



W I N T E R N E W S L E T T E R 2 0 1 5

EAST MIDLANDS IN BLOOM

From the Chairman...

Welcome to East Midlands in Bloom autumn/winter newsletter 2015, and once again it is great to report that EMiB has had yet another record year, all thanks to you, our remarkable communities in the Great East Midlands. We have had 63 'main Bloom' entries, 152 It's Your Neighbourhood entries, 21 schools participating and an encouraging number of 'special' entrants - so well done all of you!

We were very pleased to welcome several new Bloom communities in 2015: Beeston BID, Clowne, Mansfield BID, North Hykeham, Old Clee, Quorn, Sutton-on-Sea and Waddington. We were equally pleased to see the return of Burgh le Marsh and Oakham to the campaign this year, each after having a year's break.

I am also extremely pleased to note that our established sponsors have continued to recognise the importance of East Midlands in Bloom by sticking with us, and that we have been joined by new supporters in Amethyst Horticulture (Silver Sponsor) and Moulton College (Bronze Sponsor) as without our commercial partners the campaign is not viable.

EMiB was very well-represented at the RHS Britain in Bloom Awards, held this year at Rainton Meadows in Sunderland. A splendid event could have had a little gloss taken off by the theft of our case from the train at Leeds, but we soon recovered as we saw the success of our entrants. The six representatives from this region and another splendid set of results, with Silver Gilt for Caistor in the Large



Village Category, Gold and

Category Winner for Cleethorpes in the Large Coastal Category, Silver Gilt for Grimsby in the Small City Category, Gold for Market Bosworth in Champion of Champions, Silver for Melton Mowbray BID in the Business Improvement District Category and Silver Gilt for Uppingham in the Small Town category. Both Uppingham and Melton BID are new to the National campaign and these are excellent results in the circumstances.

As part of the East Midlands in Bloom judging, on a personal note, I was astounded by the visit to Boston West Academy – our 2014 'Best School Garden' – as part of the Boston Judging tour. This is a truly wonderful school, with the benefits of gardening so clearly evident in everything that takes place there. On the subject of the participation of young people, can I remind you all of the Best School Garden Special Awards, sponsored by Moulton College, which are open to schools independently of Bloom entrants if the local town or village doesn't yet take part.

In 2015, a Royal Horticultural Society It's Your Neighbourhood National Certificate of Distinction was awarded to the group from Three Tenants Close Residents Association, from Loughborough, in recognition of their continued tremendous success and influence. We had another remarkable IYN entry, Ladywell Bloomers of Belper, who were awarded the DART 'Most Inspiring' trophy, for what they have achieved in their small estate in the town – an environmentally friendly blaze of colour and, more importantly, an enormously valuable social activity. Belper's excellent year also included achieving the Barcham Trees / East Midlands in Bloom Award for the remarkable Rain Garden at the Strutts Community Centre in the town.

Next year we are looking forward to seeing the success of six EMiB representatives – Evington, Immingham, Loughborough, Mablethorpe, Market Harborough and a 'first-time' National entrants, Middleton-by-Wirksworth – in RHS Britain in Bloom, for which the date and venue of the Awards Ceremony is yet to be announced.

To conclude, thanks to all our participants, judges, assessors and sponsors for their efforts in 2015 and I wish you all another outstanding year. As always I look forward to meeting as many of you as possible in 2016, which begins with the Biennial New Entrants Workshop at Moulton College, near Northampton on February 18th. Have a wonderful Christmas and New Year!

Jeff Bates, Chairman, East Midlands in Bloom

Well Done Bakewell!

Well Done Bakewell!

Bakewell is delighted to have achieved the GOLD standard for the first time since becoming an independent Bloom Group. Over the last five years we gained a higher score each year and we're excited about working towards our goals set for 2016 but the work is on-going and there is always more to do! Achieving gold is certainly gratifying, but the best reward no matter what the score, is in knowing we can make a difference. Initiatives such as requesting a local housing association to make improvements in a landscaped area, providing planted containers for year-round interest, restoring to its former glory a neglected public garden, arranging for and planting trees for wildlife, and providing work experience for young people, are just a few of the projects we were involved in. We are hoping the latest publicity in local papers will encourage even more individuals and organisations in the community to get involved.

In January, we were fortunate in receiving a grant of £1,000 from the Sustainable Horticulture in Partnership (SHIP) Scheme. Defra, in partnership with the RHS set up a project to provide funding for sustainable growing media and plants. The grant enabled us to make a confident start in restoration work at Riverside Gardens and we are currently working in partnership with the local branch of the WI, planting trees at town locations.

