

# Farnham In Bloom



UK FINALIST 2017  
GOLD MEDAL



## Town Centre - Judges' Briefing Notes 2018



2017 RHS Britain in Bloom Gold Award and Joint Category Winner  
2017 South & South East in Bloom Double Gold Award Winners



**Farnham**  
Town Council

## Welcome to Farnham

It gives me great pleasure to offer a very warm welcome to the judges of this year's Farnham in Bloom.

Over the years, the fertile land of Farnham has earned the town something of a green fingered reputation. In the 16th century, Farnham became renowned for growing hops of a particularly good quality. Although many of the hop fields have now been replaced by houses and schools as well as other forms of agriculture, we have continued to see new communities growing from a common interest and desire to preserve, enhance and make the most of Farnham.

I believe that Farnham in Bloom and the opportunities it provides have been a major contributing factor in helping our communities flourish and go from strength to strength. Farnham in Bloom has no barriers – it's open and accessible to all ages and you do not even need a garden to take part!

Being involved in Farnham in Bloom is a positive experience that makes people feel good. This is evidenced by the increasing number of volunteer hours that are donated each year. Our town is blessed with a wide range of organisations and individuals who give their time freely for others and for this, I am thankful.

Farnham in Bloom also gives our young people a chance to blossom. So far this year, I have had the thoroughly enjoyable experience of attending Farnham Town Council's hanging basket sessions for schools. It was a pleasure to help the children to plant their baskets which are now proudly displayed in Central car park.

We are now in the 28th year of Farnham in Bloom and we continue to be inspired by the vision and efforts of the original pioneers. I firmly believe that taking part in Farnham in Bloom makes the town and surrounding villages better places to be and this is something that we will continue to build on for future generations.

I hope you enjoy spending time with us and discovering for yourself what makes Farnham so special.

**Councillor David Attfield**

***Mayor of Farnham***



## Welcome to Farnham in Bloom 2018

2018 marks the 28 year 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. Throughout its tenure, Farnham Town Council has worked alongside an army of volunteers which are supported and co-ordinated by the Farnham in Bloom Community Group.

The Farnham in Bloom team was incredibly proud to win Gold in the Large Town Category of RHS Britain in Bloom and be joint category winner for the first time last year as well as achieving two Gold awards and to be Regional category winners of the Large Town category of the South and South East in Bloom competition in 2017.

During 2018 we have continued to develop and build on our previous successes and 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 Billett**

***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, largest pumpkin, best flower grown in a boot and the most impressive scarecrow.
- ☀️ A Secret Garden competition for businesses, residents and schools which includes categories for the best:
  - Courtyard
  - Hanging basket or container
  - Front, back or small garden
  - Large garden
  - Public house, hotel or business premises
  - Shop front
  - Wildlife garden
  - School garden
  - The Madge Green Community Gardening Project Award – new for 2018



*The Victoria Garden celebrates its 20th anniversary*



*Hanging baskets bloom in the town centre*



*Learning to sow seeds at Bloomin' Kids workshops*

## 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.

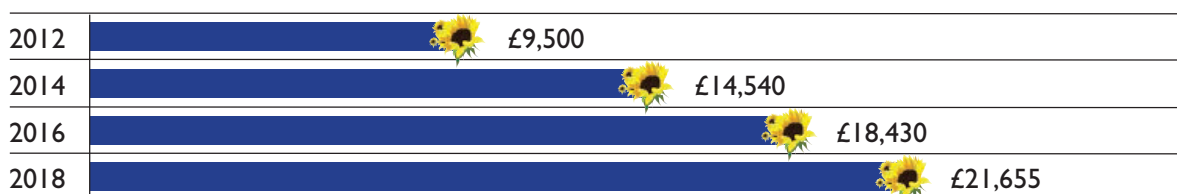
Within these notes is a special centre section devoted to several stand out projects to highlight how Farnham in Bloom meets the criteria for South and South East in Bloom and Britain in Bloom. Being part of this competition has given a focus to the contribution made by all of Farnham's distinct communities 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 2018 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 few years.
- 🌻 A regular social media presence documenting all aspects of Farnham in Bloom.
- 🌻 The involvement of more volunteers with an emphasis on young adults including students from the UCA (University of the Creative Arts) and Ahmadiyya Muslim Youth Association UK (AMYA UK) and Heath End Secondary School.
- 🌻 Continuing our 'Bee Friendly' project as part of 'Help Our Pollinators' and 'Wild About Gardens' campaigns.
- 🌻 New 'street tree' initiative.
- 🌻 Railway Station Adoption scheme of Farnham Train Station in conjunction with South West Trains (now South Western).

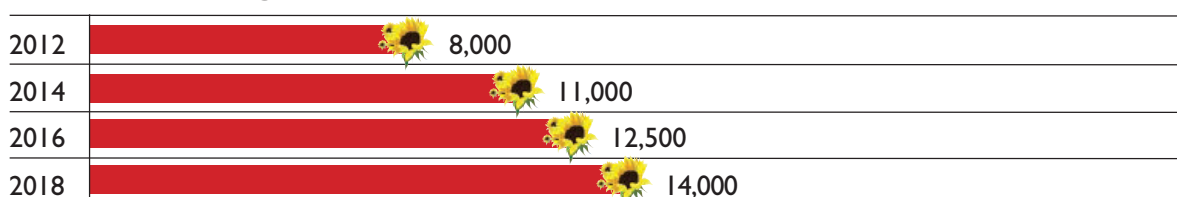
### Sponsorship generated (excluding in-kind contributions)



### Plug plants grown



### Volunteer hours given







## A brief history

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. 2018 marks the 13th 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 and Large Town centre categories:

- ☀️ Gold in the S&SEiB Town Centre category seven times
- ☀️ Gold in the S&SEiB Large Town category six times
- ☀️ The S&SEiB Large Town regional category five years in a row
- ☀️ The S&SEiB Chairman's Award for Post 19 and Bishop's Meadow
- ☀️ Silver Gilt in the RHS Britain in Bloom Awards in 2014 and 2016
- ☀️ Gold in the RHS Britain in Bloom Awards and Joint Category Winner in 2017

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 the original volunteers, bringing people together to make Farnham and its surrounding village's even better places to live, work and visit.



*Madge Green and volunteers*



*Gold awards across the board at the 2017 S&SEiB Awards*

*"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 –**  
Co-founder of Farnham in Bloom  
who sadly passed away in 2017.



