

Important Dates for 2013

Spring Seminar Trowbridge	Thursday 21st February
Spring Seminar Falmouth	Thursday 28th February
Closing Date for S W in Bloom Entry	Wed 1st May
Closing Date for IYN Awards Entry	Wed 1st May
Regional Judging	Wed 3rd July to Wed 17th July
National Judging	Mon 29th to Friday 9th August
Presentation at Truro	Thursday 19th September

It's your Neighbourhood



Weston super mare - Bourneville Chocolate Garden

Congratulations to the 400 South West entrants in the 2011

"It's Your Neighbourhood Awards."

The winner of the Best "Its Your Neighbourhood award" entry in 2012 was Bourneville Chocolate Garden in Weston super Mare. They will represent the South West at next years National award presentations.

Revive
ORGANIC SOIL CONDITIONER
WWW.Viridor.co.uk
a Viridor product

RHS
Britain
in Bloom



Web Site WWW.southwestinbloom.org.uk

South West in Bloom Autumn Newsletter 2012



National results for 2012

Thornbury - Champion of Champions Gold Medal in 2012



Truro .National Large Town Gold Medal in 2012



Taunton National small City Silver Gilt in 2012



Sidmouth National Coastal Silver 2012



St Issey National entry small village Silver Gilt 2012



Newquay National small Town entry Silver Gilt 2012



NATIONAL FINALS 2012 Guernsey

We are extremely proud that one of our judges, Mr Shaun Cregan, was awarded the COMMUNITY CHAMPION award for all his hard work in Taunton - our warmest congratulations to Shaun.



The Portfolio

The portfolio is an opportunity for you to gain extra marks and to support your entry. Through the portfolio you can show judges places you don't want to take them on the tour and demonstrate all year round involvement. Many groups find it very daunting and time consuming, it doesn't need to be.

It is a tool
Keep it simple

The Boring Bit

A4 in size (297 x 210mm)
Maximum 30 sides of A4, that gives you 30 sides but you don't have to use them all

We will need two copies, one for each judge

We recommend sending portfolios to your judges, at least 2 weeks before they come to judge you (remember you could be the last place judged & judges are likely to be away from home so by sending it early they are fully prepared before they start judging)

Portfolios are not normally returned

Optional, a maximum 5 pages of Appendices, 10 sides, for extra photo's, press cuttings, sample flyers, CD/DVDs etc.

Suggested Format

Introduction
Review of the last 12 months or actioning the previous years' judges comments
Horticultural Achievement
Environmental Responsibility
Community Participation
Conclusion

It doesn't Need to

Include a map
Have your tour listed
Be professionally produced

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" 2012 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:

7- 11

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



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

National nominations for 2013 are from below

Newquay



Falmouth



St Issey



Bath



Bristol & Clifton



Dartmouth



It was back in the 80s when I had my first taste of success in the Bath in bloom competition, I hadn't entered but in those days judges just walked the streets looking for floral displays on businesses and houses, in my case it was my business in Moorland Road and two pots of geraniums on the window ledge!. I was awarded a "Commended," a lowly start to my involvement with "The Bloom".

The two pots of geraniums soon became four and then hanging baskets and containers were planted and displayed, more awards came my way and soon my shop was famous! Within a few years the whole road was involved, I had two greenhouses built in my garden and grew over 5000 plants to use in displays on over fifty shops, Moorland Road won the Bath in bloom competition many times, this led to residents of our area showing interest, and this I suppose was the beginning of our very own community involvement. The Moorlands area entered Southwest in bloom and won our category for three years in a row, and in 1998 we represented the Southwest in the Britain in bloom national finals, unfortunately we were just beaten into 2nd place. My enthusiasm for "The Bloom" went undiminished as over the years it became obvious that Southwest and Britain in bloom were not just about flowers but about people, volunteers, schools and community groups, sustainable planting, biodiversity and recycling and the benefits to our villages, towns and Cities that came about as a result of the competitions.

Today "The Bloom" involves over 200,000 volunteers, it brings benefits to over 2,000,000 people, it involves 1,100 villages, towns and cities, and is responsible for 115,000 trees, 352,000 shrubs and 21,000,000 bulbs being planted per year! As well as litter picks, clean ups, graffiti removal etc etc, Staggering figures, but its statistics like this that make me every bit as enthusiastic today as I was back in the 80s.

Barry Cruse

2012 Weston super Mare Presentation event.

We held a very successful presentation event in the Winter Gardens Weston-super-Mare. It was very challenging this year as there were nearly 400 neighbourhoods in the morning, followed by the main entry competition in the afternoon.

The event was attended by Cllr David Hitchins, Mayor of Weston, and Carol the mayoress. John Penrose MP looked in to the presentation, and the guest speaker was Ann Swithenbank.

The full results of last years competitions are available on the South West in Bloom Web site.

The South West in bloom committee is very thankful to the Weston in Bloom committee for hosting the event.

