

GRANT APPLICATION 2017/18 – ASSESSMENT AND RECOMMENDATION

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| Priority Corporate Outcomes | <p>To support people who need help to maintain their independence and lead active lives, especially older people and people with disabilities</p> <p>To offer personalized support to enable young people who are most at risk of not achieving their potential to develop skills; acquire knowledge; and make a positive transition into adulthood</p> <p>To increase recycling and minimize waste</p> | | | |
| Organisation | THE FLOWER BANK | <table border="1"> <tr> <td style="background-color: #cccccc;">ref</td> </tr> <tr> <td>149/C/CTY</td> </tr> </table> | ref | 149/C/CTY |
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| Address | 7 Middle Road, East Barnet | | | |

Corporate policy, aims and objectives

The council is committed to helping people to be independent and live active lives, recognizing that some people need more support than others to achieve this. The transformation of adult health and social care set out in the Care Act 2014, the Commissioning Plan for Adults & Communities, 2015-20, and the Barnet Ageing Well Programme place emphasis on preventative services; building resilience in individuals; and individual well-being.

The Corporate Plan, 2015-20, and the Children and Young People's Plan, 2016-20, reflect a focus on improving outcomes for Barnet's younger population, creating the conditions for children and young people to be kept safe, active and healthy and to develop skills and acquire knowledge to achieve their full potential and lead successful adult lives. Support is especially targeted at young people aged 16 to 24 who are not in education, employment or training. Strategic objectives of the Youth & Family Support Service include commissioning, supporting and enabling the voluntary and community sector to develop a wide range of provision and building capacity for vulnerable young people to engage in positive extra-curricular activities.

The promotion of recycling and waste minimization are strategic corporate objectives.

Activities / proposal

The Flower Bank (TFB) is an unincorporated association formed in 2016 to reduce flower and foliage wastage in supermarkets and recycle such materials for the benefit of older people in residential care homes; nursing, respite and dementia care settings; and voluntary and community facilities. Piloted, with the help of young offenders, in Haringey, where it continues to operate, the project's work in Barnet, begun last summer, involves the collection of previously discarded end-of-code flowers, plants and foliage from two chains of supermarkets in N12, N13 and Elstree, which are arranged into floral displays or planted bowls and delivered to Friend-in-Need Community Centre and Goodwin Court, socially affordable housing for elderly people, in East Barnet and Lady Sarah Cohen House (nursing and dementia care for the Jewish community) and Curtis Family Centre in N11.

TFB also runs a bi-monthly gardening club for Goodwin Court residents, and at Friend-in-Need Community Centre and East Barnet Church, using donated bedding plants and shrubs.

This application seeks help to scale up and expand the project in Barnet in response to demand and multiple new offers of donated flowers, not only by supermarkets but also by a company that supplies floral displays to firms and enterprises in the City of London, which has said that TFB may have all the displays that it replaces each week. The increase in quality that this will engender will enable the group to branch out and offer and supply wreaths and flowers for funerals, targeting families who are financially challenged.

Following discussions with Barnet Youth Offending Service, TFB is proposing to develop its core work through the involvement of young offenders, replicating the scheme in Haringey, for whom it will offer one-to-one reparation sessions for a 20-strong cohort each year, teaching floristry and horticultural skills by qualified practitioners, support that will embrace the gardening clubs as well as production of the arranged and planted designs.

An accredited training scheme for young people, including participants in the Duke of Edinburgh's Award Scheme and work experience students, is a planned new initiative.

The number of gardening clubs in Barnet is to be increased, drawing on the anecdotal evidence of the benefits of gardening as a form of outdoor exercise for older people, as therapy, such as for people who are recovering from a stroke, and as mental stimulation for people with dementia and other mental health problems. New clubs are to commence initially in three care homes in Barnet run by the Freemantle Trust and at Lady Sarah Cohen House, whilst a project specifically for dementia sufferers using recycled materials from supermarkets, successful trialed in 2017, is to be rolled out at various dementia settings.

There are also plans to extend activities to allotment sites, promoting new composting initiatives, such as using coffee grounds that TFB collects from coffee bars, another of its recycling activities, and seed exchange schemes.

The Children's Service's Youth & Family Support Service supports the project, both as a constructive addition to existing reparation programmes for young offenders and in complementing the provision of positive extra-curricular activities for young people.

The Waste Intelligence Team in Street Scene is equally supportive in the context of how it contributes to recycling and reducing waste and the social value that it espouses.

The application is strengthened by evidence of successful outcomes from the project in Haringey, both in relation to young offenders and older people, including those with dementia, and how the project has captured the imagination of supermarkets, which signify their full support of it, reducing their waste imprint.

Cost and financial need

TFB was originally launched single-handedly by its founder, who continues to defray some of the costs of service delivery in Haringey and a bigger proportion of the same in Barnet, signifying her passion and commitment for the project, an unsustainable practice, however, not least given the plans to expand and develop it. Donations are collected in her private car and floral displays and designs made up at her home. A one-off grant of £5,000 last year by Un Ltd, a charitable trust supporting social entrepreneurs, was used to create a website; for publicity; and towards service delivery in Haringey, which included capacity-building to work with young offenders there. The group is in the process of preparing accounts at the end of its first year of operations as a constituted body with a management committee.

A grant of £10,000 is sought to facilitate the expansion and developments in Barnet. The budget presented (totalling £9,995) includes £3,650 to recruit, train and support a team of volunteers to deliver services; £2,500 to purchase a second-hand van for collections and deliveries; and £800 to hire premises that are now needed both to deal with the significant increase in donated materials and to work with young offenders. Publicity and further development of the website to promote the new funeral wreaths and design service and to enable 'pay pal' donations is estimated to cost £1,500. The remainder of the budget is made up of core costs that are not directly linked to roll out of the new proposals.

The grant recommended, taking account of the eligible costs identified (£8,450), factors in estimated revenue of £1,800 from charges to care homes and older people's settings for delivery of the gardening clubs, income that is excluded from the budget.

TFB's sustainability revolves around a proposal to convert it into a social enterprise, focused particularly on the sale of funeral wreaths and designs and DIY wedding workshops; the sale of advertising space on its website; and the introduction of gardening classes for the public. TFB acknowledges the added scope that expansion will give to fundraising. Opportunities may also exist to gain added traction in working with young offenders and young people in general through collaboration with the Youth & Family Support Service.

Grant recommendation, type and conditions

£6,650

Start-up grant

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One-off grant

Special conditions:

Payment of the award should be made subject to (a) agreement of an implementation plan, to include targets and milestones for monitoring purposes, for the expansion of work in Barnet; (b) validation of the group's management and recruitment procedures against Barnet's multi-agency standards for safeguarding the care of vulnerable adults and young people; and (c) the receipt of quarterly progress reports and an undertaking to provide an evaluation of the project at the end of twelve months.

Target grant outcomes

(a) To improve the quality of life, health and well-being of older people, especially those with dementia; (b) to enhance and expand opportunities for vulnerable young people to engage in positive activities in support of restorative justice, the acquisition of life skills and the transition to adulthood; and (c) to promote and grow recycling and waste minimization.

Date: February 2018