



Farnham In Bloom



Town Centre - Judges' Briefing Notes 2019



2017 RHS Britain in Bloom Gold Award and Joint Category Winner
2019 South & South East in Bloom Double Gold Award Winners



Farnham
Town Council

Welcome to Farnham

Farnham's sense of community is often cited as one of its key strengths and so I look forward to introducing the judges of Farnham in Bloom 2019 to some of the people who make Farnham special.

Every year, we see more and more people get involved in Farnham in Bloom and put this down to the growing number of initiatives which appeal to a variety of age groups and interests.

Farnham in Bloom engenders civic pride and has many supporters. We've introduced a very special group for 2019 called the Bloomin' Friends. These volunteers help out with practical tasks in the greenhouses and their efforts over Easter were greatly appreciated when they managed to pot on 6,000 plants in just two days.

Studies have shown that gardening is good for our mental health and wellbeing and this can be seen from a number of Farnham in Bloom projects. We look forward to introducing the judges to the Space2Grow project which aims to help people get more out of life.

Despite all the positive benefits associated with Farnham in Bloom, there is no doubt that without the support of our sponsors, its reach would be nowhere near as great. We are delighted to welcome the Farnham Institute Charity as our new Principal sponsor as well as many local businesses and individuals.

We look forward to introducing the judges of Farnham in Bloom to the people who help make the town flourish.

Councillor Pat Evans
Mayor of Farnham



Welcome to Farnham in Bloom 2019

I have a deep-rooted passion for matters relating to the environment and sustainability, so it is with great delight that I have taken on the role as Lead Member for the Community Enhancement Working Group.

I follow with interest the Farnham Community Farm which is a local vegetable growing project. I am thrilled that members of the Farm are involved in this year's Farnham in Bloom and have taken on the project to grow food to share in our community spaces. The edible planters are in the town centre and as well as introducing people to the benefits of home grown food, they are an excellent example of how much food you can grow in a small space.

Farnham in Bloom includes a number of projects designed to encourage more bees and pollinators such as wildflower meadows and local conservation projects and we look forward to showing you some of these initiatives.

Over the past year there has been greater public awareness about climate change and our use of scarce resources. We see Farnham in Bloom as an opportunity to make people more aware of sustainability at a local level and to promote behaviour that is positive for the environment.

I look forward to sharing our plans with you and showing you what has been happening over the past 12 months.

Councillor Sally Dickson
Lead Member for Community Enhancement





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, anti-litter poster, 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
 - Vegetable plot – new for 2019



Children taking part in the school hanging basket competition



An entry in the Secret Gardens of Farnham competition



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 2019 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 through the introduction of our Bloomin Friends initiative.
-  Providing hanging baskets and troughs for a neighbouring Parish Council.
-  Extension of the Council's wildflower area in West Street Cemetery.
-  Continuing our 'Bee Friendly' project as part of 'Help Our Pollinators' and 'Wild About Gardens' campaigns.

Sponsorship generated (excluding in-kind contributions)

2013	 £9,987
2015	 £14,780
2017	 £20,265
2019	 £24,000 (target income)

Plug plants grown

2013	 16,000
2015	 17,000
2017	 19,000
2019	 27,000

Volunteer hours given

2013	 10,000
2015	 11,000
2017	 13,000
2019	 15,500



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. 2019 marks the 14th 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 eight times
- ☀️ Gold in the S&SEiB Large Town category seven 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.



Gold awards across the board at the 2018 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.



Community comes together for the launch of Farnham in Bloom 2019

Links with the Community

As well as having a dedicated year round Farnham in Bloom Community Group made up of local residents, 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:

- ☀ Bloomin' Friends
- ☀ Bloomin' Litter Volunteers
- ☀ Schools and nurseries – 15 took part in 2019
- ☀ 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 Waitrose
- ☀ 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
- ☀ Allotment Liaison Group
- ☀ Rotary Club of Farnham and Farnham Weyside
- ☀ Lions Club of Farnham
- ☀ Farnham Hedgehogs
- ☀ Tice's Meadow
- ☀ space2grow
- ☀ Farnham Community Farm
- ☀ Formation of the Farnham Biodiversity Group as a Community Interest Company to create a Biodiversity Action Plan for the town through the combined efforts of all groups working for conservation in the town.