*The community comes together for the launch of Farnham in Bloom 2018*

## 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 or visit Farnham.

These include:

- ☀ Schools and nurseries – 19 took part in 2018
- ☀ Post 19 - Community-based programme for young adults with learning difficulties aged between 19-25
- ☀ Badshot Lea Bloomers – formed in 2017 as a sub group of the Farnham in Bloom Community group focusing on projects in the village of Badshot Lea including improvements on Badshot Lea Pond, regular litter picking and working together with the infant school on a wildlife pond.
- ☀ Heath End community gardeners regularly helping out with litter picks and the tidying and planting up of grot spots
- ☀ Local residents' associations
- ☀ More shops and businesses coming on board including the Farnham Maltings and Lion & Lamb yard
- ☀ Surrey County Council
- ☀ Waverley Borough Council
- ☀ Glendale and Veolia
- ☀ Waverley Countryside Rangers
- ☀ Farnham Chamber of Commerce
- ☀ Local media – in particular the Farnham Herald, Surrey & Hants News, Vantage Point Magazine and The Farnham Diary
- ☀ The Bourne Conservation Group
- ☀ Bourne Beautification Project
- ☀ Farnham Park volunteers
- ☀ Ahmadiyya Muslim Association and Ahmadiyya Muslim Youth Association.
- ☀ The Surrey Wildlife Trust
- ☀ Blackwater Valley Countryside Partnership
- ☀ The Farnham Society
- ☀ Local BBC cameraman who makes the Farnham in Bloom short film
- ☀ Victoria Garden volunteers
- ☀ Farnham Rivers Group and River Management Committee
- ☀ Bishop's Meadow Trust
- ☀ The Gostrey Centre Thursday Club
- ☀ Farnham 'Hoppers' – Local brewing initiative
- ☀ The Dance Movement
- ☀ Beavers, Scouts, Rainbows, Brownies and Guides
- ☀ University for the Creative Arts
- ☀ Farnham Sixth Form College
- ☀ Allotment Liaison Group
- ☀ Rotary Club of Farnham and Farnham Weyside
- ☀ Lions Club of Farnham
- ☀ Farnham Hedgehogs
- ☀ Tice's Meadow
- ☀ space2grow – an acre of land in the town centre for people of all ages within the local community to improve mental health and well-being.



Post 19 and Heath End Gardeners maintain flower bed on East Street



The Ahmadiyya Muslim Youth Association (AMYA) Tilford carry out a New Year's Day litter pick



Bourne Conservation Group plant new bee-friendly flower bed in Middle Bourne Lane



Volunteers from space2grow busy planting their acre





## Projects for 2018 have included (i)

- ✿ Free Bloomin' Kids Gardening Workshops over the Easter holiday for children and their parents.
- ✿ Bloomin' Litter initiative where local residents adopt an area of land to keep tidy throughout the year with the Council's support.
- ✿ Bloomin' Arts - a mixture of art and dance projects for all ages to engage in Farnham in Bloom in a whole new way.
- ✿ 14,000 volunteer hours towards the in-bloom campaign from the Farnham in Bloom community group, residents' associations, businesses, community organisations and individual who have helped with watering, planting, litter picking etc.
- ✿ Extending the 'Famous names of Farnham' wall, describing Farnham's local craft heritage and sports people on the wall of Sainsbury's Town centre and new sponsorship boards purchased with all participating businesses, organisations and individuals.
- ✿ Adoption of Farnham Station in conjunction with South West Trains with investment in new planters and bringing flowers to the platforms as well as continued improvement of the area outside the station with in-kind planting from Forest Lodge Garden Centre.
- ✿ 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 regular Farnham in Bloom Facebook and Twitter presence and Farnham in Bloom news covered in the Farnham Town Council e-newsletter and the Farnham in Bloom and allotment newsletters.
- ✿ Corporate sponsorship with Specsavers Farnham for a second year. Specsavers Farnham have helped develop the project further by becoming more involved and jointly raising the profile of Farnham in Bloom.
- ✿ Repeat Gold Sponsors are The Farnham Institute, The Patio Black Spot Removal Company Ltd, Forest Lodge Garden Centre, Squire's Garden Centre and Graduate Landscapes and Wildflower Turf.
- ✿ Repeat Silver Sponsors are BBS Ltd, Glendale and Net Technical Solutions, and new for 2018 is Cathcart & Winn
- ✿ 12,000 spring bulbs planted by the Council and the Community Group with 8,000 donated by in kind sponsor Wildflower Turf.
- ✿ School tallest sunflower, best scarecrow, biggest pumpkin and flower in a boot competitions continue.
- ✿ Welcome boards on Farnham access routes displaying South and South East in Bloom awards and Britain in Bloom award 2017.



*A town centre grot spot is transformed with donated heather plants*



*Bulb planting on Hickley's corner*



*The Farnham in Bloom otter for the Otter Wey Trail*

## Projects for 2018 have included (ii)

- ✿ Working with the Bishop's Meadow Trust in developing the wildflower planting and new signage for the Meadow also installed.
- ✿ New bench installed in Boots courtyard in the town centre.
- ✿ An impressive new planter purchased for West Street traffic island to make a statement at one of the town's main entrances.
- ✿ Extending and improving the Garden of Reflection in West Street Cemetery.
- ✿ St Mark's Church, Hale, new Incredible Edible project now in its third year, to encourage the local community to grow their own food and enjoy organic produce.
- ✿ Edible planters planted with fruit and vegetables by Farnham allotment holders for the fourth year outside Sainsbury's in the town centre for the public to enjoy.
- ✿ Twelve rural locations for Farnham in Bloom being watered and maintained by residents, businesses and local organisations.
- ✿ Sixteen schools, entered the hanging basket competition and created baskets for Central car park.
- ✿ New litter bins and ash trays have been maintained at locations requested by local residents.
- ✿ Project with Waverley Borough Council and local businesses to remove unsightly litter bins from town footways.
- ✿ Extension of the Garden of Reflection at West Street cemetery and the biodiversity areas.
- ✿ Working with the Bishop's Meadow Trust to provide a wildflower meadow and a community orchard.
- ✿ Enhancement outside Farnham Railway Station continues with Forest Lodge Garden Centre maintaining beds.
- ✿ Vinyl wrapping of bus stops to simultaneously promote Farnham in Bloom, Farnham's green spaces and 'greening up grey areas'.
- ✿ Working with Waverley Borough Council in replanting sections of Gostrey Meadow.
- ✿ Self-guided tree trail promoted during Walking Festival for people to walk around the town and discover different species.
- ✿ Over 70 people took part in Clean for the Queen and 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 video created by local BBC cameraman.
- ✿ Winter Festival to celebrate the success of Farnham in Bloom 2017 with seasonal carols around the Christmas tree. Farnham Brass Band donated their time.



