

Important Dates for 2013

Closing Date for S W in Bloom Entry **Wednesday 1st May**
Closing Date for N Awards Entry **Wednesday 1st May**
Closing Date for Painting Competition **Friday 26th July**
Regional Judging **Wed 3rd July to Wed 17th July**
National Judging **Mon 29th July to Friday 9th August**
Presentation at Truro **Thursday 19th September**
Spring Seminar 2014 **To be arranged**

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

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South West in Bloom Spring Newsletter 2013

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



Falmouth

Spring Seminars

Trowbridge

New for 2013-2014

It was great to see so many of you at our spring seminars. We have received some great feedback both on the venues, speakers and workshops. We had record numbers! We are pulling together the last of the workshop information sheets and these will be emailed out to everyone who signed in with their email address.

Behind the scenes we are working very hard to make things simpler and quicker for you. In the last two months you should have seen regular updates and changes on our website and facebook page, with entries being emailed out via the website as well as in the traditional way by post.

These improvements will continue but will take a little time. Next year we would like to bring the closing date for entries forward, to the end of January. This will allow us to get judging dates out to you much sooner.

This year we are trialling two new categories; villages to small towns and towns to cities. We will also have a new discretionary award to fit in with this year's theme Edible Britain. It is great to already see so many of you interested. Further information is available on the front page of our website or contact Kim on southwestinbloom@aol.com.

And finally many of you have asked for greater and improved feedback. We have listened and for the first time after the Awards Ceremony we will be holding judges surgeries. You need to pre-register but you can sit down with your judges and discuss your feedback sheet.

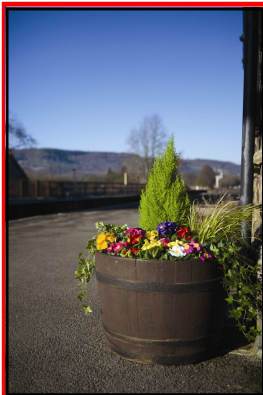
Wishing you all a successful 2013!

Kind regards Kim

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

WEDNESDAY 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.



AMBEROL ROLL OUT THE BARREL.

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.

For information Tel 01773 830930

 South West in Bloom

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Welcome to the South West in Bloom website!

Image Gallery



Web Site WWW.southwestinbloom.org.uk

The S W in Bloom website is having an overhaul.

Keep checking because the front page is updated at least once a week.

It may take a little longer to get some of the other pages up to date as there is over 50, so we would appreciate your patience, but we are getting there.

As entries come in for 2013, both Main Categories and It's Your Neighbourhoods, they will be added to in a spreadsheet to the website.

You will also find;

There is advice on many Britain in Bloom areas.

Opportunity to share your ideas with other Groups

Details of Judges and SW in Bloom Committee members.

**Presentation Day at Truro
Thursday 19th September 2013**

In the splendid location of Truro Cathedral



ITINERARY FOR THE DAY

09.00am	Registration
10.00am	Neighbourhood Awards
13.00pm	Lunch
14.30pm	South West in Bloom Awards
16.00pm	Closing
17.00pm	Judges surgeries for main Competition entries

Car parking will be at Truro Park and Ride. Buses will be available to transport you to the venue. Details will be provided on presentation ceremony tickets.

Overnight accommodation can be booked through **Truro's Tourist Information Centre**, who can be reached on either **01872 274555** or tic@truro.gov.uk

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 Municipal Buildings, Boscawen Street, Truro, from 5pm onwards.

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

The Mayor of Truro would like to invite you to a **South West in Bloom VIP event** which will be held in the Council Chamber of the Municipal Buildings, Boscawen Street, Truro from **7pm until 9pm on Wednesday 18th September 2013.**

Watch the South West in Bloom web site to see further details of these events .
www.southwestinbloom.org.uk

Don't forget your IT's Your Neighbourhood Award entries for 2013. Try to find a new one.





Visit the Plantscape web site on www.plantscapeuk.com

Chairman's report

2014 is the 50th Anniversary of Bloom and we will sincerely hope that you are planning for this very special year. We hope to get back into the competition some of our very first entries as well as many who have either rested or taken time out.

I feel that with the involvement of the RHS and the many South west communities participating that we have a chance to establish Bloom more effectively in the coming years.

Good luck for 2013 even though at the time of writing the South West of England is colder than Siberia.