We're immensely grateful to the local authorities with whom we work and consult with throughout the year. The Bloom Campaign is all about community working together for the benefit of all, and in Bakewell, that includes all the local authorities – Town, District, County and Peak District National Park plus local landowners, schools, care homes and so on...

A member of our committee said "It's great to be concerned with the aesthetics, the appearance of the town" and that's certainly part of it, but we are very much aware it's not just appearance. Gardening at the allotments, for example



provides therapy, relaxation, exercise, food and friendship while a restored public garden is an oasis of calm and quiet for workers, shoppers and families, and a school outdoor learning space is an invaluable asset for teaching and learning – the list goes on.

In Bakewell, it's about making improvements and enhancing the built and natural environment for the benefit of residents, businesses and all our visitors all year round.

Julia Zamoyski,
Chair, Bakewell in Bloom



Our Front Garden in Winterton

We moved into our new house in June 2007 but because we lived next door we were able to commence work on the garden before moving in. I had no idea how to design a garden far less look after it. An ex RAF colleague, Ian, was starting a new garden design business and agreed to transform our garden from building site to garden, and explained the rudiments of gardening to me; until then I had never gardened.

I worked hard at the garden over the next year, so that I could show Ian that his efforts had not been in vain; alas, I have never been able to find him. I am a retired physician and therefore have had plenty time to develop an interest in horticulture although it must be said that Margaret is the brains and I provide the brawn!

Reading has helped me to understand how plants grow and what soil conditions and sun they like. We have aimed to have a succession of colour and interest throughout the year so that even now in October/November we still have lots of interest and colour. I have learned that plants are very forgiving no matter what we do to them, but can also be like humans and be plain awkward! No matter how we try, *Agapanthus* simply refuses to display herself!

Our plants are virtually all perennials which, of course, we can split and propagate. We like growing new plants from seed; we bought a packet of *Dahlia* seeds 3 years ago and now have over 70 *dahlia* plants!

In 2008 we were disappointed in the front garden because the grass would not grow next to the Tarmac drive. When visiting a garden in Yorkshire we were advised that a border of *Persicaria* between the tarmac and the lawn

The garden in 2007



The rose bed, June 2007



The rose bed, July 2015



would solve the problem. The judges seemed quite impressed with our *Persicaria* and they also commented on the rose island in the centre of which is a *Salix* "Flamenco" which "coordinates well with the pink rose bushes".

We try to keep the plants healthy with our homemade compost of mainly horse manure and rotted leaves. We feed the roses with proprietary rose feed and avoid chemicals and pesticides. We have water butts for rainwater harvesting preferring rainwater to tap water. Our hostas are healthy probably because our frogs and birds enjoy the slugs!

The judges mentioned weed control. Regular hand weeding early in the season seems to keep them at bay later.

The downside is that it is a relatively high maintenance garden so that we rarely go away for more than a few days, except in winter, when we can come back and admire the bulb displays and the weeds that have grown in our absence! Being aged nearer 80 than 70 it's now time to redesign the garden to reduce the workload as we get older but still keep the interest.

Winning the Frank Constable MBE award was a huge unexpected honour which made us extremely proud. Our garden was entered because the Winterton Council asked me to have it judged as part of East Midlands in Bloom. I may say that this year, for the first time, we showed our garden in "Winterton Open Gardens". A professional horticulturist (near neighbour) congratulated us on our achievement and presented us with two of his prize plants (another great honour). Having had nothing to do with gardening until 2007 I find it very rewarding and challenging and am constantly learning. If only Ian who set me off on the right path could see it now!

Gordon & Margaret Leitch, "The Grove", 69 North Street, Winterton
Winners of the Frank Constable MBE Award for Best Residential Garden 2015
Sponsored by John & Andrew Constable in memory of their father, the late President of EMiB who passed away in 2014



A Year in Bloom 2015

Market Harborough in Bloom Volunteers first started in 1996 and since its inception has steadily developed each year. The MHiBV manage the project and take overall responsibility for it.

Irene Bates has helped considerably with the EMiB entry procedure.

Below is just some of the work MHiBV do, maintain and plant the rose garden in Welland Park all the planters in town some at the Canal Basin, Market Harborough Railway Station and a few more dotted around the town but we also work with young groups.

In 2015 our school coordinator Pat Hook organised the 7 primary schools in Market Harborough who we work with every year in addition to the sweet peas she organised them to design the front cover of our East Midlands in Bloom portfolio and we had hundreds of entries, the Market Harborough Lions club sponsored the prize which was £50.00 for the school and the volunteers gave a voucher to the 1st, 2nd and 3rd placed entry. The shops in Church Street displayed the fantastic posters designs in their windows

We have a school that entered the EMiB school gardening competition for the second year running receiving a silver on both occasions.

