

**NOTICE OF MOTION****CITY IN BLOOM BRIGHTON & HOVE**

“This Council believes that a visually attractive and well looked after Brighton & Hove not only benefits the local economy by increasing visitor numbers, but also helps to make the city’s residents feel proud of where they live.

This Council recognises the priority that the previous Administration gave to maintaining and improving the city’s parks, gardens and general street scene through measures such as planting additional flowerbeds, decorating vacant shop fronts, cracking down on graffiti and removing estate agents boards from central Conservation Areas. Furthermore, this Council agrees that this level of investment in the city’s appearance will be more important than ever in 2012, when the city will host the Olympic Torch and the Queen will celebrate her Diamond Jubilee.

Therefore, this Council notes with grave concern the decision by the current Administration to review its funding for the City in Bloom project. City in Bloom, which has enjoyed the support of the previous two Administrations, brings together volunteers, community gardeners and businesses from across Brighton & Hove, with one aim – to make the city a more attractive place in which to live, work and visit.

This Council agrees that the £30,000 spent funding City in Bloom is far outweighed by the economic benefit it brings to the city and the civic pride that it engenders amongst local communities. Furthermore, the knock-on effects of withdrawing the funding could include cancellation of the city’s hanging baskets contract and turfing over of flower beds in the city’s parks and gardens.

Therefore, this Council urges the Cabinet to rule out any cuts to City in Bloom when putting forward its budget proposals for 2012/13.”

