

From the Chairman...

Welcome to East Midlands in Bloom autumn/winter newsletter 2013, and once again it is great to report that EMiB has had yet another superb year, all thanks to you, our fantastic entrants! We have had 55 'main Bloom' entries, 134 It's Your Neighbourhood entries, 24 schools participating and an encouraging number of 'special' entrants - so well done all of you!

We were very pleased to have the company of several new Bloom communities in 2013, and so a hearty welcome goes to Alford, Bracebridge Heath, Little Cawthorpe, Messingham, Richmond Village and Southwell!

I am also extremely pleased that our established sponsors have continued to recognise the importance of East Midlands in Bloom by sticking with us, and that we have gained several new supporters; without our commercial partners the campaign is not viable.

EMiB was very pleased to be the host region for the RHS Britain in Bloom Awards Ceremony, and I'm sure that those of you who were fortunate enough to be there will congratulate Cleethorpes in Bloom and NE Lincs District Council on making it a smashing event, despite the unfortunate change in weather from warm to wet and windy in the days immediately prior to the 'do'. We had seven representatives from this region and a great set of results, with Two Golds - for Cleethorpes and Barton in Fabis (who were also joint category winners at their first entry into the National Campaign), and five Silver Gilt (excellent results for Caistor, Grimsby, Market Harborough, Oakham and The Meadows).

Several individuals were also recognised as Community Champions, so many fully-deserved congratulations also go to Chris Etherington from Market Harborough in Bloom, Jackie Le Huquet from Pride in the Meadows, and Bob Calhoun from Cleethorpes in Bloom.

In addition, a National Certificate of Distinction was awarded to the remarkable Flinders Founders teenagers from Donington. On the subject of the participation of young people, can I remind you all of the school garden, art and digital photography competitions. Don't forget that these competitions are also open to individuals and to other young peoples groups, not just schools

Next year we hope that Belper, Loughborough, Market Bosworth and two new representatives - Immingham and Evington (Leicester) - will be celebrating on behalf of themselves and our region in Bristol on October 16th.

To conclude, thanks to all our participants, judges, assessors and sponsors for their efforts in 2013 and I wish you all another excellent year. As always I look forward to meeting as many of you as possible in 2014. Have a wonderful Christmas and New Year!

Jeff Bates,

Chairman, East Midlands in Bloom

2014 EMIB DIARY DATES

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|--|--|
| Thu 6th Feb | Closing date for New Entrants Workshop reservation forms and AGM nominations |
| Thu 20th Feb | EMiB New Entrants Workshop
Immingham Civic Centre,
Pelham Road, Immingham,
North East Lincolnshire, DN40 1QF |
| Thu 20th Feb | AGM Venue as above |
| Wed 30th April | Closing date for 'In Bloom' and 'It's Your Neighbourhood' entry forms |
| Fri 16th May | Closing date for EMiB Special Award entries
(<i>Frank Constable Award, Best Pub/Hotel Garden & Best Retail/Commercial Premises</i>). |
| Fri 6th June | Closing date for EMiB Best School Garden Award entry forms |
| Fri 6th June | Closing date for Children's Art Competition and Digital Photography Competition |
| Mon 7th – Fri 18th July | EMiB Judging Period |
| Tue 1st – Thu 31st July | EMiB It's Your Neighbourhood assessment period |
| Wed 17th Sept | EMiB Awards Presentation,
Lark Hill Village, New Rise, off Clifton Lane,
Nottingham NG11 8BF |

2014 NEW ENTRANTS WORKSHOP

20th February, Immingham Civic Centre

This is our major biennial event, which is open to all recently-new and potential new entrants and other interested parties.

There will be a short presentation 'from the front' about what Bloom is all about and how it brings benefits to entrants, but this is mainly a workshop event, where you will get the opportunity to talk to experienced entrants about their views on Bloom, meet senior judges and discuss what they hope to see 'on the day'.

Weather permitting, there will be short tours of a 'Bloom route', done in small groups led by senior judges, giving you the chance to see through the judges eyes. Bring suitable clothing!!! It is February, after all.

If the weather is genuinely poor then the session with the judges will take place inside as a round table workshop instead.

There will also be an update on the National Bloom developments, with new initiatives such as the BID category explained in more detail. Final details will also be available about National Themes for 2014, and advice on how you can get involved.

There will, of course, be opportunities to meet with other 'Bloomers' and to talk to some of our important sponsors, who will bring with them some of the products that are so helpful in brightening up our communities

The cost is £6 per person, to cover the cost of refreshments and a light lunch. To ensure your place/s, please return your completed reservation form (see page 12 of this newsletter, or download a form from our website: www.eastmidlandsinbloom.co.uk) by **Thursday February 6th** to EMiB Secretary Irene Bates* (see address below).

