

## Presentation Day at Trowbridge Thursday 18th September 2014



### ITINERARY FOR THE DAY

9.00 am	Registration
10.00 am	Welcome Mayor of Trowbridge
10.15 am	Neighbourhood Awards
12.30 pm	Lunch
2.30 pm	South West in Bloom Awards
4.00 pm	Closing
4.15 pm	Judges surgeries for main Competition entries

**Car parking** <http://en.parkopedia.co.uk/parking/trowbridge>

**Hotel accommodation** For a full list of hotels and Bed & Breakfast available please visit [www.trowbridge.gov.uk](http://www.trowbridge.gov.uk) and click on 'services' then scroll down on left to 'accommodation'

<b>PREMIER INN—</b>	special rate of £65 per room.	<a href="http://www.premierinn.com">www.premierinn.com</a>
<b>OLD MANOR HOTEL</b>		<a href="http://www.oldmanorhotel.com">www.oldmanorhotel.com</a>
<b>POLEBARN HOTEL -</b>	special rate £70 B & B	<a href="http://www.polebarnhotel.co.uk">www.polebarnhotel.co.uk</a>
<b>OLD MANOR HOTEL -</b>	special rate £75 B & B	<a href="http://www.oldmanorhotel.com">www.oldmanorhotel.com</a>

This year, judges' surgeries will be held to allow main competition entries to receive feedback from the judges on their entry. The surgeries will be held in the usher suite from 4.15 pm.

If you wish to take part in these surgeries, will you please book this with your tickets.

Guest Presenter will be Jim Buttress, who you will have seen recently on the BBC television programme "The Big Allotment Challenge"

Watch the South West in Bloom web site to see further details of these events .  
[www.southwestinbloom.org.uk](http://www.southwestinbloom.org.uk)

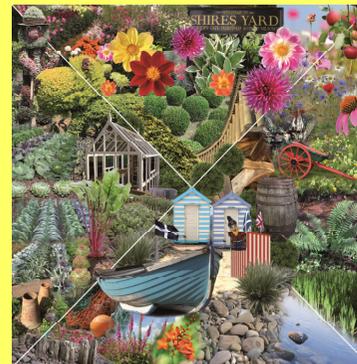


The Secretary,  
Stonebarn, Moorledge,  
Chew Magna,  
BS 40 8TL.  
Tel 01275 333007  
E mail - [southwestinbloom@aol.com](mailto:southwestinbloom@aol.com)

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

# Britain in Bloom - South west Spring Newsletter 2014

## Chelsea Flower Show 2014



Preparations for the Britain in Bloom South West garden at Chelsea are now well under way. The design is complete, the accessories and specialist plants have been sourced and the flowers and vegetables being grown specially for the garden are now looking good. Now is the anxious and exciting time as the date for the show rapidly approaches.

Regional Judging **Wed 2nd July to Wed 16th July**

IYN Assessments **Wed 2nd July to Thursday 31st July**

**Britain in Bloom South West Best Park / Country Park  
&  
Britain in Bloom South West Best Allotment  
Closing date for entries Saturday 31st May.**



SOUTH WEST IN BLOOM CELEBRATES  
**50 YEARS**  
RHS BRITAIN IN BLOOM



Sharing the best in Gardening

**Last Chance for those Sunflowers**  
The RHS have had a tremendous response for requests for Sunflower seeds. They have a few packets left, and we have some available on a first come first serve basis. E mail your request to [southwestinbloom@aol.com](mailto:southwestinbloom@aol.com)

## RHS Campaign for School Gardening



The RHS Campaign for School Gardening recently recruited its newest addition to the team. Merryn Preece, who is based in Bristol is the new South West Regional Advisor and will be working with schools to encourage them to actively develop and use their school gardens. She will offer free advice, training and most importantly, lots of enthusiasm and encouragement to develop the confidence of both pupils and teachers to help them to get more involved in gardening.