SPRING SEMINAR

We have been listening to your feedback and for 2013 we will hold two spring seminars (as a trial) one in the north of our region and the other in the south. This will make them easier to get to for our delegates and reduce the costs. We appreciate budgets are getting tighter and tighter, and so we have put together a tasty lunch but stripped down the cost a little. This means that the tickets for the seminar have been reduced to **£12.50 per delegate**.

Trowbridge Spring Seminar, Trowbridge Civic Centre Thursday 21st February

Provisional Programme Trowbridge

10:00 coffee

10:30 welcome & introductions

10:45 new categories

11:00 Bob Sweet, RHS Head of Shows

11:45 Sustainable planting vs seasonal - Tracy Wilson MBE horticulturalist & radio presenter (speaker to be confirmed)

12:30 lunch

13:15 Workshop 1 (3 workshops to choose from)

14:00 Workshop 2 (3 workshops to choose from)

14:45 Workshop feedback (5 mins per workshop)

15:00 Open discussion questions/answers

15:30 Close

Falmouth Spring Seminar, Princess Pavillion & Gyllyndune Gardens Thursday 28th February

Provisional Programme Falmouth

10:00 coffee

10:30 welcome & introductions

10:45 new categories

11:00 Gyllyndune Gardens by head gardener

11:45 Mike Nalhams Tresco Gardens (to be confirmed)

12:30 lunch

13:15 Workshop 1 (3 workshops to choose from)

14:00 Workshop 2 (3 workshops to choose from)

14:45 Workshop feedback (5 mins per workshop)

15:00 Open discussion questions/answers

15:30 Close

Workshops 1 (new entries/where groups loose marks/It's Your Neighbourhoods Workshop 2 (National Finalists/social media/Discretionary awards)

Spring Seminars



Thursday 21st February 2013

Trowbridge Civic Centre,
Trowbridge

10.30 a.m. to 3.30 p.m

Speakers

BOB SWEET RHS Head of Shows

TRACY WILSON MBE Horticulturist & Radio presenter
Sustainable planting verses seasonal

Thursday 28th February 2013

Princess Pavillion & Gyllyndune Gardens,
Falmouth

10.30 a.m. to 3.30 p.m

Speakers

HEAD GARDENER
Gyllyndune Gardens

MIKE NALHAMS
Tresco Gardens

Workshops 1 (new entries/where groups loose marks/It's Your Neighbourhoods

Workshop 2 (National Finalists/social media/Discretionary awards)

Book early (Booking form enclosed)

BOOKING FORM ENCLOSED
Closing Date Friday 1st February

Seminar £12.50 Per Delegate.
Including Lunch



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 in 2013.**

You can book for the Spring Seminars on Line.

You are 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 [southwestinbloom@aol.](mailto:southwestinbloom@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 will be continuing to develop during 2013. Any suggestions would be welcome.

Kim Parish is the New Webmaster
WWW.southwestinbloom.org.uk

Route Planning and Timing

Remember you will be judged on all the judges see on the route – the good, the bad and the ugly.

Before the judges arrive check the route but try not to be seen working ahead of the judges!

Allow time for the presentation and publicity photos at a special location.

Time the route carefully taking into account the fact that the judges may wish to talk, look harder or generally slow you down.

Don't be afraid to gently encourage them to keep to your timetable.

Take into account traffic and other hold ups.

Keep to the time allocation as close as possible – remember the judge will allow leeway but often will have a further judging after you – they will have allowed plenty of time to get there but cannot extend your time indefinitely.

Look at the criteria and ensure they all are represented throughout the route.

The judges like to meet as many people involved as possible – have them on the route where they can talk about their own areas and responsibilities.

If you specifically ask the judge to look in one direction at least one of them will look in the other!

During the judging arrange to have a cold drink available if it is hot or a hot drink if it's cold.

Provide the judges with route papers showing the route locations, what is there, who is there, which set of criteria they meet and room for the judges notes.

Start and finish at a good sites – first and last impressions count. Make sure you have a least one site with a 'Wow' factor.

Chairman's Greetings

Congratulations to all involved in SWIB in 2012. I am really proud of the efforts of everyone involved in the Bloom 2013 promises to be a year of continuing challenges particularly with those groups reliant on Local Government finances.

However with the support of the many volunteers the RHS our excellent sponsors and the many people that make up SWIB I feel we have a real chance of continued success. We have some strong National entries in 2013 and a fine objective of involving all of our past entries in 2014 the Fiftieth year of Bloom which started here in Bath any ideas for this celebration would be most welcome.

Finally thank you all for making the South West a better place to live in.

New categories for 2013.

You will all be pleased to know that we will be piloting a new town centre category across the south west and southern England. The idea is to encourage bid and town centre projects to take part in bloom. It will also give an opportunity to cities such as Wells to ring fence the centre of their beautiful city and enter it into bloom. This new scheme has been designed to enable a wide range of those past entries that are primarily concerned with the central part of their community. You will still be able to enter to overall city/town, into the competition as well.

We are also considering the introduction of a new small village category, where unannounced judging will take place and a kite mark award could be allocated. This recognises the valuable contribution of the many villages that actually don't enter bloom but clearly undertake bloom as part of what they do.

