



## Cumbria in Bloom Newsletter – March 2022



Having just come through a very stormy and wet February, who can blame us for looking ahead to the Alliums flowering and the bees flying in the spring.

We are hoping that 2022 will build on the success, despite the pandemic, of 2021. Cumbria in Bloom is offering a full program of Awards, covering Schools, Pride in Your Community and It's Your Neighbourhood, as well as Biodiversity, Woodland Copse and Allotments.

### QUEEN'S PLATINUM JUBILEE SPECIAL AWARD

This is a new award for 2022. It is designed to celebrate Her Majesty the Queen's Platinum Jubilee.



President of Cumbria in Bloom, Colin Cheyne said: "Cumbria in Bloom competition entrants across all entry categories, will qualify to enter a Special Jubilee Feature Award.

"The Queen's Jubilee Feature can be anything in your community that celebrates the Queen's 70 years as our monarch. For example, it could be a small water feature; a specially developed flower bed; a creature friendly habitat; a woodland development; or even a display of outdoor art - be as creative and innovative as you like.

"Judges will assess the Special Feature you have entered during their visit to your main competition/assessment entry: Pride in Your Community, Schools, Tourism and RHS It's Your Neighbourhood. To enter the Jubilee Feature you must have entered one or other of the above categories. When selecting a winner, they will consider the originality of ideas, impact on the local community, and the innovative use of resources and materials."

Jubilee Certificates of achievement will be awarded to the most impressive entry in each competition/assessment category. A very special Cumbria in Bloom recognition award will be made to an overall winner across all entrants. For more information go to: <https://tinyurl.com/3ewxe887>

### CUMBRIA IN BLOOM TOURISM AWARDS

There are six separate categories for businesses to enter in the **Cumbria in Bloom Tourism Awards** – 1) Public House 2) Bed & Breakfast/Guest House Accommodation, 3) Small Hotel (up to 15 bedrooms), 4) Large Hotel (over 15 bedrooms), 5) Visitor Attraction (incl. golf club), 6) Self Catering Establishment/Holiday Park.

In addition, three special awards are open to Tourism entries –a) **Small Woodland Copse**, b) **Biodiversity** and c) **Queens Platinum Jubilee Feature**.

Tourism is one of the main sources of revenue for Cumbria. For many years tourism businesses have entered Cumbria in Bloom to showcase the efforts that they make to enhance their premises. If your business needs to attract customers, then you are probably already enhancing your immediate environment with high quality floral displays, be it hanging baskets, planters or attractive beds of perennial

planting. It is therefore worth entering our Tourism Awards. Even if all that you have is just a street side entrance, you will have room for some sort of display.



2021 Tourism awards – Carlisle Golf Club and Park Cliffe Caravan Park

To enter, go to our Competitions page on the website, or key in this web address to go directly there:

<https://tinyurl.com/2p8f66ft>

## RHS BRITAIN IN BLOOM – CUMBRIA HAS THREE ENTRIES IN 2022

Britain's nationwide gardening competition is a powerful tool for building communities and tackling local issues.

Irthington village, Workington as a large town and Ulverston Business Improvement District (BID) have all been selected to go forward to the national final, having shown high standards in the Cumbria in Bloom awards last year and positive ideas for 2022.

In Irthington, having enjoyed great success in 2021, a small committee has been formed, led by Danny Poland, to take the village forward in 2022 with the theme 'Nature's Friends'.

Workington won a Gold Medal in the 2021 Cumbria in Bloom Pride in Your Community Large Town category. The town is working on several new initiatives for 2022; including adding plug planting and wildflower areas to Vulcan Park with funding from Cumbria Wildlife Trust and a 'Bee Happy' Wildlife Garden which will be managed by one of the local schools, with funding from Cumbria County Council.

In the past four years, Ulverston BID has been even more engaged by joining the business sector with the community and enhancing the bloom in the town, making Ulverston a destination for visitors and delivering a sustainable program of seasonal planting for all to enjoy.