Merryn recently completed the RHS level 2 diploma in the Principles and Practices of horticulture and also spent a year volunteering at the National Trust

Garden, Tyntesfield, the highlight of which was learning how to drive their tractor mower! She helps to run a local community vegetable garden in St George Park in Bristol and spends many enjoyable hours at her own allotment. Prior to joining the RHS, Merryn worked for Sustrans where she was responsible for encouraging young people to travel to school on foot or by bike.

“I am extremely passionate about encouraging young people to become more active and independent. I hope to combine this passion with my love of gardening, to help young people and their communities to recognise that horticulture can be a great way to do this, as well as teaching them one of the most valuable lessons in life – where food *really* comes from”.

**To contact Merryn:** [schoolgardeningswest@rhs.org.uk](mailto:schoolgardeningswest@rhs.org.uk)

### The launch of St George in Bloom, Bristol.

Volunteers in the St George area of the City of Bristol have been working hard and have set up St George in Bloom.

The new initiative was recently officially launched by The Lord Mayor of Bristol, Councillor Faruk Choudhury.

Local companies are sponsoring the new in bloom group, and local Primary pupils will be invited to grow the tallest and most spectacular Sunflower that St George has ever seen! A children's Sunflower seed planting workshop was organised on the launch day by Merryn Preece, RHS Advisor.

St George in Bloom is working closely with RHS Britain in Bloom - South West, and will be showcasing their area as part of this year's Pennant entry.

Details can be found on their website at: [www.stgeorgeinbloom.org.uk](http://www.stgeorgeinbloom.org.uk)  
There is also a Facebook page.



The pedestrianised area returns you to the Town Hall in Market Street, where to the left, Silver Street leads you towards the Post Office, passing a magnificent **Trompe L'oeil** – ‘a trick of the eye’, at the corner with Roundstone Street. Take a right at the Polebarn Hotel and you will find yourself at the side entrance to Trowbridge Park opposite the **Police Station** with its formidable large canopy forecourt, having

completed a circular walk. From here you can head back across Trowbridge Park to the Civic Centre, or continue left along the footpath and under the subway to reach **Biss Meadows Country Park**, and enjoy our ‘green haven’. Making your way back to the Civic Centre, drop off at **Poet's Corner** located to the rear of the Civic Centre, to admire the fruit trees and Riverway Walk.



For entertainment and places to eat out, why not visit **St Stephen's Place Leisure Park** adjacent to the Civic Centre, featuring the Odeon 7-screen Cinema, Premier Inn, Prezzo, Frankie & Benny's, Nando's and Dean's Diner. Future developments for Trowbridge will see the transformation of **the former Bowyers factory** site, (home to the famous Bowyers pork pies and

sausages!) to provide a second cinema complex, Morrisons supermarket and additional restaurants and riverside bars. In addition a new Campus is planned for the town to incorporate a range of active leisure facilities including a fun pool complex.



## Discover Trowbridge – let us take you on a journey....

Trowbridge Town Council working in partnership with Trowbridge In Bloom is delighted to welcome you all to Trowbridge – the County Town of Wiltshire. We invite you to take a stroll around the town, where you can enjoy the rich heritage of this Market Town, mentioned in the Domesday Book (*'Tree-bridge'*), and also one of the most significant Magna Carta Barons' Towns, being the largest with a town council.



In close proximity to the **Civic Centre**, our premiere venue, which houses the **Tourist Information Centre** and Trowbridge Town Council, you will find **Trowbridge Park** where significant improvements have taken place since the asset transferred last summer from Wiltshire Council to

Trowbridge Town Council. Incorporating a recently refurbished Children's Play Area and the War Memorial, you are led to the Town Centre, passing **Trowbridge Community Sensory Garden**, maintained entirely by volunteers. **The Town Hall** is a magnificent public building, managed by Trowbridge Town Hall Trust and providing an excellent venue for Trowbridge Arts.



