

### Important Dates for 2012

Spring Seminar Truro	<b>Thursday 23rd February</b>
Closing Date for S W in Bloom Entry	<b>Wed 2nd May</b>
Closing Date for IYN Awards Entry	<b>Wed 2nd May</b>
Regional Judging	<b>Wed 4th July to Wed 18th July</b>
National Judging	<b>Mon 30th July to Friday 10th August</b>
Presentation at W-s-M	<b>Thursday 20th September</b>
Spring Seminar 2013	<b>Provisionally Bristol</b>

## It's your Neighbourhood

### Radstock - Writhlington School



Congratulations to the 350 South West entrants in the 2011  
**"It's Your Neighbourhood Awards."**

The winner of the Best "Its Your Neighbourhood award" entry in 2011 was Writhlington School, Radstock for their splendid work with Orchids. They will represent the South West at next years National award presentations.



Web Site [WWW.southwestinbloom.org.uk](http://WWW.southwestinbloom.org.uk)  
**Booking on line available from 3rd January**

# South West in Bloom Autumn Newsletter 2011



### South West entrants results in National Competition

**Bristol** Gold Medallist and Winner in the 2011 National Large City entry

**Bristol** gain a top spot in winning the **National Large Cities** group with a Gold Medal.



Monica also received a personality award. This was really exciting as for once Monica was actually speechless.

**Bristol have** since been invited to represent Great Britain in the 2012 Entente Florale Europe competition.



Never before has SWIB had such success in the National competition with all it's entries.! Congratulations to you all.

**Berrynarbour** Gold Medallist in the **National Village Entry for 2011**

A fantastic result for this beautiful Devon Village. Well done to all of you.

**Thornbury** - Gold Medallist in the **National small town entry for 2011**

Well Done Sue and your team for such a sustained effort.



## Cricklade win "Champion of Champions."



An outstanding result for us all in SWIB. Never before has the South West won **Champion of Champions.**

Congratulations to all the Cricklade Community for this wonderful result.

Thanks to the Cricklade Committee run by Anita Barratt for such a committed Campaign.

The volunteer-led group was established in 2004 after South West in Bloom judges suggested to the town council that a committee be formed from a cross section of the local community. Today 20 volunteers are regularly involved, with another 20 volunteering less frequently. In 2011, they put in over 6,000 hours between them.

Last year's campaign started with a unique approach: Cricklade Bloomers joined forces with the local council to conduct a tour of the area, creating a snagging list of everything they felt needed attention; from broken street signs to loose manhole covers and unkempt flower beds. "We really wanted to look at Cricklade through fresh eyes, to see it as a visitor or Bloom judge would and we felt the best way to do this was to go around and write a list of everything that needed fixing," explains Anita.



"We didn't really expect to be able to tick everything off but we did. By working with everyone in the town, we identified those responsible for the different jobs, and as such everything got done. In some ways I'm still amazed, but I guess this just proves what great community action can do." Every year, thousands flock to the town over the four weekends in April to see the Snake's Head Fritillaries in the North Meadow National Nature Reserve, a great source for fund raising.

For Anita, it's the group's partnerships with other local organisations that lie at the heart of their success.

**"It's a great place to visit and we're hoping that tourism will increase in 2012. Come and visit us and you will receive a very warm welcome; if you are a community that is thinking of entering Britain in Bloom come and talk to us about getting started."**

**Plymouth Silver Gilt Medallist in the National entry in Large Coastal 2011**



## Free tree packs

The Woodland Trust has a range of free tree packs available to schools, youth groups and communities.

Individual trees, small copses, traditional hedgerows and woodland are invaluable features of thriving neighbourhoods in our villages, towns and cities.

Apply now to receive a free community tree planting pack to plant in March or November 2012 as part of our [Jubilee Woods project](http://www.woodlandtrust.org.uk).