AGM

This will start after completion of the New Entrants Workshop at approximately 2.00 pm. Each Community that entered the EMiB Competition in 2013 is entitled to have *one* representative attend the AGM. Please also inform Irene Bates, if you are planning to attend. Any nominations for the *executive committee* must be received by Irene Bates not less than 14 days before the AGM (i.e. before Thursday 6th February 2014). Please write with your nomination/s to:

Irene Bates, East Midlands in Bloom Secretary
64 Chaddesden Park Road, Derby DE21 6HD
Email: info@eastmidlandsinbloom.co.uk
Tel: 01332 679598
www.eastmidlandsinbloom.co.uk

RHS Britain in Bloom Update

In November 2012, at the Britain in Bloom forum in Milton Keynes, there was a discussion around the way forward for 'Bloom', with most of the Bloom Regions and Nations present, as well as Ruth Evans, Head of Communities at the RHS. In due course, and after considerable hours of detailed consideration, agreement was formed to have a new structure for Bloom, which has become known as the **Britain in Bloom Federation**. Almost all of the Regions have confirmed their enthusiastic participation and agreement of this (as has Wales in Bloom; both Scotland and Ulster are in agreement but for specific reasons are unable to actually sign up to the Federation).

So, what does this mean in practice? There are long-term aims, of which the main one is to grow the Bloom Campaign over the next three years; others include the increased standardisation of how the Regions / Nations operate Bloom, how the National Judging is standardised with the Regions / Nations etc. In the short term, and in many ways the reason for the need to get the change made quickly, the aim is to both celebrate the Golden Jubilee of Britain in Bloom and prepare for the next 50 years.

We will do our best to keep you all fully informed with changes as they are being discussed, especially if they are likely to have a direct impact in how you develop the Bloom in your own community or how it affects East Midlands in Bloom specifically.

One change you'll already have seen in this Newsletter is the 2014 logo; all the Bloom regions and nations are having their own version of this combined logo, so if you want, in your community, to promote what you are doing, please make use of the new logo during the next 12 months (contact Irene for a pdf version via email).

Britain in Bloom Key Dates 2014

30 January	Finalist's Seminar (venue tbc)
12-19 April	"Growing for Gold for Pollinators" BiB/IYN launch (coincides with National Gardening Week)
28th July-8th August	BiB judging fortnight
16 October	Britain in Bloom Awards (Bristol)
17 October	Judges Surgeries (Bristol)
End October	Wild About Gardens week

Notable themes for 2014

- Golden Jubilee of the first Britain in Bloom campaign (1964)
- Centenary of the outbreak of the Great War, WW1

"Growing for Gold for Pollinators" launch event, April 12-19, 2014

'Growing for Gold for Pollinators' will be the theme for 2014's Britain in Bloom Golden Jubilee launch event and we hope that groups will celebrate the launch of their activities and the start of the planting year to coincide with this.

The **RHS** will be offering all Bloom and It's Your Neighbourhood groups registered with **East Midlands in Bloom** in 2013 (and early 2014) the chance to apply for free seeds for planting at their April launch event. Seeds are likely to include: sunflowers and calendula. Full details of how to apply will be included in the next issue of the Grass Roots magazine, which all registered groups should receive from the RHS. In the meantime, please do consider where you might be able to plant your seeds and how you could incorporate the theme more widely across your activities in 2014. Our eagle eyed judges will be on the lookout!

East Midlands in Bloom 2013

We welcome new entrants Little Cawthorpe Village, Richmond Village, Alford, Bracebridge Heath, Messingham and Southwell to the In Bloom competition this year. We are also very pleased to welcome the return of Kirton in Lindsey and Maford.

All entry forms are downloadable from our website
Remember that you can also enter any of our four Special Awards: Frank Constable Award for best Front Garden; Best School Garden; Best Pub/Hotel garden and Best Retail/Commercial Premises. Closing date 30th April.

New Category for 2014!

In 2014, recognising the significance of Business Improvement Districts in many towns and cities in the UK, we are accepting entries into a completely new category for 2014, the BID category. Full details of how it will be judged will be explained at the New Entrants Workshop and on the web-site in 2014. We expect that we will be entitled to enter one BID entrant into the inaugural category in the RHS National Campaign in 2015.

Growing the Bloom in the East Midlands 2014!

We would like to achieve a new record year in 2014 for participation in our wonderful campaign, but to achieve that we need everyone out there in the 6 counties to assist us!

If any communities local to you look like potential entrants, tell them why Bloom is great, and pass on their details to us to make contact and advise (or do the advice locally if that is easiest – let Irene know and we can ensure that anything you would need in terms of support materials can be made available) them of our details.

Tell everyone and anyone about the New Entrants Workshop in Immingham on Feb 20th! There is no commitment to enter – though we are sure that there will be ample enthusiasm from everyone there to get anyone who is wavering fully on-board!

East Midlands in Bloom – the early history

Wouldn't it be wonderful if we could tell you everything about EMIb over the past 50 years, as part of a joint celebration with the Britain in Bloom Jubilee!