Passing the Town Hall you enter the **Shires Shopping Centre**, where you can find **Trowbridge Museum**, telling the story of Trowbridge's regional significance as a producer of high quality West of England woollen cloth, utilizing displays of rare and historically significant machinery including a Spinning Jenny. As you leave the Shires, approaching **Fore Street**, you will experience our 'café culture' pedestrianized area within the centre of town, set amongst some of the original grand clothiers' houses of the 18th Century.

### Chairman's address

SWIB can be proud that working in conjunction with Beautiful Fife and many communities in the County's we all live in are producing a very special Floral Feature at Chelsea 2014.

We are celebrating 50 years of Bloom but as you would expect of me I do not think we should focus too much on the past but concentrate on the next 50 years.

Entries in the 2014 competition have exceeded our best expectations and we welcome back some of the best communities in the West, Wells, Exeter and many others. The Pennant competition has been the key to inspiring and engaging many new entries from communities throughout the region.

The RHS continues to support the Bloom initiative and is instrumental in promoting the campaign and the brand at all times raising the promotion of Horticulture and community gardening as both a career and vocation.

May I take this opportunity of wishing you all great success in 2014 and celebrate all your efforts in the Golden (50) year of Bloom.

Finally may I thank our sponsors who without their support and help the promotion and development of bloom would be difficult.

Jon Wheatley  
Chairman  
Britain in Bloom - South West



Members of the committee of  
St George in Bloom



With the Lord Mayor of Bristol are:  
Merryn Preece, RHS Advisor  
& Grenville Johnson  
Chair of St George in Bloom.

## It's Your Neighbourhood

At the time of writing there are over 550 It's Your Neighbourhood (IYN) entries in our South West Region. Many of these have entered before but it is great to welcome so many newcomers.

Talking to the entries over the past few months many have said they did not know what to expect when entering and so, hopefully, in a few words I can provide some pointers.

Firstly it is not a competition – entries are assessed against criteria and not judged against each other. This means that there is no limit to the number of awards given to each level of achievement and all entries can aspire to and ultimately reach the outstanding level.

Secondly, the entry will be visited by an assessor. The term assessor has been chosen in preference to a judge to indicate the supportive role he or she provides. My personal view is a Judge delivers a verdict; an assessor evaluates and offers both praise and constructive advice to the entrants.

The assessors realise the work which has gone into each entry, want you to enjoy the assessing experience and will do everything possible to put you at ease. After the assessing and presentation, which this year is to be held at Trowbridge, you will be provided with a feedback sheet advising you on your entry.

The assessor will be looking at three areas, Community Participation, Environmental Responsibility and Gardening Achievement.

**Community Participation** is becoming increasingly important, but not to the detriment of the other two areas. A neighbourhood is a community after all and the assessor will be looking for an entry which demonstrates a sense of this.

This could include:-

- work by volunteers
- being inclusive of local people, local ownership and direction, making a difference to local people
- involving local people with planning, decision-making, communication & implementation, representative of the local community,
- Getting support (e.g. from local council, grant aid, sponsorship, in-kind aid etc.)
- planning for the future
- working in partnership with other organisations
- Remember the assessors enjoy meeting and talking to those involved in the entry.

**Environmental Responsibility** is an area where the assessor will be looking for how the entry demonstrates its care for the environment as a whole and would include areas such as the following:-

- Conservation (e.g. resources, heritage, wildlife, built environment)
- Composting
- Recycling
- Creating, maintaining or improving green space
- Sharing knowledge and skills

## COMPETITION ENTRIES 2014

### **Champion of Champions (J Wheatley)**

Portishead in Bloom	Large Town
Kingsbridge in Bloom	Small town
Truro	Town
Thornbury in Bloom	Town
Radstock in Bloom	Town

