

## Important Dates for 2012

Closing Date for S W in Bloom Entry **Tuesday 1st May**  
Closing Date for N Awards Entry **Tuesday 1st May**  
Closing Date for Painting Competition **Friday 13th July**  
Regional Judging **Wed 4th July to Wed 18th July**  
National Judging **Mon 30th July to Friday 10th August**  
Presentation at Weston super Mare **Thursday 20th September**  
Spring Seminar 2013 **To be arranged**  
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 2012. 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.

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 2012

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



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

**TUESDAY 1st MAY**

The procedure for judging the Neighbourhood entries, and the main competition is to co ordinate them as much as possible. The closing date for both is the same. The judge for the main competition entry will also determine which of the neighbourhood entries can be judged 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 continued to develop its web site, and you will shortly be able to enter both the main competition and **It's Your neighbourhood** on line.

When tickets for the presentation at Weston super Mare are available then you will be able to purchase these on line, and print your own ticket.



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

### The S W in Bloom Web site will include many new features

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.

It has an up to date list of entries in each main category.

It shows all those **It's Your Neighbourhood** that have entered for 2012.

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.



## 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. You will have the opportunity to visit some of these during the Lunchtime.



There will also be a civic reception on the Wednesday evening at the Royal Hotel, which is situated right next to the Winter Gardens. Accommodation can be found via the Weston Web site.

[www.wsm-hra.org](http://www.wsm-hra.org)



### Local quality accommodation on

website:- [www.wsm-hra.org](http://www.wsm-hra.org)

### ITINERARY FOR THE DAY

09.00am	Registration
10.00am	Neighbourhood Awards
13.00pm	Lunch
14.30pm	South West in Bloom Awards
16.00pm	Closing

### LUNCH TIME MENU

Honey Roast Gammon Ham  
Roasted Crown of Turkey  
Selection of Local Somerset Cheeses  
Cheddar, Brie and Stilton  
Selection of Chutney and Pickles  
Salt & Black Pepper Seasoned Potato Wedges  
Homemade West Country Mature Cheddar and Red Onion Tarts  
Gala Pork Pie  
Freshly baked Artisan Bread Basket Selection  
Selection of Seasonal Salads  
Green Leaf Marinated Tomato & Onion Salad  
Red Onion Coleslaw  
Fresh Fruit Basket







Visit the Plantscape web site on **[www.plantscapeuk.com](http://www.plantscapeuk.com)** and download the new Jubilee brochure.

#### Chairman's report

South West in Bloom has enjoyed its most successful year ever with outstanding success at National level, with Cricklade becoming **National Champion of Champions**.

"Its your Neighbourhood" projects numbered over 400, with the main bloom competition holding up well all indicating SW in Bloom is alive and well.

We also have a brilliant web site which I hope you will all use to the benefit of the campaign.

My personal thanks to you all, our sponsors and the Royal Horticultural Society and its staff for all the help and support to the "Golden" South West.

Good luck, have fun and enjoy everything that's BLOOM.

**Jon Wheatley**



**RHS BRITAIN  
IN BLOOM**

As our thoughts turn to warmer weather, long summer days and the Bloom competitions, let's just pause and take stock of what, how and why we do it. Basically we simply love it, the friendships formed, the rivalry, and the determination to improve the areas where we all live, drives us all on.

The present economic downturn, high unemployment, council funding cuts, all spell doom and gloom, but let's see if we can make it work in our favour

You are all aware that the South West in Bloom competition and the IYN entries have an important message in them, that of Community involvement.

Many are already doing fantastic work in that direction, but this year with the Queens Diamond Jubilee celebrations and the London 2012 Olympics, opens up many more avenues to "showcase" your entries. I am sure my judges will see the patriotic colours appearing in floral displays, and local schools with their own contributions.

Now back to my earlier statement of "working in our favour",

You may know someone who has recently lost their job, been made redundant or simply retired. Many of these could now be at a complete loose end, and by placing a simple "recruitment friendly poster" up in your locality, you could gain some welcome new skills. Fundraising, IT, photography, painting street furniture, litter picking, growing plants, watering and many more.

