

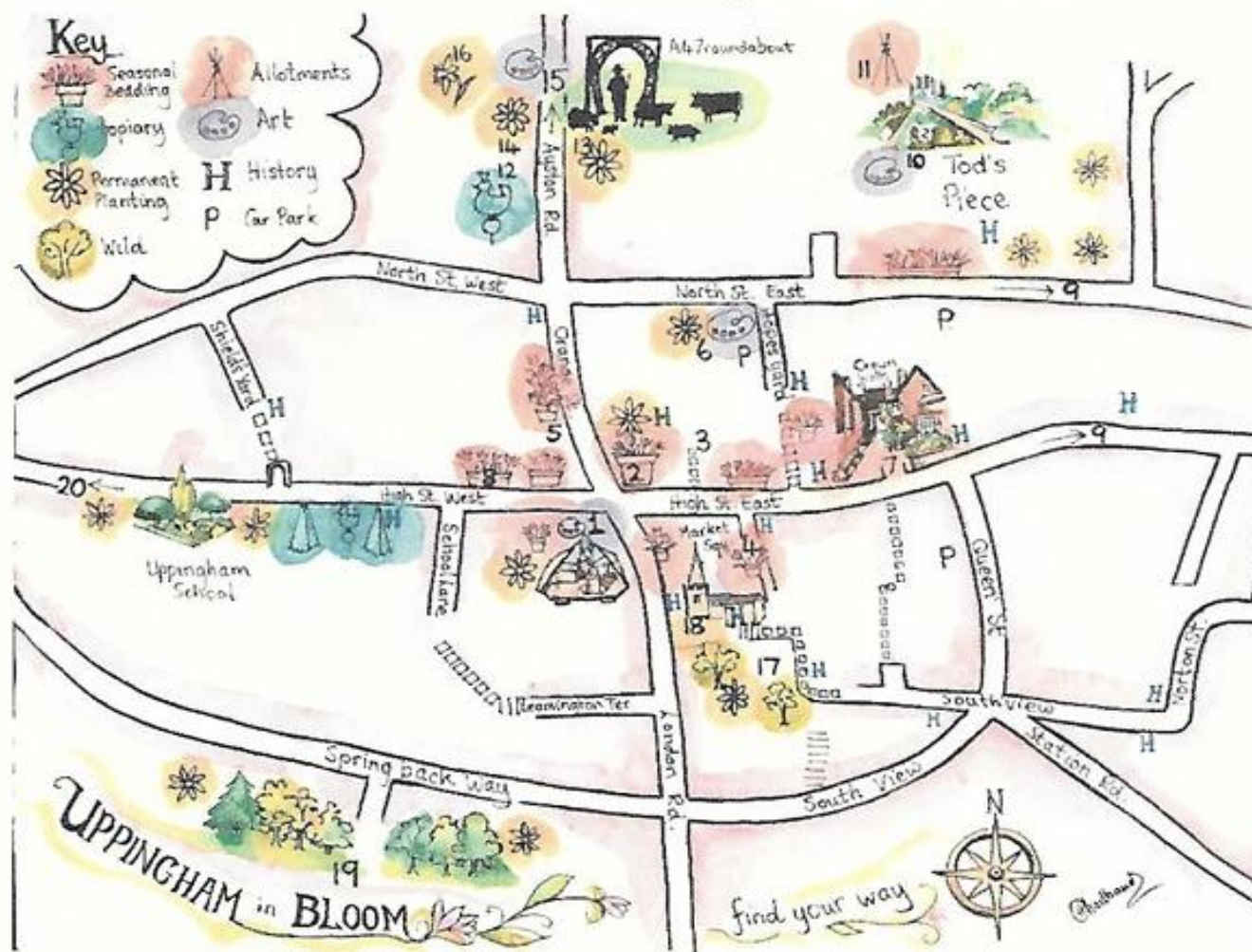
Uppingham in Bloom

How we approach the build up for Judging Day!

**Hope this helps –Bosworth, Edwinstowe and
Grimsby 2026 Britain in Bloom.**

Uppingham in Bloom 2025

by Helen Chadband



- 1 Baines Corner
- 2 Dairy Corner
- 3 Mercers Yard
- 4 Market Square Planters
- 5 Orange Street
- 6 Permanent Planting and tiered planting Car Park
- 7 Crown Passage permanent planting and Brownie planter
- 8 High Street seasonal baskets and fixed pots
- 9 Oval roundabout permanent planting
- 10 Tods Piece and Sensory Garden
- 11 Allotments, Wildflower garden and Pond
- 12 Uppingham topiary and permanent beds
- 13 Dentist Surgery Ayston Road
- 14 Rose beds outside New Town Houses Ayston Road
- 15 Roundabout A47
- 16 Daffodils planted by UIB, Crocus sponsored by Rotary Club, Wildlife
- 17 Beast Hill trees
- 18 Closed Churchyard
- 19 Arboretum
- 20 Uppingham School Gardens various Stockerston Road

In our 5th decade of Blooming

- Uppingham –Small Town Category
- **2 Britain in Bloom Entries –**
One Overall Britain in Bloom winner 2016
One Britain in Bloom Gold 2025
- **East Midland In Bloom-**
12 Gold Medals
2 Silver Gilt
- Sponsorship 40 plus businesses
- 26 Volunteers including 6 newbies!