*Members of the public enjoy the edible planters*



*Forest Lodge planting by station*



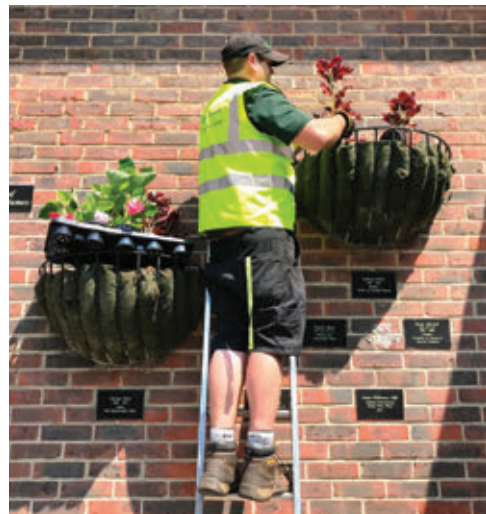
*School hanging basket making*





## Projects for 2018 have included (iii)

- ✿ 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, the Post 19 Group and The Dance Movement, in the Farnham Carnival.
- ✿ Hybrid electric vehicle allows for early morning watering.
- ✿ Clearing of large, unloved flower bed near Waitrose and planting with heather donated by in-kind sponsor, John Hall Plants, improving grot spots and creating new bedding areas to green up grey areas.
- ✿ New Industrial Heritage and Art trails produced in 2017
- ✿ Farnham's second Walking Festival extended to two weeks with over 30 guided walks including the North Downs way, The Lanes of Upper Hale, The wildlife and conservation of Bourne Woods, Heritage, Wildlife and Conservation of The Bourne Valley and a Dementia friendly walk to build confidence and improve mental health through outside spaces.
- ✿ Joint project between Waverley Borough Council and volunteers in The Bourne to improve The Bourne Green including tree planting, new litter bins and seating.
- ✿ Wildflower planting extended outside Lidl, Hickleys Corner and West Street cemetery.
- ✿ Extension and regeneration of the Garden of Reflection at West Street cemetery in conjunction with AMYA UK.
- ✿ New flower bed in Wrecclesham to celebrate 100 years of Guiding in conjunction with Councillors and Wrecclesham Guides.
- ✿ Otter Wey Trail launched to raise money for local charities and chosen following evidence of their return to the River Wey presented by Surrey Wildlife Trust.
- ✿ New memorial flower bed created in Boots Courtyard in memory of Madge Green by in-kind sponsor Graduate Landscapes.



The summer bedding gets put up around the town



Wrecclesham Guides plant a new flower bed to celebrate 100 years of Guiding



Empty shop front displays school scarecrow competition

## Fundraising

- ✿ New sponsorship brochure and packages put together for 2018.
- ✿ A second sponsor board created for individual sponsors and an option to sponsor in memory of loved ones.
- ✿ Corporate sponsorship from Specsavers Farnham secured for two years from 2017-2018.
- ✿ New Corporate Sponsor secured for 2019-2020.
- ✿ Gold sponsorship from The Patio Black Spot Removal Company, The Farnham Institute Charity, Forest Lodge Garden Centre, Wild Flower Turf, Graduate Landscapes and Squire's Garden Centre.
- ✿ Continued Silver sponsorship from BBS Ltd, Glendale, Net Technical Solutions. New Silver sponsorship from Cathcart & Winn.
- ✿ Continued in-kind sponsorship from John Hall Plants – supplying free heather plants in large bed in the town centre.
- ✿ Bulb tubs planted at last year's Autumn Bloomin' Kids workshops were sold at the Winter Celebration, raising over £200 to put towards this year's sessions.
- ✿ Schools' hanging basket competition sponsored by Squire's Garden Centre.
- ✿ Sponsorship leaflets distributed to all potential sponsors and followed up by personal visits or phone calls.
- ✿ Secret Garden Competition leaflet designed by local business Billett Associates as an in-kind project sponsorship.
- ✿ Target sponsorship in 2018 of £20,000 exceeded, from local shops, businesses, residents, clubs, residents' associations, pubs and professional practices.
- ✿ A total of 111 hanging baskets were sponsored in 2018.



2017 Sponsor boards





## A Year in the Life of Farnham In Bloom (i)

- ✿ July 2017 – Allotment Show in partnership with the Farnham Maltings.
- ✿ September 2017 – South and South East in Bloom results at awards ceremony.
- ✿ September 2017 – Heritage walk led by The Bourne Conservation Group highlighting the past and present supply and disposal of water in the town.
- ✿ October 2017– Schools' awards presentation at Squire's Garden Centre.
- ✿ October 2017– Awards' night and presentation of South East in Bloom Certificates of Excellence at Squire's Garden Centre.
- ✿ October 2017– Hanging baskets taken down and composted at the greenhouse.
- ✿ October 2017 – 3,000 spring bulbs planted.
- ✿ October 2017 – RHS Britain in Bloom Results at Awards ceremony.
- ✿ October 2017 – Post 19 continue with two afternoons a week at the Council greenhouses.
- ✿ November 2017 – Winter planting of hanging baskets and planters installed throughout the town.
- ✿ November 2017 – 2,000 Crocus corms planted in Wrecclesham in conjunction with Rotary Farnham in aid of Purple4Polio.
- ✿ November 2017 - bulbs planted across Farnham. Areas include Badshot Lea, West End Grove, Heath End and West Avenue and the Shepherd and Flock roundabout.
- ✿ December 2017 – Winter Celebration in Gostrey Meadow.
- ✿ December 2017 – Farnham in Bloom tree entered for the Farnham Christmas Tree Festival.
- ✿ January 2018 – New sponsorship brochure distributed to retailers and businesses.
- ✿ February 2018 – Bloomin' Big Meet to get everyone involved in Farnham in Bloom together to discuss our plan of action for the year ahead and bring everyone together.
- ✿ March 2018 – Great British Spring Clean event and Spring Big Pick Week with over 70 people getting involved including councillors, residents, businesses, community groups and schools.
- ✿ April 2018 – Improvement works carried out to Town Council polytunnels.