space2grow carry out seasonal work on their acre



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



Young adult from Post 19 helps in the Council greenhouses



Projects for 2019 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.
- ☀️ Recruitment of New Bloomin' Friends for more hands on help of Farnham in Bloom.
- ☀️ Bloomin' Arts and Pix - a mixture of art, photography and dance projects for all ages to engage in Farnham in Bloom in a whole new way.
- ☀️ 17,000 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.
- ☀️ Installation of new Council polytunnel – largest to date.
- ☀️ Supplying hanging baskets and troughs to Weyhill Parish Council for the first time, generating additional income.
- ☀️ 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.
- ☀️ 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.
- ☀️ New Principal sponsorship with The Farnham Institute Charity.
- ☀️ Repeat Gold Sponsors are 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 2019 is Bourne Wood Manor Care Home.
- ☀️ 13,500 spring bulbs planted by the Council and the Community Group.
- ☀️ School tallest sunflower, best scarecrow, anti-litter poster, 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.
- ☀️ Extending and improving the Garden of Reflection in West Street Cemetery.
- ☀️ St Mark's Church, Hale, Incredible Edible project now in its fourth year, to encourage the local community to grow their own food and enjoy organic produce.



Town Council team plant South Street beds



A family wins the tallest sunflower competition



Volunteers plant up a memorial bed in memory of an esteemed volunteer

Projects for 2019 have included (ii)

- ☀ Edible planters planted with fruit and vegetables by Farnham Community Farm 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.
- ☀ Fourteen 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 200 people took part in the Great British Spring Clean and Spring Big Pick Week the largest turnout to date.
- ☀ 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 2018 with seasonal carols with the Farnham Brass Band, who donated their time.
- ☀ Specially made railings installed by the Farnham Maltings and designed by a local artist.
- ☀ 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.



Forest Lodge planting by station



Potters Gate School take part in the annual hanging basket competition



Projects for 2019 have included (iii)

- ☀️ Farnham in Bloom float, prepared by the Community Group, Post 19 and space2grow for the Farnham Carnival.
- ☀️ Hybrid electric vehicle allows for early morning watering.
- ☀️ Farnham's third 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 memorial flower bed created in memory of local volunteer, Gill Ely, on East Street.
- ☀️ New wildflower area created in West Street cemetery to build on last years' work and create further pockets of biodiversity in the town.
- ☀️ Paving the lychgate of The Bourne Old Churchyard.



New paving installed at the Lychgate at the Bourne



The summer baskets get put up around the town



The Farnham in Bloom float at Farnham Carnival

Fundraising

- ☀️ New sponsorship brochure and packages put together for 2019.
- ☀️ A second sponsor board created for individual sponsors and an option to sponsor in memory of loved ones.
- ☀️ Principal sponsorship from The Farnham Institute Charity secured for two years from 2019-2020.
- ☀️ Gold sponsorship from The Patio Black Spot Removal Company, 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 the Bourne Wood Manor Care Home.
- ☀️ 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 phone calls or email.
- ☀️ Secret Garden Competition leaflet designed by local business Billett Associates as an in-kind project sponsorship.
- ☀️ On track to reach target sponsorship in 2019 of £24,000, from local shops, businesses, residents, clubs, residents' associations, pubs and professional practices.
- ☀️ A total of 96 hanging baskets were sponsored in 2019.
- ☀️ £280 raised from Waitrose Community Matters green token scheme for the Bloomin' Kids workshops.



