

## Important Dates for 2011

Closing Date for S W in Bloom Entry **Monday 9th May**  
Closing Date for N Awards Entry **Monday 9th May**  
Closing Date for Painting Competition **Friday 15th July**  
Regional Judging **Wed 6th July to Wed 20th July**  
National Judging **Mon 1st to Friday 12th August**  
Presentation at Newquay **Thursday 15th September**  
Spring Seminar 2012 **Truro**

The address for all main contacts with South West in Bloom is

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**Don't forget your IT's Your Neighbourhood  
Award entries for 2011. Try to find a new one.**

### **National Entries**

Every year the South West is invited to put forward six of their best villages, towns and cities to represent them in the National In Bloom Competition.

Two of these entries have to be a coastal or urban entry. Unfortunately we were only able to put forward a coastal entry this time.

Being a National Entry is a huge honour but requires lots of extra commitment with a training session, awards ceremony and judges feedback session, all countrywide but we are here to support you. Each National Entry will have a mentor allocated to them. Mentors are available to help you at the end of a phone and help isn't just limited to our National Entries, any entry can get help.

Web Site [WWW.southwestinbloom.org.uk](http://WWW.southwestinbloom.org.uk)

# South West in Bloom Spring Newsletter 2011

## Revive



**ORGANIC SOIL CONDITIONER**  
[WWW.Viridor.co.uk](http://WWW.Viridor.co.uk) a Viridor product



Spring Seminar

# STOP PRESS



Weston super Mare

New closing dates for  
**Main SW in Bloom competition**  
& **It's Your Neighbourhood.**

## **MONDAY 9th MAY**

A new procedure has been agreed for judging the Neighbourhood entries, but it requires that both closing dates are made the same.

The judge for the main competition entries will also determine which of the neighbourhood entries they are able to judge during their visit in conjunction with the main entry. Those not able to be done at that time will be passed to a County co-ordinator to arrange judges, and liaise back with the main bloom coordinator who we hope will be able to assist in arranging the judging.

South West in Bloom has a new web site  
The address is the same, but it has a host  
of new information and a “New Look”.

Visit it and have a browse.

It will be on line by Friday 1st April, setting  
up payments on line will be later, and it will  
develop more as the year goes on.

 South West in Bloom

Search:

[Home](#) [About Us](#) [Main Competition](#) [Picture Gallery](#) [Events](#) [News](#) [Previous Years](#) [My Neighbourhood](#)

Welcome to the South West in Bloom website!



(Above) Picture of the Month: Garden by John Smith

Image Gallery



[click to see full gallery >](#)

Booking Form

[click here](#)

#### The South West in Bloom website

This competition encourages communities to compete with each other in the imaginative planting of trees, shrubs, flowers and landscaping and in dealing with issues of litter, graffiti, waste and vandalism.

Entries are received from Local Authorities, Town or Parish Councils or by voluntary local Bloom Committees depending upon the area. There are 13 entry categories, and these are based on the population of the entry. The category for which Bristol qualifies is 'Large City' with a population of over 200,001. The judging takes place in June/July, and the winners are announced during local presentations between August and November.

'The South West Tourism Cup' is awarded in the Large City Category of the South West in Bloom Regional Competition; this is the category that Bristol is entered into ~ it is an amazing accolade for all the hard work that the 'In Bloom' teams put in.

#### Latest News & Events



#### News

Closing date for 2011 brought forward to Monday 9th of May

## Presentation Day at Newquay Thursday 15th September 2011



The venue, is the Atlantic Hotel, Newquay. Built in 1892 on 10 acres of headland, the Atlantic Hotel boasts breathtaking coastal views of Newquay and is within 5 minutes of the town and world famous surfer's paradise Fistral Beach. The hotel has recently been promoted to AA 4 star and offers sea views from every bedroom with luxurious bathrooms, free standing baths and superb walk in showers.

There's also an outdoor swimming pool overlooking Towan Beach which provides the best viewpoint in Newquay to take in North Cornwall's rugged coastline.

<http://www.atlantichotelnewquay.co.uk/>



If you wish to stay a little longer in Newquay the weekend before, 9<sup>th</sup> to 11<sup>th</sup> September, is the renowned **annual Fish Festival** being held at the harbour

The weekend after, 17<sup>th</sup> to 18<sup>th</sup> September, is the International Mens' Gig Championship.

Discounted accommodation will be available through [visitnewquay.com](http://visitnewquay.com), together with other information about the event.



serco



### Vice Chairman's Comment

I would like to thank all the groups who returned the questionnaires last year. We have read and analysed them all. We have used some of the points in our judges training seminar in March and have considered all of them and where possible take them forward. This year we will simplify the questionnaire and once we've had a chance to analyse the results we will give you feedback ! Kim

### A First for Eden & the South West

South West In Bloom held its first ever launch at The Eden Project for the RHS 'Its Your Neighbourhood' community campaign on 24th March. Over 60 people joined the celebration, which included local community groups, South West In Bloom assessors and Serco.



