

Committee:	Date:
The City Bridge Trust Committee	25 September 2014
Subject: Strategic Initiative – Growing Localities Awards 2014-15	Public
Report of: Chief Grants Officer	For Decision
Summary	
<p>This report requests funding to commission the consultancy, Lemos and Crane, to run the Growing Localities Awards for a third year, as a Strategic Initiative.</p> <p>Recommendation</p> <p>Members are asked to:</p> <ul style="list-style-type: none"> • Approve a Strategic Initiative of £32,200 to commission Lemos and Crane to run the Growing Localities Awards 2014-15. 	

Main Report

Background

1. In May 2012, you launched the Growing Localities grants initiative, a one-off programme for which an additional £2 million was added to your grants budget, in order to mark the occasion of Her Majesty The Queen's Diamond Jubilee.
2. The programme had two main themes: The 'Growing and Greening' strand encouraged communities to come together to improve their green spaces, grow food, keep bees etc whilst the 'Horticultural Work Training' component funded organisations providing accredited horticultural work training to young people not in education employment or training and to vulnerable adults.
3. During 2012/13 you commissioned Lemos and Crane to run your first Growing Localities Awards. The scheme rewarded 'green' projects across a variety of categories and celebrated the positive contribution that engagement with the environment has on people's well-being

Growing Localities Awards 2012-13

4. Over 100 entries were received across five categories, with a winner, runner up and highly commended being selected for each category. An awards ceremony took place at a highly successful event in April 2013 at the Barbican.

5. An edition of 'The Knowledge - learning from London' was produced to showcase those short listed and to highlight the important part that engagement with nature has in fostering health and well-being.

Growing Localities Awards 2013-14

6. Following the success of this initiative, you commissioned Lemos and Crane to run the awards for a second time during 2013-14. This time, over 160 applications were received, an indication that the Growing Localities 'brand' has gained currency at a time when interest in growing and greening amongst London's communities is increasing. The last awards ceremony was held at St Luke's Community Centre in May 2014 and was another highly successful occasion. The winners were again showcased in an edition of The Knowledge.
7. Entries came from a huge range of organisations, large and small, including projects working with children and young people, older people, adults with learning disabilities, people with learning disabilities and children and families.
8. The overall winner was The Edible Bus Stop which aims to transform neglected public sites into valuable community growing spaces. Transforming grey urban space, the gardens provide somewhere for people to come together for the good of the neighbourhood and to get to know one another. It planned to use the £1,000 prize money towards the development of its latest garden project at Crystal Palace bus station.

Growing Localities Awards 2014/15

9. It is proposed to commission Lemos and Crane to run the awards for a third year. If you approve funding today, the Awards will be promoted amongst a wide range of organisations, including schools, homelessness agencies, residential care homes, schools, prisons, health organisations, hospices and faith groups, to name but a few.
10. A cash prize of £1,000 will be awarded to the overall winner with three runners-up each being awarded £500. The winners must use their prize money for the benefit of their organisation.
11. It is proposed that an edition of The Knowledge is produced again, to complement the Awards, showcase the work of the winners and to reinforce the message that engagement with nature brings great health benefits and fosters social cohesion.

Cost

12. The proposed costs are in line with previous years and are set out in the table below:

Item	Cost £
Preparation for the Awards, including updating of database, promotion and administration of the Awards.	10,500
Reviewing entries	6,000
Prizes	2,500
Production of The Knowledge, including writing copy, liaison with designers, proofing, editing and promotion of The Knowledge.	11,700
Preparation for the Awards event	1,500
Total	£32,200

Conclusion

13. The Awards have grown in popularity since their inception and have helped to establish the Growing Localities brand.
14. The Awards provide a great opportunity to celebrate some of the best greening and growing projects in the capital whilst at the same time providing a platform to communicate the important role of environmental projects in bringing communities together and in fostering a sense of improved well-being.

Jenny Field

Deputy Chief Grants Officer

T: 020 7332 3715

E: jenny.field@cityoflondon.gov.uk