

## Important Dates for 2010

Closing Date for S W in Bloom Entry **SATURDAY 1ST MAY**  
Closing Date for N Awards Entry **Wednesday 1st June**  
Closing Date for Painting Competition **Friday 16th July**  
Regional Judging **Wed 7th July to Wed 21st July**  
National Judging **Mon 2nd to Friday 13th August**  
Presentation at Bath **Thursday 16th September**

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

**Joanne Jukes**  
**Stonebarn, Moorledge**  
**Chew Magna**  
**BS 40 8TL**  
**Tel No 01275 333007**



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

# South West in Bloom Spring Newsletter 2010



**National entries for 2010** South West in Bloom would like to wish our National entries **GOOD LUCK**

## **There are two new trophies for 2010**

**Barry Cruse MBE Trophy** for the best entry Web site

**Vic Verrier MBE Trophy**  
for the best new entry in SW in Bloom in 2010

## **South West in Bloom - give Viridor a mention please!**

We are very grateful for the continued sponsorship that Viridor gives to SW in Bloom, and a special plea as we enter 2010. We know that there is a lot of coverage by the media for the South West in Bloom competition as we read it avidly during the year in the press cuttings. We also understand that many of you have local sponsors that you need to mention whenever you issue a press release. Where it is possible it would be really helpful, if you could add to your releases a mention of the Viridor, Revive overall sponsorship. One line would be greatly appreciated as below.

If Viridor are mentioned it means their cuttings agency will pick up the news item and at the end of the year it will show their Directors a portfolio of press coverage about South West in Bloom and how their sponsorship really helps us.

**"Revive Soil Conditioner, made in Somerset by Viridor from local composted plant material, is proud to be the overall sponsor for the RHS competition South West in Bloom"**

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

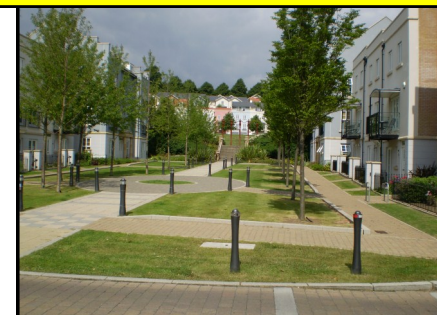
**Bristol** Gold Medalist and Winner in the South West Tourism Cup 2009.  
National Large City entry for 2010



**Cricklade** Gold Medal & Winner of the Large Village category & The Sponsors Award 2009  
National Small Town Entry for 2010



**Portishead** Gold Medalist in the Portman cup 2009  
National Urban Community for 2010



**St Ives** - Gold Medal & Winner of the Sargent Cup in 2009  
National Coastal entry for 2010



**Wedmore** Gold Medalist & Winner in the Cox Cup 2009  
National Large Village Entry for 2010



**New Award in 2009-  
Viridor School Composting Award  
Winner Two Moor Schools Tiverton**



### Chairman's Greetings

I am very pleased to announce the continued main sponsorship of S W in Bloom by Revive, a Viridor product. We really appreciate the continued support and involvement of Kevin Bishop and his colleagues from Viridor. SW in Bloom is one of the strongest of the 18 Bloom regions largely due to the efforts of you all within your groups and communities.

Currently the role of the Local Authorities are changing along with the degree of direct funding being reviewed. We sincerely hope that this situation will not impact on Bloom groups and encourage groups to develop intuitive and creative means of overcoming short term difficulties.

I would congratulate the new Cornwall County in launching Cornwall in Bloom, and along with Wiltshire and South Gloucester who seem to be encouraging many new entrants into what is, in my view, the most positive community volunteering initiatives in the Country. We in the South West are indebted to you all and you are making a real difference.

Other news relates to the withdrawal of S W Tourism from the S W in Bloom administration, which is a pity, and we thank them for the many years they have supported us.

