



East Midlands in Bloom

Autumn 2018

EAST MIDLANDS

An Introduction from your Chair:

Welcome Bloomers to the Autumn newsletter, we had a long hot summer, which was lovely if you aren't a gardener, poor crops and wilting blooms are never a good look, at least that was only in my garden, as ever you all managed to ensure your communities looked at their best.

The presentation at Newark Showground was a great success thanks to our wonderful hosts Newark Town Council for putting on excellent tours and visits in the afternoon, everyone enjoyed themselves and we had some excellent feedback.

Our Britain in Bloom entrants this year gave an outstanding performance at Belfast on 19th October, first time entrant **Draycott** won Gold, **Immingham** - Gold, **Northampton** - Silver Gilt, **Evington** - Silver, **Elmton** - Silver Gilt and **Market Bosworth** in the Champion of Champion category - Gold.

Our 2019 nominations for Britain in Bloom are City: Chesterfield, Town: Boston, Village: Middleton by Wirksworth, Urban Community: Old Clee and Earl Shilton, (TBC) we wish them every success.

Best wishes *Sharon Sutton*



An update from the RHS Community Outreach Team

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This Autumn the East Midlands region is hosting its first Green Plan It Challenge!

As a way of introducing young people to horticulture and making them aware of the positive value of plants the RHS hold regional Green Plan It events. Open to secondary schools, who put forward teams of six year 8/9 students, the Challenge is to design a school or community garden. The teams have 10 weeks to research ideas, put together their design and build a model to represent their ideas ready for presenting to a panel of assessors. Teams are helped along the way by industry mentors.



Our GPI Challenge was launched in Leicester at the University of Leicester Botanical Gardens as a wonderful and inspiring venue.

We have some amazing mentors, volunteers who are supporting the schools in their challenge. Some of whom are RHS Bloomers, we are proud to say. We are very grateful for the time they give up sharing their knowledge and love of plants making this a really exceptional experience for the schools. Meeting the mentors for the first time at our Mentor Day; they got to know us, the challenge, each other and the gardens.

The start of the challenge was marked by our Launch Day where teams they got to take part in activities to inspire them including exploring plants round the different areas of botanical gardens with their mentors and listening to a guest speaker who gave them a fascinating view into the different possibilities and roles in horticulture; thank you Georgina Key. Georgina is a Resource Management Scientist on the Agriculture and Horticulture Development Board (AHDB), the protected ornamentals/bulbs, outdoor flowers and hardy nursery stock panel manager.

We have nine teams taking part in Green Plan It and we are very much looking forward to our Celebration Event on December 6th. When we will get to see all the fantastic design models and presentations. And of course, find out which team will be the first East Midlands Green Plan It Champion!





Going for Gold – Amberol's 50th anniversary

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As a manufacturer of self-watering planters of all shapes, colours and sizes, Amberol has worked closely with Britain in Bloomers across the East Midlands and beyond for over four decades. In fact, now entering its 50th year of trading, the company is almost as old as the competition itself!

This means that many of Amberol's products have evolved in design and materials alongside Britain in Bloom to meet the changing needs of In Bloom groups, councils and community organisations across the decades. This has included developing their trademarked Aquafeed technology to ensure that Amberol's range of self-watering planters really do save time and money on maintenance over and above traditional planters. Also, just like Britain in Bloom, Amberol is dedicated to making a visible difference to the UK's high streets, parks, schools, commercial centres, shopping centres and public spaces.

A sense of value

Set up in 1969 by founding fathers Jack Williamson and Phil Atkinson, 50 years on Amberol is still run by members of Jack and Phil's families and has stayed true to their values of offering robust, high quality products that meet customers' specific needs. That's why Amberol are able to customise their self-watering planters and bins in a variety of colours with bespoke signage. The company has even developed new self-watering planters and bins in collaboration with and in response to individual customer requirements.

50 years of innovation and development

But time and technology march on – and not all self-watering planters are the same. One key factor that differentiates Amberol's planters from many other products on the market is the combination of wick and high quality matting, as well as the ratio of water reservoir size to planting depth to create optimal conditions for growth. High quality matting using high performance materials is crucial as the matting is key to efficient water dispersal. The quality of Amberol's matting has been developed, revised and improved over a period of 50 years, having been used to line the company's self-watering planters when they first went into production in the early 1970s. The ground-breaking Aquafeed™ matting system that is used today was first introduced in 1979. However, by making use of the advances in materials and technology that have taken place over the years, today's innovative product far outstrips the original in terms of performance, offering superior water dispersal properties. Amberol was also one of the early adopters of the principle of using recyclable materials, introducing recyclable plastics into the supply chain in the later 1980s to help ensure good environmental practice, leading by example.

Playing a vital role in Britain in Bloom

Self-watering planters form an important part of many group entries into Britain in Bloom. In 2018, Amberol customers representing the East Midlands in the national Britain in Bloom final included Draycott, Evington, Immingham and Market Bosworth. As Britain in Bloom has become more competitive with stringent judging guidelines and a staggering amount of hard work and creativity shown by entrants, Amberol's self-watering planters and bins have also had keep improving and evolving. Innovations in self-watering planters in recent years include wood effect barrels in three sizes and stone effect troughs as well as improvements to our tiered planters. As Amberol heads towards 2019, the company has new designs in the pipeline, as well as new versions of old favourites ready to celebrate their 50th anniversary - so watch out for the perfect product to launch your 2019 Britain in Bloom bid for victory.

For more information about Amberol's range of self-watering planters, litter bins, seating or planterware, call

01773 830 930 or email sales@amberol.co.uk



Judging Notes

Judges and Assessors – as you know the In Bloom campaign is run entirely by volunteers, whether you're an entrant, assessor, judge or all three! We're asking entrants if they know of anyone who would like to become a judge or an assessor for us, this is a rewarding volunteering experience which can help you meet new people, broaden your knowledge, looks good on your C.V, and it's fun, we pay your expenses and provide training, we expect you to attend the training day in June, and be available for at least 3 days within the judging period more if you can spare the time, if you think you'd like to try it please contact us, we can't do it without you.

Don't forget the General Committee are our members i.e. you! Each bloom group can send one voting representative to the General Committee meeting to join judges and I.Y.N assessors in making decisions on how EMiB moves forward. Our AGM is straight after the Seminar in February but we'd also like you to take part in our two other General meetings the first of which is after the judges training on Wednesday 5th June 2019 at 1.30 until 3.00pm, and again on Wednesday 13th November 2019 at 10am until 12.00, both at Long Eaton Town Hall, we hope you can join us.

Dates for your Diary:

Judges Training:

Long Eaton Town Hall, Wednesday
June 5th 2019 at 10am – 12, lunch
then Committee Meeting 1.30 - 3pm

Presentation of Awards

Chesterfield (full address needed)
September 2019 - date

Committee Meeting

Long Eaton Town Hall, Wednesday
13th November 2019, 10am

We'd like to remind you of our Seminar and AGM at Loughborough, Wednesday 20th February 2019, 10am: an opportunity to meet other entrants and to gather information and support to help you and your community keep blooming.

We'd also like you to try and get your entry form in early so we can start to allocate judges and get organised early, find the entry form on at: www.eastmidlandsinbloom.co.uk and Elaine will also send you a copy