Principal sponsor



Silver sponsor



Gold sponsor



Gold sponsor in kind



Gold sponsor in kind



Gold sponsor in kind



Silver sponsor



Silver sponsor



Gold sponsor



Silver sponsor



2018 Sponsor boards



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

- ☀ September 2018 – South and South East in Bloom results at awards ceremony.
- ☀ September 2018 – Green Spaces Walk led by The Bourne Conservation Group in cooperation with RSPB.
- ☀ October 2018 – Schools’ awards presentation at Squire’s Garden Centre.
- ☀ October 2018 – Awards’ night and presentation of South East in Bloom Certificates of Excellence at Squire’s Garden Centre.
- ☀ October 2018 – Hanging baskets taken down and composted at the greenhouse.
- ☀ October 2018 – Post 19 continue with two afternoons a week at the Council greenhouses.
- ☀ October 2018 - Public lecture on the natural history of The Bourne entitled “With Wildlife in Mind.”
- ☀ November 2018 – Winter planting of hanging baskets and planters installed throughout the town.
- ☀ November 2018 - bulbs planted across Farnham. Areas include Badshot Lea, Hale and Wrecclesham and in the new Garden of Reflection.
- ☀ December 2018 – Winter Celebration held at the Vineyard Church.
- ☀ January 2019 – New sponsorship brochure distributed to retailers and businesses.
- ☀ February 2019 – 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 2019 – Great British Spring Clean event and Spring Big Pick Week with over 200 people getting involved including councillors, residents, businesses, community groups and schools.
- ☀ April 2019 – New polytunnel installed at the Town Council’s nursery.
- ☀ April 2019 – Bloomin’ Kids Gardening Workshops.
- ☀ April 2019 – Wildflower sowing at Badshot Lea and West Street cemetery.
- ☀ May 2019 – Baskets and troughs made for Weyhill Parish Council and delivered to them.
- ☀ May 2019 – Farnham in Bloom 2019 is officially launched.
- ☀ May 2019 – Schools visit Farnham Town Council greenhouses to make hanging baskets.



Farnham in Bloom schools’ awards presentation



Crocuses planted by Volunteers in Wrecclesham bloom



The new and improved Garden of Reflection

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

- ☀️ May 2019 – Greenhouse open day for the public to have a behind the scenes preview of all the plants before they go up around the town.
- ☀️ May 2019 - Launch of on-line Garden Survey to gather biodiversity data.
- ☀️ May 2019 - Bourne Beautification Group works with two schools to produce hanging baskets for the in Bloom competition.
- ☀️ May/June 2019 – Hanging baskets, troughs and planters go out in the town and villages.
- ☀️ June 2019 – Farnham Community Farm plant out containers with vegetables and fruit next to Sainsbury’s for the public to pick their own.
- ☀️ June 2019 – Farnham in Bloom sponsor boards erected in the town centre.
- ☀️ June 2019 – Farnham in Bloom enters the Farnham Carnival with Post 19 and space2grow.



Summer bedding is planted in South Street



Members of the public visit the Greenhouse Open Day



space2grow volunteers get ready to work on their acre



Floral displays bloom during the summer



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.
- ☀ 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 seventh 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.
- ☀ Hanging baskets put up outside vacant shops to help improve the street scene.
- ☀ Winter planting of beds.
- ☀ Vegetable and fruit planters planted by Farnham Community Farm outside Sainsbury's for the public to enjoy.
- ☀ Carpet bedding by the War Memorial in Gostrey Meadow – this year celebrating the 50th anniversary of the first landing on the moon.
- ☀ 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.
- ☀ Ongoing management of the raised flower bed at the Bourne Crossroads built by Surrey Highways.



A blooming bath tub in the town centre



New feature planter on West Street roundabout makes a statement



A Horticultural Achievement (ii)

A2 Horticulture Practice

- ☀ Development of 27,000 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.
- ☀ Second hybrid vehicle purchased, one of the first UK vehicles of its size to run on CNG, making it low on emissions, quiet and practical.



Volunteers water their plants with a Council bowser



Bloomin' Friends plant out plugs for the Council



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 in September.
- ☀️ 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
 - Best veggie plot
- ☀️ 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.



space2grow are awarded the Madge Green Community Gardening Award 2018



A winning entry in the Secret Gardens of Farnham competition

- ☀️ 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.
- ☀️ Residents encouraged to take part in a Garden Survey by the Farnham Biodiversity Action Group.