Bath City in partnership with B& NES are hosting the 2010 awards on 16th September and this promises to be an excellent event. Communities will be encouraged to attend on the day, and Civic Town & Parish dignitaries will be invited to a Mayoral reception on the evening prior to the presentation in the Roman baths.

I am very much aware that the new S W in Bloom needs to review its constitution, aims and objectives, and the committee are working on this, as well as other initiatives. My key message for the future is to encourage the involvement of your communities and propose a new form of AGM whereby representatives of groups can attend and formulate. Shape and develop the future of S W in Bloom or B in Bloom S W.

Your news and ideas are really welcome so let's make SW in Bloom the best ever, and certainly the best of the Bloom regions. We look to place these on the Web site so that we can all work together.

**Jon Wheatley, Chairman**

### Considerations prior to planting

Site preparation - Must be free from perennial weeds and add organic matter as it your last chance

Post planting - water if necessary & mulch with 5cm bark / wood chip

### Plant selection

Must be long lived and not require staking or dead heading. Select those showing tolerance or resistance to pests and disease e.g. Avoid Michaelmas Daisies that are prone to mildew and use the New England Asters or *Aster x frikartii* instead. Plants should not require regular lifting and splitting.

### Post planting

Mulch to a minimum depth of 5cms with bark chip to prevent weed seed germination and retain moisture. Water to establish plants if necessary.

### Examples of plants found to be long lived (20-25 years) suitable for woodland.

*Astilbe chinensis*, *Vinca minor*, *Epimedium*, Ferns, *Symphytum*, *Helleborus*

### Examples of plants found to be long lived (20-25 years) suitable for woodland edge conditions (light shade)

*Geranium macrorrhizum*, *Hemerocallis*, *Pulmonaria*, *Ligularia*, *Brunnera*, *Lamium orvala*

### Examples of plants found to be long lived (20-25 years) suitable for open ground conditions (sunny)

*Erica carnea*, *Phlomis russeliana*, *paeonia*, *Persicaria amplexicaulis* and *P. affine*, *Bergeria*, *Aconitum*, *Hemerocallis*, *Miscanthus*, *Anemone x hybrida Cvs*

[Hansen & Stahl - Perennials and their garden habitats - Camb. University Press - 1993]

### What to grasses have to offer?

Aesthetic qualities of – light reflection (*Stipa gigantea*), many have a strong vertical line (*Calamagrostis x acutifolia* 'Karl Foerster') and almost constant movement (*Molinia* 'Transparent')

Foliage effects – colour, autumn tints & winter interest but little variation in form.

*Sesleria autumnalis* (lime green) *Calamagrostis x acutiflora* 'Overdam' (variegated), *Miscanthus sinensis* 'China' (autumn tints)

Flower interest – not very varied form but valuable winter effect. Limited muted colour palette but they appear to absorb colour from adjacent colourful perennials.

### What do perennials have to offer?

Flower interest – intense colour, considerable variation in inflorescence form (spikes, buttons, curtains, daisies, plumes), some winter interest from seedheads

Foliage effects – plenty of choice of colour & form. Good autumnal tints but limited winter interest except for evergreen perennials such as *Bergeria* and hellebores

### Plant combinations

A combination of BOLD, FEATHERY and SPIKY always makes for a pleasing combination e.g. *Iris sibirica* (spiky foliage), *Astilbe* (feathery foliage and flowers) and *Hosta* (bold foliage)

### Using grasses and perennials

Grasses on their own lack variety of form and look boring- they come to life when combined with the more intense flower colour of perennials. Adding autumn foliage shrubs and coloured stems will enhance late autumn & winter interest e.g. *Cornus sanguinea* 'Midwinter Fire'

# Regional Judging

## Regional judging in 2010

Wed 7th July to Wed 21st July

By request of many entrants the closing date for entries to South West in Bloom has been brought forward to **1st May**. This will allow the actual dates for your judging tour to be arranged early in May

### Judges for 2010

This year it has been decided to close the entries earlier so that entrants can make arrangements for their judging tour earlier. It has also been decided to announce who will be the judges for each category.