Unfortunately, we can't...because our records are rather incomplete, and those who are involved now only go back into the 1980's in terms of being able to provide any details. So, we have a few recollections here from our former PR officer George Slinger – who was heavily involved in Spalding in Bloom from its early days – and our past treasurer Dick Symonds – who was a leading light in Market Bosworth in Bloom from the mid 1980's. First – Dick Symonds on Market Bosworth and EMIb ...

My first involvement was in 1985. At this time I believe but can't be certain that the 'In Bloom' competition in the East Midlands was organised by The Tidy Britain Group. I am however certain that they ran it in the early 90's.

By 1993 the competition had got very much larger and the T B G called a meeting of people from many places in the East Midlands to obtain some help in running the competition. Market Bosworth had already done well and I, as chairman, was invited. This meeting was held at Balderton, near Newark in Nottinghamshire on October 26th 1993. The local office of the T.B.G. was there at this time.

At this meeting the East Midlands in Bloom committee was formed. I agreed to serve on this committee and Frank Constable was made Chairman. He was at this time one of the senior East Midlands judges and also at this time a National judge.

The 1994 and 1995 competitions were then still supported by the Tidy Britain Group with the committee helping them run the competitions.

On September 22nd 1995 Frank called us to what he described as a 'crisis meeting' which was held at the Derby Council offices. At this meeting Frank told us that the government had cut the T B G funding and they had to reorganise. The East and West TBG groups were going to merge and the Balderton office closed, and they would no longer be able to support or run the competition. There was doubt whether we could carry on but decided to try, and to seek other sponsors.

The next meeting was on January 26th 1996, at Derby Council Offices. The committee was reorganised and that was when I became treasurer: this is when the Derbyshire Building Society became involved, through the contacts that Frank had with John Beswarick (our EMIb Hon Vice-President) at the Derbyshire.

The 1997 and subsequent in-bloom competitions were then run by the committee, with Frank as chairman and with the new sponsors.

And now from George on Spalding in Bloom ...

My first encounter with the Bloom was when the then-new Chief Executive of South Holland District Council called a meeting at the Local Civic Centre to discuss why Spalding had never entered the competition. He had come from Redditch in the West Midlands and his town had had success in their area and thought it would be good for Spalding - the Flower Town of the Fens - to be involved with East Midlands in Bloom.

About 200 people attended that meeting (6 stuck with it including 3 who are still involved!).

From that meeting a committee was formed and at a meeting some time later of those who offered their help I found myself as the Vice Chairman with a local Councillor as the Chairman, whose main job was to oversee the spend of the £10k put in from the Council's coffers to set the thing up (oh happy days!) Our Committee was supported by the Parks and Gardens team of S.H.D.C.(now defunct) and our first attempt did no more than a mention in despatches but our efforts were in due course rewarded as we were the Best Large Town on 9 occasions in subsequent years. The first presentation day I attended with my team was at the Lawns in Lincoln and the person presenting the trophies was Geoffrey Hughes who was famous for his role in Coronation Street (Eddie Yeats) and later on in Heartbeat.

So, from this we sadly only look like we're celebrating a Silver Jubilee – or thereabouts – but perhaps some of you 'out there' can take us back further.

As Chairman, I know that the first Awards Ceremony I can recall attending was at Corby, with Nigel Colborn as the guest presenter; the Lawns at Lincoln was certainly a good event, showcasing a remarkable venue with the associated Joseph Banks Conservatory (though until George mentioned it I'd forgotten all about Geoff Hughes!) Frank Constable has been the constant thread within EMIb, having been Chairman for a number of years and, for 12 years, a National Judge under the Tidy Britain Group management. We are still very fortunate to have Frank as our President, offering guidance, support and a steady hand through constant changes.

Jeff Bates

Appeal for Entrants' History in East Midlands in Bloom

We know many of you have been regular entrants for longer than we remember or have records for. We would be grateful to hear from you and see any photographs that you may have available from your very early days - both of your entry and also of the people involved...

We would also like to hear from all our entrants that go back before 2003; it will be interesting to see who has been with us the longest?



Bracebridge Heath in Bloom 2013

It's been an exciting time for us in Bracebridge Heath with this year seeing our first ever entry in East Midlands in Bloom and, much to our surprise and delight, gaining a bronze award and a special judges award for our team. Bracebridge Heath lies just south of Lincoln on the limestone ridge known as the Lincoln Cliff. Our group came together in 2010 as a residents group keen to improve the look of our village and improve communication to help engender more community spirit. Pooling skills we set about forming a village website and calendar and linked up with a local magazine publisher to have a new, free monthly magazine called the Heathcliff View, which we share with our closest neighbours, the village of Waddington.

We used these media, as well as notice boards and word of mouth to promote our monthly tidy up days. These have been happening regularly for over two years now, our core group of eight meeting on the first Saturday of the month at our War Memorial, welcoming other volunteers and keeping busy with woodland clearing, bulb planting and litter picking.

