



REPORT TO:	BOSTON TOWN AREA COMMITTEE
DATE:	1 JUNE 2023
SUBJECT:	TOWN CENTRE FLORAL DISPLAY
PURPOSE:	TO INCREASE THE FLORAL DISPLAYS WITHIN THE TOWN CENTRE TO ENHANCE ITS VISUAL IMPACT FOR RESIDENTS AND VISITORS TO BOSTON
KEY DECISION:	N/A
PORTFOLIO HOLDER:	CLLR DALE BROUGHTON, DEPUTY LEADER AND TOWN CENTRE PORTFOLIO HOLDER
REPORT OF:	JOHN LEACH – DEPUTY CHIEF EXECUTIVE (COMMUNITIES)
REPORT AUTHOR:	VICTORIA BURGESS, ASSISTANT DIRECTOR NEIGHBOURHOODS
WARD(S) AFFECTED:	TOWN CENTRE WARDS
EXEMPT REPORT?	NO

SUMMARY

This report asks Boston Town Area Committee (BTAC) to consider making available for this year £8,000 of funding for additional floral displays to be placed in Boston's town centre over the summer. It is recommended that whilst working alongside the Boston in Bloom Partnership eight tiered planters are placed in the Market Place, subject to permission from Lincolnshire County Council.

These tiered planters will provide an immediate floral impact, building on the Council's existing annual bedding programme, making the town centre more attractive for residents and visitors to the area. The intention is to help support a vibrant town centre economy by further demonstrating what a wonderful space the market place/town centre is. It is intended that should this be supported and seen to be successful, in future years sponsorship and other ways to fund an uplift in the town's floral displays will be explored.

RECOMMENDATIONS

To approve funding of £8,000 for additional floral displays in Boston's Market Place.

REASONS FOR RECOMMENDATIONS

To improve the appearance of the Market Place for visitors and residents.

OTHER OPTIONS CONSIDERED

Continue with the annual programme of summer bedding, with no additional floral displays.

1. BACKGROUND

- 1.1** The Council's annual summer bedding programme provides annual bedding plants for 65 barrier baskets at the War Memorial, Artillery Row, Bargate Green and the Cattle Market Car Park, with around 36 hanging baskets throughout the town centre including Market Place, West Street, Straight Bargate, Wide Bargate. Annual bedding is also planted in Central Park, St Botolphs Church, and the Bus Station.
- 1.2** In 2022 additional planters were installed in Bargate and around the Cattle Market Car Park to provide a welcome to visitors coming into the town, and these have been included in the Council's annual bedding programme.
- 1.3** The Council works closely with the Boston in Bloom Partnership, whose volunteers plant containers around the Market Place, in Wide Bargate, and Straight Bargate, and there are additional schemes in Pescod Square, Central Park, and around the Railway Station. The Boston in Bloom Partnership has been successful in achieving successive gold awards for their planting displays for the last seven years.

2. REPORT

- 2.1** The main shopping area in Boston is in and around the Market Place. This report proposes an additional eight tiered planters that can be positioned through the Market Place to provide an immediate floral impact in the town centre area with the highest footfall. This proposal is to help boost and further support the local town centre economy by demonstrating what a wonderful space the Market Place/town centre is, thereby encouraging people to stay, shop and enjoy the town's local hospitality offer.
- 2.2** This report asks BTAC to consider funding these additional planters for summer 2023, whilst their impact on the town centre is monitored, to inform the Council's annual bedding programme for subsequent years. These are tiered floral planters and cost £995 each to hire.
- 2.3** Most of the area in the Market Place is owned by Lincolnshire County Council, and it is important that the placement of any structures in the Market Place does not impede vehicles or pedestrians. LCC has been approached for permission to place additional planters within this area.

- 2.4** It is important that any floral displays work with the programme for Boston in Bloom, to support and enhance the Boston in Bloom Partnership efforts to make Boston look attractive. The Boston in Bloom Partnership therefore will be consulted to ensure that this additional planting scheme complements their existing plans.

3. CONCLUSION

- 3.1** Placing eight tiered floral planters within the Market Place will provide an immediate visual impact in the town centre area for residents and visitors and will support for this year the annual offer provided by the Council, supporting the Boston in Bloom Partnership.
- 3.2** Should the additional floral displays in the market place prove to be successful it will be important for BTAC/the Council to consider with the Boston in Bloom Partnership and other interested parties how funding might be sort to sustain future displays. For example, opportunities for sponsorship etc.

EXPECTED BENEFITS TO THE PARTNERSHIP

IMPLICATIONS

SOUTH AND EAST LINCOLNSHIRE COUNCILS PARTNERSHIP

None

CORPORATE PRIORITIES

Priority 1 - People Focused. Increase the promotion of Boston as a visitor destination and improve its public spaces.

STAFFING

None

CONSTITUTIONAL AND LEGAL IMPLICATIONS

None

DATA PROTECTION

None

FINANCIAL

Funding of £8,000 is requested from BTAC to meet the cost of hiring the additional floral displays (8 x £995). This amount is available from within the BTAC reserve.

RISK MANAGEMENT

None

STAKEHOLDER / CONSULTATION / TIMESCALES

The Chair of the Boston in Bloom Committee will be consulted before an order is placed to ensure this initiative supports their existing programme.

Lincolnshire County Council is being consulted to provide permission for the placement of floral displays on County Council owned land.

REPUTATION

Investing in floral improvements to the town will have a positive effect on the Council's reputation.

CONTRACTS

None

CRIME AND DISORDER

Improving the attractiveness of an area has a positive impact on antisocial behaviour.

EQUALITY AND DIVERSITY/ HUMAN RIGHTS/ SAFEGUARDING

None

HEALTH AND WELL BEING

None

CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

None

LINKS TO 12 MISSIONS IN THE LEVELLING UP WHITE PAPER

MISSIONS	
This paper contributes to the follow Missions outlined in the Government's Levelling Up White paper.	
Pride in Place	By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing.

ACRONYMS

LCC – Lincolnshire County Council

APPENDICES

None

BACKGROUND PAPERS

No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report.

CHRONOLOGICAL HISTORY OF THIS REPORT

A report on this item has not been previously considered by a Council body.

REPORT APPROVAL

Report author:	Victoria Burgess Victoria.burgess@e-lindsey.gov.uk
Signed off by:	John Leach john.leach@boston.gov.uk
Approved for publication:	Name of Councillor (if required)

FINANCE PROFORMA

PROFORMA FOR APPROVAL OF THE RELEASE OF RESOURCES

(CAPITAL AND REVENUE BUDGETS)

FROM: VICTORIA BURGESS

THIS PROFORMA PROVIDES THE FINANCIAL IMPLICATIONS
IN RESPECT OF THE ATTACHED

REPORT: Floral Display BTAC

REPORT DATE: 1st June 2023

OPTION 1	£ Year 1 2020/21	£ Year 2 2021/22	£ Year 3 2022/23	£ Year 4 2023/24	£ Year 5 2024/25
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Revenue
n/a

Total Revenue Cost

0

Funding required:

Total capital cost £8,000

Considered by:

BTAC

Date:

1st June
2023

Revenue cost £

Financial Services Comments

Risk

Procurement

Value for Money Efficiency

This FP is valid for 3 months from FP date	If this FP is no longer required please advise Finance	If there are changes to the original report it may invalidate this document, it must be reviewed by Finance.