



Farnham In Bloom



Large Town - Judges' Briefing Notes 2015



2014 Double Gold Award Winners
2014 Silver Gilt Award Britain in Bloom



Farnham
Town Council

Welcome to Farnham

Farnham is a wonderful town with a rich heritage and vibrant community which is passionate about keeping it a special place for all to enjoy. We are blessed with a wide range of organisations and individuals who give freely of their time for others, as shown in the number of volunteer hours for Farnham in Bloom.

In the 25th season of Farnham in Bloom, we are continuing to build on the vision and commitment of the early volunteers, and keep improving Farnham for future generations.

I hope you enjoy your time in Farnham.

Councillor Mrs Pat Frost,

Mayor of Farnham 2015-16



Welcome to Farnham in Bloom 2015

2015 marks the 25th anniversary of Farnham in Bloom. From its inception, Farnham in Bloom was managed by a local volunteer group for 15 years. In 2005 the group retired and the Farnham in Bloom baton was passed to Farnham Town Council. You can read more about the history later on, on our centre fold pages.

Farnham was proud to win two Gold awards and to be Regional category winners of the Large Town category of the South and South East in Bloom competition in 2014 and nominated as a representative in Britain in Bloom, winning a Silver Gilt Award in the Large Town category.

During 2015 we have looked to build on previous success and have made a number of improvements. We look forward to welcoming you and taking you round our beautiful town.

Councillor Stephen Hill

***Lead member of Farnham Town Council
Community Enhancement Working Group***

Martin Billetts

***Chair of the Farnham In Bloom
Community Group***



About Farnham In Bloom

Farnham in Bloom is about making Farnham an attractive place to live and work in or to visit; filling it with flowers and keeping the town and surrounding villages looking their best and encouraging people to work together. Farnham in Bloom is part of the wider Community Enhancement work for the Town with a particular focus in the summer months on:

☀️ A range of floral displays throughout the town and local villages including hanging baskets, troughs and planters with village flowers being watered and maintained by residents, organisations and local businesses.

☀️ A school hanging basket competition as well as fun, engaging competitions to find the tallest sunflower, best upside down tomato in a milk container and the most impressive scarecrow.

☀️ A Secret Garden competition for businesses and residents which includes categories for the best:

- Courtyard
- Hanging basket or container
- Front, back or small garden
- Large garden
- Public house or hotel
- Shop front
- Wildlife garden, and a
- School garden award



South Farnham Junior School



Victoria Gardens



Graduate Landscapes improve the look of Farnham Railway Station








Farnham In Bloom at a Glance

Since its early beginnings, Farnham in Bloom has relied on voluntary commitment, local sponsorship (financial and in-kind) and support of local authorities and local businesses.

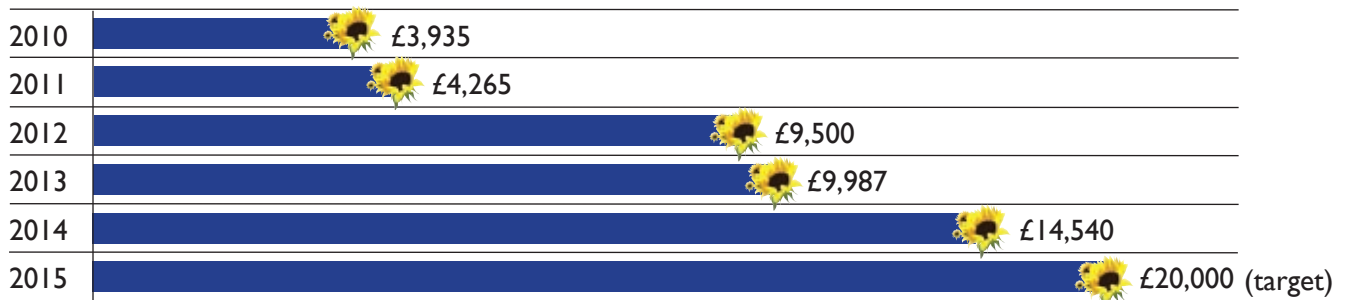
Within these notes a special section is devoted to the past 25 years, to supplement how Farnham in Bloom meets the criteria for South and South East in Bloom. Being part of South and South East in Bloom has given a focus to the contribution made by all of Farnham’s district communities in both the Town Centre and Larger Town categories.

The tables below set out how this contribution has grown over the years, to deliver high standards and ultimately bring pleasure to Farnham’s residents, businesses and visitors.

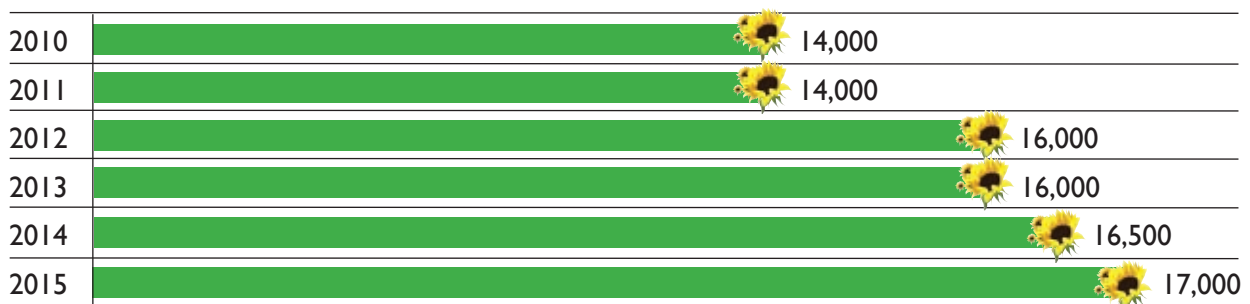
Farnham in Bloom activity for 2015 includes:

-  An extended year-round calendar of activities.
-  All hanging baskets have been planted by Farnham Town Council and local schools in peat free compost.
-  A new sponsorship brochure offering specific sponsorship packages and more options has seen sponsorship doubling in the last two years.
-  A greater social media presence documenting all aspects of Farnham in Bloom.
-  The involvement of more volunteers including students from the University for Creative Arts.
-  Continuing our ‘Bee Friendly’ project as part of ‘Help Our Pollinators’ Campaign.
-  Continuing to promote ‘Alan’s Challenge’ to maintain verges in a way that supports wildlife and biodiversity.