Gold medals don't come easily - the best are gained and retained through consistency and focus.

Build momentum plan long-term .

Try not to go hell for leather one year and be washed out the following .

How do you achieve consistency and maintain momentum?

Agree what's important for your community

What does your group do that makes a difference to your community?

Be realistic –What is your resource? Consider projects from a sustainability point of view –finance, energy, people!

Try not to be critical of each other, everyone brings something to the party. Recognise it can get fraught!

Build great relations with local Council, grass cutters, the Police ,litter pickers etc! Ask for help.

Take time promoting your group to attract volunteers.

Enjoy post weeding coffee!

8.50	Walk through Market Place Baines Corner Remodelling Dairy Corner Mosaic Permanent Planting Church Eco Project	AB C		Floral displays, Heritage planters water reservoirs, compost, bulb recycling sponsorship Meet Traders and Baines Bakery	
9.05	Mercers Yard	ABC	Mixed Planting	Uppingham School collaboration Project	Keith and Ken
9.10	Walk down High Street. Baskets etc Swan passage. Walk around back of car park see charging points planters back to High Street	ABC		Hanging Baskets Sponsor Ship Private gardens EV charging points	

► The Judging Route

- Pre plan your route and focus your attention and effort around it. Plan this in the autumn and work on it .
- Assess each stopping off point against the RHS criteria ABC
- Make sure the dialogue with the judges incorporates points relating to criteria.



► Presentation Boards

- Make sure these reflect Spring and Autumn (pre and post judging slots)
- Use them to communicate long term projects and the progress you are making.
- Make sure in the 15 minutes presentation slot that the judges appreciate your year- round effort



Spring



Strategy

Formulate 4 to 6 strategic targets for the year and if appropriate the same for the next 3 to 5 years.

Try and make these measurable-

Align to RHS judging criteria:

- A. Horticultural Excellence (40% of marks)
- B. Environment (30% of marks)
- C. Community (30% of marks)

Target 1

Add bulbs to Uppingham entrances to enhance spring planting .

Allow them to naturalize.

Major project potentially 1000 bulbs .

Ask Brownies and Rotary club to support planting day.



Target 2

Add winter perennials
and bulbs to Town
Centre planting
Increase sustainability
by reducing watering
costs, and add colour
in the quiet season



Target 3

Increase perennial summer planting to continue to rebalance our mix of bedding and bulbs .

Improve sustainability by a reduction in watering costs.