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 2019 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 2018.
- ☀️ Graduate Landscapes Ltd supports Farnham in Bloom by planting a memorial flower bed in memory of Madge Green in-kind.
- ☀️ Third year of in-kind sponsorship with Wild Flower Turf.
- ☀️ Working with Waitrose to improve their outside seating area with seasonal flowers.



Local pub the Jolly Sailor supporting Farnham in Bloom



Working in partnership with Waitrose to improve their outside seating area

Sowing the Seeds

Farnham Community Farm

Founded in 2008, Farnham Community Farm is a 2.4 acre site growing fresh and organic produce for the people of Farnham and beyond. It was started by a small group of volunteers who felt there was a need for fresh local produce and a healthy attitude towards the production behind it. There are now five members of staff and a number of volunteers who help out regularly. As a Community Supported Agriculture scheme, Farnham Community Farm is supported by its members and the wider community. The Farm produces weekly veg bags grown to organic principles, in season and at their best to around 50 families and individuals and is fully subscribed, but they hope to be able to grow this number in the future so even more local people can benefit.

Farnham Community Farm has also brought together local organisations, producers and businesses with a shared focus on sustaining the environment, community, health and wellbeing for a one-day Sustainability Festival, now in its third year, inspiring visitors to see how they could support their local community and live a greener, more sustainable life.



Budding gardeners learn practical skills at Bloomin' Kids

Bloomin' Kids Gardening Workshops

Grow your own was the topic for the Council's Bloomin' Kids' Gardening Workshops earlier this year. The workshops were devised four years ago to make gardening fun and accessible and to encourage the next generation of gardeners. At this year's Easter workshops, around 100 children had the opportunity to connect with nature and to be introduced to the pleasures of growing their own. From sowing peas and runner beans to planting on basil and cherry tomatoes. The children also learned about the honey bee and how it is one of the most important pollinators of food crops.



Edibles potted on at this year's Bloomin' Kids Workshops



A volunteer working hard at Farnham Community Farm



Delicious vegetables grown at the Community Farm



of Sustainability

Farnham Repair Café

Farnham Repair Café was established in the town in February 2015 and is a collaborative project between The Centre for Sustainable Design® at the University for the Creative Arts, Farnham Town Council and The Spire Church. The Repair Café's objective is to protect and safeguard the environment for public benefit through the promotion of repair and re-use of products as a means of preventing and minimising waste disposal.

The Farnham Repair Café offers a monthly place and space at the Spire Church for Farnham's residents to bring along damaged items in need of restoration or fixing 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!



Two gentleman 'share in the repair' of a vacuum cleaner

Some Interesting stats February 2015 - May 2019

Visitors to RCF:	2,274
Repairs completed:	923
Repair rate:	65%
Landfill diversion:	2.78 tonnes
CO ² reduction:	24.53 tonnes
Satisfaction:	98%
Citizen savings:	£69,373

Farnham Biodiversity Action Plan

The Farnham Biodiversity Group (FBG) is a voluntary group founded this year whose aim is to draw up and put into practice a detailed Biodiversity Action Plan for Farnham with an overall vision to make Farnham a model of conservation best practice in urban environments. The aspirations of the FBG are to:

- ☀ Fully enable the implementation of the environmental policies in the Neighbourhood Plan by supporting and enhancing biodiversity.
- ☀ Help redress the effects of habitat degradation, disease and climate change that are endangering wildlife locally and more widely, and which are resulting in the serious decline of once common species such as the hedgehog, starling and stag beetle.
- ☀ Ensure that the excellent conservation work already going on in the town achieves even greater impact through a common approach.

The FBG is currently inviting the people of Farnham to take part in a Garden Survey to find out more about the distribution of wildlife across the town. The survey will provide important data for the group and people are already sharing information about the wildlife where they live.



New Farnham Biodiversity Group formed

2019 Bloomin' Projects

2019 sees the fourth year of our Bloomin' initiatives, which include Bloomin' Litter, Bloomin' Kids and Bloomin' Arts as well as the introduction of Bloomin' Friends, a new volunteer initiative to support the Council with Farnham in Bloom.

