



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Belfast in Bloom Awards
Date:	16 January 2014
Reporting Officer:	Rose Crozier, Assistant Director of Parks and Leisure
Contact Officer:	Ricky Rice and Philip Doherty, Parks and Leisure Officers

1.	Relevant Background Information
	<p>Belfast in Bloom project has been in existence since 1994 with the objective of making the City of Belfast a cleaner and more attractive city, to encourage inward investment and increase tourism. Belfast in Bloom falls within the wider Ulster in Bloom initiative which involves all councils. While a considerable emphasis is placed on flower towers and hanging baskets, the project's aims are wider and look at improving the landscape generally across the City of Belfast.</p> <p>There are over 600 units of hanging baskets and flower towers throughout the City. The Parks and Leisure Department has a number of partners who support the project which include Department of Social Development and Belfast City Centre Management and over 50 businesses across the city. This year the project generated income of £35,000</p> <p>Competitions are organised for the commercial and community sectors with categories for the following;</p> <ul style="list-style-type: none">Hanging BasketWindow BoxFront GardenCommunity StreetHotelPublic HouseRestaurantCommercial StreetCommercial Premises <p>With the recent introduction of community gardens across the City a new category of best Community Garden has been added.</p>

	Each year the Belfast in Bloom competition is marked by an event for the winners of each category both community and commercial. During the event the winners will be awarded a framed certificate and a plaque. This event will celebrate the success of 2013 and provide an opportunity to launch the 2014 Belfast in Bloom project.
--	--

2.	Key Issues
	The Parks and Leisure Department's Belfast in Bloom initiative is a major project for improving the City and contributes significantly towards meeting Belfast City Council's vision of ensuring that the Council takes a lead role in improving quality of life, now and for future generations, for the people of Belfast by making the city and it's neighbourhoods better places to live in, work in, study and visit.

3.	Resource Implications
	Human Resources. There are no Human Resources issues other than Officer time. Financial Resources The awards ceremony will cost approximately £3,500 and will be funded from the Belfast in Bloom revenue budget.

4.	Equality Implications
	There are no equality issues.

5.	Recommendations
	Committee is requested to grant permission for the awards ceremony.

6.	Decision Tracking
	Ricky Rice, City Parks Manager.

7.	Key to Abbreviations
	None

8.	Documents Attached
	None