Jon Wheatley



RHS BRITAIN
IN BLOOM

In Bloom Ambassadors

We are delighted to welcome our first two Bloom Ambassadors, Richard Budge from Truro and Monica Whyte from Bristol. This new initiative sets out to support nominated Bloom and It's Your Neighbourhood volunteers to act as UK ambassadors for the campaign in their area. The Bloom Ambassador's role is to be available to promote the national, regional and local Bloom activities taking place through different publicity opportunities which may arise (i.e. media interviews, giving presentations etc).



Facebook; we now have our facebook page up and running. Many of you have already visited and 'liked' us but we hope to see more of you soon. Find us on www.facebook.com/pages/South-West-In-Bloom/193263914018665



LinkedIn; we also have a LinkedIn page too! So far 116 have 'connected' to us. Find us on www.linkedin.com/profile/view?id=220454396&trk=tab_pro

Regional Judging

Please note that the Regional judging in 2013 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 is **1st May**.
Arrange your judging tour in Early May

Message from President March 2013

2014 50th Anniversary of the Bloom

You may recall from the Autumn 2012 Newsletter I mentioned an important event coming up in 2014, the fiftieth anniversary of the “Bloom”

A number of our West Country Cities, Towns and Villages were in it from the start, so I am giving you a potted History of how it all began and some of the early results.

A man called Roy Hay an author, and distinguished Horticultural journalist (his father was Superintendent of Regent and Hyde Parks in London in the 1930's) went on holiday with his family to France.

This was back in 1963 while visiting a village just outside Dieppe; he came across an abundance of pots, hanging baskets, tubs and many pretty little front gardens. On enquiring from the locals what was happening, learnt that the then President Charles de Gaulle, had given orders to brighten things up, so the French Tourist Authority had set up the “Fleurissement de France” campaign up in 1959 and it appeared to be working well...

Inspired by what he had seen, when back in England sold the idea to Len Lickorish then Director General of the British Tourist Authority. And so Britain in Bloom was born.

Initially it was very slow to take off with resistance from local Councils, but gradually they saw the benefits of such a competition and came on board. Just like today every, group, organisation, society were approached to help it run smoothly. So in 1964 the first competition took place, with the City of Bath winning in that very year. Up until 1970 there was an overall winner each year, but after that it was divided into a range of categories as we know them today, with no overall winner. RHS Champion on

Champion's coming very recently. Bath won again in 1968 and then when the City class was formed won again seven times between 1972 and 1990 and of course many more times since, making them our most successful City in the South West.

We have many other **South West National winners in the first 25yrs between 1964 and 1990** some of who are still with us, others we want to come back.



Social Media

What is it?

It's a form of electronic communication and a way you can get your bloom groups message across to a huge audience; two of the most popular sites are “Facebook” with nearly a billion users worldwide and “Twitter” with 350,000,000 users worldwide and adding 300,000 each day! Social media is used by over half the population of the world.

Why do you need it?

You can't do without it! It will give you the opportunity to contact and recruit new members as well as potential sponsors; you will be able to follow other in bloom groups, you will be able to ask for advice as well as give it, you can advertise an event on it. The world of Twitter and Facebook is out there waiting for you to use it, and it's free!!

Which one is for you ?

Face book seems to be more popular with the younger generation while Twitter seems to be favoured more by the 20 to 60 age group, Twitter has a limit of 140 characters including comma's and spaces so your message needs to be brief and to the point, with Facebook you can put on much more information, they both allow you to post photos and videos, So which one is for you,, the answer is BOTH!!

How do you get started ?

It's easy, Log on to the home page and simply follow the instructions on how to set up an account, you will need an e mail address, a username (just your name will do) and a password. You will also be asked to write a brief but interesting profile of your group. If you have a logo it can be put on your home page. If not, put a photo of your committee receiving a trophy? Or a local park or landmark, new followers tend to look for an image and will often ignore sites that don't have one. I would suggest that different people manage each site as it can be very time consuming.

What then?

Make sure you follow people that can help you i.e. local Newspapers and reporters (ironic I know) local TV and radio stations and presenters, local businesses such as garden centres, photographers etc, look for someone with a large following, you can then cherry pick from their list who you want to follow and hope that they in turn will follow you. You will quickly build up a network of followers.

Drip feed information over a long period, this way you will keep your followers interested, post photos of litter picks, seasonal floral displays, anything in fact that might interest your followers, keep your posts short and to the point and don't be afraid to add a touch of humour.

Every day millions of people use social media sites to create, discover and share ideas with others. It's where our communities are shifting their attention; ignore it at your peril!

