

Report for: INFORMATION



Contains Confidential or Exempt Information	NO
Title	Bright Idea Competition Winners 2015/16
Responsible Officer(s)	Russell O'Keefe
Contact officer, job title and phone number	Strategic Director Corporate and Community Services 01628 79 6222
Member reporting	Cllr. Claire Stretton Principal Member for Culture and Communities
For Consideration By	Big Society Panel
Date to be Considered	24 March 2016
Implementation Date if Not Called In	NA
Affected Wards	All

REPORT SUMMARY

1. The report updates members on the outcome of the 2015/16 Bright Ideas competition and outlines the process whereby shortlisted entries were evaluated and the final outcome determined.
2. Appendix A (attached) provides further information about the winning and runner up entries
3. It recommends that members note and comment on the report. .
4. These recommendations are being made to deliver the Council's Big Society objectives: residents more involved in their communities and residents better able to shape council policy and delivery.
5. There are no financial implications for the budget as the cost of implementing the winning projects can be contained within the previously agreed budget.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
The Challenge prize is intended to bring forward innovative solutions to specific problems identified by local people as important to them. It gives Residents the	Vary in respect of individual projects.

opportunity to nominate important issues and to come forward with proposed solutions.	
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1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That the Big Society Panel should note and comment on the report.

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

2.1 The recommendation will ensure that Members are updated on the manifesto commitment to fund a Bright Idea competition.

Option	Comments
Members receive an update on the 2015/ 16 and comment on the report and any changes they would like to see for 2016/17.	This is the recommended option.
Members do not receive an update or consider implications for the following year's competition.	This is not the recommended option.

3. KEY IMPLICATIONS

3.1 The success of the programme will be measured by the number of winning and runner up projects that are delivered on time and to budget and meet residents' expectations. The target of delivering all of the winning and runner up projects could be exceeded if some of the projects that were shortlisted but not selected as a winner/ runner up could also be delivered.

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Number of projects delivered	3 or less	4	5	6	31 March 2017

4. FINANCIAL DETAILS

Financial impact on the budget

	2015/16	2016/17	2017/18
	Revenue £20,000	Revenue £20,000	Revenue £20,000
Addition	£0	£0	£0
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

The Bright Idea Competition is funded from an annual £20,000 Challenge Fund within the Community Partnership Team's Revenue Budget.

Members have requested that the Personalised Shopping Bag project should be delivered from the Green Redeem Budget.

The cost of delivering the winning and runner up projects can be contained within the identified budgets.

5. LEGAL IMPLICATIONS

- 5.1 The Council has the powers to carry out this function under Section 1 of the Localism Act 2011, General Power of Competence.

6. VALUE FOR MONEY

- 6.1 The Bright Idea competition can be considered good value for money because, for relatively small sums of money it delivers innovative projects with a high public profile to address priorities identified by residents and encourage residents to actively participate in their communities.

7. SUSTAINABILITY IMPACT APPRAISAL

- 7.1 The Ambassadors chosen for this year's competition are Roz Savage who rowed solo across three oceans to raise awareness of environmental issues and her partner Howard Lack, Chief Executive of the Environmental Charity, Plastic Oceans; together they have actively campaigned to highlight environmental issues and free the world's oceans of plastic waste.
- 7.2 The winning and runner up projects are in their different ways concerned with the environment:
- Community allotments encourage local food production reducing the distance food travels and consequent pollution.
 - Erection of a swift tower will impact the conservation of a threatened bird species and support bio diversity.
 - Personalised shopping bags are intended to encourage use of re-usable shopping bags and reduce reliance on plastic bags.

8. RISK MANAGEMENT

Risks	Uncontrolled Risk	Controls	Controlled Risk
The chosen projects fail to be delivered.	MEDIUM	<p>The evaluation process was extended to allow thorough evaluation of the shortlisted projects and ensure they are deliverable before the winners/ runners up were announced.</p> <p>Project plans will be prepared and monitored for each project using Agile project methodology..</p>	LOW

9. LINKS TO STRATEGIC OBJECTIVES

- 9.1 The Bright Idea competition has the potential to contribute to any or all of the Council's Strategic priorities. It specifically relates to the priority of putting Residents First.

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

- 10.1 There are no equality or human rights implications arising from the report.

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

- 11.1 None

12. PROPERTY AND ASSETS

- 12.1 A site for the proposed Community Allotment has been identified at Boyn Grove Resource Centre. The site will remain under Council ownership and management.
- 12.2 A potential site for the proposed Swift Tower has been identified within the Braywick Nature Reserve.

13. ANY OTHER IMPLICATIONS

- 13.1 None identified.