The 'In Bloom' campaign had been on our agenda since Peter Benham kindly made the journey over to speak at our meeting in February 2012 and left us armed with information, advice and a lot of food for thought. With that year bringing the Olympic torch through our village as well as the Queen's diamond jubilee we felt that, with events planned to celebrate these, as well as planning our first Scarecrow Trail and community carol concert we would not be able to devote enough time to an entry that summer.

However, we set about spreading the word and contacted our local gardening club and allotments association who offered support and gave a presentation on what would be involved to enter East Midlands in Bloom to a large group of representatives from our local businesses and organisations when we invited them to a 'village development' meeting at the village hall. We were encouraged by the enthusiasm and met some people for the first time, including local resident and community film company owner Sam Wardhan, a passionate wildlife garden designer happy to lend expertise. He and several local businesses were generous with funding.

Our Scouts made wooden planters for the Cubs to plant up, the Brownies made foam butterflies to decorate an empty shop window and the Pre-School children made a tub of felt and foam flowers and insects for the Co op foyer. Enthusiasm and creativity all round.

We approached our district council's arts team, ArtsNK, who worked with us to create a unique art installation covering the front of a derelict building and introduced ourselves to a local carpenter who made us a bespoke freestanding wooden planter from reclaimed wood to go at the front of this building.

Our launch in April saw us handing out hundreds of packets of seeds which had been donated by Lincolnshire Co op and the edible planting started in earnest. We can safely say new friendships have been made and some old ones rekindled thanks to being 'In Bloom'.

Karen Thompson
Bracebridge Heath



Immingham....Our Story

Immingham is perhaps not the likeliest place to expect an In Bloom success, but the Town is striving hard to set the pace in the region.

Geographically isolated, Immingham is coastally located between Grimsby and the Humber Estuary. It would never be described as pretty, even by those who live there.

Home to the largest UK port by tonnage, it is surrounded by the dock infrastructure, two large refineries, power plants and a substantial chemicals industry. The huge amount of associated haulage contributes to a somewhat dour, grey, flat landscape that up until recently was in desperate need of some t.l.c.

The town itself lies one mile inland from the port and suffers from some dated infrastructure and before In Bloom started, it was fair to say, it looked tired and unloved. The difference now, four years on is almost unbelievable.

In 2010 following a commitment from the Town Council to support the initiative, a group of about 15 Councillors and volunteers set up the first committee. Local companies were approached for sponsorship and within weeks a strategy had been outlined and some small projects were underway.

Working in parallel, the Town Council had also managed to convince their parent authority, North East Lincs Council to devolve street cleaning and grass cutting back to the town, and it was these two factors combined that started to drive some civic pride back into the area. In their first year the town received a silver award and the gauntlet had been thrown down.

Chairman Stewart Swinburn takes up the story:

"That first year gave us the buzz and we could see what a difference we had already made to the town. We had local businesses pledging financial support; we had local shops and pubs wanting to get on board and by the start of year 2 we had over 60 lamp columns with hanging baskets, all individually sponsored and we were starting to build a portfolio of floral features.

The group started to grow, not only in numbers but in confidence and silver gilt followed in 2011. By this time we were running our own local competition too. We were working closely with numerous partners, including voluntary groups, the port authorities and ward councillors from NELC. We installed gateway signs to the four entrances to the town and planted them out, started to bring in features like boats and anchors to represent our marine history and stretched our judging route.

In 2012 we finally got our "gold" but missed the category win by one point. We were now getting the hang of what was needed and we always took the judge's comments on board, using them to try and improve. We had formalised our team of volunteers, meeting monthly and structuring our campaign. We were determined to go that extra mile in 2013, and indeed we did, winning not only gold but grabbing that elusive category win."

Next year now promises to be even more exciting and challenging, having been invited to represent EMIB in "Britain in Bloom." It will bring with it new responsibilities and even more hard work but is great fun and the results speak for themselves.

After only 4 years Immingham has come a long way, with the team learning new skills, and improving the landscape of the town, receiving compliments and accolades along the way. "In bloom has been the best thing to happen here for years" is a comment often heard now, and there seems little chance of the enthusiasm waning. Next target must be to win Britain in Bloom.....who would have ever thought we would even be in it?

Dave Jackson, Immingham



Darley Dale – a community success story!

A new entrant to East Midlands in Bloom in 2012, Darley Dale in the Derwent Valley of Derbyshire achieved a highly creditable Bronze Award. They took the challenge to develop the town from this, and in September gained a series of Awards at the East Midlands in Bloom Ceremony in Skegness.

Councillor Ingrid Pasteur accepted the **Taylor's Bulbs** award, given for the Most Improved Entrant across the whole of the East Midlands - and this was just the second year that the town had entered the competition!

She also accepted, on behalf of Audley St Elphins, the **Barcham Trees** award for the Best New Permanent Landscape.