The 3rd Market Harborough Mallard beavers have a leader who is one of our volunteers, we have been involved with this group now for 3 years.

This year this group planted up the 6 hanging baskets in the centre of the town, the Welland Rivers Trust who have now completed the project on the River Welland, supplied us with flat packed bird boxes and bat roosting boxes, MHiB volunteers and the older scouting groups built them.

We erected an extra 45 bird and 10 bat roosting boxes.

Chairman Ken Hook asked if the Brownies would like to enter the digital photographic competition and we are delighted to say that one of the brownies came second with a lovely photograph of lavender.

We have been planting Market Harborough railway station for about 15



years, this year we planted an extra 23 containers, sown wildflowers, planted hanging baskets and made butterflies out of willow which we put on the bank of a beautiful grassed area, on the entrance to the station we planted giant sunflowers. Our Chairman Ken Hook and I went to Derby for the results where we came first in the medium station category, some of our volunteers are now East Midlands Trains station adopters as well.

In June we took part in the BBC Gardeners' World Live at the NEC, Birmingham after receiving the application form from EMiB to submit a design for a flowerbridge which was supplied by elhol this was the first time we had exhibited at this level and we received a Highly commended and came second for our window Box entitled "Bee Friendly".

I am proud to be part of a fantastic TEAM, of volunteers and that is what we are a TEAM but East Midlands in Bloom is not only about flowers but about bringing the wider community together, enabling us to show off our lovely historic town. Now we have to do it all again and more in 2016 which will be our 20th anniversary. Anyone got any China to spare?

Margaret Richards

Volunteer Co-ordinator, Market Harborough in Bloom



Community Spirit Blooms in Draycott

The 'Draycott in Bloom' group are pleased to have had another successful entry in the 'East Midlands in Bloom' competition. We were thrilled to again be awarded a silver-glit, improving the score from our first entry in 2014.

It is hard to imagine that we have only been together as a group of volunteers since January 2014. Brought together initially by a shared interest, the love of gardening, strong bonds and friendships have grown. Many members of the group have lived in the village for donkey's years but their paths never crossed before getting involved in this new venture. Our membership is spread across a big age range; it is lovely to see different age groups coming together for a common cause.

The children of the village turn out en masse for the wellie planting evening at St Mary's Church in early June. Families come along after school with their old wellies, fill them with compost and annual plants, and proudly take them home to place by front doors and gateways. Non-members turn out in the weeks before judging day to tidy their front gardens. The competition is the main talking point around the village in late June and early July.

One of the pubs in the village has been adopted as the meeting place for all 'Draycott in Bloom' events. It is where we hold our monthly planning meetings and where we greet the judges on the day of reckoning. For the last two years we have held a post-judging and post-results night fuddle at the pub. Everyone brings some food, mostly homemade, and hopefully we boost the landlord's takings for the evening. I sense this will soon become an established 'Draycott in Bloom' tradition. There is a wonderful sense of achievement and camaraderie on these occasions. The group has had unfaltering support from landlord, Mark. Numerous other businesses in the village provide generous sponsorship, without which we could not achieve our goals.

A lovely surprise awaited us in August when all the group members were invited to a BBQ hosted by a family in the village as a thank you for the work done by the

group. Our hosts felt that we had been instrumental in awakening community spirit in the village, for which they were very grateful.

Draycott is getting a name locally for being a great place to live. It started several years ago with 'Open Gardens Weekend', this was followed a few years later by our first 'Scarecrow Festival' on August Bank Holiday. As well as being very popular with residents, visitors are travelling considerable distances to attend these events. Most of the 'Draycott in Bloom' members contribute to these events, either opening their gardens and/or making scarecrows.

The community spirit engendered by the competition and the resident's pride in the village spreads far and wide and goes from strength to strength.

If any town or village wants to know how to improve local identity and community spirit, I would recommend establishing an 'In Bloom' group.

By Shelagh Brown, Draycott in Bloom



Sutton on Sea Gardening Group "In Bloom!"

Eighteen miles north of Skegness, Sutton-on-Sea is a small resort on the coast of Lincolnshire, popular with families for its glorious, blue flagged beach, children's paddling pool and play areas and relaxed atmosphere, a quintessential, old fashioned seaside resort. For many years it had also been well known for its colourful flower gardens but because of Council cutbacks and "easy maintenance" had become very "green".