2012, the year of the Queen's Diamond Jubilee, is an ideal opportunity to plant trees to commemorate this, or any other, special occasion. **Each pack will contain a royal oak sapling.**

**Tree packs come in two sizes:**

**105 trees** ideal for planting either in small groups of trees or as a hedge (approx 30m)

**420 trees** create a long hedge (approx 120m), or divide up and plant at different sites. If planted as a block of trees, there is sufficient for approximately one acre.

[www.woodlandtrust.org.uk](http://www.woodlandtrust.org.uk)

## Spring Seminar

**Thursday 23rd February 2012**

Municipal Buildings,  
Boscawen Street,  
Truro, TR1 2NE

10.30 a.m. to 4.00 p.m.



## Speakers

**JON WHEATLEY** Garden Designer and National Judge  
*The judging tour*

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**JULIAN GERMAN** Cornwall Council  
*Budget cuts and opportunities*

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**NEIL SCOTT** Town Centre Manager, Truro  
*The "Bids" process*

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**Workshops on - An Award Winning Entry, Producing the Portfolio, Route Planning and Timing, The secrets for new entries.**  
**Book early as places are limited ( Booking form enclosed)**

**BOOKING FORM ENCLOSED**  
Closing Date Friday 10th February

Seminar £15 Per Delegate.  
Including Lunch



## AMBEROL ROLL OUT THE BARREL.



An innovative new product has been developed to help those groups who are suffering from rot in their wooden barrels. A replica authentic wooden barrel has been developed and moulded from polyethylene in response to customer's requests.

The "Ambarrel" is a replica barrel made of roto-moulded polyethylene to ensure durability. It is moulded into a traditional half barrel shape measuring 45cms high with a 63cm diameter. The planter holds 100 litres of compost, making it ideal for both bedding plants and larger perennials. The hollow container has an interior membrane with a reservoir which can hold up to 20 litres of water. This means that if the reservoir is topped up just twice a week, the plants receive continual moisture using the aquafeed self watering system which was specially developed by Amberol.

During trials of the product, it received a very positive response from the Britain in Bloom campaign. We are always

pleased to support South West in Bloom and are happy to offer members of their campaign this stunning new product at an introductory price of £75 everyone should be able to benefit and roll out a barrel of fun to make their locality stand out from the crowd for years to come.

**For information Tel 01773 830930**



### South West in Bloom Children's Painting Competition

Many excellent paintings were received in the "South West in Blooms" 2011 Children's painting competition. The winning paintings were framed and returned to those who painted them, together with their certificate.

The winners in the two classes were  
*Up to six years old:* **Flora Hatfield Age 5.**  
**All Saints Infant School, Sidmouth**

7- 11

years: **Evie Huntsworth Age 10**  
**Corsham Primary School**

**Details of next years Competition and Entry forms in the Spring Bulletin**



**Bath** Silver Gilt Medallist in the  
National Small City entry for 2011



**National entries for 2012**

**Thornbury** - Gold Medallist and  
winner of the Sargent Cup 2011.  
Champion of Champions



**Newquay** Gold Medallist in the  
St Bridget Cup 2011.  
National small Town entry for 2012



**National entries for 2012**

**St Issey** Gold Medallist and winner of  
St Mary Mortimer trophy 2011.



**Truro** Gold Medallist and winner in the  
Portman Cup 2011.  
National Large Town entry for 2012



**Sidmouth** Gold Medallist and winner  
of Portman cup 2011.  
National Coastal entry for 2012







## National entries for 2012

**Taunton** Gold Medallist in the Tesco cup 2011.  
National small City entry for 2012

Taunton, the County town of Somerset, has been "in Bloom" entrants for a number of Years both at South West level and in the Nationals. Winning Gold Medals and National Champions in 2008 for Large town/Small City category.

Taunton in Bloom are well supported by both the local community and the Town Council. In Bloom is all about Pride in your Community and Taunton feel strongly that they achieve this by involving all ages, all groups such as local Schools, Payback service, local Garden Nurseries and the local Town council.

