



Subject:	Ribbon of Poppies Campaign 2018
Date:	10 April 2018
Reporting Officer:	Rose Crozier, Asst Director of City and Neighbourhood Services
Contact Officer(s):	Elaine Black, Policy & Business Development Officer, ext. 3783

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	This purpose of this paper is to inform Members of a letter on 2018 Ribbon of Poppies campaign including a request to join this campaign using these 3 steps: Step 1: pledge support ~ Step 2 purchase poppy seeds & ~ Step 3 Sow the seeds.
2.0	Recommendations
2.1	The Committee is asked to consider the letter and the key issues in the report to: <ul style="list-style-type: none">• Agree whether or not to support the campaign &;<ul style="list-style-type: none">○ If yes, in what form will support be given?

3.0	Main report
3.1	Ancre Somme Association, Lurgan & Brownlow Royal British Legion sent a letter (20 March 2018) about the Ribbon of Poppies 2018 campaign which has 3 steps, pledge support, purchase poppy seeds & sow them (enclosed in appendix 1).
3.2	The campaign aims to promote the growing of Flanders poppies in designated areas in the UK for the 100 th anniversary of the end of the Great War 'in memory of those brave men who fell during World War One'.
3.3	The Ancre Somme Association (ASA) acknowledge the Ribbon of Poppies project 'was the brainchild of Iain Henderson... for a remembrance carpet of crimson from Land's End to John O'Groats'. Simultaneously they (ASA) launched 'A similar initiative... the only difference they produced packets of Remembrance poppy seeds. Seed profits in Northern Ireland, England and Wales will be donated to the William McFadzean VC Commemoration Society.'
3.4	<p>Party Group Leaders requested the letter be presented to Committee for consideration on whether to pledge support and if so what this would be, whether step 1, 2 or 3.</p> <ul style="list-style-type: none"> ▪ Step 1 is to pledge support to the Ribbon of Poppies campaign. ▪ Step 2 & 3 is additional support in the purchase & sowing of seeds respectively.
	<u>Key Issues</u>
3.5	The following key issues are for review in relation to each step of pledge.
	Step 1: Pledge support for the campaign:
3.6	This campaign relates to a theme in the existing Decade of Centenaries action plan which Party Group leaders received an update on in March 2018. The relevant theme 'the end of World War I' has up to £4500.00 allocated for activities in 2018-19. In addition the Peace IV plan, April 2018 onwards will be more of a civic programme of events. A commemorative event also took place on 'the Great War' November 2017 in the City hall for young people to inspire a new generation to commit to peace and conflict resolution.
3.7	Members agreed in December 2017 to fund a First World War Centenary commemorative concert on Armistice Day 2018, (£35,000.00) and community rooted programme of activities entitled 'Every day remembered' (£138,000.00) agreed as priorities in the City Events and Festivals funding programme.

3.8	<p>Previously East Belfast Area Working group considered a request for a memorial stone commemorating William McFadzean VC near where he grew up. Following independent consultation it was confirmed whilst there was no objection to the concept the original proposal had a number of practical challenges & AWG agreed in November 2017 for officers to encourage the proposer to identify a more suitable site in the area and for a report be submitted to a future meeting.</p>
3.9	<p>There may be an opportunity for Council to sponsor collaboration between the Association and the local proposers. There are other Somme partners e.g. the Somme Association & the Friends of the Somme Association and any local branches alongside which may also welcome an opportunity to liaise all proposals around this subject.</p>
	<p>Step 2: Purchase poppy seeds:</p>
3.10	<p>This letter is a universal appeal for organisations to support the campaign, purchase & sow seeds to raise funds for a sculpture in Lurgan commemorating McFadzean's birthplace.</p>
3.11	<p>Due to its generic nature this could be considered as an appeal for Council to support directly or indirectly financially. The main ways to do this are as a designated charity, grant aid or through agreed programmes of work/services.</p> <ul style="list-style-type: none"> i. Programmed activity: The activity summarised earlier in the paper is part of agreed budgets approved by Council generally with fixed costs approved. ii. Designated charity: If this appeal sought to be considered as a designated charity application the criteria 'gives preference to locally based charities'. iii. Council grant aid: Whilst it may be argued there may be a benefit derived for the Belfast area in planting poppies, the purchase of seeds is to raise funds for the McFadzean memorial and none of the relevant funding streams e.g. Parks Events Grant & Arts and Heritage Grants etc. permit projects that 'are charity or fundraising events or activities'.
3.12	<p>Officers are aware of a funding scheme (up to £10,000.00) currently open which the campaign may fit. It is operated by the Heritage Lottery Fund 'First World War: then and now' which is open until 2019 and encourages projects to explore the heritage of the World War I and deliver on outcomes e.g. for people to learn about heritage, capture the memories and experiences of people affected or explore natural heritage and landscapes affected by war etc.</p>

	Step 3 Sow seeds:
3.13	Council has a Growing Communities Strategy (2012-22) and its action plan is currently being revised. Its strategic outcomes include enabling community engagement/ capacity building & environmental sustainability etc. connected through planting and environmental activities. Currently council plants are sourced where possible to promote sustainability; providence, local sourcing, pollinators & resource implications e.g. throw and grow.
	<u>Financial & Resource Implications</u>
3.14	There does not appear to be any implications to pledging support up to step 1. It is unknown what cash or non-cash contribution is expected in the correspondence.
	<u>Equality or Good Relations Implications</u>
3.15	If Council agree this campaign fits the existing agreement to support the commemoration of the end of World War I no additional implications are anticipated. Further checks would be required if committing financial or other resources as in step 2 and 3 outlined.
4.0	Appendices – Documents Attached
	Appendix 1: Ribbon of Poppies Campaign 2018 letter from Ancre Somme Association