### **Provisional Judges for 2010 are**

<b>South West Tourism Cup</b> .....	David Littlewood	Michael Foy
<b>Tesco Cup</b> .....	Nick Jones	Rod Pooley
<b>St Bridget Cup</b> .....	Richard Budge	Barry Cruse
<b>Portman Cup</b> .....	Terry Porter	Martin Ford
<b>Sargent Cup</b> .....	John Goulden	To Be advised
<b>Preece Cup</b> .....	Kim Parish	Martin Abrahams
<b>SWTA Cup</b> .....	Jon Wheatley	To Be advised
<b>Ayre Cup</b> .....	John Bawden	Tony Moore
<b>Cox Cup</b> .....	Lindsey Weaver	To Be advised
<b>Mary Mortimer Cup</b> .....	Bob Standen	Lesley Jelleyman

Reserve judges - Anita Barrett, Carol Wride, Nick Maker, Andy Cole, Jane Moore, Tracy Wilson, Ian Thompson

### Sustainable Planting by Mary Payne MBE

This is a brief summary of the presentation gave by Mary at the South West in Bloom Spring Seminar.

### **Comparison of planting styles**

#### Seasonal Bedding

*Advantages* - instant colour over a long season and relatively low plant costs  
*Disadvantages* – high density planting takes time, twice yearly change of plants.  
Occasional weeds very obvious.

#### Permanent planting of grasses and perennials

*Advantages* – One off planting at a reduced density means less labour input. Lower carbon footprint regarding plant production costs. Seed heads are good for wildlife. Less prone to vandalism.  
*Disadvantages* - More training required and slower to establish

#### Shrubs

*Advantages* – acceptable for roadside banks. Suitable for “moronic” pruning. Good cover for wildlife depending on species used  
*Disadvantages* – Little variation in form. Lack of colour over prolonged season.

#### Shrubs ground cover

*Advantages* - More contrast in texture. Less prone to moronic pruning  
*Disadvantages* - Low ground cover prone to weed invasion

## Viridor (Revive Soil Conditioner)

### School Gardening Project



**Bridgwater school uses Viridor competition prize for new greenhouse**  
St Joseph's School in Bridgwater, who came first in Viridor's Dig It, Grow It, Cook It, Eat It competition, have used their prize of £200 garden centre vouchers to buy a new greenhouse.

The Bridgwater primary school came joint first with Ladymead Community School in Taunton, who started a large scale allotment space. They will be using their vouchers towards materials to further develop and improve their allotment.



Fifty schools in Somerset entered Viridor's competition, which is supported by Somerset Waste Action Programme, to find the most imaginative ideas for creating a vegetable patch in their school and keeping diaries to record their progress. Each school received one tonne of Viridor's Revive Compost Conditioner and six packets of seasonal vegetable seeds to help them on their way.

Rupert Farthing from Somerset Waste Action Programme, said: The Dig It, Grow It, Cook It, Eat It competition is all about young people understanding and appreciating the full food cycle and that leftovers from the garden and kitchen are not just rubbish, but could be the beginnings of good, rich compost."

Jane Bazire, Classroom Assistant at St Joseph's, said: "Pupils from Year Three filled a beautiful scrapbook with lots of pictures of the vegetables they grew and created an exciting menu that the youngsters helped to cook and eat. "They were so excited about winning the competition and getting a brand new greenhouse to help them grow even more vegetables."

Kevin Bishop, Viridor's Regional Recycling Manager, said: "Helping children grow their own vegetables in compost made from 100 per cent natural organic materials is a great example of the perfect recycling loop.

"We've taken this idea further with our Revive soil conditioner by helping some incredible gardening projects in the local community and encouraging schoolchildren to become inspired gardeners."