A variety of activities take place all year round, such as open day's, wine and cheese events, school bulb planting, local draws and other events which are all to promote Taunton in Bloom.

With double celebrations in 2012, the Diamond Jubilee and the Olympics, Taunton in Bloom will get involved by hosting and promoting Events.

### 2011 Newquay Presentation event.



Newquay hosted a very successful South West in Bloom presentation in September. Over 350 delegates attended to receive a host of awards for the tremendous efforts they achieved, With its your neighbourhood awards in the morning, and the main competition in the afternoon.

Thanks must go to Newquay town Council and the Newquay in Bloom group for making the time in Newquay so enjoyable.

Congratulations to Kim in the way she presented the Neighbourhoods.



The judging criterion was set up so that we'd have Budding, Sprouting, and Full Bloom awards. Also set up were five categories to be entered in which were Best First Impressions, Say Goodbye to Grot Spots, Grow Your Own, Clean and Tidy Quality of Environment, and Local Hero award.

In our first year we managed to have over 30 entries participate and had an awards presentation evening held at New County Hall in Cornwall. We were very lucky to get local businesses to sponsor prize money for each of the groups for the overall winners, and they had the opportunity of winning a further £250. We selected and set up a panel of judges and then carried out formal training along the same criteria as the National Britain in Bloom competition so the judges judged to the same standard. This also gave a fantastic opportunity as we have been able to utilise some of these judges to



Bodmin in Bloom Group Winner  
Parks & Gardens

From Cornwall in Bloom we would hope to push all of the top award winners to move forward to the South West in Bloom competition, and this year St Issey has moved forward from the Cornwall in Bloom competition.

They entered the small village section and were fortunate to achieve gold on the first time of trying, and to win their group, and have since been put forward by the South West in Bloom committee to represent the South West at the national finals.

Cornwall in Bloom also had St Austell enter for the first time this year, and achieve well in their first year of entering, and next year we are hoping Bodmin in Bloom will also enter the South West in Bloom competition. Cornwall in Bloom have also encouraged many smaller groups to participate in the "It's Your Neighbourhood Awards" and hope this will also increase over the coming years.

I am excited to see how much the Bloom competition will grow in the next few years. This year in the Cornwall in Bloom competition we had over 60 entries and doubled our participation. We had a fantastic presentation evening which was held at one of Cornwall's top horticultural facilities – the Eden Project. Further awards were also added this year: Best Parks and Gardens, and Best Eco-initiative. As the competition grows so does the interest.

Cornwall Council considered this was a much valued project to support due to fact of possibly cutting back on services, the benefit to local communities, and the investment, of £25,000 is small in the payback terms as the rewards and work undertaken is huge in return, as many community groups have taken on maintaining their local churchyards, their local parks with friends groups, the cutting of grass verges etc. I am very proud to say I am a part of the Cornwall in Bloom campaign.

Richard Budge



## The Birth of Cornwall in Bloom

Cornwall in Bloom was born in July 2009 when Truro was being judged in the South West in Bloom competition. The Truro in Bloom committee invited the then head of Environment Services, Mr Mike East, to attend the after-judging luncheon with the South West in Bloom judges Mr Terry Porter and Mr Mike Vine. Mr East had only recently taken up his post as the head for the Environment Section for the new unitary authority and there were many talks in reductions of council budgets which would cause concern and lose sections of parks departments throughout the county that were run by the old district councils



St Blaize Hands together  
Residents Association

Mr East already caught the bug for the 'in bloom' campaign and asked myself and a member of my staff, "What can we do to get more people from the county to enter the South West in Bloom competition?" because he could see the benefits of all the improvement works that had taken place in various entries throughout the county and the great work communities were doing in their local areas.

After some head scratching and some thinking, I decided there was no point in trying to reinvent the wheel, and instead why not run a Cornwall in Bloom competition in

a similar vein to the Britain in Bloom campaign but without the paperwork, and keeping it simple. We found that many small entries found the thought of entering a competition against experienced entries, and all the criteria that had to be met to be too daunting so we thought of a competition that was simple to enter, simple to be judged, and had a simple marking scheme. Cornwall Council contributed a fund of £25,000 in for their budget for the 2010 competition, and Cornwall in Bloom gave start up grants of up to £250 for each applicant that applied.