Darley Dale also gained a **Silver Gilt Award** in the Small Town category for the entry overall. In 2012 the town won a Bronze Award, the committee had Silver in their sights, but this represents a double-jump with only gold to get next! The committee addressed the remarks made by the 2012 judges, and that undoubtedly was a major contributor to the success of 2013, as was noted by the judges this year in their comments about the tour of the town. .

One of these recommendations meant that a major thrust was made in 2013 to actively increase community involvement in improvement projects including:

The first Annual Fun Dog Show held at the Whitworth Centre on 6th April attracting 70 entrants in 7 classes.

Litter-pick activities held across the town with a significant campaign between Station Road and Church Road (the Willow Way Litter Pick) in April - uncovering old mattresses, redundant fencing materials as well as a toy truck.

A major neighbourhood initiative of all the pavement beds and grass verges of the six avenues off Broadwalk was spearheaded by Barbara Newton. Matlock In Bloom kindly provided Mr and Mrs Paddy Petch as independent judges with the middle bed in Stancliffe Avenue declared as the winner.

At Church Road, the 'Flower in the Field' project (Derbyshire Federation for Mental Health) is being designed to improve the local ground environment including an area of wildflower meadow, keeping biodiversity records and planting flowers and vegetables. Their imaginative representation of the fall and rise of those suffering from mental illness was considered by the judges to be inspired.

The Whitworth Park Trail, originally designed by the ECO group at Darley Dale Primary School, has been updated to encourage children visiting the park to have a wider appreciation of the area's flora, fauna and other features.

Plans and projects for next year are currently being discussed and agreed around themes of the centennial of the outbreak of World War I or 50 years of the "In Bloom" initiative.

Darley Dale celebrated the success with a local Awards Ceremony in the splendid tea-room at the Whitworth Institute, where light refreshments were on offer to many of the volunteers and helpers in the excellent Bloom Campaign. Jeff and Irene Bates from EMiB attended, and were able to present to Philippa Thompson and Darren Duckworth from Audley St Elphins, the very prestigious

Barcham Trees award along with a generous £250 voucher for trees for their site in recognition of their work for the Best New Permanent Landscape.

Jeff and Irene also presented David Lathrope of Peak Rail with the **Judges Award** for the gardens and new Picnic Area at Darley Dale station.

At this event we were also pleased to have with us representatives from **Friends of Furness Vale Station**, who have engaged in the It's Your Neighbourhood campaign for the first time this year, and who achieved a Level 4 Thriving Certificate for their splendid efforts to improve their local rail station.

Mike Backler, Darley Dale



Southwell's East Midlands in Bloom Entry

It was Julie Walkers fault. The Nottingham in Bloom Partnership manager who planted the first seeds of thought when we were both students on the Horticulture B.Tec (level three) course at Brackenhurst, the Nottingham Trent University campus.

Julie asked her fellow students if they would like to be 'It's your Neighbourhood Assessors' "It will count as part of the course's work experience requirements" she said. Having volunteered to take on that role, it dawned on me that entry to the East Midland's in Bloom competition might be an option for Southwell. Sharon Thomas, an East Midlands in Bloom judge, came to talk to the Southwell Gardening Club about the necessary entry requirements and tell some funny stories about her role as a judge. This got us in the mood to enter and whilst there was little time to get our act together a sub-committee was formed and with approval from the Town Council we set to task to involve the horticultural groups and community engagement groups in town. Having identified the criteria for entry we sent off our application for entry to the East Midlands In Bloom Competition.

Southwell was already rich in voluntary involvement, with an established action group looking after the Potwell Dyke wildflower grasslands, many allotments and a community orchard which involved 100 volunteers under the leadership of Pauline Buttery and the Town council. The National Trust Workhouse Project had recreated a replica 19th century vegetable garden and its continuation was supported with ongoing volunteer gardeners. A 'guerilla style' hit squad tended neglected areas around town.

Voluntary support from the community was central to our entry and Southwell Gardening club helped to fund the Bloom initiatives through hosting 'An evening with Fergus Garrett', 'Open gardens' and an 'Opera in the garden' evening. The Town Council provides 68 hanging baskets as well as, planters, waste bins, clear up operations for street litter plus street signs and heritage protection. Crick Lane Nurseries artistically planted The Saracen's Head window boxes. Local community group, The Lions, purchased and planted 11 planters for the entry points in town and the school children distributed wildflower bombs and the newly developing 'The Flower Pod', a very exciting eco-friendly cut flower business providing gainful activity and life skills for adults with learning disabilities. This and much more could showcase the good community work that was already happening in town.

Once we got the ball rolling we uncovered the quiet involvement of many individuals, who give of their time to help make Southwell a community to be proud of, such as the local man who cleans up at the pub after a Saturday night in return for a Sunday pub lunch. The shop windows were given another opportunity to dress up having already excelled for the Bramley Apple window dressing competition and other annual social events. Gardeners shared their seedlings and Brackenhurst's Horticulture Department allowed us to recycle their plants from their Chelsea Gold Medal winning garden to add to the planters.

