

“The project has provided long term, sustainable environmental improvements for Whitby, and its workers and visitors. It has enhanced employment related skills for people with disabilities. It will encouraged civic pride for those undertaking the community payback scheme, and will support community cohesion.”

Tania Brown
Whitby in Bloom

Whitby In Bloom

Project:

Cliff Street Wonderland

Subject:

Environmental improvements
Training, support and practical skills
Facilities and building improvements

Location:

Whitby, North Yorkshire

Overview:

£5,000 was awarded the Whitby in Bloom project to create a ‘wonderland’ themed initiative (Lewis Carroll has strong, but understated, connections to Whitby which the group decided to focus on). The project aim was to rejuvenate and significantly develop a viewpoint which has previously been reduced to broken seats, overflowing litter bins, capped off planting areas, graffiti and anti-social behaviour.

Through the work of 75 volunteers, including people with various disabilities, the project has completely re-developed the viewpoint, enhancing safety and security using environmentally friendly solar lighting, non-flammable seating, and by planting sustainable, low maintenance, colour coordinated plants and shrubs interspaced with woodland characters.

It has provided employment-related skills to the volunteers who took part, and has helped to reduce crime and anti-social behaviour by fostering a greater sense of respect and ownership.