The campaign is an initiative that supports local community groups in cleaning up and greening up their immediate local environment - whether that's the street they live in, or a small patch of communal land needing a re-vamp.

South West In Bloom has been a strong supporter of the campaign for a number of years, and last year was proud to support and assess over 225 local groups, the second biggest

number of participants in the UK. This year, with the help of the community it is looking to hit over 300 entries.

South West In Bloom was delighted to meet so many new teams and welcome back lots of existing groups. Mavis Warman, Chair of Newquay In Bloom described what the scheme has meant to Newquay.

"It started with local residents transforming a run down and neglected area at Treloggan. It is now extremely well used and a delight to be in. It has play facilities, sculpture by local students, seating, a wetland and wildflower area with information and interpretation boards. What started as a few people wanting to make a change has developed beyond recognition."

The launch signalled the start for our groups who this weekend will be planting over 1500 trees in a bid to green up and improve local areas .

Serco, the major sponsor for this launch donated two environmental start up packs to two lucky groups drawn as prize winners.

Serco is committed to improving the local environment and working in partnership with communities, which in turn boosts civic pride.



**RHS BRITAIN  
IN BLOOM**



Royal  
Horticultural  
Society

Supported by Anglian Home Improvements  
our new National Sponsors

**plant**SCAPE  
perfect plants in public places

### The new Web site will include many new features

Entry forms for Main Competition and It's your Neighbourhood will be available to complete **on line**.

You will be able to pay entry fees or purchase tickets for SW in Bloom events from a **secure site**.

You will be able to print your own tickets for events.

All details of competitions and events will be posted on line.

Each main entry can have it's own page with pictures and details of your group. Send in a report & pictures to [taporter11@aol.com](mailto:taporter11@aol.com).

Opportunity for Neighbourhood schemes to promote themselves.

You will be able to see up to date list of entries in each main category.

You will be able to check and see all of the **It's Your Neighbourhood** entries for year.

Advice on many Britain in bloom areas.

Opportunity to share your ideas with other Groups

Details of Judges and SW in Bloom Committee members.

E Forum for discussion

Entrants can be E mailed when site is updated.



Facebook; we now have our facebook page up and running. Just type in South West In Bloom and you should find us. Many of you have already visited and we hope to see more of you soon. We are still developing our page but hope you will find it a helpful forum.

## Regional Judging

Please note that the Regional judging in 2011  
will again be from Mid Week to Mid Week

**Wed 6th July to Wed 20th July**

Closing date for entries to South West in Bloom & It's Your  
Neighbourhood have been brought forward to **9th May**.

Arrange your judging tour in Early May

# The Future Of Bedding

Tom Sharples, Senior Horticultural Manager, Suttons

- More Perennials bred for bedding
- More “Energy efficient” Annuals
- Alleviation of “Flush” flowering
- Disease resistance breakthroughs
- Hardy Annuals to Half Hardy conversions
- Use of relatively new species - Sunflower



## Using Bedding The Economical Way

### Sustainable Borders

- The use of Perennial plantings
- Perennials used as Annuals
- July flowering from early plantings



### Erigeron “Profusion”

The “Spanish Daisy”  
 More prolific than normal types  
 Early flowering, Spreading foliage  
 Ht 20 - 25 cms



**Achillea**  
 Summer Berries  
 Jan/Feb Sowing  
 Domed flower heads  
 Ht 60 cms



### Begonia “Million Kisses”

Bred in the UK  
 Award of merit at RHS trials  
 Just one plant per 35cm container



A calendar or illustrated notice board may prove to be a valuable aid.

Please try to relax and enjoy your judging day. Allow the Judges time to introduce themselves and express their thanks on completion of the tour.

I do hope that I have been of help and should you require and additional information please ask because as mentioned earli-



### Chairman’s report

2010 was our best ever year in terms of events and participation. You must all be very proud of the difference you are making within your localities and communities. Collectively the impact and effect on the landscape and environment within the South West adds up to be the most effective initiative in the West Country.

My thanks go to our sponsors, Viridor Revive led by our great friend Kevin Bishop of Viridor for his on going support. Coupled with this are our other sponsors SERCO who are fully supporting us this year, along with Plantscape, Amberol and a number of others, not least the RHS and the new National Sponsors Anglian Home Improvements who have announced a three year sponsorship national agreement.

Could you all please give as much coverage to all our sponsors, as without them we certainly could not provide the service and quality of campaign that we are currently able to.

Thanks to my committee, Joanne Jukes and Terry Porter who make all communications possible via telephone, newsletters and the impressive new web site. I would also like to thank Kim Parish, Vice Chair who whilst being a busy employee of SERCO supports me fully and of late has had to take on a more extensive role. I am especially pleased to announce the appointment of Vic Verrier MBE as our new President, well done Vic!