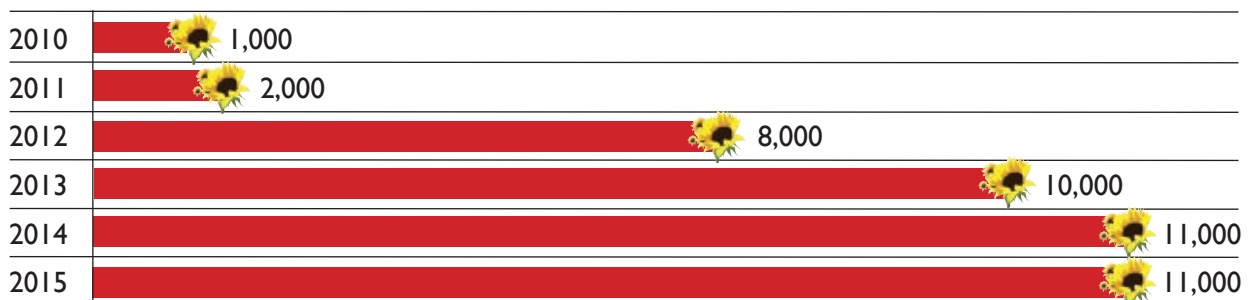
Sponsorship generated



Plug plants grown



Volunteer hours given



Links with the Community



As well as having a dedicated year round Farnham in Bloom Community Group made up of local residents and businesses, Farnham Town Council works with a range of volunteers and partners to improve the lives of those that live or work in and visit Farnham.

These include:

- Schools and nurseries – 17 took part in 2015
- Local residents' associations
- Shops and businesses
- Farnham Chamber of Commerce
- Surrey County Council
- Waverley Borough Council
- Waverley Countryside Rangers
- Local media – in particular the Farnham Herald
- Youth groups including the Girls' Brigade and scout groups
- Farnham Park volunteers
- Post 19 Group
- The Surrey Wildlife Trust
- Blackwater Valley Countryside Partnership
- The Bourne Conservation Group
- The Farnham Society
- Local BBC cameraman who makes the Farnham in Bloom DVD
- Heath End community gardeners
- Victoria Gardens
- Farnham Riverwatch
- Bishop's Meadow Trust
- Bat Conservation Group
- Haren Gardens working with Waitrose
- The Gostrey Centre Thursday Club
- Farnham 'Hoppers' – Local brewing initiative
- University for the Creative Arts
- Bourne Beautification Project
- Allotments
- Rotary of Farnham and Farnham Weyside
- Lions Club of Farnham



Students helping clear up the University for the Creative Arts



The Farnham in Bloom Community Group



Councillors bulb planting

Projects for 2015 have included (i)

- ☀ Over 11,000 volunteer hours towards the in-bloom campaign from the Farnham in Bloom community group, residents' associations, businesses and others who have helped with watering, planting, litter picking etc.
- ☀ Three new 'famous names' commemorative plaques added to 'Famous names of Farnham' wall, describing Farnham's local craft heritage and sports people on the wall of Sainsbury's and a new QR code to promote the names these people.
- ☀ Six Bells roundabout regularly litter picked by residents and the trees that were supplied by the Woodland Trust and are maintained by the Community Group.
- ☀ Dedicated Farnham in Bloom website pages together with links to tourism and local events.
- ☀ Links from Farnham in Bloom website pages to sponsors' websites.
- ☀ A greater Farnham in Bloom Facebook and Twitter presence and Farnham in Bloom news covered in the new Farnham Town Council e-newsletter.
- ☀ A new Corporate sponsorship with BBS Ltd. BBS Ltd will help to develop the project further by becoming more involved and jointly raising the profile of Farnham in Bloom.
- ☀ Repeat Gold Sponsors are Forest Lodge Garden Centre, Squire's Garden Centre and Graduate Landscapes. The Patio Black Spot Removal Company Is a new Gold Sponsor.
- ☀ 12,000 spring bulbs planted by the Community Group and councillors over the last four years.
- ☀ Town centre sponsorship board updated.
- ☀ School tallest sunflower competition continues.
- ☀ Schools' potato in a bag, scarecrow and upside down tomato competition.
- ☀ Welcome boards on Farnham access routes displaying South and South East in Bloom awards and Britain in Bloom award 2014.
- ☀ Bee Friendly Gardens Project - encouraging small wildlife areas in private gardens and other locations around Farnham.
- ☀ Working with the Bishop's Meadow Trust in developing the wildflower planting.



St Andrews School Scarecrow



Flowers by Farnham Church



Planting up the hopcart

Projects for 2015 have included (ii)

- ☀ St Marks Church, Hale, new community orchard and wildflower planting.
- ☀ Twelve rural locations for Farnham in Bloom being watered and maintained by residents, businesses and local organisations.
- ☀ Seventeen schools and the Post 19 Group entered the hanging basket competition.
- ☀ New litter bins have been provided at locations requested by local residents and replacement bins in the cemeteries.
- ☀ Ongoing development of the Garden of Reflection at West Street cemetery and the biodiversity areas.
- ☀ Highest sponsorship to date as a result of a new promotional brochure for sponsors.
- ☀ Local residents maintaining the Six Bells underpass.
- ☀ Working with the Bishops Meadow Trust to provide a wildflower meadow and a community orchard.
- ☀ Commemorative planting including a new rose bed In Gostrey Meadow to mark 25 years of Farnham in Bloom and a native tree to mark the anniversary.
- ☀ Additional wildlife planting at Dogflud Way.
- ☀ Continued promoting 'Alan's Challenge' to maintain verges in a way that supports wildlife and biodiversity.
- ☀ Enhancement outside Farnham Railway Station continues with time donated by the Community Group, councillors, and contractors from Graduate Landscapes and Green Bees Gardens. Shrubs were given from Forest Lodge Garden Centre and Graduate Landscapes following the replacement of bus stops.