Taking part in RHS Britain in Bloom has been a fantastic experience for all of us and credit must be given to the staff, volunteers and local businesses for all the effort put into making our town a more beautiful, greener and cleaner place to live. We achieved a Silver Award and valuable suggestions for improvements with ongoing support such as how to achieve this with the community payback scheme

for graffiti removal.

Southwell was very badly hit by the storm at the end of July. Over 150 homes were flooded. In true Southwell fashion with a newly developed group The 'Flood forum' group of volunteers are working very hard to develop strategies and work in partnership with our local councils and agencies to clear drains and streams of debris to protect our environment for the future. We are committed to making Southwell an even better place to live and yes, we will be entering the competition once again.

Chrissie Dale



Best School Garden Winners 2013

This year we were delighted that representatives from all the winning four schools of the Best School Garden Awards were able to join us at the Presentation of Awards in Skegness.

The overall winning school was Greenfields Community School, the Meadows, Nottingham. The Best School Garden for Wildlife was Draycott Community Primary School, Draycott, Derbyshire. The Best School Ornamental Garden was St Mary's Catholic Primary School, Chesterfield, and the Best School Fruit & Vegetable Garden was Ridgeway Primary School, Ridgeway, Derbyshire.

In 2014 the number of schools that can enter from certain categories will increase, see list below. Schools that are not in a Bloom entry area can also enter independently as long as they do not exceed the allocation below:*

Small Village, Village & Large Village - **one** school

Small Town, Town, Large Town - **two** schools

Small City, City, Large City - **three** schools

* Please read the full rules on our website.



Greenfields Community School (above and right)

Draycott Community Primary School (below)



St Mary's Catholic Primary School (above)

Ridgeway Primary School (below)



EMiB Best School Garden Competition

This competition continues to encourage gardening in schools and is now in its 8th year!

Feel free to enter. Schools can enter the competition through their local bloom group. If there isn't a local bloom group, you can still enter independently by filling in the entry form on the East Midlands in Bloom website, and returning by post or via

info@eastmidlandsinbloom.co.uk

You can also find out if there is a local active group by enquiring from the same email address.

Schools who are following the RHS school gardens programme are also very welcome to enter. The aim of the judging is to "encourage and support the quality and development of gardens and encourage student involvement" - and you get an award too!! The closing date for entries in 2014 is:

Friday 6th June.

For further information contact Rupert Atkinson: rupert@rupertatkinson.plus.com

Our other Special Awards:

Frank Constable Award for Best Front Garden

We had a good number of superb entries again in 2013 and the winner was Mr & Mrs Rose from High Thorpe Crescent, Cleethorpes. Please remember to enter your best front garden (or even hold a competition of your own in your area). The closing date for all three of these awards is **Friday 16th May 2014.**

Best Pub/Hotel Garden or display

This year's winner is the Falcon Hotel, Uppingham.

Best Retail/Commercial Premises

Was won by Springfields Festival Gardens and Retail Shopping Outlet, Spalding.



Children's Competitions 2014

Please encourage your local schools, other groups and individuals to enter these two competitions so that we can continue to run them in the future:

The EMiB Children's Art Competition and the EMiB Children's Digital Photography Competition.

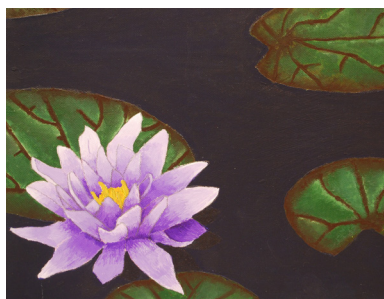
Please let your local schools know about the competitions (there will be a flyer available that you can print - please contact us) and there is no limit to the number of schools in your area that can enter. All we ask is that teachers select from one in four of each class's entries to help us with the judging. Entries can be sent at any time (in fact we encourage entries with autumn and winter themes to show this is not just a summer competition). For the Art Competition there will be a new address to send entries to in 2014 which is:

Ian Slater, Creative Director,
Snake Lane Design,
7 Market Place, Derby DE1 3QE.

Please put '**EMiB Children's Art Competition**' on the bottom right of your envelope or package. The closing date for all art & digital entries is **Friday June 6th 2014.**

The Digital Photography Competition entries will continue to be sent to Ashley Franklin as before and they can be sent to him digitally too. Please do read the full rules for both competitions first (available from our website).

Here are a few winning examples from 2013:



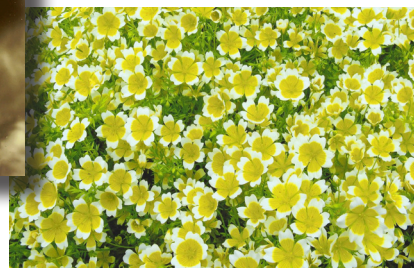
Above: 'Early Autumn Pond'
by Scarlet Dennis (aged 14)
Colonel Frank Seeley School,
Nottingham



'Sunshine Daisy' by Freya Chelsy
Ann Taylor (aged 7)
Fernwood Infant School,
Nottingham



Left: 'Goldfish'
by Darcie Skellet (aged 7)
Rosliston C of E Primary School,
Rosliston, Derbyshire



Below: 'Poached Egg Plants'
by Madison Butler (aged 6)
Spire Infant School

Seminar 2013

We were delighted to be hosted by Loughborough in their beautiful Town Hall on 20th February.