The main idea of setting up the competition was to encourage groups to enter and then move them forward to enter the main South West in Bloom competition. We set up a judging criteria, application forms etc, making sure there was a basic simple application form to enter and apply for a grant, and we had simple marking criteria and award levels. Grant application forms were looked at by two members of Cornwall Council before they were accepted.



St Meriadoc Nursery and Infants School



# South West in Bloom



Welcome to the **South West in Bloom** website!

## **South West in Bloom Web site New Features from 3rd January**

Entry forms and the payment of entry fees for the Main Competition and entry forms for It's your Neighbourhood will be available to all entrants **on line from Tuesday 3rd January 2012**. You will also be able to purchase and print tickets for SW in Bloom events from a **secure site**.

It is possible that in the future we may have a limited number of items on sale via the web site.

If you have an E mail address then this will make booking easy and we can also E mail you details of events.

There will be the opportunity to share and discuss ideas with other Groups via a forum Site. Any of your groups will be able to register to participate.

**Provide us with links to your own web sites if you have one.**

### **The site already allows**

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).

**Only a few groups have taken up this opportunity to date.**

Opportunity for Neighbourhood schemes to promote themselves.

Advice on many Britain in bloom areas.

Details of entries in the competitions together with details of Judges and South West in Bloom Committee members. Results of competitions.

The site is still in its early stages and will be continuing to develop during 2012. Any suggestions would be welcome.

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



## St Issey in Bloom ( this is how it all started)

An OPEN DAY at The Ring "O" Bells was held Tuesday 17<sup>th</sup> August 2010. Plans and proposals, also details of proposed grants and fund raising funds, were on display, along with advice on the legal side of things. thoughts and ideas, were sought, with lots of reasons for getting involved in "St Issey in Bloom" People making friends with neighbours they did not know before, since losing the Post Office, Shops and Garages, villagers had lost touch with each other. They wanted to transform the entrance to the village, and be creative, for all to enjoy and feel proud. People can have fun doing something worthwhile for their Local area.



The notice said PLEASE! Come along to make improvements to our neighbourhood and have your say in how it is all to be done. Lets work together and really make a difference.



This proved to be a brilliant day, with over 70 people coming through the door to this open day, we have not looked back since, having had 2 more open days since.

The first major thing we did was to have our 1<sup>st</sup> ever Christmas tree, it was dreadful night weather wise, but we still had over 70 people turn out on the night

Spring 2011, we had raised over £3000.00, by receiving £1000 from grants, £500 from fund raising, the rest was from donations from the community, the response overwhelming.

So we built 3 major raised flowerbeds, and 1 smaller bed, in the heart of the village, all in local stone and built by a local builder, these beds are watered and maintained by the local residents, with all the surrounding grass verges, also maintained by the community.

We have revamped the whole of the area around the school entrance, and the village hall, keeping some of the flowerbeds in this area, to plants that encourage wildlife. We have continued with fund raising, to allow us to really go to town next year, for the Queens Diamond Jubilee, we plan to make

**St Issey THE BEST IN THE WEST,**  
plans I am afraid that are still under wrap!

**We then launched the ST ISSEY IN BLOOM\_FUND RAISING PROJECT, this being where the bloom group does all the advertising, and planning for the event, then claims 25% of the funds raised on the day, with 75% going to which ever group requires help with their projects, eg; the school book club/ church/youth club.**

Now the word **BLOOM**, not only conjures up the idea of flowers, but the village is **BLOOMING** from the success of St Issey in Bloom.