Badshot Lea Primary School plants hanging baskets



Farnham in Bloom Winter Celebration



Farnham Town Council greenhouses - getting ready for 2015

Projects for 2015 have included (iii)

- ☀ Vegetable planting by Farnham Food in planters outside Sainsbury's and planters at UCA.
- ☀ In-bloom self guided trail produced for people to walk around the judges' route.
- ☀ Sixteen different organisations and groups of individuals took part in the Spring Big Pick Week collecting many sacks of rubbish.
- ☀ New dual recycling bins have been introduced in the town centre and cemeteries in partnership with Waverley Borough Council.
- ☀ Farnham in Bloom 25th Anniversary DVD created by local BBC cameraman.
- ☀ Winter Festival to celebrate the success of Farnham in Bloom 2014 with seasonal carols around the Christmas tree. Farnham Brass Band donated their time.
- ☀ Cemetery trees which blew down in the winter storms were chopped up to create habitats for wildlife.
- ☀ Further investment in footpaths at the town's cemeteries to make it easier for visitors to access the Garden of Reflection and wildflower area at West Street cemetery.
- ☀ Community invited to the Greenhouse open day to see the preparation of the plug plants and hanging baskets.
- ☀ Recycled notice boards put up at allotments to display planting tips and to promote competitions.
- ☀ Farnham in Bloom float, prepared by the Community Group and the Post 19 Group, in the Farnham Carnival.
- ☀ Donation of wildflower seeds as part of a creating a large wildflower meadow at Bishop's Meadow.
- ☀ New single person operated watering system for town centre flowers with hybrid electric vehicle purchased to allow for early morning watering.



Flowers grown in Council greenhouses



Rotary Club of Farnham
Weyside collect litter for
Big Pick Week



Cemetery notice board recycled at Council allotment site



Fundraising

- ☀️ New sponsorship brochure and packages put together for 2015.
- ☀️ New Corporate sponsorship from BBS Ltd secured for the first time to build on the successful partnership with Hamptons International from 2010-14.
- ☀️ Gold sponsorship from The Patio Black Spot Removal Company, the Farnham Institute Charity, Forest Lodge Garden Centre, Graduate Landscapes and Squire's Garden Centre.
- ☀️ Silver sponsorship from Bourne Valley Contractors.
- ☀️ Schools' hanging basket competition sponsored by Squire's Garden Centre.
- ☀️ Sponsorship leaflets distributed to all potential sponsors and followed up by personal visits.
- ☀️ Secret Garden Competition brochure designed by local business Billett Associates as an in-kind project sponsorship.
- ☀️ Target sponsorship in 2015 worth £20,000 from local shops, businesses, residents, clubs, residents' associations, pubs and professional practices. Sponsorship has increased 400 % since 2011.
- ☀️ A total of 86 hanging baskets were sponsored in 2015.



Corporate sponsor



Gold sponsor



Gold sponsor



Gold sponsor in kind



Gold sponsor in kind



Silver sponsor



Gold sponsor in kind



2014 Sponsor board

Through 2015 with Farnham In Bloom (i)

- ☀ July 2014 – Allotment Show in partnership with the Farnham Maltings.
- ☀ July / August 2014 – Self guided flower trail and guided walks of the judges' route.
- ☀ September 2014 – South and South East in Bloom results' day.
- ☀ October 2014 – Schools' awards night at Squire's Garden Centre.
- ☀ October 2014 – Awards' night and presentation of Certificates of Excellence at Squire's Garden Centre.
- ☀ October 2014 – Britain in Bloom Awards Night.
- ☀ October 2014 – Hanging baskets taken down and composted at the greenhouse.
- ☀ October 2014 – 3,000 spring bulbs planted.
- ☀ October 2014 – Post 19 Group continue with two afternoons a week at the greenhouses.
- ☀ November 2014 – Winter planting of hanging baskets and planters installed throughout the town.
- ☀ December 2014 – Winter Celebration in Gostrey Meadow.
- ☀ January 2015 – New sponsorship brochure distributed to retailers and businesses.
- ☀ March 2015 – Big Pick Week with 15 groups of residents, local organisations and individuals.



Folly Hill Infant School pupils litter picking



Schools' awards night



Spring bedding

Through 2015 with Farnham In Bloom (ii)

- ☀ April 2015 – Wildflower sowing at Dogflud Way and Bishop’s Meadow.
- ☀ April / May 2015 – Schools visit Farnham Town Council greenhouses to make hanging baskets.
- ☀ May 2015 – The Chantrys and Wrecchesham in Bloom clear up and planting day.
- ☀ May 2015 – Farnham in Bloom is launched and the Greenhouse open day.
- ☀ May 2015 – Farnham Food Initiative plant out containers with vegetables next to Sainsbury’s.
- ☀ June 2015 – Hanging baskets, troughs and planters go out in the town and villages.
- ☀ June 2015 – Farnham in Bloom enters the Farnham Carnival with the Post 19 Group.



Clear up at The Chantry's



Farnham in Bloom Launch and greenhouse open day



Farnham in Bloom float at the Farnham Carnival 2014



Hanging baskets going up

Publicity

- 🌻 Over 20 press releases issued in the local media.
- 🌻 New 25th Anniversary logo created.
- 🌻 Cross street and railing banners in the town throughout the summer months and for the Winter Festival.
- 🌻 Year-round Farnham in Bloom pages on the website.
- 🌻 Community involvement through Facebook and Twitter.
- 🌻 Town crier involved in highlighting and promoting Farnham in Bloom.
- 🌻 Stickers and posters displayed throughout the town.
- 🌻 Farnham in Bloom logo on water bowser and Farnham Town Council maintenance vehicles.
- 🌻 Posters and press releases produced for all individual projects.
- 🌻 Big Pick Week worked in partnership with Farnham Herald for publicity.
- 🌻 John Negus, member of the Farnham in Bloom Community Group was interviewed on BBC Surrey and Eagle Radio.
- 🌻 Leaflets at all Town Council events and Farmers' Market information stalls.
- 🌻 Signs promoting Farnham in Bloom at entrances to town.
- 🌻 Farnham in Bloom DVD produced for the fourth year by BBC camera man, available on YouTube.
- 🌻 Certificates and awards put on public display at Farnham Town Council's offices.
- 🌻 Updates and events mentioned in regular Farnham Town Council newsletter
- 🌻 Article in Town Guide which is distributed around the country.
- 🌻 Articles in Vantage Point magazine which is distributed to every household in Farnham.
- 🌻 Farnham in Bloom press releases distributed to all Farnham town, borough and county councillors.