### **South West Tourism Cup Over 80,000 ( Richard Budge, Stevie Rogers)**

Exeter	City
--------	------

### **Tesco Cup 35,000 -79,999 (Lesley Jellyman , Tony Moore)**

Bath in Bloom	Weston in Bloom
Torquay in Bloom	Paignton in Bloom

### **St Bridget Cup 19,000 -34,999 (John Goulden, Steve Clampin)**

Exmouth in Bloom	Newquay in Bloom	St Marychurch & Babbacombe
Trowbridge in Bloom	Yeovil in Bloom	

### **Portman Cup 12,000 - 18,999 ( Michael Foy, Paul Smith )**

Bodmin in Bloom	Calne in Bloom	Devizes & Ridgeway
Falmouth in Bloom	Keynsham in Bloom	
St Austell in Bloom	Tiverton in Bloom	

### **Sargent Cup 9,000 - 11,999 ( Rod Pooley, Tracy Wilson )**

Corsham in Bloom	Ilfracombe in Bloom	Melksham in bloom
Sidmouth in Bloom	Tavistock in Bloom	

### **Preece Cup 7,000 - 8,999 (Tom Sharples, Rob Harkness )**

Amesbury in Bloom	Glastonbury in Bloom
Hayle in Bloom	Midsomer Norton
Seaton in bloom	Sherborne in Bloom

### **SWTA Cup 5,500 - 6,999 ( Andy Cole, Jane Pagano)**

Marlborough	Torrington
-------------	------------

### **Ayre Cup 2,500 - 5,499 ( Terry Porter, Penny Skelley)**

Budleigh Salterton	Dartmouth in Bloom
Pride in Paulton Partnership	St Just in Bloom

### **Cox Cup 1,500 - 2,499 ( Richard Budge, Shaun Cregan )**

Beer	Cannington in Bloom	Milborne Port
------	---------------------	---------------

### **Mary Mortimer Under 1,500 ( Denise James, Richard Taylor )**

Chew Magna	Clovelly	Marazion
Millendreath	St Issey in Bloom	Tresco

## New Pennant Entries

We have had an excellent response for the Pennant class introduced for the first time last year. Due to the large number of entries we have split them into four groups, Town & Village, and North & South of the area.

### **Northern Area Town**

St George in Bloom, Bristol  
Greater Fishponds (HEF's)  
Clifton, Bristol  
Wells in Bloom  
Yate & Dodington  
Taunton in Bloom  
Clevedon Pride  
Knowle, Windmill Hill & Filwood Broadway NP

### **Judges To be confirmed Village**

Sodbury in Bloom  
Tisbury in Bloom  
Lyneham & Bradenstoke  
Camerton in Bloom  
Temple cloud in Bloom  
Clean up Green Charfield  
Henstridge

**Judges Barry Cruse , Nicola Ware**

### **Southern Area Town**

Pride in Brixham  
St David's, Exeter  
St James, Exeter  
St Thomas, Exeter  
Pennsylvania, Exeter  
Heavitree, Exeter  
Totnes Gardens

**Judges Bob Sweet, Mark Logan**

### **Village**

Hele Community Group  
Townstall, Dartmouth  
Berryarbor  
Plympton St Maurice

**Judges Kim Parish**

The entry should also be able to show engagement in addressing environmental issues such as:

- Fly-tipping
- Fly-posting
- Litter
- Graffiti
- Dog fouling

**Gardening Achievement** is so important to IYN's and again my personal view is one of pride that so much can be achieved through horticulture with communities uniting, forming friendships and really making a difference to the quality of life in their neighbourhoods.

Having got that off my chest the assessor will be looking for:-

- Good maintenance, presentation and management
- Creativity
- Innovation
- Overcoming site difficulties
- Enhancing the area through gardening
- Appropriate planting

Remember there is no requirement for a portfolio.

Finally, it is the intention to make the assessment as enjoyable day as possible for both you and the assessor.