Delegates were warmly welcomed by the Mayor of Loughborough, Cllr. Diane Wise. We had some very informative speakers including Helen Bostock, Senior Horticultural Advisor at the RHS who spoke to us about Wildflowers in Bloom. Jill Hood, Secretary of Stone in Bloom gave us a detailed and thought provoking talk on how community can inspire and lead an entry. This was rounded off by Andy Rush from the Loughborough Echo and a slightly humorous presentation on management of Nottingham's Street Scene. Lunch was followed by interactive workshops with much opportunity for networking, and ended with the annual AGM.

Next year will be our biennial New Entrants Workshop and will be held in Immingham on February 20th - please see page 1 for details and return the reply slip as soon as possible.



Above: EMiB Seminar in the Victoria Room, Loughborough Town Hall

Below and right: A selection from Skegness, EMiB Awards



Awards Presentation 2013

Technical difficulties meant we had to change venue at very short notice, but Matthew and Gary at the Grand Central, on Grand Parade in Skegness pulled out all the stops to make it a success with a splendid hot carvery meal rounding off the event. Many delegates were also able to take advantage of a visit to the Butterfly Garden in the afternoon. A visit to Gibraltar Point and Skegness Coastal Eco Centre were the other visits open to all guests.

Over 300 delegates attended, including winners from the Children's Art Competition and the Children's Digital Photography Competition, in addition to the winners of the Best School Garden Competition.

We were warmly welcomed by the Mayor of Skegness, Cllr. Jim Carpenter and Cllr Carl Macey from East Lindsey District Council.

Wendy Tait, our new Children's Art judge presented the children with Certificates and Prizes for the Art and Digital Photography Competition. We were also pleased to welcome Candy Elton, Senior Events Co-ordinator at the RHS, who presented the certificates to several IYN entries who were able to attend. Roger Taylor from Taylor's Bulbs helped to present the Discretionary Awards and Ged Shields and Sarah Horton our sponsors from Amberol and Plantscape respectively, presented the 'Bloom' Awards.

In the BiB Golden Jubilee year 2014, we look forward to being hosted by the residents of Lark Hill Village, Nottingham.



17.5 cm

Blooming Bunting

To celebrate the Golden Jubilee of the first Britain in Bloom Competition we would like to join in the festivities by creating our own "East Midlands in Bloom" bunting. To this end we invite each in Bloom and IYN entrant to send us ONE pennant that we can add to all the others and decorate the venue with all of them at the Awards Presentation.

If you would like to join in, please send us your pennant, triangular in size to match this template which is 25cm x 25cm x 17.5cm. We would like it on lightweight material such as cotton or a polyester cotton mix and please double it up with the same or another colour/design (which can include your Bloom/IYN name) on the back.

You can use a flowery or plain colour or even applique or anything else that takes your imagination, as long as it is not too heavy.

Past and future entrants can join in too and there will be a small prize for the most imaginative pennant that conforms to the guidelines above.

Please send in your pennants by **April 30th** 2014 to:

Irene Bates
EMiB Pennants
64 Chaddesden Park Road
Derby
DE21 6HD

Thank you, and we look forward to seeing you at the Awards Presentation at Lark Hill Village on September 17th!

*Members
who have
passed away
this year*

*It is with great
sadness that we
remember Kath Kay from
Loughborough and Ros
Knight from Crowland, who
have been staunch supporters
and movers in the 'Bloom'
campaign within East Midlands in
Bloom. Also Peter Hunt from Belper.*

2014 East Midlands in Bloom NEW ENTRANTS WORKSHOP RESERVATION FORM

To be held at Immingham Civic Centre, Pelham Road, Immingham, North East Lincolnshire, DN40 1QF on Thursday 20th February. Registration from 10.00 am for 10.30 am start. There is a free car park next to the venue.

To reserve your place/s please complete and return this form **NO LATER THAN Thursday 6th February**

Send to: *Irene Bates, EMIB Secretary, 64 Chaddesden Park Road, Derby DE21 6HD*

or by e-mail to: info@eastmidlandsinbloom.co.uk

I wish to reserve: places @ £6 per person (*to include refreshments and a light lunch*)

Name/s of delegate/s: (*please include any work roles*)

1.

2.

3.

4.

Please continue on reverse of slip if more places are required

Representing (*name of entry, LA or community group*)

Contact Address

e-mail address: Telephone:

I enclose a cheque (made payable to East Midlands in Bloom) for £

Signed Date



You are welcome to send in all Bloom/IYN/Special Award nominations/Children's Art & Digital competition forms as early as you like - please don't leave it until the closing date!
We look forward to seeing you (feel free to bring other people who might be interested) to the New Entrants Workshop in February!