Achievements (A)

A Horticultural Achievement (i)

A1 Impact

- ☀ Over 250 hanging baskets, troughs and planters including a new planter on Castle Street, and new troughs on South Street and Union Road.
- ☀ Colour-themed hanging baskets in streets throughout the town.
- ☀ Newly planted areas include:
 - Bulb planting at Badshot Lea Cemetery and other locations around Farnham.
 - Seasonal planting of troughs, baskets and beds further extended in villages including Rowledge.
 - Schools' hanging baskets on display in Central Car Park.
 - Partnership with Bourne Conservation Group for Middle Bourne Gardens, Bourne Churchyard, Battings Garden and Bourne Crossroads.
 - Whips planted at Shepherd and Flock Roundabout.
 - Nasturtium seeds planted at greenhouse as part of RHS Britain in Bloom's 'Green and Grey area.'
 - Winter planting of beds.
 - Vegetable planting by Farnham Food Initiative at Sainsbury's.
 - Carpet bedding by the War Memorial in Gostrey Meadow.
 - Gostrey Meadow planting of single flowered plants to encourage pollinators.
 - Hop initiative - a local community project with hop plants brought and grown in residents gardens and allotments. In 2014 hops were picked and brewed making a lager type beer.

Planter around the town



Pollinator friendly plants

A Horticultural Achievement (ii)

A2 Horticulture Practice

- ☀ Development of 17,000 plug plants at Farnham Town Council Greenhouses.
- ☀ Use of peat free compost.
- ☀ Slow-release fertilizer added to hanging basket compost.
- ☀ Use of moisture-retaining gel in all plant containers and hanging baskets.
- ☀ Use of high quality plants, nurtured at the Council's greenhouse and polytunnels.
- ☀ Ongoing identification of new areas for planting including in the town's villages and at entry points into the town.
- ☀ Drought resistant plants for permanent planting.
- ☀ Village flowers maintained by residents, businesses and local organisations.
- ☀ Passing on knowledge through allotment lectures and quarterly Allotment newsletters to ensure good practice.
- ☀ Tree planting using native trees.
- ☀ Use of trees damaged in winter storms to create new habitats and encourage biodiversity.
- ☀ Watering is done by one member of staff and a new hybrid vehicle has been purchased to help with this and enable early morning watering.



Plants grown in greenhouses



Plants going out around the town



Using peat free compost



Log piles for wildlife

A Horticultural Achievement (iii)

A3 Residential and Community Gardening

- ☀️ Allotment competitions such as scarecrow, best plot and tallest sunflower run for all allotment holders.
- ☀️ Allotment Show held at the Farnham Maltings in late July.
- ☀️ Secret Gardens competition with the following categories:
 - Best courtyard
 - Best hanging basket or container
 - Best front, back or small garden
 - Best large garden
 - Best public house or hotel
 - Schools' garden award
 - Best shop front
 - Best wildlife garden
- ☀️ Hanging Basket, sunflower, potato in a bag and upside down tomato competitions for the local schools.
- ☀️ Working with Waverley Borough Council in Gostrey Meadow and other locations.
- ☀️ Working with Surrey County Council as part of the Highways Localism Project to create a better environment.
- ☀️ New shrub border created at Wrecclesham Community Centre.
- ☀️ Working with the Farnham Swimming Baths Trust, Trustees of Victoria Gardens.
- ☀️ Post 19 Group actively involved in a number of areas of Farnham in Bloom.
- ☀️ Continuing our 'Bee Friendly' project as part of 'Help Our Pollinators' Campaign.
- ☀️ Allotment holders and residents planting hops to reinvigorate a piece of Farnham's heritage.
- ☀️ Community pledges to leave areas of their gardens free for biodiversity and pollinators.



Entry in scarecrow competition

History of Farnham in Bloom

Farnham in Bloom was born in 1989 at the suggestion of local businessman, Ken Kent, as Chairman of the Farnham Visitors Council.

“I wanted to make Farnham a beautiful place for all by bringing flowers into the town.”

Ken Kent

Farnham in Bloom was later adopted by Madge Green, a local resident and national judge of flower arranging, who recruited five other women to form a voluntary working group, which later grew to 13 dedicated women working alongside the Town Council and a wide range of local businesses and voluntary organisations.

The sole aim of the group was to make Farnham a beautiful town in which to live, work and visit and this was at the heart of everything they did. Every member of the group had their own individual role, whether that was keeping the streets clear of litter, dead heading plants or ridding the town of graffiti. The group’s keen eye for floral arrangements, led by Madge Green’s experience, paid dividends in the success of Farnham in Bloom. Working to an overall theme each year and making sure that Farnham had the edge on neighbouring towns.

“It was really important that whatever we did looked fun and imaginative and colour played an integral part. We also wanted to impart a strong sense of a personal touch throughout the town,” says Madge Green, *“Sometimes, when I consider everything we took on, I think we must have been out of our minds – but oh, didn’t we have so much fun!”*

The Farnham in Bloom group began to take on so much that Madge Green took gave up her day job as a writer to take on the project full time. In 1990, the cost of funding Farnham in Bloom amounted to £4,000, rising to £10,800 in 1997 and £25,000 by 2005 before the project was handed on to Farnham Town Council.

Working morning, noon and night, it was inevitable that the committee soon became incredibly close with friendships that last till this day. Farnham in Bloom went on to win numerous awards year on year, resulting in a win every year, for 15 years. These included a number of awards from South East in Bloom and a special mention in the Queen Mother’s Birthday Awards as well as being nominated to represent the South East in Britain in Bloom.