*Farnham in Bloom schools' awards presentation*



*Crocuses planted by Volunteers in Wrecclesham bloom*



*Farnham in Bloom Christmas tree*

## A Year in the Life of Farnham In Bloom (ii)

- ✿ April 2018 – Bloomin' Kids Gardening Workshops.
- ✿ April 2018 – Farnham in Bloom 2017 is officially launched.
- ✿ April 2018 – Wildflower sowing at Dogflud Way and Bishop's Meadow.
- ✿ May 2018– Schools visit Farnham Town Council greenhouses to make hanging baskets.
- ✿ May 2018 –Greenhouse open day for the public to have a behind the scenes preview of all the plants before they go up around the town.
- ✿ June 2018 – Farnham allotment holders plant out containers with vegetables and fruit next to Sainsbury's for the public to pick their own.
- ✿ June 2018 – Hanging baskets, troughs and planters go out in the town and villages.
- ✿ June 2018 – Farnham in Bloom sponsor boards erected in the town centre.
- ✿ June 2018 – Farnham in Bloom enters the Farnham Carnival with the Post 19 and The Dance Movement.
- ✿ June 2018. The Bourne Conservation Group modernises its series of environmental display panels and incorporates QR coding links.



Corporate Sponsor Specsavers attend annual Greenhouse Open Day



Farnham in Bloom float at Farnham Carnival 2017



Council staff and the Community Group tackle a grot spot



Edible tubs planted for the public to enjoy



## Publicity



- ☀ Over 25 press releases issued in the local media.
- ☀ Cross street and railing banners in the town throughout the summer months and for the Winter Celebration in December.
- ☀ Updated Farnham in Bloom pages on the website – [www.farnham.gov.uk/bloom](http://www.farnham.gov.uk/bloom).
- ☀ Promotion of community involvement through Facebook and Twitter.
- ☀ Empty shop fronts utilised in the town centre for Farnham in Bloom displays.
- ☀ Town crier involved in highlighting and promoting Farnham in Bloom.
- ☀ Posters displayed throughout the town.
- ☀ Farnham in Bloom branding on Farnham Town Council vehicles and water bowser.
- ☀ Posters and press releases produced for all individual projects.
- ☀ Big Pick Week worked in partnership with Farnham Herald for publicity.
- ☀ Farnham in Bloom pin badges, pens, logo bugs and hessian bags given out at events.
- ☀ Leaflets at all Town Council events and Farmers' Market information stalls.
- ☀ Signs promoting Farnham in Bloom at entrances to town.
- ☀ Farnham in Bloom short film produced for the sixth year by BBC camera man, available on social media and website.
- ☀ Certificates and awards put on public display at Farnham Town Council's offices.
- ☀ Updates and events mentioned in regular Farnham Town Council e-newsletter.
- ☀ Article in Town Guide which is distributed around the country.
- ☀ Article and information in annual Residents' Guide which is distributed to every household in Farnham.
- ☀ 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 and residents associations.
- ☀ Farnham considered for new BBC RHS series 'Britain in Bloom'.



## Achievements (A)

### A Horticultural Achievement (i)

#### AI Impact

- ☀ Over 250 hanging baskets, troughs and planters including a new feature planter on West Street.
- ☀ Colour-themed hanging baskets in streets throughout the town.
- ☀ Newly planted areas include:
- ☀ Extended wildlife area at West Street cemetery
  - Bulb planting at various locations around Farnham.
  - Seasonal planting of troughs, baskets and beds further extended in villages including Heath End.
  - Schools' hanging baskets on display in Central Car Park.
- ☀ Partnership with The Bourne Conservation Group on the management of the Middle Bourne Lane Community Wildlife Garden including essential tree work.
- ☀ Nasturtium seeds planted at greenhouse as part of RHS Britain in Bloom's 'Green and Grey area.'
- ☀ Winter planting of beds.
- ☀ Vegetable and fruit planters planted by Farnham Allotment holders outside Sainsbury's for the public to enjoy.
- ☀ Carpet bedding by the War Memorial in Gostrey Meadow – this year celebrating the centennial of the end of World War One.
- ☀ 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. Hops are picked and brewed by a local brewer, making a lager type beer.
- ☀ In a joint project between local volunteers and Surrey Highways a raised flower bed in natural stone was built and planted at a prominent crossroads for the benefit of residents and travellers on the A287 road.



*Three tier planter*



*The Bourne Cross Roads in full bloom*





## A Horticultural Achievement (ii)

### A2 Horticulture Practice

- ✿ Development of 26,000 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 poly tunnels.
- ✿ 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.
- ✿ Free Bloomin' Kids sessions to encourage our next generation of gardeners learning skills such as seed sowing and pricking out.
- ✿ Tree planting using native trees.
- ✿ Use of trees removed in cemetery to create new habitats and encourage biodiversity.
- ✿ Watering is done by Council staff and a new hybrid vehicle has been purchased to help with this and enable early morning watering.
- ✿ Tree from Council allotment site donated to space2grow.



*Plug plants nurtured in Council greenhouses*



*Multiple Flower Troughs*



*Plants grown in Council greenhouses*

## 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.
- ☀ Annual Secret Gardens of Farnham competition attracting over 40 entrants with the following categories:

- Best courtyard
- Best hanging basket or container
- Best front, back or small garden
- Best large garden
- Best business premises, public house or hotel
- Schools' garden award
- Best shop front
- Best wildlife garden

- ☀ The Madge Green Community Gardening Project Award.

- ☀ Annual Farnham in Bloom Schools competitions including categories for the best hanging basket, flower in a boot, tallest sunflower and largest pumpkin.

- ☀ Closer working with Waverley Borough Council, Glendale and Veolia in Gostrey Meadow and other locations and new Surrey Area Highways Officer.
- ☀ Working with Surrey County Council as part of the Highways Localism Project to create a better environment.
- ☀ Working with the Farnham Swimming Baths Trust, Trustees of Victoria Garden.
- ☀ Post 19 actively involved in a number of areas of Farnham in Bloom from tidying up grot-spots to helping in the Council greenhouses.
- ☀ 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.



Winners of the 'Best Business Premises' in the Secret Gardens of Farnham competition



An entry in the Secret Gardens of Farnham Competition





## 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 and estate agents who sponsor baskets, display posters 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. Also hosted the 2018 Farnham in Bloom launch evening.
- ✿ 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 in October.
- ✿ Shops and businesses encouraged to keep frontage areas tidy and planted where possible.
- ✿ Secret Gardens competition encourages local people, community groups, schools, public houses and businesses to get involved.
- ✿ Sainsbury's makes its wall available for tributes to 'Famous Names of Farnham' floral tributes and for the Farnham in Bloom sponsor boards and donates refreshments for Farnham in Bloom events
- ✿ Waitrose provided 120 mince pies for the Farnham in Bloom Winter Celebration 2017
- ✿ Graduate Landscapes Ltd supports Farnham in Bloom by planting a memorial flower bed in memory of Madge Green in-kind.
- ✿ Second year of in-kind sponsorship with Wild Flower Turf.
- ✿ Working with Waitrose to improve their outside seating area with seasonal flowers.