Invite them along for a coffee and a chat; they could be hooked for life.

I am confident that by all working together and helping each other, we can still make 2012 a "Blooming" good year.

Best wishes to you all

**Vic Verrier MBE President**



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 4th July to Wed 18th July**

**Closing date for entries to South West in Bloom & It's Your  
Neighbourhood have been brought forward to 1st May.**

**Arrange your judging tour in Early May**



## Bids (Business investment district) scheme

### Unlocking the Potential of a Place through a “BID”

At the spring seminar Neil Scott Business Improvement Manager at Truro gave an enlightening insight into the BID process and how it can benefit local communities. What is the BID

**125 BIDS operating in England, Wales & Scotland**

**Majority in Town & City centres**

**Funded through a BID Levy**

**Consultation - business Plan - Ballot**

**50% businesses + 50% Business rateable value**

**If YES all businesses have to pay**

**Levy generally 1% business rate - Collected by Local Authority.**

**Define your area - Heritage - Character**

**Retail Centre - Features - Activities - Employment**

**“Business Investment District**

**The BIG Question**



**Question What does the BID Deliver**  
**Answer What the business want it to.**

**Who Runs It**

**A “Not for Profit Company”**

**A Board of non-Executive Directors**

**A BID manager to deliver the business plan**

**Supported by Marketing & Communications Officer.**



We are pleased to say that since the Spring Seminar, Businesses in Weston-super-Mare have voted in favour of their own “Bids” scheme. **Congratulations** to them and I am sure we will see some marvellous improvements, even as soon as this year.

## Planting & Best Practice.

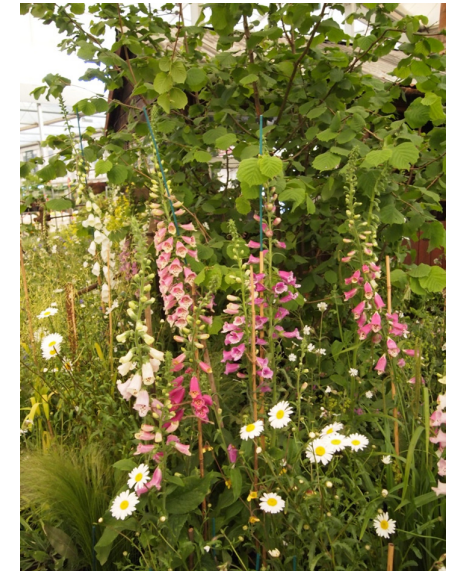


Sub Tropical Planting

Mixed sustainable planting is very trendy and as well as being practical and achievable.

Don't be afraid of mixing native plants with traditional herbaceous plants, shrubs and trees.

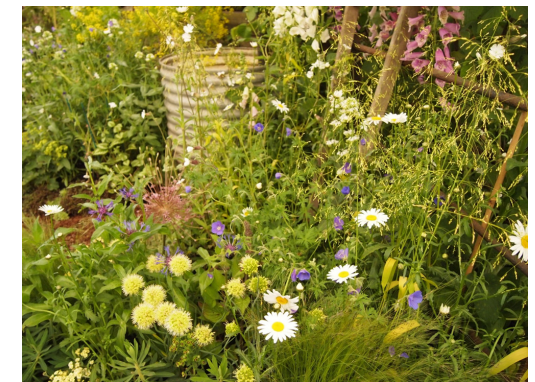
We are almost into “anything goes as well as it grows” territory.