Madge and her team finally hung up their working boots in 2005, after 15 incredible years, when shimmying up ladders was no longer suitable and Farnham Town Council now continues their legacy to this day.

“After we stood down, I was delighted that the enthusiasm for Farnham in Bloom not only lives on, but grows, year on year, with so many local individuals and business showing their support.”

Madge Green



The group’s first pull-along water carrier early 1990s

n – celebrating 25 years



2015 marks the tenth year that Farnham in Bloom has been led by Farnham Town Council, the Farnham in Bloom Community Group and a team of volunteers.

Farnham Town Council entered Farnham town centre into South and South East in Bloom for the first time in 2008 and since then has won the following awards for the Town Centre category:

- ☀️ 2008 – Gold award and Regional category winner
- ☀️ 2009 – Silver Gilt award, the Regional Chairman’s award, a Community award and a School award
- ☀️ 2010 – Silver Gilt award
- ☀️ 2011 – Gold award and Regional category winner
- ☀️ 2012 – Gold award and Regional category winner
- ☀️ 2013 – Gold award and Regional category winner
- ☀️ 2014 – Gold Award

In 2011, Farnham Town Council entered into the Large Town category of the South and South East in Bloom competition for the first time and was awarded:

- ☀️ 2011 – Silver Gilt award
- ☀️ 2012 – Gold award
- ☀️ 2013 – Gold award and Regional category winner
- ☀️ 2014 – Gold award and Regional category winner. Britain in Bloom Silver Gilt Award

Farnham in Bloom grows year on year and involves so many dedicated local people and community organisations that help make the initiative what it is today. We continue the great work of Ken Kent, Madge Green and so many others, bringing people together to make Farnham and its surrounding village’s even better places to live, work and visit.



Britain in Bloom judging 2014



Madge Green and volunteers transforming Harts Yard, 1994



The Rt Hon Virginia Bottomley MP (now Baroness Bottomley of Nettlestone) adding the finishing touches to a floral display, 1996

A Horticultural Achievement (iv)

A4 Business Areas and Premises

- ☀️ Enthusiasm for Farnham in Bloom by a whole range of local businesses including shops, pubs and professional services such as local solicitors, accountants etc. who sponsor baskets, display posters and stickers and wear Farnham in Bloom badges.
- ☀️ Forest Lodge Garden Centre supports Farnham in Bloom by planting and maintaining areas around the railway station and parts of the town centre.
- ☀️ Squire's Garden Centre actively support and are involved with all aspects of the Farnham in Bloom Community Group such as sponsoring competitions and prizes and hosting the Awards evening.
- ☀️ Shops and businesses encouraged to keep frontage areas tidy and planted where possible.
- ☀️ Secret Gardens competition encourages local people, schools and businesses to get involved.
- ☀️ Local solicitor Bells open up their gardens to raise money for the local hospice.
- ☀️ Sainsbury's makes its wall available for tributes to 'Famous Names of Farnham' floral tributes.

Local pub supporting Farnham in Bloom



Sponsored hanging basket



Businesses on Downing Street showing their support

A Horticultural Achievement (v)

A5 Green Spaces

- ☀️ Waverley Borough Council is actively involved in maintaining planting and general maintenance in the historic Farnham Park, Gostrey Meadow and car parks.
- ☀️ Farnham Town Council is actively involved in putting hanging baskets and planting on all town centre public toilets, the Council Offices, the Woolmead town square, the War Memorial and the Famous Names of Farnham wall.
- ☀️ Bulb planting to enhance gateways and new planters on the A31, Castle Street and South Street.
- ☀️ Waverley Borough Council enters Gostrey Meadow into South and South East in Bloom, winning Gold in 2014.
- ☀️ Farnham Swimming Baths Trust enters Victoria Gardens into South and South East in Bloom and the RHS It's your Neighbourhood, winning outstanding 2014.
- ☀️ Year-round seasonal planting projects.
- ☀️ Surrey County Council is actively involved with maintaining verges, hedgerows and footpaths to an agreed standard to provide an appropriate setting for the Farnham in Bloom campaign.
- ☀️ Surrey County Council agrees to keep verges longer to encourage wildlife and making the first cut later in the year as part of the Alan Titchmarsh challenge.
- ☀️ Farnham Riverwatch helps promote biodiversity along the river corridors.

Trough on South Street bridge



Victoria Gardens



'Famous Names of Farnham' wall



Encouraging wildlife

Our Achievements (B)

B Environmental Responsibility (i)

BI Conservation and Bio-Diversity

- ☀ Wildflower seeds and trees planted in 2015 on grass verge in Dogflud Way to encourage wildlife.
- ☀ Butterfly count at West Street Cemetery.
- ☀ Bird counts at former disused Farnham Quarry.
- ☀ Conservation area in Borelli Walk.
- ☀ Wildlife garden in Middlebourne Lane managed by Bourne Conservation Group.
- ☀ Stag beetles encouraged at the Old Churchyard in the Bourne.
- ☀ Bat boxes made with children at Hale School for Hale Cemetery. Boxes put up in November with Surrey Bat Society. Bat detector purchased for use by local groups.
- ☀ Battings Garden is a project being run by the Bourne Conservation to make it a desirable place for wildlife and attempting to balance making it attractive to people whilst improving Bio-diversity.
- ☀ All Town Council vehicles and two ride-on mowing machines run on LPG. Town Council agreed to purchase a new hybrid vehicle with facility for electric watering to minimise disruption with early morning watering.
- ☀ Wildlife habitats created in Farnham Town Council's cemeteries from winter storm timber.
- ☀ Only native trees and shrubs used when planting.
- ☀ Investment in wildflower seeds in Bishop's Meadow and cemeteries.