We wish our three Britain in Bloom entries the best of luck in the 2022 Britain in Bloom Awards, for which judging will be between 25<sup>th</sup> July and 12<sup>th</sup> August with a London Award Ceremony on 10<sup>th</sup> October.



Irthington Village



Workington Harrington Rezza



Ulverston BID

## CUMBRIA IN BLOOM SCHOOLS COMPETITION GETS UNDERWAY



All schools in Cumbria have received an invitation to be part of the Cumbria in Bloom 2022 competition. Entries are starting to come in. This event is part of Cumbria in Bloom's Annual Awards, which attracts many young gardeners to the Schools Gardening section. We hope that 2022 will be a record year for school entries as many will want to take part in the Queen's Platinum Jubilee Special Award. Schools are very much part of the town or village in which they are situated. This year, Cumbria in Bloom is asking the young gardeners to think about biodiversity, protection of wildlife and adapting to climate change.

## PRIDE IN YOUR COMMUNITY

This is the main Cumbria in Bloom award for villages and towns. In one form or another, this competition has been running for 35 years.

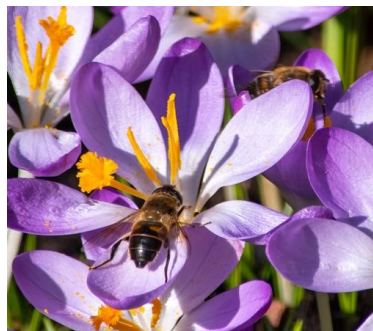


Towns and villages right across Cumbria are entering the 2022 edition of these Awards. March and April are the months to get your entries in. How to enter information can be found below or at: <https://tinyurl.com/2p8tjthr>

This competition is named to emphasise that visual impact shows the care taken by a community with its appearance, tidiness, good maintenance as well as floral, horticultural, environmental, and public support. Attention should be given to biodiversity, protection of wildlife and adapting to climate change.

## BIODIVERSITY AND WOODLAND COPSE

Biodiversity, ecosystems, habitats are all affected in a good way or bad way by how we use our space. Cumbria in Bloom judging marks will assess how well biodiversity is helped through the activity of those taking part in Pride in Your Community, School Gardening, Tourism, It's Your Neighbourhood and other special activities. You will be able to add biodiversity and woodland copse to your entries in the above categories.



## RHS IT'S YOUR NEIGHBOURHOOD ASSESSMENTS ARE OPEN TO ALL COMMUNITY GROUPS

It's Your Neighbourhood (IYN) is a non-competitive scheme for community groups who want to green-up local areas by adding colour, making new friends and getting active. IYN entries are assessed by judges from Cumbria in Bloom. You might decide to form an IYN group to tidy-up the street you live in, improve an existing community garden, plant a wildflower meadow or open space or start from scratch in a disused area that needs a revamp.



## ALLOTMENT AWARDS

An allotment site or group can separately enter the RHS 'It's Your Neighbourhood Awards' scheme. For this year we



have introduced a special Cumbria in Bloom Allotment Category to enable individual allotment holder entries, to recognize the hard work, enthusiasm and special knowledge of individuals, in this growing field of community interest. To enter go to: <https://tinyurl.com/2b8kvx5a>

## HOW TO ENTER CUMBRIA IN BLOOM AWARDS IN 2022

There are two main ways to enter any Cumbria in Bloom Award 1) **downloading the correct entry form, filling it in and sending it to [liz@cumbria-in-bloom.org.uk](mailto:liz@cumbria-in-bloom.org.uk) either in hard copy or as a scanned image, or 2) you can complete the digital form which can be found on the website page for each award.** If you do not have access to the internet, then telephone Liz Auld on 01228 710128 and request the forms by post.

Click for the Cumbria in Bloom Competitions page on our website: <https://tinyurl.com/2p9z85vk>