

## Appendix 1

**REPORT TO:** SCRUTINY COMMITTEE

**DATE:** 24 JULY 2018

**TITLE:** CIVIC PRIDE AND EDUCATION – FINAL REPORT

**LEAD OFFICER:** JANE GREER, HEAD OF COMMUNITY WELLBEING (01279) 446406

**CONTRIBUTING OFFICER:** BECCI COURT, PROJECT DEVELOPMENT CO-ORDINATOR (01279) 446455

**RECOMMENDED that the Committee:**

- A** Notes the support and engagement with local groups and residents to support events and activities as part of the Harlow is 70 birthday celebrations.
- B** Recommends to Cabinet that the Council supports events and activities with a theme of Civic Pride, as set out in paragraphs 10 to 13 of this report.

## BACKGROUND

1. On 25 March 1947 Harlow was officially designated a new town and during 2017 and early 2018 there were a series of events to mark the town's seventieth anniversary. The year also celebrated Harlow Town Park's sixtieth anniversary and events took place to celebrate both of these occasions.
2. In January 2017 the Scrutiny committee received a scoping report and agreed that the focus of the review and any actions arising from it should be the Harlow seventieth Birthday Celebrations.

## ISSUES/PROPOSALS

### Harlow at 70

3. The first event of the seventieth year was a spring clean of Harlow, with a litter pick taking place in local areas. This showcased how much civic pride already exists within the community of Harlow.
4. The 'Harlow is 70' logo was initiated as a joint collaboration between Harlow College and local design agencies. It was displayed on various buildings around the town and appeared on promotional materials for the celebratory events and activities that took place.
5. Local community organisations were invited to take part in the celebrations, and support and part funding for events was provided by the Council in help enable activities to take place. A range of events took place many of which promoted civic pride and celebrated many achievements, which included the arts and sport.

6. The Council provided funding of £20,000 over half of which was used to support community events, community groups and individuals through the allocation of up to £500 per bid as a contribution towards their event. This initiative was extremely well received and was a catalyst that enabled many of the events to take place.
7. Many events and activities took place, these included :
  - a) The Great British Spring Clean – over 100 volunteers participated in a community litter pick in their local areas;
  - b) Heritage projects - 'Why I Came Here' - recorded interviews with community leaders and residents, sharing their experiences of living in the town;
  - c) Time Capsule – working in collaboration with the Harvey Centre, many memories and pieces of local artwork were showcased before being archived in the capsule;
  - d) History talks – over 550 people participated in local history talks which were provided by a local historian;
  - e) Artwork – a large scale mural was created for parts of the Town Centre in collaboration with Essex County Council and the national Book Festival;
  - f) School music concerts – over 500 children played instruments and sang to their community;
  - g) School competitions – football and rugby festivals with over 800 children competing;
  - h) A Carnival was organised by Council officers which saw a number of local organisations involved and many people lining the streets; and
  - i) A Harlow Colouring book was produced, with drawings from around the town for all ages to colour in.
8. In total, more than 20,000 people participated in all of the events that took place in 2017/18 to celebrate Harlow's seventieth birthday (excluding numbers of those attending the fireworks display). The events received much positive feedback, for example:
  - a) Communications have improved tremendously during Harlow 70 year and helped everyone realise what a great place Harlow is.'
  - b) It is a thoroughly deserved 'well done' from me and please continue with more information for events in 2018.'

9. The Council's Communications team have developed a short film which includes many of the highlights from 2017.

### **Taking the Legacy Forward**

10. Many requests for further activities and local event information have been made following the success of the Harlow is 70 campaign and many people have expressed an interest to participate in or receive information for further events.
11. In setting the 2018/19 budget, ongoing funding of £10,000 has now been included in the general fund budget to further help and support community initiatives in the future. It is recommended the Scrutiny committee recommend to Cabinet that a similar approach is taken to that of the Harlow is 70 celebration funds. Community groups and others will be able to bid for funding of up to £500 in order to facilitate events or other initiatives that support the theme of civic pride.
12. The Council has approved a budget of £28,000 to support the ongoing funding of an annual Carnival with the current event taking place on 26 August. It is hoped that this will build on the success of 2017.
13. It is hoped that funding for community events and the carnival will be available for future years for the foreseeable future, thereby providing a legacy from the Harlow is 70 celebrations.

### **IMPLICATIONS**

#### **Place (Includes Sustainability)**

None specific.

**Author: Graeme Bloomer, Head of Place**

#### **Finance (Includes ICT)**

There are specific financial implications resulting from the report. Should there be any requirement for any additional funding to implement and/or support any of the initiatives they will either be met from within existing budgets or be subject to the normal annual budget process.

**Author: Simon Freeman, Head of Finance**

#### **Housing**

None specific.

**Author: Andrew Murray, Head of Housing**

#### **Community Wellbeing (Includes Equalities and Social Inclusion)**

As contained within the report.

**Author: Jane Greer, Head of Community Wellbeing**

#### **Governance (Includes HR)**

The concept of civic pride and inclusive celebrations fulfils the public sector equality duty to foster good relations between different people.

Specific governance arrangements around the bidding process for financial support will help ensure this purpose is maintained.

**Author: Colleen O'Boyle, Interim Head of Governance**

### **Appendices**

None.

### **Background Papers**

None.

### **Glossary of terms/abbreviations used**

None.