Wildflowers planted on Dogflud Way

B Environmental Responsibility (ii)

B2 Resource Management

- ☀ Annual 2014/15 recycling rate remains at around 60%.
- ☀ Waverley food waste recycling rolled out to all properties. Food waste is composted and returned to agricultural land as fertiliser.
- ☀ Recycling facilities located throughout the town centre in easily accessible locations.
- ☀ Regular cleaning of street furniture which saves long term costs of paint and chemicals.
- ☀ Use of peat free compost for hanging baskets and tubs.
- ☀ Hanging baskets contain reservoir in base to save wasted water.
- ☀ Information leaflets on the wormery, waste recycling and composting, Real Nappy Project and garden bonfires, circulated to local residents.
- ☀ Moisture-retaining gel in hanging basket containers.
- ☀ Water for town centre watering is pumped from the River Wey directly into the Council's bowser.
- ☀ Use of slow-release fertilizers.
- ☀ Allotment holders encouraged to rainwater harvest from sheds.
- ☀ Allotment holders have use of recycled compost at the greenhouses for community planting.
- ☀ Litter bin orders linked in with Waverley Borough Council for cost efficiency.
- ☀ Dual recycling bins installed in Farnham in partnership with Waverley Borough Council.
- ☀ Water saving measures page on website.
- ☀ Drought initiative - promoting reuse of plastic bottles to collect grey water for use in the garden.
- ☀ Promoting Waverley Borough Council composting scheme.
- ☀ Water turned off at allotment sites between October and March.
- ☀ Allotment holders educated about importance of not over watering.
- ☀ Investment in new equipment to enable single-person watering and investment in hybrid vehicle with an electric pump.



Allotments holders using recycled compost to grow vegetables

Badshot Lea Village Infant School help to recycle food waste

B Environmental Responsibility (iii)

B3 Local Heritage

- ☀️ Commemorative plaques, including new heritage plaques around Farnham Town Centre.
- ☀️ Historic courtyards and passages project mapped for National Heritage Open days.
- ☀️ Welcome boards at entrance to Farnham to celebrate Farnham in Bloom successes.
- ☀️ Sponsor board to promote local businesses.
- ☀️ Two Famous Farnham people added to the Famous names of Farnham at the requests of local people.
- ☀️ Farnham flower trail promoted with new leaflet.
- ☀️ Interpretation boards in Gostrey Meadow.
- ☀️ Input and advice on local heritage from The Farnham Society.

Town guide and Residents' Guides promote Farnham in Bloom and local heritage.

- ☀️ Jubilee Wharf project at the Farnham Maltings opened in August 2013 providing commissioned plaques on the craft history of Farnham and new seating.
- ☀️ The restored Harold Falkner water fountain in Gostrey Meadow to commemorate the Queen's Diamond Jubilee is receiving positive feedback.
- ☀️ Museum garden maintained by volunteers has planting of different periods and a hop plant in the garden.
- ☀️ Old hop cart outside the Council Offices is planted with hops to represent the town's beer heritage.
- ☀️ Heritage Open Days in Farnham, celebrating 21 years in 2015, focusses on the wealth of local heritage buildings open to the public.
- ☀️ Farnham Park trees, and the Avenue in particular, are centuries old.
- ☀️ Tree planting in Gostrey Meadow for the 60th anniversary of the Queen's Coronation.
- ☀️ Supporting the Bishop's Meadow Trust in planting a community orchard.
- ☀️ New hop planting encouraged on allotments, in gardens and In Gostrey Meadow encouraged to represent the town's beer heritage as part of the Farnham's Beer Hoppers Project.
- ☀️ Planter in the Boots Courtyard celebrates D Day landings.



The old hop cart



Welcome boards display Farnham's achievements

B Environmental Responsibility (iv)

B4 Local Environmental Quality

- ☀ Local volunteers assist with litter picking.
- ☀ Regular and speedy graffiti clearance.
- ☀ Farnham Town Council is an agent for Surrey County Council's Highways Localism Scheme focussing on a speedy response to residents' concerns about their local environment.
- ☀ Scoop the poop leaflets promoted.
- ☀ Furniture re-use project.
- ☀ Recycling plastic leaflet.
- ☀ The Green Christmas guide.
- ☀ Battery recycling bin at Farnham Town Council and other locations.
- ☀ Waste bins are dual-use both for litter and dog waste.
- ☀ Big Pick Week took place from 22-29 March. Sixteen organisations, individuals and businesses took part collecting litter that directly impacted on their daily lives.
- ☀ Veolia collect litter in the town centre daily.
- ☀ New dual recycling bins installed in the town centre.
- ☀ Barrowman in town centre to sweep streets.
- ☀ Dog control orders being introduced in the Town's cemeteries.
- ☀ Community clear-up days.
- ☀ Cigarette Butt Campaign.



Graffiti removal



Rubbish collected from around the Six Bells roundabout

B Environmental Responsibility (v)

B5 Pride of Place

- ☀️ Renewal or maintenance of litter bins in cemeteries and in town.
- ☀️ Cigarette end disposal units throughout the town centre at identified 'hotspots'.
- ☀️ Off-schedule weed clearing and litter picking.
- ☀️ Further extending Farnham in Bloom to more of the outlying villages.
- ☀️ Extend planting to Hickley's corner and more around A31 and wider borders.
- ☀️ New bins and bus stops installed where residents have requested them.
- ☀️ Bins ordered in-keeping with Farnham's heritage.
- ☀️ Signage installed to display Farnham in Bloom results.
- ☀️ Graffiti management funded by Farnham Town Council and in partnership with Surrey County Council.
- ☀️ Entrances to Sandy Hill planted to help increase sense of pride in the estate and reduce anti-social behaviour, as part of a multi-organisational venture to improve the area.
- ☀️ Bourne War Memorial restoration funded in 2014. Hale War Memorial cleaned and refurbished in 2013 and restoration of Gostrey Meadow War Memorial in 2012.
- ☀️ Commonwealth War Graves signs put up in all cemeteries for centenary in 2014.
- ☀️ Surrey County Council Localism Scheme to include cleaning of bus shelters, assisting with maintenance of footpaths and appearance of road and pedestrian signage.
- ☀️ Jubilee Wharf opened in 2014 to mark the anniversary of the Coronation with new seats and plaques.
- ☀️ Week of events and new entry point signs to mark Farnham's history as a Craft Town. Project continues in 2015.
- ☀️ Introductions of sponsorship to restore graves of the Sturt family and the grave of a civilian listed on the Commonwealth War Grave's register.