Local pub supporting Farnham in Bloom



Sponsored bath tub by Farnham Bathroom Co.

# Promoting Diver

## Farnham Repair Café

Farnham Repair Café was established in the town in February 2015 by the Centre for Sustainable Design at the University for the Creative Arts (UCA) and local initiative Transition Town Farnham and aided by Farnham Town Council.

The Farnham Repair Café offers a monthly place and space at Farnham's United Reformed Church for Farnham's residents to come and get products fixed by bringing along damaged items in need of restoration, and in turn 'share in the repair'; gain knowledge and divert damaged goods away from land fill.

Electrical and textile-related products have been the most repaired items, but the team of repairers, which is made up of local volunteers and staff from University of Creative Arts, have also worked on bicycles, furniture, baby strollers, and vacuum cleaners to name but a few!

The Saturday morning sessions also look to provide product owners with a greater understanding of how their product works, with an insight into why repairing is a better solution to recycling or binning an item in favour of buying new.

The international Repair Café movement launched in the Netherlands in 2009 and there are 18 Repair Cafés in the UK. The Farnham Repair Café is supported by a steering board and funded through donations and ad-hoc grants.



*A banner to promote Farnham Repair Café*



*Two gentlemen 'share in the repair' of a vacuum cleaner*

## Some Interesting stats February 2015 - May 2018

|                            |             |
|----------------------------|-------------|
| Visitors to RCF:           | 1616        |
| Repairs completed:         | 572         |
| Repair rate:               | 63%         |
| Landfill diversion:        | 1.9 tonnes  |
| CO <sup>2</sup> reduction: | 15.4 tonnes |
| Satisfaction:              | 98%         |
| Citizen savings:           | £40,8827    |



*A typical scene at the Farnham Repair Café*



# sity in Farnham



## The Otter Wey Trail

The Otter Wey is an art trail made up of 44 otter models in and around Farnham as part of a fundraising art project supported by the outgoing Mayor of Farnham, Councillor Mike Hodge, Blooming Arts and the Lions Club of Farnham.

Otters were chosen following evidence of their return to the River Wey and to raise awareness of the importance of clean rivers and waterways when encouraging rare species to return to the River Wey. The river is an important spine for Farnham, forming a wildlife corridor through the centre of town, linking important green spaces such as Bishop's Meadow, Gostrey Meadows and Borelli Walk, as well as forming part of Farnham's celebrated industrial heritage, firmly rooted in the creative industries.

The Otter Wey Project has reached all parts of the community, involving local schools, voluntary groups and businesses. The project has provided an opportunity for various groups to come together, and also allowed those taking part to develop their own creative skills and present them to a wide public showcase at venues such as public and historic buildings, local businesses and the local landscape.

Several guided walks of the Trail took place during Farnham Walking Festival and a self-guided leaflet was also produced for people enjoy the trail at their own leisure.

The best Otters will be auctioned at Farnham Castle this July. Money raised from the project will be distributed between Woodlarks and Brightwells Gostrey Centre which are the charities supported by Councillor Mike Hodge during his Mayoral year.



*Close-up detail of a botanical otter*



*A bevy of Farnham Otters*

## 2018 Bloomin' Projects

2018 sees the third year of our Bloomin' initiatives, which include Bloomin' Litter, Bloomin' Kids and Bloomin' Arts.

### Bloomin' Kids Gardening Workshops

School children make a major contribution towards the success of Farnham in Bloom every year. To get children involved and interested in their environment Farnham Town Council run a number of competitions and activities to involve them.

Over Easter four gardening workshops were held for parents and their children. The aim of the sessions is to make gardening fun and accessible and to encourage the next generation of green fingers. The sessions are led by Farnham Town Council staff and members of the Farnham in Bloom Community Group.

Activities include seed sowing, pricking out and arts and crafts. The children are able to each take a plant home so that they can continue to nurture it. This year, the workshops were enjoyed by over 100 children. Over the autumn school holiday, two bulb planting workshops will also run.

### Bloomin' Arts

Farnham in Bloom has inspired the creation of several arts projects that involve the wider community over the last couple of years. This includes an exciting collaboration with 'Blooming Art', a collage competition, now in its fourth year. The competition has previously attracted over 300 entries from the local community, resulting in a three-day exhibition at the Farnham Maltings during July. The theme for this year's competition is 'cycle'. Another large-scale project includes a dance performance by The Dance Movement, a local not for profit dance company in Farnham, called Farnham Blooming. This year's project, funded by a grant from Farnham Town Council, involves 200 children from in and around Farnham working with a professional dancer over an eight week period to create a dance, which they will perform before the judges of Farnham in Bloom and with the Farnham in Bloom float in the Farnham Carnival. This year's dance theme will focus on animals that live on, in or near the River Wey, including otters to tie in with the Otter Wey Trail.

### Bloomin' Litter

Farnham Town Council is passionate about keeping litter off streets and keeping Farnham looking the best it can be all year round. In response to a Farnham in Bloom Community Group suggestion, Farnham Town Council has pioneered a new community-led initiative called 'Bloomin' Litter' over the past three years.

The Bloomin' Litter initiative encourages local people to pick an area they would like to help keep litter-free. Throughout the year, the volunteers carry out regular litter picks of their chosen area, which could be close to where they live or a road they regularly walk. The amount of time given from volunteers and the frequency in which they litter pick varies from several times a week, to weekly and others on a more ad hoc basis but at least at a rate of once a month. Farnham Town Council provides all necessary equipment including litter pickers, waste bags, gloves and high visibility jackets to the volunteers and insures the project. To date, over 50 people have signed up to the initiative from all over Farnham, including the villages and rural wards.