Bloomin' Friends

Bloomin' Friends was set up this year to support the Council's outside team with hands on, practical help from volunteers. The initiative proved very popular and there are now around 23 dedicated volunteers aiding the Council with tasks such as potting on, dead heading and adoption of out of town planters for maintenance and weeding. Notably, the volunteers planted 6,000 plug plants in just two days over Easter and are proving a great asset to the Council.

Bloomin' Arts

Farnham in Bloom has inspired the creation of several arts projects that involve the wider community. This includes an exciting collaboration with 'Blooming Art', a collage competition, now in its fifth 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 'Leonardo da Vinci' to mark the 500th anniversary since his death. 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 100 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. This year's dance looks at plastic waste and its impact on the environment whilst encouraging everyone to reduce, reuse and recycle.

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 four 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, nearly 60 people have signed up to the initiative from all over Farnham, including the villages and rural wards, some forming sub-groups in their own areas.



The finale of the 2018 Blooming Dance performance



Art plays an important part in Farnham in Bloom



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.
- ☀️ 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%.
- ☀️ Change entry on invasive plants to: On-going clearance of invasive plants by the Bourne Conservation Group in the lower Bourne valley.



Spring bedding outside the Council offices



The Victoria Garden celebrates its 21st anniversary in October

Our Achievements (B)

B Environmental Responsibility (i)

BI Conservation and Bio-Diversity

- ☀ Wildflower areas planted around the town, such as grass verge in Dogflud Way, Hickleys Corner and West Street Cemetery to encourage wildlife.
- ☀ Otter Wey Trail in 2018 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 and new CNG powered vehicle purchased.
- ☀ 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 2019.
- ☀ 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 space2grow.
- ☀ 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.
- ☀ Farnham Town Council awarded a grant to Badshot Lea Infant School to provide 100 new homes for birds in conjunction with Tice's Meadow.
- ☀ The volunteer-led Farnham Biodiversity GROUP CIC, strongly supported by the Town Council, was initiated in February 2019 with the specific aim of creating a Biodiversity Action Plan for the whole of Farnham.
- ☀ The Bourne Conservation Group has cooperated with The Woodland Trust in carrying out a detailed survey of 5 hectares of ancient woodland with a view to future restoration.



Volunteers at Tice's Meadow construct a bee bank



Wildflowers flourish in the town centre



B Environmental Responsibility (ii)

B2 Resource Management

- ☀ Annual 2018/19 recycling rate on average per month is 57.43%.
- ☀ Waverley food waste is composted and returned to agricultural land as fertiliser.
- ☀ 5804.16 tonnes of green waste recycled in 2018/19.
- ☀ Glendale recycled 1,454 Christmas trees this year (20218/19) an increase of 40% from last year. All trees were shredded, composted and reused on shrub beds across the Borough.
- ☀ 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.



New bin installed at Farnham train station



The Council's CNG hybrid vehicle, Fauna

B Environmental Responsibility (iii)

B3 Local Heritage

- ☀️ Commemorative plaques, including 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 two 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 25 years in 2019, focusses on the wealth of local heritage buildings open to the public. The theme of the Open Days in 2018 was green spaces.
- ☀️ 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 graves and new paving.
- ☀️ Waverley Borough Council completed the rebuilding of access steps to The Bourne Green.



Plaque celebrates the original volunteers of Farnham in Bloom



Victoria Garden installs a new heritage sign



B Environmental Responsibility (iv)

B4 Local Environmental Quality

- ☀️ Bloomin' Litter initiative now in fourth 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 200 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 Community Farm run an annual Sustainability Festival in Gostrey Meadow.



Sustainability Festival in Gostrey Meadow



Farnham Rivers' Group riverfly monitoring of the Wey

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 2019.
- ☀️ 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



New signs erected in the Bourne



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.
- ☀️ space2grow chosen as the Farnham Mayor's charity for 2019-20.
- ☀️ 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.
- ☀️ Community planting projects encouraged e.g. East Street bed, Bourne Beautification project. Suggestions are encouraged and then supported to bring them to fruition.
- ☀️ 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.
- ☀️ New uniform designed for Council's Outside Services Team with in bloom branding.