Councillors litter picking



Farnham in Bloom bunting around the town centre

Our Achievements (C)

C Community Involvement (i)

CI Development and Continuity

- ☀ Year-round involvement with local groups to assist with volunteer work.
- ☀ Year-round planning of sponsorship drives to fund floral commemorative tributes.
- ☀ Annual programme of identification of areas for wildflower and bulb planting.
- ☀ Regular litter picks throughout the year.
- ☀ Work with residents' groups to further educate on litter and the living environment.
- ☀ Annual programme of extending Farnham in Bloom to Farnham's discrete villages with local communities, residents' groups and businesses providing watering, deadheading and general maintenance.
- ☀ Build Farnham in Bloom as a more sustainable project to enable it to reach individual communities.
- ☀ Increase partnership with existing groups.
- ☀ Year-round calendar of events planned by Farnham in Bloom Community Group.
- ☀ Farnham in Bloom community group made up of local residents and businesses.
- ☀ Community planting projects encouraged e.g. Sandy Hill and Rowledge, Halifax Gardens, Dogflud Way, Bourne Beautification project. Suggestions are encouraged and then supported to bring them to fruition.
- ☀ Post 19 chosen as Farnham Mayor's Charity for 2014-15.
- ☀ Hand drawn Bowser made available to community groups.



Members of Post 19 Group at the greenhouses



Orchard Planting at Bishop's Meadow

C Community Involvement (ii)

C2 Communication and Education

- ☀ Work with 17 local schools for hanging basket competition. Schools visit the greenhouse and plant baskets for display at the school and one for Central Car Park. The Town Mayor tours the schools and judges the entries to find the best schools' hanging baskets.
- ☀ Website which contains information on the 2014 campaign, schools' competitions, residents and business competitions, sponsorship, 2014 sponsors, calendar of events, water saving and flowers in the villages.
- ☀ Girls' Brigade litter pick around the council offices since 2008.
- ☀ Regular press releases.
- ☀ Regular e-newsletter produced.
- ☀ Publicity posters for projects.
- ☀ Post 19 Group visit greenhouses twice a week and have their own allotment.
- ☀ John Negus, of the Community Group was interviewed on BBC.
- ☀ Farnham in Bloom video is on You Tube.
- ☀ Leaflets are available at all Town Council events and the Farmers' Market information tent.
- ☀ St Andrew's school have an 'outside classroom' at their allotment in West Street.
- ☀ The Bishop's Meadow Trust extends the community orchard with local schools.
- ☀ Thursday Club meets at the Gostrey Centre. The group is for adults with learning difficulties.
- ☀ Bunting around town to raise awareness and bring colour to the town over the summer.
- ☀ Float in Farnham Carnival to raise awareness.
- ☀ FIB pin badges demonstrate commitment and support.



Badshot Lea school children water their hanging baskets



Post 19 Group on their allotment

C Community Involvement (iii)

C3 Community Participation

- ☀ Big Pick Week 22-29 March had over nineteen litter picks made up of local organisations such as the Farnham Society, Beavers, Ramblers, local businesses and residents.
- ☀ The Beavers are involved with wildlife conservation in the Bourne.
- ☀ Schools and nurseries involved in planting of hanging baskets for judging at schools and other competitions.
- ☀ Work with local organisations such as the Bourne Conservation group, Waverley Countryside, Jubilee Church, Surrey Wildlife Trust, the Bishop's Meadow Trust, Farnham Lions Club and Rotary Clubs.
- ☀ Work in partnership with local people, businesses and residents' associations to water and deadhead rural flowers.
- ☀ Residents involved with bulb planting.
- ☀ Schools and Mayor of Farnham involved with planting out plug plants.
- ☀ The Chantry in Bloom works with residents, the youth club, Waverley Borough Council, Farnham Town Council and Glendale for a community clear up and planting day.
- ☀ Gostrey Centre Thursday Club.
- ☀ Local BBC Cameraman made Farnham in Bloom DVD.
- ☀ Post 19 Group.
- ☀ Allotment holders and residents planting hops to reinvigorate a piece of Farnham's heritage.
- ☀ Community pledges to leave areas of their gardens free for biodiversity and pollinators.



Gostrey Centre Thursday Club



Hanging basket judging at Rowledge Primary School

C Community Involvement (iv)

C4 Year-round Involvement

- ☀️ Year-round litter picks, pond clearance, leaf clearance.
- ☀️ Yearly allotment holders' lecture and competitions.
- ☀️ Yearly allotment holders' show.
- ☀️ Monthly Farmers' Markets.
- ☀️ Hop initiative - a local community project with hop plants brought and grown in residents gardens and allotments. In 2014 hops were picked and brewed making a lager type beer.
- ☀️ Programme of renewal/replacement of street furniture including traffic barriers, litter bins, wall ashtrays, public seats and bus shelters.
- ☀️ Regular press releases.
- ☀️ Updates on Council noticeboards.
- ☀️ Monthly activities organised and publicised by the media and on website.
- ☀️ Year-round in cemeteries:
 - Butterfly counts and information from May to September.
 - Memorial trees in all cemeteries in December so that people can hang messages for their loved ones over the festive period.
 - Bulb and tree planting in cemeteries in the autumn.
 - Log piles created from fallen branches, from winter storms, and tree surgery for the creation of wildlife habitats.
 - Biodiversity areas in older section of cemeteries.
 - Careful cultivation of ivy so as not to destroy memorials or insect habitats.