Mixed Sustainable and Native



Planting suitable for Low water use



Mixed Sustainable Planting



## Budget cuts and opportunities

**Many District, Town & Parish Councils are undergoing cost saving activities at this present time, and many of these cuts are affecting horticultural displays and projects.**

**This can be an ideal opportunity for volunteer groups, and in Bloom groups to offer help in these difficult times. In many of the cases a majority of the costs incurred by these Councils are in relation to labour costs. Help to find**

**more local champions and seek out volunteers that wish to see us preserve much of our local character. Getting sponsors can be difficult, but some business areas have adopted the "Bids" scheme, which provides additional finance to improve their town. Instead of cancelling schemes it is a better option to try and achieve your goals by finding a different way.**



Barnardo's help Group in Grove Park. WsM

**These cuts are more than just a loss of flowers and colour, but it effects the appearance of Town, for both residents & visitors. They promote Civic Pride and help to make a nicer Place to Live. With more Business closures, and a general difficult financial climate, preserving our green and floral environment is very important, especially in Tourist areas.**

**In recent times there has been a move in some councils to plant even more annual bedding. Besides being expensive, and time consuming, the more favoured move now is to keep some annual bedding, but convert beds to sustainable and perennial planting. Also the move to the planting of annual and perennial wild flower mixes offers another more economic, but attractive alternative. This can help to provide a long term solution .**

**One bonus is that new groups and individuals becoming involved can also promote some new creative ideas which can enhance the in bloom groups entry. Some new ideas have included edible gardens, sculptures by local colleges and developing some previously poor areas.**

**The Weston Businesses have recently voted to adopt the "BIDS" scheme which will give them opportunities to contribute towards the changes that are needed in the town. They have already agreed to provide and maintain hanging baskets in the High Street.**



## "BIDS" WHAT CAN IT DELIVER ?

### Five key projects

#### 1 Marketing



Local Campaign  
Monthly Newsletter  
Local "App" for Smartphone  
Dedicated Festival Guides  
Gourmet City  
Advertising  
New business Welcome pack

#### 2 Events

New Christmas Light Scheme  
Annual Christmas Festival  
Annual Music Festival  
Art in the City  
Support for other local events



#### 3 Safer City Centre

Tackle non Welcome areas  
Enhance openways - painting  
Interpretation boards

#### 4 Attractive City Centre

Additional Floral Displays  
Partnership with City Council  
South West in Bloom Gold Awards



#### 5 Accessible City Centre

Shop mobility centre  
New signage and navigation system  
A new map  
Welcome & information panels  
Full compatibility with Web



## Children's painting Competition

The theme of the competition in 2012 is

### **“My Environment”**

The children can use their imagination for their pictures based on the theme.

The age groups are as follows:

up to 6 years old

7 – 11 years old

12 – 16 years old

Artwork 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.

Please note we will try where possible to return the pictures, to a representative at the Presentation at Weston super Mare.  
If not collected the winners will be returned later.

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

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

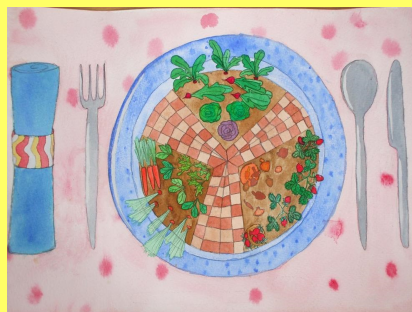
**Closing date for entries is Friday 13th July 2012.**

Awards will be presented at the South West in Bloom  
Presentation Event, which will be held  
On Thursday 20th September at Weston super Mare

### **2011 Winners**



Flora Hadfield Age 5  
All Saints Primary School, Sidmouth



Evie Huntsworth Age 10  
Corsham Primary School, Corsham



### Judges for 2012

This year it has again 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 in 2012 are

#### **Class**

##### **South West Tourism Cup**

##### **Tesco Cup**

##### **St Bridget Cup**

##### **Portman Cup**

##### **Sargent Cup**

##### **Preece Cup**

##### **SWTA Cup**

##### **Ayre Cup**

##### **Cox Cup**

##### **Mary Mortimer Cup**

#### **Judges**

Martin Ford  
John Goulden

Tracy Wilson  
Michael Foy

Terry Porter  
Tom Sharples

Rod Pooley  
Ian Thompson

John Bawden  
Martin Abrahams

Tony Moore  
Shaun Cregan

Barry Cruse  
Lesley Jelleyman

Nick Jones  
David Littlewood

Carol Wride  
Kim Parish

Richard Budge  
Andy Cole

### **Regional Judging Sheets for 2012**

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**