Viridor will be running Dig It, Grow It, Eat It again this year. For more information visit [www.viridor.co.uk/revive](http://www.viridor.co.uk/revive)

**For more information contact Tessa Taylor, Regional Communications Manager (South West) on 07769 744 417 or email [ttaylor@viridor.co.uk](mailto:ttaylor@viridor.co.uk)**

## Kim Parish Vice Chairman South West in Bloom

My passion for horticulture started slightly later in life and at the age of 25 I followed my dreams, giving up a career in civil engineering and enrolling on a 3 year BSc landscape & garden design course at Writtle College in Essex. I then took a local authority based job in Cornwall working as a Client Officer, monitoring contract compliance, the day-to-day management of the parks & open spaces, designing over 200 unique bedding schemes, implementing change with the design & development of new landscaping schemes.



My role developed into the Horticultural Development Officer. I was responsible for managing the production of ¼ million bedding plants, improving service standards, managing staff, developing the commercial potential of the service with particular emphasis on sponsorship & generating income opportunities for the nursery and leading with publicity. It was here that I first got involved with in bloom with supporting the Newquay group.

In 2002 I was lucky enough to be able to design and oversee the implementation of two show gardens at the celebration of Cornish gardens and Royal Cornwall Flower Tent and was awarded Silver and Silver Gilt. I continued to work with local towns and support them in their in bloom entries. In 2006 the service was privatised and my role again developed taking the lead in landscape & floral developments, assessing & developing new schemes, securing funding & sponsorship whilst engaging communities to ensure they are fit for purpose & meet local needs, continuing to support 'In Bloom' initiatives, actively involving local communities & encouraging a programme of activities which use the parks as a resource and utilising horticulture to encourage adults to return to work from prolonged periods of sickness and to give children struggling with the education system experience to take into employment. During this time I helped design & implement an eco-friendly garden at the LGA Conference and we were awarded Best in Show.

I have been a regional SW in Bloom judge since 2006 and it is a privilege to meet so many enthusiastic and hard working groups making a real change to the areas they live and work in. I am passionate about the In Bloom competition and how it is a benefit to so many people. Communities hold the future to the improvement of our villages, towns & cities and during my time as a judge I have helped drive the competition forward through it's your neighbourhood and the development of the competition.

From a personal view I am a Mum of a lively 7 year old and enjoy when I get the opportunity helping at my Sons school, assisting with gardening club and fund raising through the PTA. I like to spend as much family time as possible but when I get free time I am a keen runner and am currently developing my own new garden.

## Children's Painting Competition 2010

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 2010 by popular request is again

**“Dig it, Grow it, Cook it & Eat it”**

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 2011 calendar based on the school term year.

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

**Richard Budge**

Truro City Council  
Boscawen Street, Truro,  
Cornwall. TR1 2NE  
Tel 01872 274766



## Presentation of Awards the Assembly Rooms Bath

**Thursday 16th September**



This year's presentation will be in the splendid surroundings of the Assembly rooms in Bath. The day will start a little earlier with arrival and coffee at 09.15 and the **“It's your neighbourhood awards”** starting at 10.00 a.m. This is so we can have a long lunch where you will partake of a luxury figure buffet and have the opportunity to see and visit some of the sights of Bath from an open top tour bus. Your lunch, which will be to the accompanied by a string quartet, will be in two sittings to allow time for you to take the tour. **S W in Bloom** presentations will start at 2.15p.m. With coffee and depart at 4.30 p.m. There will be a celebrity to present the awards, but the name will be released later.

The cost will be £15 per delegate, and booking forms will be sent to you after the judging. The venue is able to accommodate 450 persons, so there will hopefully be no restrictions on the numbers, but it is always best to book early.

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## Neighbourhood awards changes to “It's your Neighbourhood”

The RHS has made some changes to it's neighbourhood programme, changing its name and some of the rules and criteria for 2010. All of our existing entries will still be eligible, but the judging assessment will be slightly different. See the enclosed leaflets and entry form.

**We look forward to still more entries in 2010.  
Don't forget your entry form.**