14. CONSULTATION

14.1 The Bright Idea competition is consultative in its nature because residents are invited to submit their ideas.

14.2 Relevant officers were consulted in evaluating the ideas received and in evaluating the ideas that had been shortlisted to ensure their viability.

15. TIMETABLE FOR IMPLEMENTATION

Date	Details
By 31 May 2016	Briefs for the winning and runner up projects agreed with the residents and relevant officers so that it is clear what will be delivered. Key milestones and or completion dates agreed with the residents and relevant officers so that it is clear when key outputs will be delivered.

16. APPENDICES

Appendix A – The Bright Idea Competition 2015/16 : Winning and Runner Up Entries

17. BACKGROUND INFORMATION

17.1.1 The council's £20,000 Bright Idea Challenge Prize is an annual competition that invites residents to come up with innovative solutions to local problems. The winners and runners up receive a small cash prize plus up to £5,000 funding for their ideas and support from a relevant officer and a lead councillor to make them happen.

17.2 A number of changes were made for this year's competition. This included giving directorates an opportunity to comment on ideas before they were passed to the judges and an extended evaluation process to ensure that the ideas that had been shortlisted would be deliverable before the winners were announced.

17.3 The competition was launched on 15 September with a closing date for entries of 30 October. A total of 63 entries was received of which 6 were from young people under eighteen years of age. There were fewer entries than in the previous year (130 entries received of which 30 were junior) but it was anticipated that this would be the case because the bar had been set slightly higher this year with an emphasis on commitment to delivering ideas rather than simply coming up with them.

17.4 The judging panel met on 23rd November and agreed a shortlist of entries for further evaluation. The emphasis of the evaluation phase was less on narrowing

the list down than on ensuring the ideas that had been put forward would be deliverable. The original idea of judges meeting with the shortlisted candidates was dropped in favour of the community partnerships officer meeting with the shortlisted candidates and reporting back to the judges.

17.5 There were several ideas related to community allotments and or food distribution. The judges requested that these should be looked at together with the entrants asked to consider collaborating. The ideas considered in this category were:

- A community allotment for Maidenhead (put forward by two different entrants)
- A sustainable fresh food supply/ community garden for residents below the poverty line (put forward by a Windsor resident)
- A 'ripe and ready' scheme gathering and distributing surplus food from existing allotments
- A community café providing food to people who were homeless or less well off (put forward by the same resident who came up with the 'ripe and ready scheme')

17.6 The other shortlisted ideas were:

- A Swift Tower
- Personalised Shopping Bags to encourage use of re-usable bags
- Story Circles – meeting once a month to allow people to share their stories

17.7 Two entries were considered for the junior prize:

- A healthy eating competition/ exhibition
- Plastic bag recycling facilities in shops

17.8 The Judges met to finalise the outcome of the competition on 9th February. The Winning and Runner Up entries were as follows:

- First Prize : A Community Allotment for Maidenhead (jointly awarded to Sue Brett and Sue Walker).
- Runner Up : Swift Tower (Jan Stannard)
- Runner Up : Personalised Shopping Bags (Yee Foskett)
- Highly Commended (adult category) : Story Circles (Abhi Arumbakkam)
- Junior Prize Winner : Healthy Eating Competition & Exhibition (Sammi Talha)

Further information about the Winning and Runner Up entries is presented in Appendix A.

17.9 An award ceremony for the Winning and Runner Up ideas took place on March 10th at Windsor Guildhall. Prizes were presented by the Bright Idea Ambassadors Roz Savage, the first woman to row solo across three oceans and her partner Howard Lack the environmental champion.

18. CONSULTATION (MANDATORY)

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Burbage	Leader of the Council			
Cllr Stretton	Principal Member Communities and Culture			
Cllr. Bateson	Chair of Big Society Panel			
Russell O'Keefe	Strategic Director Corporate and Community Services	07/03/16		
Kevin Mist	Head of Communities and Economic Development	03/03/16		
External				

REPORT HISTORY

Decision type:	Urgency item?
For information	No

Full name of report author	Job title	Full contact no:
Andrew Green	Community Partnership Officer	01628 682940

PLEASE REMOVE ALL BELOW WHEN REPORT IS FINALISED AFTER ATTENDANCE AT DMT (before uploading to Hyperwave or sending to Democratic Services for Cabinet)

Schedule for writing and reviewing report

It is important that enough time is allowed for each stage of the writing and review process. To help ensure the report is started in time and no stage is rushed,

Stages in the life of the report (not all will apply)	Date to complete
1. Officer writes report (in consultation with Lead Member)	03/03/16
2. Report goes for review to head of service or DMT	7/03/16
3. To specialist departments: eg, legal, finance, HR (in parallel)	7/03/16
4. To lead member	10/03/16
5. To CMT	NA
6. To the leader	10/03/16
7. To overview or scrutiny, if a cabinet report	NA
8. To Big Society Panel	15/03/ 16