In 2011, under Neighbourhood Management, a subsidiary of East Lindsey District Council, a small group of volunteers was formed with the aim of putting colour back into the village. This group of volunteers, all retired, became independent, constituted and self funded in October 2013, raising money through Coffee Mornings, support from local businesses and grants from Town Council and District Councillors.

In 2013, after much hard work, two areas, the Diana Memorial Garden, which had become very overgrown, and the planters in the High Street, which had been threatened with removal, were entered into the RHS It's Your Neighbourhood, gaining level 4 Thriving. This was repeated in 2014. With support from the councils other areas of the Public Gardens were tackled, the garden by the Tennis Courts was planted with bulbs and plants donated by many of the villagers, who were delighted with the changes, and parts of the War Memorial area had Summer bedding planted.

Gaining confidence, it was decided, only in March of this year, to enter the RHS In Bloom, Coastal category. A new boat "Meridale" was sourced by the group, replacing a very dilapidated "Leslie" in the Pleasure Gardens. Two knitting groups were approached to knit a Garden, the Allotment group, Meridale Community Garden group, the Acre Gap Conservationist group, Marigold Cottage, a beautiful garden open to the public in the Summer under "Open Gardens" and one of the Bowling Clubs along with many of the Businesses came on board. With lots of hard work, planning a route, holding Litter Picks, planting! planting! and support from Town Council and ELDC the village was ready for Judging Day, July 2nd. It was a lovely, warm sunny day when we welcomed our judge, Dave Bramwell, to tour our village, we ended with a fabulous buffet

lunch at the Meridale Community Centre prepared by members of our group. Our efforts have been rewarded with a Silver Certificate, we are so thrilled with this at our first attempt and plan a repeat, if not better, for 2016!!

The Diana Memorial Garden and the High Street planters were also entered into RHS It's Your Neighbourhood and gained Level 4 for the third year running. We are very grateful for the support we have received from local residents and Businesses, Town Council and ELDC, the community working together.

Kath Riggall

Chair, Sutton on Sea Gardening Group



Below: a fundraising event at Hallowe'en



EAST MIDLANDS IN BLOOM DIARY DATES

Thu 4th Feb	Closing date for New Entrants Workshop reservation forms and AGM nominations
Thu 18th Feb	EMiB New Entrants Workshop , Moulton College, Gate 1, Pitsford Road, Northamptonshire NN3 7SY and AGM Venue as above 2pm
Fri 29th April	Closing date for 'In Bloom' and 'It's Your Neighbourhood' entry forms
Fri 13th May	Closing date for EMiB Special Award entries (<i>Frank Constable MBE Award, Best Pub/Hotel, Best Retail/Commercial Premises</i>)
Fri 3rd June	Closing date for EMiB Best School Garden Award entry forms
Mon 4th – Fri 15th July	EMiB judging period
July & August	EMiB It's Your Neighbourhood assessment period
Wed 14th Sept	EMiB Awards Presentation The John Fretwell Sporting Complex, Sookholme Rd, Sookholme, Mansfield, Nottinghamshire NG19 8LL

2016 NEW ENTRANTS WORKSHOP

18th February, Moulton College, Northamptonshire NN3 7SY

This is our biennial event, which is open to all interested parties, particularly new or potential entrants with special emphasis on how to improve your entry. There is no obligation to enter the campaign by attending and it is a superb opportunity to interact with other delegates and exchange and share ideas.

There will also be an update on the National Bloom developments, with the continued theme of Green Streets: Better Lives explained in more detail. There will, of course, be opportunities to meet with Judges, IYN Assessors, 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 £8 per person, to cover the cost of refreshments and lunch. To ensure your place/s, please return your completed reservation form (see page 10 of this newsletter), or download a form from our website: www.eastmidlandsinbloom.co.uk by **Thursday February 4th** to EMiB Secretary Irene Bates* (see address below). If you were a Bloom or IYN entrant in 2015 we cordially invite you to stay for the AGM which follows after lunch.

AGM

This will start after lunch at approximately 2 pm. We really would love to see each community that entered the EMiB Competition in 2015 to attend the AGM. Please don't be shy, it is an opportunity for your group to be represented.

Any nominations for the *executive committee* must be received by Irene Bates not less than **14 days before the AGM** (i.e. by Thursday 4th February 2016). 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

CALL FOR NEW BLOOM JUDGES AND IYN ASSESSORS

We always need more Bloom Judges and It's Your Neighborhood Assessors. You don't need to be qualified in horticulture, and training will be given. Please contact us if you are interested or come to the New Entrants Workshop where we can discuss what is involved. Mileage costs are covered and you would be part of a very friendly team!

EAST MIDLANDS IN BLOOM SPONSORS



Amberol (*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." Amberol sponsor all our city categories and also the John Williamson trophy for the new BID (Business Improvement District) category which has increased entry by 100% this year!