And finally, finally may I wish you every success in your entry and I look forward to seeing you in Trowbridge.

John Goulden

## Spring Seminars 2014



We had two very successful seminars at Bath and Tavistock. There was a very good presentation on IYN by Grenville Johnson, and Jon Wheatley gave delegates the opportunity to take a virtual judging tour.

## Britain in Bloom Web Site

Keep up to date with news of Britain in Bloom on our web site at

**[www.southwestinbloom.org](http://www.southwestinbloom.org)**

We are able to mail contacts from our web site, but when we send them out, quite a high number are unopened. Please make sure that our E mail address [southwestinbloom@aol.com](mailto:southwestinbloom@aol.com) is added to your "safe senders list." You can find details of how to do this on Google, if you do not know.

**Viridor**  
Transforming waste™

[WWW.Viridor.co.uk](http://WWW.Viridor.co.uk)

**Revive**<sup>®</sup>  
A Viridor product

## Flower power on the high street

The appearance of our high streets, parks, town centres and industrial estates is hugely important. Not just because we like places to look nice, but because what we see on our streets can significantly influence the community who live and work around them.



Great floral displays and well-tended public spaces attract prosperity: an investment in communal landscaping is also an investment in the residential and commercial community. As most Britain in Bloom volunteers appreciate, it is truly amazing the difference that plants and flowers can make to the look and feel of a place.

Floral displays play a significant role in boosting the local economy, attracting visitors, shoppers and businesses. This is particularly important in the South West where many communities are heavily reliant on tourism. Similarly, the towns, cities and villages on the Tour de France route this year should be seizing the opportunity to showcase themselves to the world.

Local authorities and In Bloom groups across the UK work hard to make our public spaces look good. Whilst some might query the wisdom of this at a time when public sector budgets are being pared down, it is an investment that often pays for itself in terms of increased footfall, tourism, retail and commercial activity. Without plants and flowers, areas can soon assume an air of neglect, with people increasingly disinclined to visit. It's a classic vicious circle – and far more significant than simply investing in a few pretty flower beds.

However, it makes sense for councils, In Bloom groups and other organisations to manage their limited resources as cost effectively as possible. Apart from the plants themselves, which can often be grown relatively cheaply, maintenance needs to be kept to a minimum. This is why self watering containers, which only require watering once a week, are so often popular with In Bloom groups.



## PRESS RELEASES

We are anxious to get as much publicity as possible for RHS Britain in Bloom South West with a series of press releases .

Suttons Seeds and South West In Bloom will be bringing all the wonders of childhood memories at the Chelsea Flower Show ....aaaahhh yes ... relish the first smell of the sea, the first cry of a seagull and the first Punch and Judy Show that you ever enjoyed in the school summer holidays. We hope to bring these and more flavours of the South West of England to the public in a mosaic of vegetables, flowers and beautiful garden structures with the 'Bloom 50 The Herbs & Horticulture' garden at the Chelsea Flower Show this year.

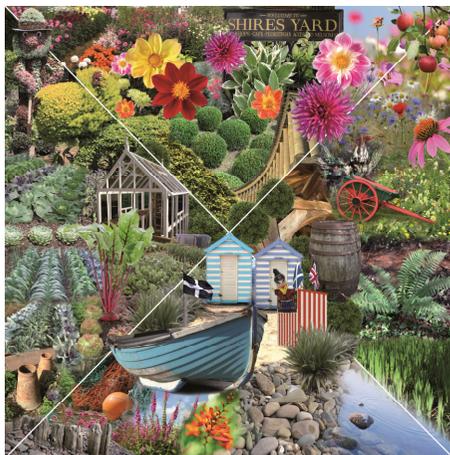
Suttons will be helping Britain in Bloom in the South West celebrate 50 years at the Chelsea Flower show, with a garden which has been inspired by the region and designed by RHS Gold Medal winner Jon Wheatley, varieties provided by Suttons Seeds and grown by Terry porter. With this garden we want to promote the fact that through all the crisis of flooding in the area recently, the South West is open for business and tourism.