Finally thank you all for your efforts of which you can all be proud of and I sincerely hope above all that you all enjoy making such a difference to the beautiful West Country through participation in South West in Bloom RHS National and its your Neighbourhood awards.

**Jon Wheatley**

## The "Judging Tour" By Rae Beckwith

When invited to attend the South West in Bloom seminar in February, the subject of my talk was left open. I therefore asked myself how can I best help?, Because Judges can help! That led me to put together the following notes that would have been helpful to me when I first became involved in the Bloom in 1982.



Although the criteria has changed a lot since then. There is no doubt that there is immense pride in being involved in Britain in Bloom.

Study the three pillars and the five sections in each pillar carefully. In order to obtain a top award entrants must score highly in each section.

It is important that the tour is completed in the time allocated and at a steady pace in order not to miss any highlights.

Ensure that consideration is given to a comfort break. This is vital for the large and city entries.

If there is a problem with the route, ie a road closure etc please inform the Judges, they will understand and assist with changes.

Try to fully explain the structure of your entry. ie Council lead, Community lead, or a combination of both. A little history of the Group will help.

Judges like to meet and obtain information from key people, ie Wardens, teachers or project leaders.

Do not invite too many people onto the vehicle. Two or three at any one time is ideal. Rotate people as the tour dictates.

If you are a new entry and would like assistance in some way the Judges are always willing to help. Please ask or contact your region who may set up workshops to assist with problems.

New entries may also find it helpful to link up with another entry who has been involved for a longer period or are at National level. Shared experiences can be a great help.



When selecting your route please remember to avoid areas that are not appropriate. This is important as the Judges will take into account all elements seen and award points based on their observations.

Try to describe what activities are carried out by your Group during the year.

### Penstemon "Scarlet Queen"

Eye catching bell shaped flowers

Scarlet flowers with red throat

Long flowering period

Ht 70 - 80 cms



### Ageratum "Horizon"

Tall flower stems

Bushy compact foliage

Japanese bred - Long flowering period

Ht 45 cms

### Begonia Illumination "Apricot shades"

Available as mixed or

Separate colours



### Marigold "Zenith Red"

The ultimate Marigold

Afro/French Hybrid

Flowers all summer

Available mixed or separate colours

### Begonia "Dragon Wing Red"

Vigorous fast-growing plants

Attractive "Angel Wing"

Form of leaves



## Petunia "Easy Wave Neon"

Selected for weather tolerance  
For container or border planting  
Spreading, space efficient habit



## Millet "Purple Majesty"

Spot plants or mass planting, Purple stems & leaves  
Produces 2 to 3 stems per plant  
Good space filler, Ht 1.2 - 1.5 Meters



## Nasturtium "Tip Top"

Low cost space saver  
Ideal for dry borders  
Ht 30cm



### Children's Painting Competition 2011

There are again three classes for the children to enter.

*Up to six years old:*      *7 - 11 years:*      *12 - 16 years:*

The theme of the competition in 2011 is

**"Dig it, Grow it, Cook it & Eat it"**

Otherwise known as

**"Plot to Plate" or "Spade to Spoon"**

The children can use their imagination for their pictures based on the theme. Winning paintings from this children's painting competition will be used by Viridor to produce a new 2012 calendar based on the school term year.

Entries are to be sent to **Richard Budge**      **Entries to be received by Friday 16th July**

**Richard Budge**  
Truro City Council  
Boscawen Street  
Truro, Cornwall  
TR1 2NE  
Tel 01872 274766



### Judges for 2011

This year it has been decided to close the entries earlier so that entrants can make arrangements for their main judging tour earlier and also enable It's Your Neighbourhood judging to be arranged better. The judges for each category are

For 2011 the judges are

#### Class

#### Judges

**South West Tourism Cup**

Michael Foy  
Jackie Mace

**Tesco Cup**

Anita Barratt  
Tracy Wilson

**St Bridget Cup**

Terry Porter  
Carol Wride

**Portman Cup**

Rod Pooley  
Andy Cole

**Sargent Cup**

John Bawden  
Ian Thompson

**Preece Cup**

Martin Abrahams  
Shaun Cregan

**SWTA Cup**

Barry Cruse  
Tom Sharples

**Ayre Cup**

Nick Jones  
Tony Moore

**Cox Cup**

Martin Ford  
Kim Parish

**Mary Mortimer Cup**

Richard Budge  
Lesley Jelleyman

The following people are National Mentors:

**Michael Foy - Bristol**

**Bath - Nick Jones**

**Cricklade - Terry Porter and Andy Cole**

**Thornbury - Barry Cruse**

**Berrynarbor - Martin Ford and Shaun Cregan**

### Regional Judging Sheets for 2011

The National judging guidelines and scoring sheets introduced in 2009 will be used again this year. Your South West in Bloom judges will be judging to these sheets so please make sure you show judges from all of the sections. If they are not included in your Tour then please include them in your Portfolio.

**Horticultural Achievement**  
**Environmental Responsibility**  
**Community Participation**

**Let us know if you require another copy**