Amethyst Horticulture (*EMiB Silver Sponsor*) is our brand new sponsor for this year and we are delighted to have them with us to sponsor the entire Towns categories, i.e. Small, Medium and Large Towns.



Barcham Trees sponsor a tree to the value of £200 for the East Midlands in Bloom Best New Permanent Landscaping Award.



DART Training sponsors of RHS/EMiB It's Your Neighbourhood with the Most Inspiring IYN Entrant Award. This year the winners are Three Close Tenants Association in Loughborough.



John and Andrew Constable, sponsors of the Frank Constable MBE Award for Best Residential Garden.

Moulton College (*EMiB bronze sponsor*) of the East Midlands in Bloom Best School Garden Special Award.



NAYLOR

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



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



the art department
IMAGING AND DISPLAY

The Art Department is one of the nation's leading graphics providers with over 25 year's digital print experience. They sponsor EMiB by providing the plaques for the Best Pub/Hotel garden or Display; the Best Retail/ Commercial Premises; and the Best School Garden Special Award.

There are still many sponsorship opportunities available for 2016, e.g. the Villages, Coastal and Urban Community categories and various other Special and Discretionary Awards. To find out more, please contact our Sponsorship Secretary Chris Beal on: chrisbeal.meadowsidehorticulture@tesco.net or contact us.

EMiB Best School Garden Competition and Winners 2015

This year Graham Lamb co-ordinated the best school garden judging and we welcomed new judge Barbara Shannon to join the existing team of Janet Lewis and Chrissie Dale. The standards of the gardens continue to improve, aided by the advice of our school garden judges. The judges continue to be very impressed with the enthusiasm of pupils, teachers and helpers and the high standards of the school gardens. It was very pleasing to see all winning schools represented at the Presentation of Awards at our splendid venue at Rutland Water Golf Club in Rutland.

The overall winning school was Grassmoor Primary School in Grassmoor, near Chesterfield, Derbyshire. The Best School Garden for Wildlife Oak Field School and Sports College in Nottingham. The Best School Ornamental Garden was Coomb Biggs Primary School in Immingham, and the Best School Fruit & Vegetable Garden was The Priory School in Spalding.

The number of schools that can enter relate to the Bloom category; please see 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

This competition continues to encourage gardening in schools and is now in its 10th year! Schools can enter the competition through their local Bloom group. If there isn't a local Bloom group, they 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 2016 is: **Friday 3rd June**.



Frank Constable MBE Award for Best Residential Garden (visible to the public)

We had a good number of superb entries again in 2015, and our late President Frank Constable's sons, John and Andrew are kindly continuing the award in their father's memory. This year the winner is Gordon and Margaret Leitch at "The Grove", 69 North Street, Winterton, N.E. Lincolnshire. We encourage you to enter many more gardens into this award in 2016, maybe hold a competition of your own in your area to discover your 'best' to put forward?

Once again, may we kindly request that you help our judges to help you by submitting the relevant **entry forms** to us with details completed by the closing date (this applies to all 3 Special Awards). If this is not done please do not assume judges will have the time to judge your unexpected Special Award entry on your agreed Judging Day, as they will have carefully planned their itinerary beforehand and may have to be at another place for a specific time. Can we request that if you withdraw your entry for any reason, please let us know as this will help us to keep our information accurate. The closing date for all three of these awards is **Friday 13th May 2016**.

Best Pub/Hotel Garden or display

This year's winner is The Three Swans Hotel in Market Harborough, managed by Nick Kilmartin.

Best Retail/Commercial Premises

Was won by Mablethorpe's Linkage Green Café and Bowling Green.

EMiB Children's Art Competition and Children's Digital Photography Competition

We have thoroughly enjoyed everyone's participation and it has been truly uplifting to see so much young talent in our region. However, after many years, we have decided to have a break from these competitions and instead ask you all to support those taking place within your own community. We thank everyone who has faithfully supported this competition over very many years and we will miss the colourful displays.



NEW ENTRANTS WORKSHOP 2016

RESERVATION FORM

To be held at Moulton College, Gate 1, Pitsford Road, Northamptonshire NN3 7SY on Thursday 18th February.
Registration from 10.00 am for 10.30 am start. Free parking is available at Gate 1 which is closest to the venue.

To reserve your place/s please complete and return this form BY Thursday 4th 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 @ £8 per person (to include refreshments and 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, if applicable)

Contact Address

E-mail address: Telephone:

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



*With Best Seasonal Wishes to You All
And here's to a
Blooming Good 2016!*