## **Chairman's Greetings**

Will you all please accept my personal thanks and congratulations for what must be our most successful year. We all started out with the Weston Super Mare spring conference which was well supported and set the scene for the year. We had sponsorship and the event was constructive and social. Spring in the west was as ever beautiful and then we all got into the Summer preparations ,at all levels both Regionally and Nationally with great gusto. Kim Parish had by now taken over my role as Acting Chairman and not only looked better but performed her duties to great effect, both as Chairperson and as Coordinator for the Autumn Presentation event at Newquay.

Our most sincere thanks must go to Kim and the other stalwarts Terry Porter who dealt with all publications the magnificent new SWIB web site and also took over the role of Finance Officer from David Littlewood. Joanne Jukes continues to grow into her post as secretary of SWIB and had an enormous challenge in the form of 350 plus, Its Your Neighbourhood Awards as well as 53 entries in the main Competition. Entries just held at previous levels in the Main Competition with fourteen of the previous years entries resting but balanced by fourteen new or returning entries.

Its Your Neighbourhood continues to be a fantastic success here in the west and can only serve to show that community initiatives are the key to the Campaign. We all welcome the establishment of Cornwall in Bloom and Bath and North East Somerset in Bloom, Mendip in Bloom and sincerely hope that we can encourage other such regional groupings. Sponsorship has been good with the continued support of Viridor, Revive, Serco, Amberol, Plantscape and Anglian Home Improvements, above all the support of The Royal Horticultural Society and the key staff team of Stephanie, Lucy and Sophie who attended our annual presentation at Newquay in September.

Finally and on your behalf I wish to thank our President Vic Verrier MBE and the thirty or so members of the Committee who so willingly give up their time to ensure that SWIB is such a success. Seasons greetings and good luck in 2012, lets try to overcome these difficult times and prove the value of the Bloom to a wider range of Communities in the South West.

**Jon Wheatley**

*Need To Contact us* **Jo Jukes** The South West in Bloom Secretary can be contacted by the following.

**E Mail** southwestinbloom@aol.  
**Stonebarn, Moorledge**  
**Chew Magna**  
**BRISTOL**  
**BS 40 8TL**

**Tel No 01275 333007**







## NEWS UPDATE

Big Lottery Fund have just launched a new initiative called **Communities Living Sustainably** and you can find details here:

[http://www.biglotteryfund.org.uk/prog\\_communities\\_living\\_sustainably?tab=1&regioncode=-uk](http://www.biglotteryfund.org.uk/prog_communities_living_sustainably?tab=1&regioncode=-uk)

This is a geographically targeted programme which will bring whole communities together to tackle climate change. The aim is to bring all sections of the community together – its residents, businesses, public bodies such as schools, local authorities, PCTs etc., - to develop and deliver integrated local plans which deal with both mitigation activities (reducing energy) and adaptation activities (tackling fuel/food/water poverty; coping better with severe weather events).

Big Lottery have up to £10m available to fund up to 10 communities in England. There will be a development phase during which £10K will be provided for up to 30 communities to develop their delivery plans before Big Lottery make the final decisions on the 10.

Please forward the link to others who may be interested in this initiative. Also, do please send it on to any communities/projects you think might be interested in applying.

Contact for any questions you may have is:

**Elaine Warner**  
**Senior Policy Adviser**  
**England**  
**Big Lottery Fund**  
**Tel: 0207 211 3746**

Application Closing Dates

29 November 2011 - 31 January 2012



**Exchange House** supporting all your business requirements and proudly supports **South West in Bloom**

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**Exchange House**  
**12-14 The Crescent**  
**Taunton**  
**TA1 4EB**

**Tel: 01823 273100**  
[info@exchange-house.com](mailto:info@exchange-house.com)

**EXCHANGE**  
**HOUSE**



Fund Raising to date; Car Boot Safari (this is where all local residents had a car boot sale on their driveway) the village was alight with excitement, followed by a Fish/Chip supper at the Ring "O" Bells Proceeds from this day £530.00. Car treasure hunt £100.00. Cheese and Wine Evening £300.00 Christmas Bazaar £840

We have also held a School competition, where the children have designed a logo for our group, which has now been printed onto a tea towel, selling at £6.50.

