



## **PRESS RELEASE**

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# **Sherborne in Bloom to Compete in 2017 RHS Britain in Bloom Awards Sherborne in Bloom to represent South West in Bloom in UK-wide competition**

**Sherborne in Bloom** has been selected to represent South West in Bloom in the 'Town' category in the Royal Horticultural Society (RHS) Britain in Bloom UK Finals 2017.

The group will join 78 other Britain in Bloom finalists competing to be crowned one of the cleanest, greenest and most beautiful places in the UK.

Sherborne in Bloom was chosen for the group's commitment to environmental responsibility, high levels of community participation and outstanding gardening achievements.

Between them, the 200 and more volunteers who participate in Sherborne in Bloom will be working hard to enhance the environment of their town for the benefit of residents, businesses and visitors alike.

The group's efforts will contribute to the millions of bulbs, seasonal plants, perennials, shrubs and trees being planted around the UK by over 2,500 Britain in Bloom and It's Your Neighbourhood groups, transforming hard grey areas into green spaces that benefit both people and the environment.

In August, the Sherborne in Bloom team will lead RHS Britain in Bloom judges on a tour of their town as they bid to win a top award. The winners will be announced at the Britain in Bloom awards ceremony in Llandudno, North Wales on 27 October.

A number of special awards that recognise excellence in a particular area, be that protecting the local environment, getting young people involved in gardening, or overcoming adversity such as flooding or vandalism, will also be up for grabs.

Now in its 53<sup>rd</sup> year, Britain in Bloom has evolved into a UK-wide campaign that brings communities together while promoting the environmental and health and wellbeing benefits of gardening.

**Gillian Gunner, the Project Co-ordinator of Sherborne in Bloom said:** "We are honoured and privileged to be selected to compete in Britain in Bloom. This is the first time we've been in the national competition and we shall be pulling out all the stops to show off our beautiful town."

**Andrea Van Sittart, RHS Head of Community Outreach said:** "Congratulations to Sherborne in Bloom on reaching the UK Finals of this year's RHS Britain in Bloom campaign.

"To represent their region on the UK stage is an incredible achievement and shows they are already at the top level of community gardening, going the extra mile to improve their local area and make it cleaner, greener and more beautiful for everyone."

**For more information please contact:**

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**Notes to editors:**

**Full list of Britain in Bloom UK Finalists 2017:**

The finalists were nominated following the regional stage of judging in 2016.

Entry Name	Category	Region / Nation
Aberdeen	Champion of Champions	Scotland
Aldridge	Urban Community	Heart of England
Altrincham	Large Town	North West
Ballymena	Large Town	Ulster
Barnoldswick	Town	North West
Belfast City	Large City	Ulster
Belper	Large Town	East Midlands
Blackburn Town Centre	BID (Business Improvement District)	North West
Bothwell	Small Town	Scotland
Bray	Small Village	Thames and Chilterns
Bury	Small City	North West
Cannington	Large Village	South West
Canterbury	Small City	South & South East
Chesham	Large Town	Thames and Chilterns
Clifton	Urban Community	South West
Colchester	Small City	Anglia
Coupar Angus	Large Village	Scotland
Croston	Large Village	North West
Cullybackey	Large Village	Ulster
Dalston	Large Village	Cumbria
Deal	Coastal <12,000	South & South East
Derry City	Small City	Ulster
Didsbury	Urban Community	North West
Donaghmore	Village	Ulster
Elswick	Champion of Champions	North West
Exeter	Small City	South West
Farnham	Large Town	South & South East
Filby	Village	Anglia
Forres	Town	Scotland
Halstead	Town	Anglia
Harrogate	Champion of Champions	Yorkshire
Hillsborough	Champion of Champions	Ulster
Hunstanton	Coastal <12,000	Anglia