REPORT ALTERATION TRACKING

To enable tracking of changes to this report please use the following colour coding when altering the report

Document author	Red
Head of Service	Blue
Finance / Procurement / Legal	Green
Director	Orange
Cabinet Policy Officer/Lead Member/ Councillors	Purple

REPORT ALTERATION TRACKING

Name	Date	Text Colour used for changes	Pages changed

APPENDIX A

BRIGHT IDEA COMPETITION 2015/16

1. A Community Allotment for Maidenhead

The idea of a community allotment has come up before in previous competitions so some preliminary discussions had already taken place about potential locations as part of the council's commitment to follow up on unsuccessful entries from the previous competition.

A potential site had been identified at Boyn Grove Resource Centre and it was confirmed, as part of the evaluation process, that the site was feasible and would have the support of the Resource Centre Manager. The Resource Centre are supportive of the idea and will seek to involve service users with learning disabilities in the project but they have made clear they do not have the resources to organise the project or take on responsibility for outside volunteers. Sue Brett made contact with Maidenhead Transformation, a group committed to local food production and has identified a core group of volunteers who will help to deliver the project. Sue Walker has made contact and arranged a meeting with an existing community allotment in Cookham who have provided advice and encouragement. Project funding, anticipated to be around £3,000 will be used to purchase equipment and storage facilities and seeds for planting.

It is not anticipated that the project will generate substantial food surpluses; the emphasis will rather be on sustainability and bringing the community together.

The associated ideas will be further investigated within available resources but are not currently at a stage where they could be delivered:

- the Windsor resident who came up with the sustainable food idea has said that she does not have time to commit to it. Windsor Horticultural Allotment and Gardens Association (WHAGA) would potentially let land to a group but could not commit to organising them.
- The Ripe and Ready (surplus allotment food) project is dependent on volunteers who would collect surplus crops from allotments for distribution but, because the food is perishable, this would have to happen on a very regular basis and we have not established there are sufficient volunteers who could commit to this. It happens already on a small scale but would be difficult to extend. It is also the case that most Food Banks (the Windsor one included) will not accept perishable food because it presents logistical and storage problems for them.
- The community café idea has been around for some time. Sue Brett is actively pursuing the idea but there have been continuing problems identifying a suitable site.

2. A Swift Tower

The Swift Tower is a new and innovative option for helping these threatened birds. It would be free-standing and would provide a place for a new breeding colony of

swifts to become established contributing to urban biodiversity. It would potentially have cameras and an internet connection so that local schoolchildren and residents would be able to see eggs and then baby swifts in the nest and watch them in real-time online as they hatch and grow.

A Swift Tower will help to halt the catastrophic decline of our local swifts. The number of swifts in the area has fallen by 50% in 20 years, according to the author of *The Birds of Berkshire*, Brian Clews, who completed the most recent bird survey in the county. Swifts nest in old buildings, but old buildings are being knocked down or repaired, and new buildings have no nooks or crannies for swifts to nest, so swifts are arriving back from Africa to raise a new family, and they are finding their nesting places have gone – they are homeless. This means they cannot breed and so their numbers are falling at a drastic rate.

Residents will be made more aware of biodiversity and nature and schoolchildren will be able to learn about swifts and nature through finding out about the Swift Tower and visiting it during the breeding season. Residents will be able to enjoy seeing the world's fastest bird in flight in the skies around the town. It will improve Maidenhead's reputation as a biodiverse town which cares about nature and swifts eat midges and mosquitoes, up to 2,000 insects each a day. With a 75%-80% occupied swift tower of 20 nesting places, the birds would consume nearly half a million midges and mosquitoes a week!

The entry identified that a British-made specialist Swift Tower is available (made in Northern Ireland) which has a proven history of success and that the cost (excluding erection) of a tower with 20 nesting places would be approximately £3,100. There is a Maidenhead Swift Group with 100 plus members who would be willing to help with the installation and are in contact with recognised swift experts from other parts of the country able to provide specialist advice. Swift attraction calls would be included in the build, along with solar power to power the call system. This attracts swifts to the new nest sites to establish the new breeding colony. Video cameras could be installed at a later date so that the residents and school children could enjoy watching the birds and their young. Jason Mills, the Conservation and Community Engagement Officer at Braywick Nature Reserve is supportive of the project and has identified a potential site at the reserve.

