

PLANTING FOR PARTNERSHIPS

PROJECT TITLE

Local stakeholders horticulture project

PROJECT CONCEPT

Working with group(s) of young people to transform a chosen space (or spaces) through design, planting and landscaping

PROJECT APPLICATION

This project has the flexibility to adapt to specific budgets or specific local requirements in relation to target groups. At its most complicated, it can be delivered in high profile public spaces in a town centre with multiple sites, groups and partners. At a simple level, it could be delivered on a private site such as a school or commercial estate with one group of individuals.

REASONS WHY YOU MIGHT UTILISE THIS PROJECT

Traditional local authority seasonal planting is delivered in the form of hanging baskets or bedding plants. Both have a significant resource implication in terms of watering and maintenance; *this project could create a new lease of life to "old" schemes and provide much-needed good PR for a local authority and its maintenance teams.*

Britain in Bloom, and its localised derivatives, is an established method of judging planting schemes. However, the usual mechanics of delivery struggle to successfully engage either the local community or the local business community; *this project will engage these two groups in a way that provides significant mutual benefit and potential long term partnership. This project has a proven track record of building long-term sustainable relationships with local businesses, police, community groups and local authorities. An added value benefit of this project is the sense of ownership gained by the community and the resulting self-policing which comes as a result of such empowerment.*



Many Business Improvement District companies have made a commitment to add value to existing local authority planting schemes and are seeking innovative and creative ways of meeting these commitments; *this project provides an off-the-shelf solution that delivers an obvious additional element to local authority mainstream spending – satisfying businesses that their levy contribution is being spent wisely.*

Young people are often under-valued and stigmatised for their perceived anti-social behaviour; *this project provides a great opportunity for young people to publicly showcase their talents and commitment to creative work that includes physical activity. This project can give accredited training to young people if it is conducted in partnership with a recognised training body i.e. Prince's Trust, National Trust or BTCV.*

Some young people (and other marginalised groups) do not fit the mainstream academic social structure. However, they have significant skills in other areas such as creative talents, manual skills or leadership qualities; *this project provides an outlet for these skills and an opportunity for these young people to increase their self-esteem at the same time.*

FAQs

Has this project any relevance to strategic and operational objectives of local authorities or other organisations?

Yes. This project can primarily benefit stretch targets in LAA agreements, agreed between local authorities and their partners or it can contribute towards corporate social responsibility plans of commercial organisations. Its relevance is equally strong for voluntary organisations and those with a children and young people priority. As an example, this project...

- addresses in a creative and sustainable way the requirement for soft landscaping/planting in corporate business plans
- is an innovative way to engage with hard-to-reach young people
- is a proven and innovative way to reinforce/create self-esteem for vulnerable young people (or specific groups of any age)
- addresses the environmental agenda
- creates a sense of civic pride and ownership of (public) space
- is a truly inclusive, non-patronising community project



If we needed to demonstrate definitive project outputs, outcomes and milestones to satisfy partner organisations and funding partners, does this project deliver these?

Yes. The project has previously been successfully delivered through the Heritage Lottery Fund with stringent funding criteria. Here are some example quantitative headings...

- Numbers of young people engaged in the project
- Number of days training equivalent
- Match-funding through commercial sponsorship
- Match-funding through competitive funding programmes
- Accredited training

Here are some example qualitative headings...

- Rise in self-esteem of vulnerable young people
- Engagement with hard-to-reach groups
- Partnership work with young people and local commercial organisations
- Media engagement
- Participants gain a strong sense of ownership of a public space

What are the funding implications of such a project?

This project requires funding for...

- project management
- materials budget for chosen scheme (that can be subsidised by commercial or in-kind sponsorship)
- on-going maintenance, decommissioning or an annual/bi-annual repeat of the project
- end of project presentation and review event

As stated it can be adapted to suit project budgets and local objectives. Some suggested sources of funding include the following:

- Young Roots Programme (Heritage Lottery Fund)
- Commercial Sponsorship
- Local Authority sponsorship
- In-kind support