Aim for 5k of sponsorship

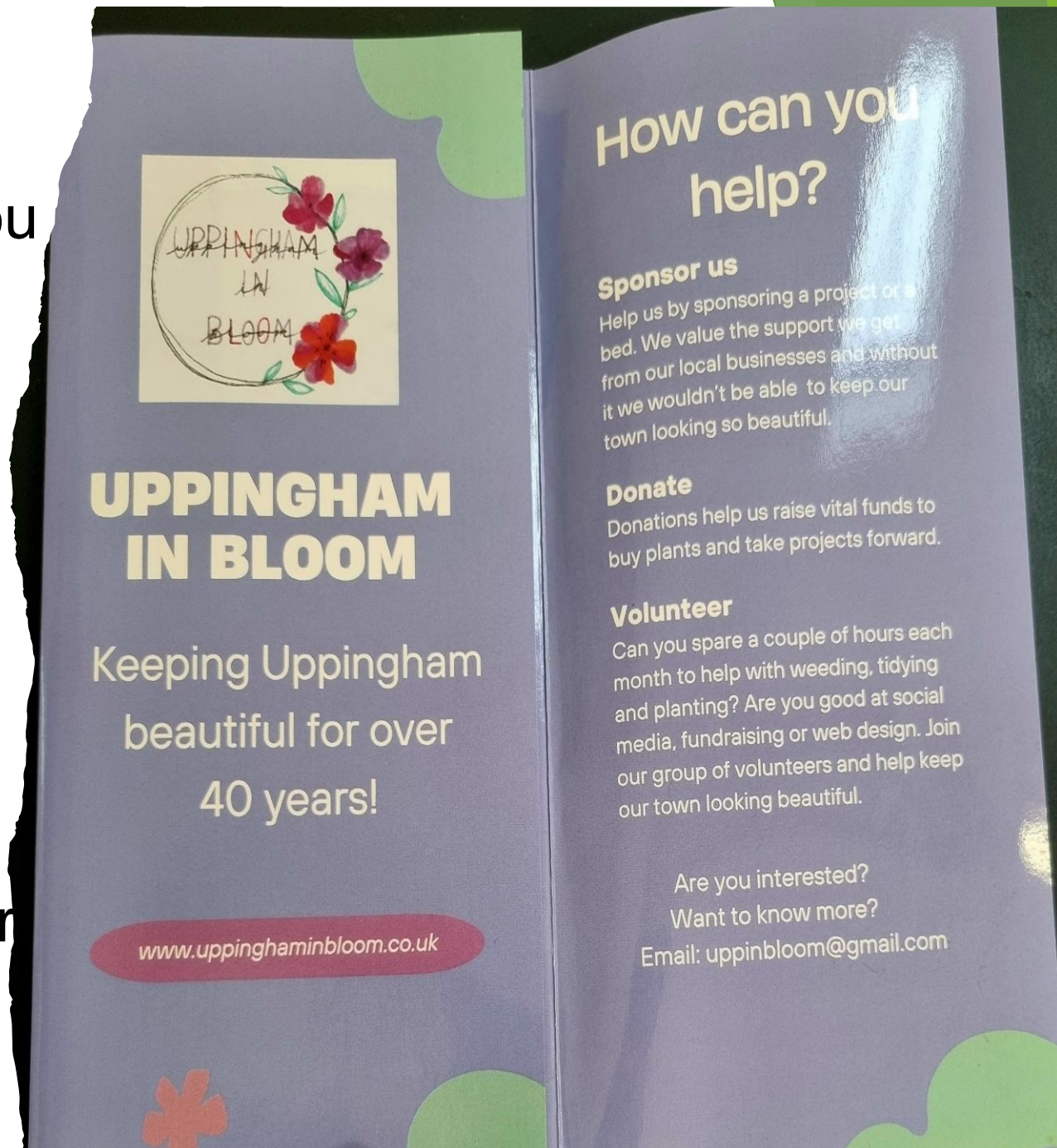


Use the winter months wisely.

- Housekeeping e.g. work out how big your beds/planting containers are and how many plants you need to fill them,
- Develop budgets for planting and long-term projects.
- Meet and update with sponsors. Talk to the Council re grants weeding ,mowing etc.
- Plan the diary –fund raising dates, weeding days ,judging weeks etc
- Get presentation boards re vamped.
- Structure brochure
- Keep weeding and planting!
- Keep your community informed!

Communication

- Use the communication methods that work best for you and for your community. This might not be social media.
- Newsletters -quarterly to “Friends of the Bloom” are useful
- Posters in cafes pubs and shops often reach target audiences.
- Use “Next Door” ,local paper and local radio stations.
- Thank Sponsors/Councils.



Saying Yes.... Saying No....

Recognise what you can achieve

Say No if you don't have the resource to support new projects.

Say Yes to new volunteers invite them to take responsibility for areas of planting or projects. Make sure they meet the judges and talk about their achievements.

Say No if you can't deliver a social media platform

Say Yes to traditional communication methods if that's what works for your group.

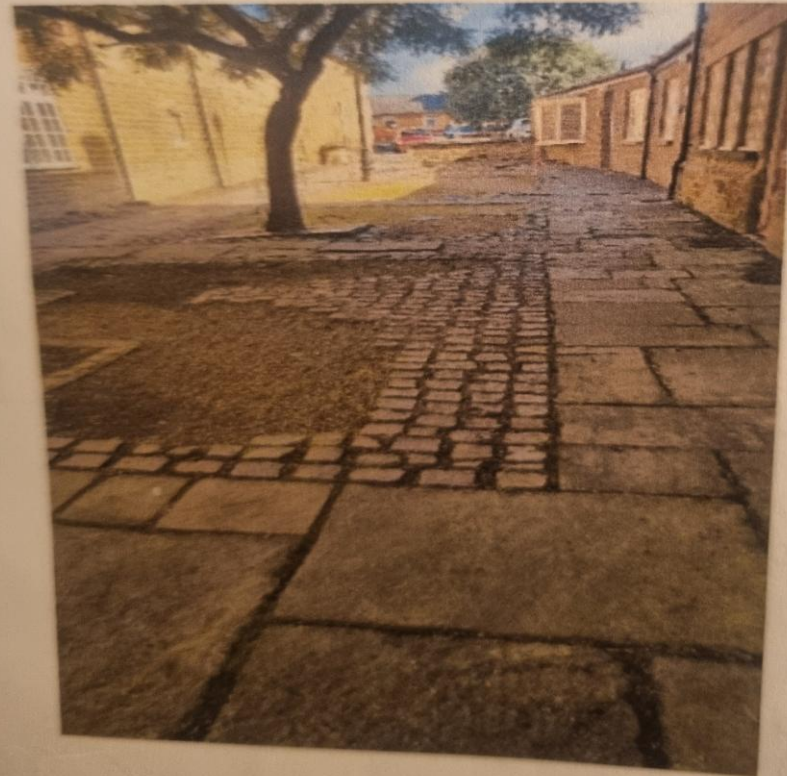
Make sure your strategy works for your community and you .For example our group felt stretched as Uppingham has grown .We decided our focus is and remains the Town Centre .

Remember you add value.

What would your town be like without a Bloom Group....?

Square. Uppingham School own the land.

Uppingham in Bloom approached the School project as the site has lacked planting and had a somewhat neglected appearance within confines of beautiful Georgian buildings.





Remember as volunteers you are the magic! Have Fun!



Good Luck from the Uppingham Bloomers!