*A dance sequence from Farnham Blooming*



*Children and parents collaborate on a large scale collage for Blooming Art at the Bloomin' Kids Gardening Workshops*





## A Horticultural Achievement (v)

### A5 Green Spaces

- ☀️ Waverley Borough Council and Glendale are 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 Silver Gilt in 2017.
- ☀️ Farnham Swimming Baths Trust enters Victoria Garden into South and South East in Bloom and the RHS It's your Neighbourhood, Silver Gilt in 2017.
- ☀️ Year-round seasonal planting projects.
- ☀️ Surrey County Council is actively involved with maintaining verges, hedgerows and footpaths to an agreed biodiversity standard to provide an appropriate setting for the Farnham in Bloom campaign.
- ☀️ Farnham Rivers Group conducts projects to improve the river Wey and its environment, including river bank enhancements, Himalayan Balsam removal and litter clearance as well as habitat building to encourage wildlife.
- ☀️ Clearance of invasive plants by the Bourne Conservation Group including laurel at Langham's Recreation Ground (in conjunction with the Beaver Scouts) and Himalayan Balsam in the lower Bourne Valley.
- ☀️ Planting by Waverley Borough Council in conjunction with The Bourne Conservation Group of 9 mature trees on The Bourne Green to improve the landscape and biodiversity.
- ☀️ Farnham Park ranked among the best green spaces in the UK after being awarded a Green flag of excellence for the fifth year running.
- ☀️ Farnham enjoys the greatest tree cover of any town in the UK (45% according to Forest Research, the Research Agency of the Forestry Commission) against the average urban tree canopy cover in England, which is 16%.



*Spring bedding in town centre*



*The council's bandstand in Gostrey Meadow*



*Farnham Park in Autumn*

## Our Achievements (B)

### B Environmental Responsibility (i)

#### BI Conservation and Bio-Diversity

- ☀ Wildflower seeds and trees planted in 2017/18 on grass verge in Dogflud Way to encourage wildlife.
- ☀ Conservation area in Borelli Walk.
- ☀ Otter Wey Trail raising awareness of native otters return to the Wey.
- ☀ Bat boxes made with children at Hale School for Hale Cemetery. Boxes put up with Surrey Bat Society. Bat detector purchased for use by local groups.
- ☀ All Town Council vehicles and two ride-on mowing machines run on LPG. 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.
- ☀ Reintroduction of cattle on Bishop's Meadow.
- ☀ Wildlife garden in Middle Bourne Lane managed by Bourne Conservation Group.
- ☀ Bio blitz and bird ringing carried out by volunteers at Tice's Meadow in May 2018.
- ☀ Farnham Town Council funding a project at Tice's Meadow for their bat monitoring scheme to include installation of 36 bat boxes and also funding the construction of a wildlife pond at Bishop's Meadow.
- ☀ New programme to invest in restoration of old memorials rather than lying down 'uncared' for memorials. Also new arrangement in place to allow 18 inches of planting in front of each memorial which assists with biodiversity.
- ☀ Nightly toad watches carried out at Rowledge on February-March 2018 by The Bourne Conservation Group in conjunction with the Surrey Reptile Group.
- ☀ In 2017-18, The Bourne Conservation Group, working with the Surrey Wildlife Trust, accepted a leadership role in the management of the Underdown Nature Reserve in The Bourne Valley.
- ☀ Trained members of the Farnham Rivers Group participate in River Search by regularly monitoring stretches of the river Wey for wildlife and habitats as well as possible pollution or blockage incidents and also helping the Environment Agency to create fish habitats along the river.
- ☀ With the cooperation of local volunteers, the Surrey Wildlife Trust has used Farnham in a pilot project to identify and manage wildlife corridors in urban areas.



*Pollinator friendly plants grown in the Bourne*



*Wildflowers flourish in the town centre*



*Bourne Conservation Group carrying out a Bioblitz*



*Second Year Female Jay Being Ringed at Tice's Meadow*





## B Environmental Responsibility (ii)

### B2 Resource Management

- ☀ Annual 2017/18 recycling rate on average per month is 56.5%.
- ☀ Waverley food waste recycling rolled out to all properties. Food waste is composted and returned to agricultural land as fertiliser. 3958 tonnes recycled in 2017/18.
- ☀ 5564 tonnes of green waste recycled in 2017/18.
- ☀ Recycling facilities located throughout the town centre in easily accessible locations.
- ☀ Use of peat-free compost for hanging baskets and tubs.
- ☀ Hanging baskets contain reservoir in base to save wasted water.
- ☀ 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.
- ☀ Tips on how to conserve water on Council 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.
- ☀ Replacement gas-hybrid vehicle purchased to support in Bloom and wider Council activities.
- ☀ Volunteer groups in The Bourne have combined to fund and maintain the named footpath network introduced at the Millennium in 2000.
- ☀ The Farnham River Management Committee brings together those with responsibility for or an interest in all aspects of the river Wey catchment in the Farnham area and a Flood Risk Drop-in event was held in 2017 which was well attended.
- ☀ Rat feeder station in litter bins in targeted areas.



*Council staff make improvements to an allotment site gate*



*The Council's hybrid vehicle, Flora*

## 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.
- ☀ Famous names of Farnham wall maintained, with three new plaques added in the last year.
- ☀ Farnham tree trail, Industrial Heritage of Farnham and a Public Art trail promoted with new leaflets.
- ☀ Extended Farnham Walking Festival – many walks covering Farnham's heritage.
- ☀ Interpretation boards in Gostrey Meadow/Borelli Walk.
- ☀ 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.
- ☀ Heritage Open Days in Farnham, celebrating 24 years in 2018, focusses on the wealth of local heritage buildings open to the public.
- ☀ Farnham Park trees, and the Avenue in particular, are centuries old.
- ☀ 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 Hoppers Project.
- ☀ Planter in the Boots Courtyard celebrates D Day landings and a newly commissioned seat has been added.
- ☀ The Bourne Conservation Group actively manages the Old Bourne Churchyard to conserve its heritage and biodiversity including updating the information boards in 2018.



New self-guided Industrial Heritage trail designed by Council



Plaque to commemorate the 'Greatest Timber Framed Roof in Europe'



Unveiling of a plaque for Sir Jeffrey Tate CBE on Famous Names wall





## B Environmental Responsibility (iv)

### B4 Local Environmental Quality

- ☀️ Bloomin' Litter initiative now in third year with over 50 committed volunteers.
- ☀️ Local volunteers assist with litter picking.
- ☀️ Regular and speedy graffiti clearance.
- ☀️ Farnham Repair café.
- ☀️ Your guide to recycling and what can and can't be recycled from home leaflets produced by Waverley.
- ☀️ Christmas tree recycling provided by Waverley with drop-off points in designated parks. Trees then composted to be re-used on shrub beds in the borough.
- ☀️ 5564 tonnes of green waste recycled for composting in the Borough of Waverley in the last year.
- ☀️ Battery recycling bin at Farnham Town Council and other locations.
- ☀️ Waste bins are dual-use both for litter and dog waste.
- ☀️ Great British Spring Clean and Farnham Big Pick Week took place in March. Over 70 individuals including local organisations, individuals and businesses took part collecting litter that directly impacted on their daily lives. To date the most litter ever collected by Farnham Town Council and volunteers.
- ☀️ Veolia collect litter in the town centre daily.
- ☀️ New dual recycling bins installed in the town centre.
- ☀️ Working with Waverley Borough Council and local businesses in resolving unsightly commercial bins from conservation area in town centre.
- ☀️ Dog control orders being introduced in the Town's cemeteries.
- ☀️ Community clear-up days.
- ☀️ Every month the Farnham Rivers Group monitors the water quality of the river Wey through invertebrate surveys and chemical testing.
- ☀️ New street cleaning equipment and hybrid vehicle purchased.
- ☀️ Wall and fence improvements at West Street Cemetery to encourage biodiversity and environmental responsibility.
- ☀️ Working with partners to champion better air quality in the town, and supporting an air pollution campaign to encourage residents to lower their emissions and risk.
- ☀️ New larger litter bins with lids installed on The Bourne Green by Waverley Borough Council working in conjunction with The Bourne Conservation.
- ☀️ Volunteers at Farnham Local Food run an annual Sustainability Fayre in Gostrey Meadow.