We hope that both these competitions will add to the interest in bloom.

Jon Wheatley



EXCHANGE
HOUSE

Exchange House supporting all your business requirements and proudly supports

South West in Bloom

**Exchange House
12-14 The Crescent**

Taunton

TA1 4EB

Tel: 01823 273100

info@exchange-house.com

Presidents Message

What a year it turned out to be, hose pipe bans at the start of the season, people planting drought resistant plants, then one of the wettest summers on record.

As usual you came up trumps, although some judges in July had to adorn full wet weather gear, including the wellie boots.

Quality main entries were again seen, and record numbers of Its Your Neighbourhoods, this is certainly bringing our communities together, very well done.

September saw our Regional presentation in the splendid Winter Gardens Pavilion at Weston Super Mare. Mayor and Mayoress Cllr David Hitchins and his wife along with Gardening celebrity Anne Swithinbank, and MP John Penrose did the honours of presenting the awards. Over 500 attended this very special event. My thanks again to the Councils and Bloom Committee of WSM, the Sponsors and my team for making it a memorable day.

Early October I was across the water to the island of Guernsey.

In St Peter Port the RHS held the National Britain in Bloom awards, master of ceremonies was Roger Burnett chair of national judges, Jeff Bates and our very own Jon Wheatley co hosted.

The guest presenter was BBC's Matt Baker.

The South West did us proud, again picking up a number of awards. (see full list elsewhere in newsletter) again well done to you all.

Now my plea to all of the main entries. 2014 will be the 50th anniversary of the "Bloom" competition, which has changed over the years but remains as strong as ever. My goal is that by that time we increase our main entry numbers, and this is where you all can play a part.

Please spread the word to your neighbouring towns, villages etc that are not in the competition, and sing the praises of how it brings your communities closer together, and the fun you have on the way.

We will support them and give them all the encouragement they may need to get started. Thank you for helping

Season's Greetings

Vic Verrier MBE President



Mixed planting Schemes

Remember that your summer bedding schemes do not have to be designed using 100% bedding plants. Get inspiration from herbaceous plants, grasses, small shrubs, roses, vegetables and herbs, sculptures and art work.

Sunflowers are spectacular. Try getting height into a display by using sweet peas, runner beans and cape gooseberries to grow up frames. You can leave more permanent, taller plants in the centre of a display for several years to reduce the amount of bedding required.

Make light airy sculptures from materials that you might otherwise throw away, cans, bottles, old CD's and other household items.

Now is the time to get school children and their teachers, committee members, local artists and shops to come up with ideas. Have a theme or some sort of brief, it makes life easier. For instance it could be an anniversary of a well-known resident or business in your village/town city. Or you might want to celebrate the success of a sports person or team.

If you live near the sea you could have a "life on the ocean" theme. Someone will come up with a very good suggestion.

Use as many different materials as possible to create your displays to get that WOW factor.

The internet is full of ideas as well. Have fun and be adventurous!!!!!!



**NATIONAL FINALS 2012
Guernsey**

Hendra Holiday Park in Newquay were awarded the COMMERCIAL AWARD

Truro 2012

Well, what a year for Truro! We can honestly say that we believe this has been our most successful floral year, gaining Gold at regional level and becoming group winners of the Portman Cup. Then adding to the winning streak we won the Sponsors' Award for the Most Meritorious Effort.



This really set us in good stead for the first time in the Britain in Bloom National Competition since 1989. A large group of us set off for St Peter Port in Guernsey for the National Presentation hosted by the one and only Jon Wheatley, along with Roger Burnett and Geoff Bates and guest of honour Countryfile and The One Show's Matt Baker who was the main attraction of the night for the ladies! Not to be outdone, Jon Wheatley was wearing a large coloured shirt and sporting new glasses, looking very much like Harry Hill on stage.

As the town names were read out in alphabetical order, Truro was last to be called out. The Chairman Richard Argall and I went up to collect our award and we both seemed to have stopped breathing in anticipation of our result...TRURO – GOLD! We could not believe it; we had far exceeded the Silver Gilt we had expected.

On the Sunday we had the opportunity to meet the judges, who explained that Truro only missed out on winning the group by two points as Belper had scored one more point than us. Whether it was a few points or ten points off winning, we felt like we had won by gaining a National Gold.

After listening to the judges we will rectify the small items between us and Belper and will try to come back better and stronger, knowing how close we were. We will come back in a couple of years as next year we start major highway development and park and ride works which will adversely impact our entry.

We will be back!

Richard Budge
Parks Manager, Truro City Council



Presentation Day at Truro Thursday 19th September 2013



We have another very different venue for our 2013 Presentation event in Truro.
The Cathedral

Full event details will be in our next newsletter or on our Web site.
Park and ride facilities will be provided to make access easy.



Need To Contact us **Kim Parish**

The new South West in Bloom Secretary can be contacted at the following.
St.Michaels, Mitchell, Newquay.
Cornwall TR8 5AX.
Tel 01872 519101

E Mail southwestinbloom@aol.com.



plantSCAPE
perfect plants in public places