With Best Seasonal Wishes to you All
and here's to a
Blooming Good 2014!



Serving the Midlands, South West and Wales



Western Power Distribution was pleased to support the East Midlands in Bloom event this year and all those schools who participated in the schools garden competition. (*EMiB Bronze Sponsor*)

Moles Seeds was pleased to support the East Midlands in Bloom Large Village Category.

Taylors Bulbs was pleased to support the East Midlands in Bloom Most Improved Entrant Award.

Amberol's tribute to Britain in Bloom's volunteers (*EMiB Silver Sponsor*)

Britain in Bloom has probably done more than any other initiative to raise the profile of horticulture, at the same time as bringing communities together in a bid to make our cities, towns and villages better places to live.

At a time when floral displays and green spaces are under threat due to reduced public funding, the volunteers who find the time to take part in this and similar projects are more deserving than ever of our thanks and appreciation.

Working with community groups from across the East Midlands and further afield, we at Amberol have long been impressed by their dedication and have been involved in many successful entries. Key to that success is familiarity with the three main judging criteria: horticulture, environmental and community participation - and how that translates into practice.

Community involvement

One of the main aims of Britain in Bloom is to create community participation, so whether an entry is professionally or volunteer led, aim to involve a wide section of the community. Include local businesses, charities and volunteers by issuing regular appeals. The competition has significant benefits for businesses as well as residents: areas with successful initiatives often have improved footfall and commercial advantages, so ensure that this is communicated to bring sponsorship and support on board.

Horticultural practice

This should include a structured maintenance programme, clearly documented so it can be judged. Budget is also a consideration. The most cost effective plants are those that last the season and don't need replacing, so it's worthwhile investing in high quality plants and suitable compost. Pick plants that naturally thrive in the environment: a plant local to the region will be looked on favourably in judging. Be inventive in the selection of plants and designs; consider using containers to add variety and depth to displays. Promenade planters will enhance walkways and frontages, whilst fountain planters create stunning displays. Hanging baskets and window boxes draw the eye up and add another level of interest.

Environmental issues

Build sustainability into design, planting and maintenance schemes. Judges will be looking for evidence of conservation and biodiversity as well as management of resources and local heritage, so ensure that your entry addresses these issues. Self watering containers are always well received by the judges as they require less maintenance and also conserve water by releasing continual moisture to plants, reducing the likelihood of overwatering.

Britain in Bloom may be hard work, but those who take part understand its worth and the importance of its social and visual impact on our communities.

About Amberol

Established in 1969, Amberol is a family run company which makes and supplies a range of horticultural products including self-watering containers, benches and talking rubbish bins. For more information, visit www.amberol.co.uk, email info@amberol.co.uk or call 01773 830 930.

Once-a-week watering from Plantscape (*EMiB Silver Sponsor*)

Plantscape® genuine once-a-week self-watering eco-friendly planters are here. Hanging baskets, Holestair lamp post planters, Barrier Baskets, Window Boxes and floor standing planters have been re-designed and tested to create the world's first real and fully functioning once a week self-watering planters.

These are products that will help Councils and organisations of all shapes make considerable savings by reducing their maintenance and watering overheads by a considerable amount, and in these times of austerity that can only be a good thing. Of course we must not forget the reduced impact on the environment, as water wastage is reduced and the effect on the carbon foot print is cut in half by reducing road travel by 50% and thus reducing fuel bills and carbon emissions. Beautiful floral displays with half the hassle! What's not to like? So the question really should be, not whether you would want to try these new and ground breaking planters but whether you can really afford not to.

T: 01335 372785E: info@plantscapeuk.com www.plantscapeuk.com

The Art Department are one of the nation's leading graphics providers with over 25 year's digital print experience. Our customer driven philosophy, backed by cutting edge digital design and production has built us a reputation for understanding and realising our client's visions. This enables us to deliver unrivalled quality, value and superb turnaround times for any task. We offer a broad range of design and print services which include: *Creative signs and graphics / Digital printing onto any material including: metals, wood, plastics and acrylics / Design & Artwork / Brochures and Leaflets / Web Design / Retail / Exhibition / Vehicle Livery / Interpretation / 3D Imaging / 2D & 3D Map Creation / Photographic quality digital printing / Super-Wide (3.2m) printing / Direct Flatbed / Millimetre Accurate Print & Cut Facilities / Laminating & Mounting / Metal-works / Woodworking / Powder Coating / Engraving / Installation and Ground Works / Sign After-Care.*

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Barcham Trees sponsors in kind of the EMiB Best New Permanent Landscaping Award.

DART Training sponsors of RHS/EMiB It's Your Neighbourhood with the Most Inspiring IYN Entrant Award.

Naylors Bulbs sponsor in kind of RHS/EMiB It's Your Neighbourhood with generous donations of daffodil bulbs.