Suttons brand new and exclusive Black Tomato (Indigo Rose) will be on show as well as other super-fabulous varieties!!!

The Sun newspaper are now on board. The garden will feature in their paper on a number of occasions. The first appeared on 12th April.



## Chelsea Garden 2014



Work on the garden design for Chelsea has moved on well. Jon has been busy with the design, which is now complete, just a few tweaks are necessary.

The herbs, are now built by Bath City Council, and Terry Porter has the vegetables well under way for the section of the garden with the herbs.

Jon Wheatley has the flowers coming on well and Dahlias are being grown in Cornwall.

Richard Budge & Kim Parish are busy selecting items for the beach section of the garden.



Suttons will be showing their new tomato, deep purple in colour at the show.

Ian Gillan of the pop group "Deep Purple" has agreed to open the garden on the Monday for the Press day, and those there will have the opportunity to witness John Styles and his Punch & Judy on the beach part of the display.

We are thankful to Viridor for their sponsorship of the garden, and for providing compost to build the garden.

The garden will move to Scotland after Chelsea, and Fife Council are a main sponsor, while members of Beautiful Fife will be in London helping build the garden at Chelsea.



Commercial sponsorship is also an important way of funding communal displays, with around 63% of In Bloom groups receiving support from local companies. For example, businesses can sponsor self watering containers, hanging baskets and fountain planters. Such displays benefit the whole community, raising the profile of an organisation within the community and making the area around them look more inviting and prosperous.

We all want somewhere pleasant to live, work and visit. Britain in Bloom and community horticulture play a vital role in achieving just that.



### About Amberol

Established in 1969, Amberol is a family run company which makes and supplies a range of horticultural products including self-watering containers, benches and talking rubbish bins. For more information, visit [www.amberol.co.uk](http://www.amberol.co.uk), email [info@amberol.co.uk](mailto:info@amberol.co.uk) or call 01773 830 930.

## South West in Bloom 2014 Schools Painting Competition

The theme for this year is

# "Poppies"

The age groups are as follows:

**Up to 6 years old, 7 – 11 years old, 12 – 16 years old**

Art should be a maximum of A3 in size. On the back of each painting, put names, age, and name of school and name of city, town or village.

Only one entry per age group, and they should be the winners of your local competition. Please note submitted works are **non-returnable!**

**The best exhibit in each age category should be sent to:**

**Richard Budge, Truro City Council,  
Municipal Building, Boscawen Street,  
Truro, Cornwall, TR1 2NE**

### **ADULT COMPETITION**

We are celebrating the 50th Anniversary of Britain in Bloom by holding an Adult painting Competition. The theme is the same, "Poppies" and max size is A3, but the picture can be in any medium.

Pictures will be available for collection at Trowbridge.

## EXETER PARKS WATCH and RHS BRITAIN IN BLOOM SW: A STRATEGY TO 2015

Exeter Parks Watch (EPW) is a forum run by volunteers in partnership with Exeter City Council's Parks & Open Spaces Dept, housing associations, police, ward councillors and, local community groups living near their green spaces. The two year strategy, started in 2013 and culminating in 2015 it aims to engage more individual 'It's Your Neighbourhood Entries' plus Pennant ('Village') entries so that by 2015 the City will be able to enter the main Britain in Bloom SW competition.



Ugandan Farmer (Ronnie) teaches allotment holders how to make Sack Mounds to save water - Guys & Hylton Allotments, Exeter

In the last 12 years EPW has successfully worked on 'bottom up' projects with local communities in 13 parks and green spaces across Exeter, and has brought into the City over £300,000 in grants to develop communities projects in parks and green spaces, particularly where those spaces have been under threat or compromised by anti-social behaviour and drug-taking. This work has created significant 'capital' in terms of the number of people and projects supported over that time (see [www.exeterparkswatch.org](http://www.exeterparkswatch.org) for project details).