What if someone follows me who is abusive.

It's very easy to block a follower or friend; all the instructions are on line.

Imaginative Designs



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, 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!!!!!!

Lesley Jellyman



Regional Judging Sheets for 2013

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

Early results

Main Awards Exeter (City) 1966 Torquay(Large Town) 1985 Falmouth (Town) 1970/71/73/79 Sidmouth (Town) 1975/78/81/84 Bampton (Large Village)1989 Lympstone (Large Village) 1985/87 Catcott (Village) 1990 Sampford Courtney (Village) 1984/86 Chagford (Village)1972 Clovelly (Village) 1974/75 Bampton (as a Village) 1976 and Lympstone(as a Village) 1983.

Gordon Ford outstanding contribution award, 7 times Bath, twice Sidmouth, once to Torquay. **Keep Britain Tidy Trophy** once to Clovelly, and twice to Exeter. **Bob Hare Award special contribution**, Tom Dobbins, Babbacombe Model Village 1985, **Beautiful Britain Award, Plymouth** 1985. **Moran Memorial Award** individual outstanding contribution, Mr C Preece West Country in Bloom 1996, and later his wife, and our long serving secretary/judge Muriel Preece 1989. **Barratt Inner City Trophy** Plymouth 1990 **Asmer Seed Trophy** best display bedding plants from seed, Bath 1987

Finally we had Entente Florale Representatives , Clovelly 1975, Falmouth 1977, Bath and Sidmouth 1978, Exeter 1981, Lympstone1984, Sampford Courtney 1985, Torquay 1986

The RHS took over the running of Britain in Bloom in 2002 with many major sponsors involved in that time. We have seen many changes in the way the competition is run in the last 25yrs, but it has still given us plenty of worthy winners.

Those of you who were in Trowbridge to one of our seminars in February, heard Bob Sweet Head of RHS Shows and Britain in Bloom tell us that they are constantly looking and reviewing the "bloom" to take us forward another 50 yrs

May I wish you all good 2013, and look forward to seeing you all in September in Truro.

Vic Verrier MBE Hon President



South West in Bloom 2013 Schools Painting Competition

The theme for this year is
“Bloomin’ Fun”

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**

Closing date for entries is Friday 26th July

**Awards will be presented at the South West in Bloom
Presentation Event which will be held in September.
South West in Bloom is the regional
Britain in Bloom Competition.**

South West in Bloom Spring Seminar

Workshop – Where We Lose Marks!

Following lengthy debates, we talked on many subjects. Many people were concerned about areas in their entry that they had no control over such as grot spots e.g. closed-down hotels, redevelopment sites, abandoned shops etc. The advice was to explain what was happening in these environments e.g. are they up for development or will they be reopened? Either way, “tell and interpret” was the main idea.

Grass Cutting

Some councils don't cut their grass, some are sporadic, and others cut regularly. The advice was to look at taking the positive from the negative by explaining the situation and working with local councils to encourage wildlife habitats in key areas, to plant native wildflowers, and to talk to judges about the different mowing programmes and the reasons behind them.

However, all being said, the main areas us judges pick up on when looking at deducting marks and defining group winners come down to these main items:

Litter control	Weed control	Dog mess
Cigarette butts	Graffiti	Street furniture

These make a massive difference between a very good entry and a winning entry because sometimes the marks are so close. Presentation of the entry and the “wow factor” is always key, and one of the main things to try and remember is to avoid the above issues from occurring in the first place.

Plan your route well in advance and make sure you walk your route on many occasions prior to judging day. Don't walk together -- walk the route individually and pick out faults then compare what you have found. Doing this in advance gives you plenty of time to rectify any problem areas. Take a critical friend!

Various Ways of Making Adjustments on Judging Day

Use a few small tricks groups in the south west have been using for a while to improve your chances on the day of judging itself:

Walk the route the night before Pick up any litter along the route Identify any areas of graffiti. If you spot any and they are small enough, cover up with a poster welcoming the South West in Bloom judges to your entry. Not only will this pick up points for promoting the In Bloom campaign but it will ensure you don't lose points for graffiti.

On the day of judging make sure you send a group of people out in front of the judges to collect litter and to make sure the route is spotless.

Make sure your day is well organised and make sure everyone is in place and ready to meet the judges at a precise time. It is better to meet judges individually and spend time with them than to bombard them as group, which can be rather overwhelming!

Ultimately, whatever you choose to do, make sure you do everything you can to make your day run smoothly and make it look slick and professional.