*Farnham Rivers' Group riverfly monitoring*



*Badshot Lea Bloomers uncover a chair during a litter pick*

## B Environmental Responsibility (v)

### B5 Pride of Place

- ✿ Additional wildflower planting installed behind the North Downs Way sculpture on Hickleys corner to mark the start of the North Downs way (the first UK National Trail to be captured by Google Trekker).
- ✿ Renewal or maintenance of litter bins in cemeteries and in town.
- ✿ Cigarette end disposal units throughout the town centre at identified 'hotspots'.
- ✿ Vinyl wrapping to enhance bus stops and promote Farnham in Bloom success and Farnham's green spaces and heritage.
- ✿ Off-schedule weed clearing and litter picking.
- ✿ Further extending Farnham in Bloom to more of the outlying villages.
- ✿ New bins and benches installed where residents have requested them.
- ✿ Bins ordered in-keeping with Farnham's heritage.
- ✿ Signage installed to display Farnham in Bloom results and Victoria Garden.
- ✿ Graffiti management funded by Farnham Town Council and in partnership with Surrey County Council.
- ✿ Ongoing project to vinyl wrap bus stops at the Sandy Hill estate to increase sense of pride and reduce anti-social behaviour to improve the area.
- ✿ Bourne War Memorial restoration funded in 2014. Hale War Memorial cleaned and refurbished in 2013 and Gostrey Meadow War Memorial paving re-laid and refurbished in 2016. New war memorial in Weybourne in 2018.
- ✿ Commonwealth War Graves signs put up in all cemeteries for centenary in 2014.
- ✿ 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 2018.
- ✿ Working with others to restore graves (e.g. the Sturt family and the grave of a civilian listed on the Commonwealth War Grave's register and George Trimmer).
- ✿ The Bourne Beautification Group with the help of Surrey Highways erected new pictorial village signs for Lower Bourne on the busy A287 road.



*Vinyl wrapped bus stops promote Farnham in Bloom*



*The Mayor of Farnham visits the Council greenhouses*





## 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.
- ☀ Bloomin' Litter initiative with over 50 volunteers. A 25% increase from 2017.
- ☀ 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 in conjunction with by Farnham in Bloom Community Group.
- ☀ Farnham in Bloom community Group made up of local residents and businesses.
- ☀ Community planting projects encouraged e.g. East Street bed, Bourne Beautification project. Suggestions are encouraged and then supported to bring them to fruition.
- ☀ 'Garner's Goes Bananas' chosen as Farnham Mayor's Charity for 2017-18
- ☀ Hand-drawn Bowser made available to community groups.
- ☀ Contribution to the development process of Waverley's Local Plan with The Bourne Conservation Group identifying Farnham's green spaces and wildlife corridors.
- ☀ New flower bed in Wrecclesham to celebrate 100 years of Girl Guiding in conjunction with Councillors and Wrecclesham Guides.
- ☀ AMYA UK Tilford helping to create an extended Garden of Reflection in West Street cemetery.
- ☀ New uniform designed for Council's Outside Services Team with in bloom branding.



*Bourne Beautification project in full swing at Bourne Crossroads*



*The Outside Services Team show off their new uniform*

## C Community Involvement (ii)

### C2 Communication and Education

- ☀️ Bloomin' Kids gardening workshops encourage a whole new generation of gardeners.
- ☀️ Farnham Blooming Dance 2018 about wildlife that lives in, on or near the River Wey, including otters, to educate others and tie in with the Otter Wey Trail.
- ☀️ Work with 16 local schools and nurseries 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.
- ☀️ Work with the Business Enterprise class at The Abbey School to teach them how to make baskets to sell on.
- ☀️ Website which contains information on the 2018 campaign including our new Bloomin' initiatives, schools' competitions, residents and business competitions, sponsorship, 2018 sponsors and calendar of events.
- ☀️ Work Experience offered to students. Recent student from the Abbey School has been helping out for a year once a week and has now secured a place at Merrist Wood College.
- ☀️ Regular Farnham in Bloom updates, events and photos posted on social media.
- ☀️ Regular press releases.
- ☀️ Regular e-newsletter produced.
- ☀️ Publicity posters for projects.
- ☀️ Post 19 visit greenhouses twice a week and have their own allotments on two sites.
- ☀️ Farnham in Bloom video is on website and social media.
- ☀️ 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 extending 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.
- ☀️ Farnham in Bloom pin badges demonstrate commitment and support.
- ☀️ The Farnham River Management Committee and Farnham Rivers Group provided a combined new entry on the Town's website covering Flood Risk Management, wildlife and Water Quality.
- ☀️ At the request of the Beavers, The Bourne Conservation Group leads wildlife walks and litter picks in June 2018.
- ☀️ Victoria Garden celebrating its 20th anniversary in 2018.



*Bloomin' Kids Gardening Workshop*



*Children receive certificates for their anti-litter posters*



*Post 19 help compost at the greenhouses*





## C Community Involvement (iii)

### C3 Community Participation

- ☀ Big Pick Week 3-10 March had over nineteen litter picks made up of local organisations such as the Farnham Society, Guides, Ramblers, Sandy Hill Inclusive Partnership (SHIP), local businesses and residents.
- ☀ The Beavers are involved with wildlife conservation and litter picking 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, AMYA UK, 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's 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.
- ☀ Relationship with probation service and community pay back scheme who help with tasks such as railing painting and grass cutting.
- ☀ 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.
- ☀ Tulip planting in Haren Garden with local schools to commemorate a previous twinning of Farnham with Haren in the Netherlands and celebrate friendship.
- ☀ SHIP organised a Great British Spring Clean event in a deprived area of Farnham.
- ☀ space2grow in the heart of the town aims to assist people living in the local area who have been affected by mental health and psychological difficulties such as anxiety and depression through a range of horticultural activities ranging from cultivating vegetables and flowers, general gardening and maintenance to planning and developing areas of their private acre.
- ☀ Tice's Meadow, a newly developed nature reserve on the site of the former Farnham Quarry, managed by volunteers.
- ☀ At the request of the Beavers, The Bourne Conservation Group leads wildlife walks and litter picks in June 2018.
- ☀ Scouts from 2nd Aldershot Scout Group built bug hotels as part of Tice's Meadow Biodiversity Trail.