The Portfolios used in our presentation for South West in Bloom competition, is to be printed into a book, with the guidance and financial help from a retired printer. Lots of support, from The Church-School-Parish Council and Highways Cornwall County Council!

We have so much going on it is like a DREAM! this year, has been wonderful, Gold Winners in "South West in Bloom" 2011, even followed around by a FILM CREW, which is being televised on Caroline Quentin's Cornwall, which will be featured on ITV, starting on Monday 2<sup>nd</sup> January 2012, at 8pm, and will be running for five weeks. We all have had a brilliant time, lots of hard work!

**St Issey in Bloom** held its 1st **CHRISTMAS BAZAAR** on Saturday 12th Nov to raise funds for the **Queen's Diamond Jubilee Celebrations 2012** to make St Issey the prettiest village in the West.

The day proved to show "**St Issey in Bloom**" has brought the pride and heart back to our village.



## **Kevin Bishop Honoured by South West In Bloom**



I am pleased to announce that Kevin has now been presented with his outstanding contribution award from South West In Bloom.

On behalf of SW in B this award was presented to Kevin by Colin Drummond Chief Executive of Pennon, the parent company of Viridor Revive.

The presentation took place at Carrymoor Resource Centre on 29th Nov.

This event was primarily to award Somerset schools who had won the main awards in the Viridor Revive 'Grow it, Cook it, Eat it Campaign'. We here in the South West are indebted to all our Friends from Viridor for their ongoing support which has again been continued for 2012. Could you all do your best to promote Revive and our other sponsors.

**Jon**



### Difficult times or (Should Bloom Groups run the Government?)

You may have been involved or heard of the impending Gloom that could arise from the need to balance government budgets both Local and National and the likely effects on the Bloom Campaign.

At the same time you will all have heard of The Big Society above all you as Bloom groups will know well that the Big Society is not new as you actually invented it!

Throughout your communities in the West you have been undertaking local initiatives with great results and at minimum cost and its no surprise to me at a recent Bloom Conference when the Person responsible for some of the work in formulating the Big Society seemed largely unaware of the wider benefits of those many programmes we all undertake under the Banner of SWIB. Understandably SWIB does not wish to be political as we well appreciate the Action Reaction situation that can arise from Party Politics. However when community service provision is threatened there is a case for making the point that £ for £ the services we all help to deliver come cheap especially when coupled with the volunteering hours we all put in.

It is right to challenge the custom and practice associated with the delivery of services and find constructive ways of delivering services, but to just cut services of such importance without detailed consideration is wrong. The challenge is there for all of us to meet and I hope that you can all participate in SWIB web site and share examples of best practice in order to maintain services.

I suggest that you, Challenge your Councillors and Involve them in your local initiatives, suggest that they become constructive, creative and innovative at the same time sharing your ideas with them and don't take no for an answer. What we have achieved so far is of great benefit to Communities in the South West and by a little positive thought and action we can show Governments of all complexion and size the way by example.

Above all keep your Members of Parliament involved in what you are doing as they are interested and will support you. The Bloom community Nationally has more influence than we are often aware of!

**Jon Wheatley**



### Presentation Day at Weston super Mare Thursday 20th September 2012

Preparation is well under way for next years SW in Bloom Presentation Event that is being held in the popular seaside resort of Weston super Mare.

The presentation will be in the spectacular venue of the Winter Gardens Pavillion on Weston's seafront. It will be in the famous ballroom, and it again promises to be a very exciting event with guest speaker Ann Swithinbank, a well known horticulturalist, together with local MP John Penrose, the Minister for Tourism will also be attending the presentation .

There will be many exhibits to view while in the Winter gardens, and the Town, and the famous Weston Pier are a very short distance away.



The Winter Gardens Pavillion at night



There will also be a civic reception on the Wednesday evening at the Royal Hotel, which is situated right next to the Winter Gardens.



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in Bloom**