Native tree planting



Stall at monthly Farmers' market

C Community Involvement (v)

C5 Funding and Support

- ☀️ New Sponsors' brochure published for 2015.
- ☀️ Links provided from Farnham Town Council website to sponsors' websites.
- ☀️ Corporate, Gold and Silver sponsors achieved for the 2015 campaign. Photo opportunities arranged with opportunities to help judge competitions.
- ☀️ Display of stickers and posters by businesses and distribution of Farnham in Bloom pin badges.
- ☀️ Flowers & Fizz - an evening to celebrate 25 years of Farnham in Bloom and to recognise the involvement and efforts of the local community.
- ☀️ Blooming Art - an art completion organised by local artist Jo Aylwin as a new way to get people involved for the 25th anniversary with support from the South Street Trust.
- ☀️ The Dance Movement - a new community dance project involving local schools and dance groups to create dances which will be performed alongside Farnham in Bloom flower displays as a 25th Anniversary special.
- ☀️ Local university students at UCA are making a raised vegetable garden with wooden planters.
- ☀️ Chamber of Commerce involvement.
- ☀️ Display of sponsors' names on sponsor board in South Street.
- ☀️ Sponsors invited to launch, awards evening and greenhouse open day.
- ☀️ Shops sponsor hanging baskets on their premises.
- ☀️ Sponsor brochure hand delivered to town centre retailers/businesses and a personal follow up visit was made.
- ☀️ Calendar of activities publicised to encourage local involvement.
- ☀️ New projects created to encourage new groups e.g. Heath End Gardeners.
- ☀️ Bee Friendly Garden Project.
- ☀️ Promotion of Alan Titchmarsh verges for wildlife project.



New sponsorship brochure



Presentation of cheque for Blooming Art project



Farnham in Bloom Sponsors and Councillors

Conclusion and future developments (i)

Farnham is proud of its celebration of achievements of Farnham in Bloom over the past 25 years. Every year Farnham in Bloom learns something new and applies that knowledge to the next year's entry into South and South East in Bloom. This has helped Farnham and its wide range of partners to go from strength to strength. Under the leadership of Farnham Town Council and the Farnham in Bloom Community Group, the Farnham in Bloom campaign has achieved a great deal in making Farnham a great place in which to live, walk and visit over the last five summers with the following achievements and developments which have been set out in more detail in the preceding sections:

- ☀ Increasing number of key sponsors and in kind sponsorship.
- ☀ Attraction of sponsorship from other local businesses.
- ☀ Entry into South and South East in Bloom every year since 2008.
- ☀ Gold and category winners in 2011, 2012, 2013 and 2014.
- ☀ Silver-gilt and Regional Chairman's Award in 2009.
- ☀ Silver Gilt award in 2010.
- ☀ Entered Large Town Category in 2011, achieving a Silver Gilt award and Gold in 2012 and 2013 and Gold category winner.
- ☀ South and South East in Bloom Chairman's Award given to Post 19 Group.
- ☀ Entry into Britain in Bloom 2014, winning Silver Gilt Award.
- ☀ Involvement of local community, including:

- Schools
- Residents' and community groups
- Businesses
- Local groups
- Surrey County Council
- Waverley Borough Council
- Lions Club of Farnham
- Rotary Clubs of Farnham and Farnham Weyside
- Local media
- Chamber of Commerce
- Residents' Associations
- The Bourne Conservation Group
- The Blackwater Valley Countryside Project
- Surrey Wildlife Trust
- Railway station



Town Council allotments

- ☀ Extension of basket and planter installations throughout the town centre.
- ☀ Extension of Farnham in Bloom to Farnham's villages and discrete communities.
- ☀ Extension of displays to bridges and traffic railings.
- ☀ Gostrey Meadow and Victoria Gardens entered into categories of South and South East in Bloom.
- ☀ Donation of prizes by local businesses.
- ☀ Dedicated floral tributes.
- ☀ Partnership working with Surrey County Council and Waverley Borough Council.
- ☀ Extensive installation of plaques, sponsor board, and South and South East in Bloom winners' signs.
- ☀ Use of cross-highway and railing banners.
- ☀ Increased sponsorship.



Conclusion and future developments (ii)

- ☀️ Bishop's Meadow community orchard and wild flower meadow is being extended.
- ☀️ Installation of interpretation boards.
- ☀️ New Farnham Town Council website which will give even greater prominence to the campaign and links to sponsors' websites.
- ☀️ Surveys by The Surrey Wildlife Trust.
- ☀️ Plants, to encourage bees and butterflies, planted by schools in cemetery.
- ☀️ Greenhouse open day for sponsors and members of the public.
- ☀️ Mayor's launch and presentation evenings.
- ☀️ Regular press releases.
- ☀️ Move to peat-free compost.
- ☀️ Introduction of moisture-retaining gel in containers.
- ☀️ Water abstraction from the River Wey for watering.
- ☀️ Work with Surrey County Council and Waverley Borough Council on specific projects to bring synergy and optimise costs.
- ☀️ Middlebourne and Battings Gardens partnership working between Bourne Conservation, Farnham Town Council and Waverley Borough Council.
- ☀️ Allotment holders encouraged to rain harvest and plant pollinator friendly crops.
- ☀️ Introduced Farnham in Bloom displays at the Railway station and community clear up of railway station entrance.
- ☀️ Worked with Waverley Borough Council to introduce dual recycling bins in town centre.
- ☀️ Food waste recycling increased and targets significantly improved.
- ☀️ Bee-friendly plants in Gostrey Meadow and individual gardens.
- ☀️ To develop Post 19 Group further by offering them a section of one of the cemeteries to manage.
- ☀️ Work with RSPB at the Farnham gravel pit to develop bird hide at Low Lane.
- ☀️ Continued work with Commonwealth War Graves commission for 2014 centenary.
- ☀️ Bat detector bought with grant from Farnham Town Council for use by community groups.
- ☀️ New environmentally friendly hybrid vehicle with electric pump purchased by Council to allow early morning watering.

Farnham in Bloom and the Large Town entry in South and South East in Bloom winners' boards are now an important part of the culture of the town and surrounding villages. This has brought a real sense of community cohesion developing new and strong relationships between councils, officials, volunteers and various residents and local groups. The Farnham in Bloom team is looking at the future and further development of a strong and more sustainable programme to ensure progression to more villages and involvement of an even more diverse group of residents and local groups.



Sponsors of Farnham in Bloom 2015

Corporate Sponsor



Gold Sponsors



Graduate Landscapes



Silver Sponsor



We would like to thank all of the individual businesses, schools, community groups and local residents who have supported Farnham in Bloom 2015, and who continue to make Farnham special.



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