Community groups now have the opportunity to celebrate and present the results of their efforts to assessors through the RHS 'It's Your Neighbourhood' awards and to be rightly proud of their achievements. Exeter had not previously entered the RHS 'It's Your Neighbourhood' category and in fact it has not entered 'SW in Bloom' main competition for well over a decade. So in 2013 Exeter Parks Watch encouraged 15 community groups to enter, including one Pennant/village entry, and two of those groups won the highest accolades (level 5 - 'Outstanding'). All intend to enter again in 2014 and work towards improving their 'grade'.

It is an ambitious programme but with the support of our Britain in Bloom SW mentors, the Exeter Parks Watch partnership is confident that the local communities and the City, with its business partners, will have much to celebrate around all their green spaces in 2015.

## Britain in Bloom South West Best Park / Country Park

This is a new RHS competition. There are two categories to be judged this year and they are Park or Country Park. They will be judged separately to any other in bloom competition and will be judged during July and August. Details of the criteria is on our web site.

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

Closing date for entries **Saturday 31st May.**

## Britain in Bloom South West Best Allotment

This site can be judged as part of your judging tour or your IYN assessment, but there will be no extra time allowance. If it does not fit in with your tour it will be judged separately in July or August.

Closing date for entries **Saturday 31st May.**

## Discretionary Awards in 2014

Especially for 2014 we have a special award for the **Best Display using Field Poppy**. This is to recognise the many towns, villages and communities that are sowing special poppy fields and displays to mark the start of World War I in August 1914. It will be judged as part of your tour.

## Important Dates for 2014

Regional Judging	<b>Wed 2nd July to Wed 16th July</b>
IYN Assessments	<b>Wed 2nd July to Thursday 31st July</b>
National Judging	<b>Mon 28th July to Friday 8th August</b>
Presentation at Trowbridge	<b>Thursday 18th September</b>

## Why Moles are good for Flowering Seed Mixtures.

The seed mixtures are proving to be very versatile in use. In urban settings they have brought a touch of colourful countryside to roadside margins as shown here in Gloucester and Bournemouth. In a country nursery near Banbury the Summer Picking mixture was a success as a “pick your own” cut flowers offer. Customers driving in to the nursery were greeted with a feast of colour good enough to pick. The stand of flowers was thick and sturdy, easily withstanding the impact of customers leaning in to pick their luscious bunches.



Gloucester in 2012

Flower seed mixtures are more eco-friendly. Studies in France and at Cambridge University Botanic Garden are proving the benefits to insect life and birds from these mixtures.

We call these mixtures “Throw to Grow” and it is as simple as it sounds providing you follow a few tips.

Clear off the invasive weeds such as grasses, nettles and docks. Do not add fertilisers.

Only sow at 3 grams per square metre, maximum 5 grams per square metre. Some people like to clear the ground during the Autumn then wait until weed seeds germinate and start to grow the following Spring then apply a glyphosphate type weedkiller. Sow the mixtures a few days later.

Peter Wyatt  
Moles Seeds UK Ltd.  
www.molesseeds.co.uk  
peterwyatt@molesseeds.co.uk



Bournemouth in 2013



Banbury nurseries Summer Picking



Volunteers in st David's Churchyard

EPW is now working hard through 2014 to attract many more individual 'It's Your Neighbourhood' entries and, more specifically, to achieve more 'Village' entries. This is a particularly attractive category. It enables community groups to enter a number of their green spaces without being constrained by artificial boundaries i.e. ward boundaries or lines on a map. The 'village' is the cluster of green

spaces they help look after - parks, allotments, cemeteries, greens, housing estates - which are recognised by residents as being in their 'area'. In 2013 St David's 'Village' was the first entry and people there were delighted to be awarded a Silver Pennant. But equally delighted to be recognised as a 'village'.

