sub-Committee is requested to approve the appointment for this year's arrangements.

6. Charges to Traders

The amounts charged for 2018/19 were as shown in the table below. The total income derived from the trader contributions last year was £302.

	£
Baskets (filled with plants)	18.00
Troughs (filled with plants)	16.00

Sub-Committee is requested to determine this year's charges, if any, to traders.

7. Timetable

This year's timetable is set out below for information:

Date	Details
Friday 22nd March	Wales in Bloom Launch Event, Bodnant Gardens
Wednesday 1st May	Wales in Bloom Sub-Committee
Friday 3rd May	Closing Date for Main Campaign entries
Mid-June	Baskets erected in town centre
Late June	Mayor to judge Holywell Town Council local schools, best private garden and best town centre planter competitions
Early July	Judging of Holywell Town Council Wales In Bloom entry
Mid-September	Awards Ceremony Venue tbc

Chairman to consider attending the awards ceremony.

8. Action Plan

The following are actions/issues which Members may wish to endorse for inclusion, or to change/add to, in addition to those places such as St. Winefride's Holy Well, Greenfield Valley, the Recycling Centre (including soil conditioner collection service) and the 'flagship' Fron Park which are referred to annually as standard items:-

- Ensure that appropriate publicity arrangements are continued, including via the Town Council's website and social media.
- During presentation tour with the Wales in Bloom National Judge, refer to the Basingwerk Community Garden Project (now well established) / Community Garden at the corner of Crossroads and at the Holywell Community Hospital, as well as the

workings of Flintshire County Council's Streetscene initiative, the Town Council's Schools Project Competition and meet up with some of those involved en route.

- Refer to the recent enhancements approved by members such as the extra basket displays and the three-tier planter units, and the competitions this year such as the best private garden and the best town centre planter.
- Town Centre Regeneration Scheme including the High Street, link to Greenfield Valley, cycle paths
- Continue close working arrangements with the County Council in respect of matters arising from the Judges' 2018 reports.
- Highlight additional displays for example those private ones outside The Market Cross on the High Street.
- Tidy up areas adjoining Tesco and Lidl.
- Control of Dogs measures including new legislation.
- Town Centre Free Events and Walkers are Welcome.
- Arrangements to maintain annual contribution from Flintshire CC towards watering of floral displays at Panton Place and support from local business community with the planters on the high street.
- Additional items at Fron Park - 50th Anniversary of Wales in Bloom commemorated with a small 'golden display' and plaque.

J. Baker
Town Clerk
26/04/19