Judges requested the group to identify alternative designs for the tower that would sit better in the landscape but the only tried and tested alternative is considerably more expensive £20,000- £40,000 and other alternatives looked at (a brick built design, planting trees around the pole or growing something up it) would affect the young birds' flight path or allow rodents to climb and access the nest and/or could not be erected on the identified site which is an old landfill site and will not sustain a substantial building. Officers are working with the group to identify how the original design could sit better in the landscape by e.g. painting it a more sympathetic colour and/or surrounding it with suitable lower level planting that would not affect the birds' flight path. Erection of the tower will be supported by Outdoor Facilities to ensure that it is safe. Additional costs (i.e. more than £3,100) will be incurred in modifying (or changing) the design and having it professionally erected but the additional costs are supportable within the overall budget.

3. Personalised Shopping Bags

The Personalised Shopping Bag idea was inspired by recent legislation requiring shops to charge for carrier bags. The resident suggested that a local printing company could help to print designs created by the customers onto bags. Personalised Shopping Bags would be more likely to be cherished and reused (i.e. as presents, or to promote something) and children could be taught about recycling during school, designing a print for their bags which could be fabric or plastic but would have to be reusable. It was suggested that the idea could be linked to recycling points.

The entrant successfully made contact with a Bray based company 'Something Personal' who specialise in personalising various goods including bags and a meeting took place with the entrant, the MD from Something Personal and Green Redeem. The local company 'Something Personal' were put in touch with Green Redeem re becoming a Reward Partner. Judges have asked for funding for the project to come out of the Green Redeem budget. Seed funding of around £3,000 would be used to subsidise purchase of bags and some of the print costs. It will help Something Personal to offer a discount in the form of a voucher obtainable in exchange for recycling points through Green Redeem. Something Personal would benefit through marketing/ brand awareness. Green Redeem would issue vouchers that could be exchanged with 'Something Personal' for a personalised bag.

Something Personal can offer a limited range of designs for gifts (including bags) that are personalised by addition of the customers name or more detailed personalisation can be achieved through use of scanned photos/ design. Providing a discounted voucher would allow the resident/ customer to choose the level of personalisation that they require.

4. Healthy Eating Competition/ Exhibition

The winning junior entry was submitted by a twelve year old boy who wanted to put on an event that would be all about health eating. There were different components to the idea: a healthy eating exhibition, a healthy food market, cooking demonstrations from famous chefs and a 'cook off' competition but a meeting with Sammi and his mother established that he was most interested in the 'competition' element of the idea. He had competed in something similar and had an idea about how it would work that would make the idea deliverable.

The first stage of the competition would be an online/ paper based exercise where young people would be invited to submit a healthy menu. Judges would then select four or five entrants who would be invited to a central point where they would be invited to cook their menu with the support of a professional or ideally a celebrity chef. Sammi and his mother have spoken to his school Trevellyan and they would be willing to make the school's kitchen available for something like this.

The associated, exhibition idea would be a bigger organisational challenge but is potentially scaleable up or down depending on the resources Sammi and his mother could bring to this and the level of support that can be committed from the Council. Public Health and Youth Services can offer advice and support but would not have the resources to take on administration involved in delivering the event. Sammi's mother feels she can get a 'great team' behind her to support the event but it will be important we don't allow her to overcommit.

Sammi's ideas for the event include:

- Healthy Food Market: Companies can rent space to advertise and sell their healthy foods. They can also give out tasters and samples. This is a good opportunity for local companies to advertise their businesses for example farm shops.
- Cooking Demonstrations from Famous Chefs: : I would like to arrange and attend cooking demonstrations by good chefs like Jamie Oliver and local restauraners, that would go on throughout the day and people could watch
- Food Hall: A picnic area for people to buy food and eat on site. Stalls space will be rented to companies that serve healthy food.
- Cook Off Competition: Five menus will be chosen. On the day winners will get to come to make their dishes and these will be judged by the famous chefs. Prizes will be awarded. Ideally the event will be held at a venue like Windsor Race Course or a more central location in the town centre.

5. **Story Circles** (Highly Commended)

A Story Circle that meets once-a-month that allows people to share their stories. Initially, to be run as a pilot project for six months, The Story Circle will allow residents of the borough to share the tales from their lives. It will be themed each month and each story-teller will get approximately 3 minutes (depending on how many there are) to tell their stories. They could use music, photos or props to liven their narrative. The session would be informal and would run for about two hours and will be facilitated by someone who could keep it running smoothly.

The stories could be personal stories or any stories participants want to share. There would be 5 mins talking time followed by 2 minutes of questions. The event could potentially happen on a Saturday morning or in the evening – possibly after school as it could be an inter-generational event. It would initially run once a month for six months.

The Judging Panel asked for this idea to be progressed if possible.