Building on the success of these grassroots 'clusters' in 2014, the aim is to achieve a dozen 'village' entries in 2015 and to encourage the City to enter the main competition. As this is also the year when Exeter hosts some of the world cup rugby matches, it will provide an excellent opportunity for the City to review its 'gateways to the City' - the railways stations, the M5 junctions 29 and 30, A38 access and the A30 - to make these as attractive and welcoming as possible to visitors arriving in Exeter.



Guys & Hylton Allotments Open Day,

## Exeter returns to Britain in Bloom South West

We are very pleased to announce that due to the hard work of John Goulden on behalf of Bloom and the enthusiasm of the Exeter Parks watch and volunteers in Exeter that the city has entered this years competition.

Exeter has seen many developments over the past few years and they now have the opportunity to show off these achievements and the tremendous work of their volunteer community.

## Presidents Message

We have all experienced in one form or another the most atrocious weather over the last few months, with gale force winds and severe flooding throughout much of our Britain in Bloom South West area.

What has been quite evident in whichever county you live, each with differing needs the “Dunkirk” spirit became evident?

Communities pulling together to help each other. Many people openly admitting to the media that until this occurred many did not know their neighbours.

This links in nicely with the aims and objectives of the RHS with getting your community involved and not relying solely on District/Town or Parish councils to lead your entry. With over 500 entries in the IYNs last year it is quite obvious that in our region, it is working and the way forward.

Two successful seminars have now taken place in Bath and Tavistock with over 250 delegates.

Grenville Johnson from St George Bristol who’s case study on his own IYN experience was well received. It showed what can be achieved in a community, by getting to the “Outstanding level” in a relatively short time, with good planning, leadership and a clear set of objectives.

They are now moving on to the Pennant class, a natural progression, with more challenges, which we applaud, as the way forward.

As stated before it is a very special year this year 2014 celebrating 50 yrs of bloom. Rise to the occasion with some imaginative entries to keep the South West to the front. Don’t forget your wild flora areas with the “Red Poppies, and Sunflowers for schools from Suttons. New discretionary awards for Best Public Park and Best Allotment, and much more. Details on our web site.

I send you all my good wishes, have a good summer, judging in July and see you for the presentation in Trowbridge on the 18th September.

Vic Verrier MBE

Hon President Britain in Bloom South West



[WWW. Viridor.co.uk](http://www.viridor.co.uk)

## Viridor is proud to be supporting Environmental Projects across the region



As well as being the main sponsor of Britain in Bloom – South West, Viridor supports a number of community projects across the South West.

One of our long-standing charity partners is Carymoor Environmental Trust, which has an Environmental Centre alongside Viridor’s Landfill and Recycling Centre at Dimmer, Castle Cary, Somerset.

The Trust carries out pioneering land restoration and habitat creation work on 100 acres of the capped landfill, creating a nature reserve with an extensive range of habitats that is used to provide high quality first hand experiences of the natural world.

The Centre offers inspirational outdoor learning days and outreach education activities across all the Curriculum Key Stages. Children can experience nature first-hand at the reserve which is a haven for wildlife of all kinds. The experience is complimented by the nearby working landfill site, bringing home the importance of waste reduction, reuse and recycling. The welcoming visitor centre and surroundings have lots of sustainable features – solar panels, rainwater harvesting, a strawbale house and a beautiful sensory garden.

The Centre also runs a compost Champions Scheme, that helps people learn more about successful home composting. With support through the Somerset Waste Partnership, the one-day training courses are free to volunteers within Somerset who sign up to pass their skills onto local communities, but courses can also be offered at a nominal cost to groups outside of Somerset.

Family Fun Days and a Future Field Naturalists Club, aimed at 8-12 year olds are another key feature of the Centre.

For further information, contact [www.carymoor.org.uk](http://www.carymoor.org.uk) or telephone 01963 350143.