Young volunteers help out at The Bourne Crossroads



Volunteers help out at the Council greenhouses

C Community Involvement (ii)

C2 Communication and Education

- ☀️ Bloomin' Kids gardening workshops encourage a whole new generation of gardeners.
- ☀️ Farnham Blooming Dance 2019 about plastic waste and its impact on the environment.
- ☀️ Work with 15 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 2019 campaign including our new Bloomin' initiatives, schools' competitions, residents and business competitions, sponsorship, 2019 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 and a secret garden area at space2grow.
- ☀️ 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.
- ☀️ Victoria Garden celebrating its 21st anniversary in 2019.
- ☀️ Working with several students to support their Duke of Edinburgh Award through litter picking in Farnham.
- ☀️ The Bourne Conservation Group worked with Duke of Edinburgh's Award students at bronze, silver and gold levels.
- ☀️ Schools invited to take part in an anti-litter poster competition.



Post 19 build and line raised beds on their Council funded allotment



Educating the next generation of gardeners at the Bloomin' Kids workshops



C Community Involvement (iii)

C3 Community Participation

- ☀ Big Pick Week 23-30 March involved over 200 volunteers, made up of local organisations, 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 litter picking 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.
- ☀ Scouts from 2nd Aldershot Scout Group built bug hotels as part of Tice's Meadow Biodiversity Trail.
- ☀ New Bloomin' Friends volunteer group providing hands on help for Farnham Town Council with plug planting, watering and dead-heading.



Volunteers plant up the Bourne crossroads



Volunteers take part in the Great British Spring Clean campaign



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.
- ☀️ The Farnham Biodiversity Group has launched an on-line Garden Survey with a view to gathering more data on wildlife through widespread involvement of gardeners throughout the town.



Bloomin' Friends support the Council with plug planting



Stall selling flowers at monthly Farmers' Market



C Community Involvement (v)

C5 Funding and Support

- ☀ New Sponsors' brochure published for 2019.
- ☀ Principal, Gold and Silver sponsors achieved for the 2019 campaign. Photo opportunities arranged.
- ☀ In kind support given by Squire's Garden Centre, Forest Lodge Garden Centre, Graduate Landscapes Ltd, Wild Flower Turf, 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.
- ☀ Bloomin' Kids Easter workshops funded by Waitrose Community Matters green token scheme.
- ☀ 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 Carnival Committee sponsoring the carpet bedding commemorating 50th anniversary of the first landing on the moon.
- ☀ 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.
- ☀ 16,000 bulbs donated by Squire's Garden Centre to plat at Badshot Lea Pond.



2019 sponsor guide



Principal Sponsor The Farnham Institute Charity at the greenhouse open day 2019



Sponsors are recognised at the end of year awards ceremony

Conclusion and future developments (i)

Farnham is proud of its celebration of achievements of Farnham in Bloom over the past 28 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, Friends 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.
- ☀️ Look at further improvements to the Council's nursery area to include an educational hub.



A plot on one of Farnham's allotment sites



Sowing seeds at Bloomin' Kids



Weyhill volunteers are thrilled with their new troughs supplied by Farnham Town Council



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.
- ☀️ Continue to build 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 supply more 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.
- ☀️ Look at developing and promoting a plastic-free town in conjunction with Waitrose and encouraging the local community to get involved.
- ☀️ Cooperate with the Farnham Biodiversity Group in the production of a Biodiversity Action Plan for the town with a view to optimising conservation effort in an urban environment.
- ☀️ Look to transfer on a long term lease, certain green spaces from Waverley Borough Council including Gostrey Meadow and river side walks in the town centre.

Farnham in Bloom and the Large Town 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



Wildflowers flourishing on Dogflud Way



Sponsors are acknowledged for their contribution

Judges Notes





Thank you to sponsors of Farnham in Bloom 2019

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We would like to thank all of the individual businesses, schools, community groups and local residents who have supported Farnham in Bloom 2019, and who continue to make Farnham bloom.



Farnham
In Bloom



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