*Local schools plant tulips in Haren Garden by Council offices*



*Volunteers take part in Spring Big Pick Week*



*Annual allotment holder scarecrow competition entry*

## C Community Involvement (iv)

### C4 Year-round Involvement

- ☀️ Year-round litter picks, pond clearance and leaf clearance.
- ☀️ Annual allotment holders' lecture and competitions.
- ☀️ Annual allotment holders' show.
- ☀️ Monthly Farmers' Markets.
- ☀️ Hop initiative - a local community project with hop plants brought and grown in residents' gardens and allotments. Since 2014, hops are 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 and social media.
- ☀️ Year-round in cemeteries:
  - 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 cemeteries.
- ☀️ The Bourne Conservation Group works with local authorities throughout the year on footpaths and open spaces and in 2017 constructed a flight of rustic steps in Sable Wood to overcome an erosion problem.



*An allotment holder wins a prize for his specimen dahlia*



*Stall selling flowers at monthly Farmers' Market*





## C Community Involvement (v)

### C5 Funding and Support

- ☀ New Sponsors' brochure published for 2018.
- ☀ Corporate, Gold and Silver sponsors achieved for the 2018 campaign. Photo opportunities arranged.
- ☀ In kind support given by Squire's Garden Centre, Forest Lodge Garden Centre, Graduate Landscapes Ltd, Wild Flower Turf, John Hall Plants, Lidl Waitrose and Sainsbury's.
- ☀ Display of sponsors' names on sponsor board in South Street and new 'individual and in memory' sponsor board created this for second year.
- ☀ Hanging basket and trough sponsorship promoted under new Mothering Sunday and Easter initiative as well as in memory sponsorship.
- ☀ Links provided from Farnham Town Council website to sponsors' websites.
- ☀ Sponsors support acknowledged on social media.
- ☀ Display of posters by businesses and distribution of Farnham in Bloom pin badges.
- ☀ Bloomin' Big Meet - an evening to rally all of our supporters and volunteers together to plan the year ahead and ensure everyone is linking together.
- ☀ The Dance Movement - community dance project involving local schools and dance groups to create dances which will be performed alongside Farnham in Bloom flower displays.
- ☀ Farnham Chamber of Commerce involvement.
- ☀ Sponsors invited to launch, greenhouse open day and awards evening.
- ☀ A number of shops sponsor hanging baskets on their premises.
- ☀ Sponsor brochure delivered to town centre retailers/businesses.
- ☀ Calendar of activities publicised to encourage local involvement.
- ☀ New projects created to encourage new groups e.g. Heath End Gardeners, The Farnham Gardening Society, AMYA UK, Women's WI, space2grow, Guides etc.
- ☀ Farnham Lions sponsoring the carpet bedding commemorating 100 years since the end of WWI.
- ☀ Post 19 sponsoring an entire raised flower bed in the town to support Farnham in Bloom and to give thanks to Council for its continued support.



2018 sponsor guide



Sponsors at the launch of Farnham in Bloom 2018



Grant obtained from South West Trains for station improvement works

## Conclusion and future developments (i)

Farnham is proud of its celebration of achievements of Farnham in Bloom over the past 27 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 and Britain 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, work and visit with the many achievements and developments which have been set out in the preceding sections.

Farnham Town Council is constantly striving to further enhance the town and seek ways to expand the Farnham in Bloom initiative and reach out and engage even more of the community. Plans for the future include:

- ✿ Continue involvement of local community from schools, businesses and voluntary organisations.
- ✿ Continue to grow upon the success of the Bloomin' initiatives (Kids, Litter and Arts).
- ✿ Run various workshops at the Council greenhouses for instance – for those with dementia or small groups from care homes to aid with health and wellbeing.
- ✿ To offer local schools and youth groups allotment 'grow your own' workshops.
- ✿ Extension of basket and planter installations floral displays throughout the town centre and rural villages.
- ✿ Partnership working with Surrey County Council and Waverley Borough Council neighbouring Borough and County Councils along with their contractors, on specific projects to bring synergy and optimise costs.
- ✿ Adopt national Refill initiative to reduce plastic pollution and promote healthy hydration by making refilling a water bottle easy, social and rewarding.
- ✿ Purchase of polytunnel to expand the production of bedding plants.



Winning Gold at Britain in Bloom 2017



Children from All Saints get muddy at Council workshops



The old hop cart



Key sponsors acknowledged for their contribution





## Conclusion and future developments (ii)

- ✿ Continue to expand wildflower areas throughout the town to encourage bees and biodiversity.
- ✿ Continue to expand the Farnham in Bloom year round calendar of events.
- ✿ Continue to grow the Council's sponsorship offering, with the possibility of new packages and opportunities to maximise exposure.
- ✿ Continue to seek out potential grants and in-kind partnerships to supplement sponsorship.
- ✿ Maintain year round press exposure with regular press releases and continue to build relationships with local press.
- ✿ Grow relationship with probation service and community pay back scheme.
- ✿ Continue developing work experience placements and apprentice schemes offered to secondary schools for outside services.
- ✿ To consider supplying other parishes with hanging baskets and bedding.
- ✿ To consider more sustainable planting projects instead of annual bedding.
- ✿ Continue to improve neglected areas of Farnham in conjunction with the community.



*New feature planter purchased for West Street*



*Bourne Beautification Project working with South Farnham Infant School to plant hanging baskets for the Bourne*

Farnham in Bloom and the Town Centre entry in South and South East in Bloom 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.



*Quality plants nurtured at greenhouses*



*The Business Enterprise class at the Abbey School learn how to make hanging baskets to sell on*

## Judges Notes



## Judges Notes





Thank you to sponsors of Farnham in Bloom 2018

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Graduate Landscapes



Silver Sponsors



We would like to thank all of the individual businesses, schools, community groups and local residents who have supported Farnham in Bloom 2018, and who continue to make Farnham bloom.



**Farnham**  
In Bloom



**Farnham**  
Town Council

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