Hutton Cranswick	Large Village	Yorkshire
Kendal	Large Town	Cumbria
Kilconquhar	Small Village	Scotland
Kirkcaldy	Small City	Scotland
Littleover	Urban Community	East Midlands
Llandudno	Coastal >12,000	Wales
London Borough of Ealing	Large City	London
London Borough of Hillingdon	Large City	London
London Borough of Islington	City	London
London Borough of Richmond	City	London
London Borough of Tower Hamlets	City	London
London Bridge	BID (Business Improvement District)	London
Mansfield BID	BID (Business Improvement District)	East Midlands
Market Bosworth	Large Village	East Midlands
Newcastle	Coastal <12,000	Ulster
Newcastle-under-Lyme	Small City	Heart of England
Newquay	Coastal >12,000	South West
North Berwick	Coastal <12,000	Scotland
Norwich	BID (Business Improvement District)	Anglia
Oadby & Wigston	Small City	East Midlands
Oldham	Champion of Champions	North West
Otley	Town	Yorkshire
Pebworth	Village	Heart of England
Pembrey and Burry Port	Town	Wales
Penrith BID	BID (Business Improvement District)	Cumbria
Ponteland	Small Town	Northumbria
Portishead	Champion of Champions	South West
Randalstown	Small Town	Ulster
Sark	Village	Guernsey
Sherborne	Town	South West
Sidmouth	Coastal <12,000	South West
Silloth on Solway	Coastal <12,000	Cumbria
St Aubin	Village	Jersey
St Helier	Coastal >12,000	Jersey
St Peter Port	Champion of Champions	Guernsey
St Saviour	Town	Jersey
Stanghow	Small Village	Northumbria
Starbeck	Urban Community	Yorkshire
Truro	Large Town	South West
Uddingston Pride	Urban Community	Scotland
Uppingham	Small Town	East Midlands
Usk	Large Village	Wales
Uttoxeter	Town	Heart of England
Walthamstow Village	Urban Community	London
Wareham	Small Town	South & South East
Whitby	Coastal <12,000	Yorkshire

## **RHS Britain in Bloom**

- The UK's biggest community gardening campaign involves up to 300,000 passionate local volunteers who work year-round to keep our neighbourhoods and streets green, clean and thriving.
- Bloom was started by the British Tourist Authority as a way to attract visitors to the UK through floral displays. In 2001, the RHS took over as organiser and has developed the campaign to include greater focus on community participation and environmental responsibility.
- In 2006, the RHS launched a new grass roots level for Bloom – It's Your Neighbourhood (IYN) – which is aimed at small volunteer groups (such as youth groups, 'Friends of' groups, etc.) and has grown to over 1,800 groups.
- Since 1964, Bloom has evolved from what many saw as a rural, hanging basket competition into a major socio-environmental campaign that is improving villages, towns and cities across the UK.

To find out more, visit: [www.rhs.org.uk/communities](http://www.rhs.org.uk/communities), [Facebook](#) or [Twitter](#) (#ourbloom)

### **About the RHS**

The Royal Horticultural Society was founded in 1804 by Sir Joseph Banks and John Wedgwood to inspire passion and excellence in the science, art and practice of horticulture. Our vision is to enrich everyone's life through plants, and make the UK a greener, healthier, happier and more beautiful place. We believe everyone in every village, town and city should benefit from growing plants to enhance lives, build stronger, healthier, happier communities and create better places to live.

We held our first flower shows in 1820, were granted a Royal Charter in 1861 and acquired RHS Garden Wisley, our flagship garden, in 1903. From our first meetings in a small room off London's Piccadilly, we have grown to become the world's largest gardening charity. At our gardens and shows and through our scientific research, publications, libraries and our education and community programmes we inspire a passion for gardening and growing plants, promote the value of gardens, demonstrate how gardening is good for us and explain the vital roles that plants undertake.

The RHS is committed to bring the joy of gardening to millions more people, inspire the next generation of gardeners and invest in the future to safeguard a £10.4 billion industry employing more than 300,000 people. We are entirely funded by our members, visitors and supporters. RHS membership is for anyone with an interest in gardening. Support the RHS and help us secure a healthy future for gardening. For more information call: 020 3176 5820, or visit [www.rhs.org.uk/join](http://www.rhs.org.uk/join)

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