

Farnham in Bloom

*Town Centre
2022*

South and South East in Bloom
Judges' Briefing Notes



Farnham
Town Council



Farnham
In Bloom

Welcome to Farnham

A warm welcome from the people of Farnham to Farnham in Bloom 2022.



So far 2022 has been an exciting year; where we can continue the activities and events that for the last two years have been postponed and cancelled. We have welcomed back Farnham Schools to our nursery to create stunning hanging baskets and floral displays. Also this year, Farnham in Bloom joined forces with the Farnham Literary Festival and had a joint book launch / In Bloom and event with the new author Al Campbell whose book was set in Kew Gardens with over 80 guests.

For the first time, we have had a Bloomin' Community Fair to bring local community groups together to promote their groups to willing volunteers. These local groups were also able to network and support each other. New volunteers have spent over 800 hours planting 55,000 plug plants and creating 250 hanging baskets and helped to water, weed and plant-up additional beds in Gostrey Meadow and other public spaces.

Trees have been planted by Farnham Schools and community groups in a new Riverside avenue, part of the Queen's Green Canopy.

Recognising the importance of biodiversity and supporting wildlife, we have given nature a further boost with freshly planted wildflower meadows

in our greenspaces and newly created wildlife safe havens in our cemeteries. We are enormously grateful to The Patio Blackspot Removal Company Ltd who are our principal sponsor for the second year and the many other businesses that support us. It is fitting that Farnham in Bloom has helped local businesses to raise their profile and show their support for the local community. Our scheme to sponsor a hanging basket is just one way local businesses have contributed and benefited.

Supporting our community has been a focus this year; helping community groups such as Space2grow with wildflower turf and building a new pathway for Hale Community Centre. Men in Sheds, a woodwork club, has built bug hotels to be put out in our cemeteries to increase habitats for insects.

The floral displays around Farnham are cheerful, colourful and creative and enhance the appearance of the town - encouraging shoppers and supporting local businesses.

Each section of town has its own distinct colour scheme for example reflecting the Ukrainian Flag and the fact that Farnham has welcomed a large number of refugees, near the Council offices flowers are yellow and blue.

Farnham in Bloom has given local people a reason to get outside and to get their hands in the soil, rewarding us all with stunning displays that lift spirits and places to relax and share.

We hope you enjoy Farnham in Bloom as much as we do.

Councillor Alan Earwaker
Mayor of Farnham

About Farnham In Bloom



Farnham in Bloom is about making Farnham an attractive place to live and work 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, community organisations and local businesses.
- A school hanging basket competition as well as fun, engaging competitions to find the tallest sunflower, largest pumpkin, and art competitions.
- A **Secret Gardens** 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
- Vegetable plot
- Community Garden (2022 Madge Green Community Gardening Project Award)
- Care Home

Farnham in Bloom at a glance

Since its early beginnings 32 years ago, Farnham in Bloom has relied on voluntary commitment, local sponsorship (financial and in-kind) and support of local authorities and local businesses.

Being part of this South and South East in Bloom has given a focus to the contribution made by all of Farnham's distinct communities in both the Town Centre and Large Town categories as well as West Street and Badshot Lea Cemeteries and Gostrey Meadow.

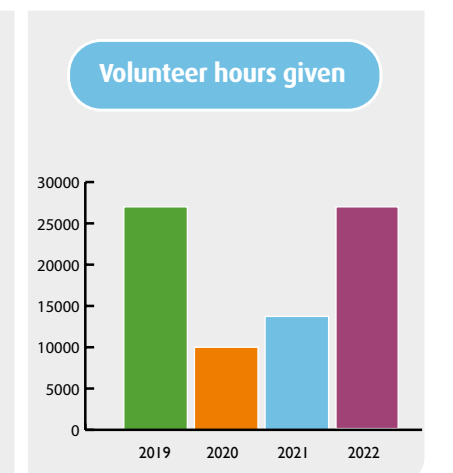
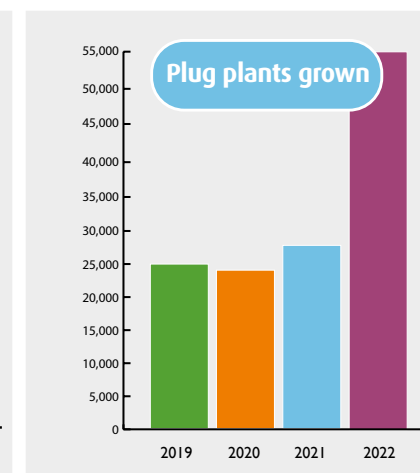
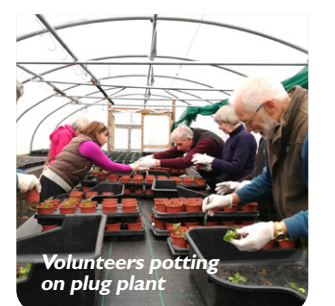
The charts below set out how this contribution has grown over the years, to deliver high standards and ultimately bring pleasure to Farnham's residents, businesses and visitors.

Farnham in Bloom activity for 2022 has included:

- A full calendar of events and activities for the community for the first time since the pandemic.
- All hanging baskets have been planted by volunteers and local schools in peat free compost.
- A sponsorship brochure offering specific sponsorship packages.
- An increased social media presence and engagement documenting all aspects of Farnham in Bloom.



- Providing hanging baskets and troughs for a neighbouring Council and the Lion and Lamb Yard.
- Extension of 12 wildflower areas throughout Farnham including cemeteries, open spaces, community groups and schools.
- Continued engagement with Secondary Schools, providing a 5 month programme of workshops covering all aspects of horticulture.





Horticulture



Summer plants growing in the greenhouse

We have extended and added to our wildflowers areas in twelve locations with an overall increase of 45% this year and now have wildflower areas totalling one and half acres. These spaces attract a range of pollinating insects and will improve and produce beautiful flowers year-on-year for all to enjoy.

'Friends of Gostrey Meadow' has continued to improve flower beds on Union Road. Planting sustainable perennial plants and infilling with summer bedding.

In Gostrey Meadow, wildflower areas have been introduced to high traffic areas where grass failed to grow. The Yew hedging continues to thrive and provides secure nesting and the red berries provides valuable food source in the winter.

Over 200 new trees have been planted including an avenue of 40 large specimen trees (20 Himalayan Birch and 20 Liquid Amber) at Riverside. These create interest especially in the Spring and Autumn to a popular route to the centre of Farnham.

The Evelyn Borelli Garden at the University of Creative Arts has had 10 more trees added to the avenue of Japanese Cherry trees planted last year.



Free seeds

Tree planting in 2022

- 40 – Riverside
- 120 – West Street Cemetery
- 10 – University of Creative Arts
- Autumn 2022 will see another 300 + planted in cemeteries, parks and roadside verges.

This year for the first time, we have planted 15,000 bulbs using a mass mechanical planting method outside West Street cemetery. Bulbs have provided a range of bulbs from February to July.

In addition to the Bloomin' Kids Workshops, we have given out free seeds to participants to create colour flower displays and grow tomato seeds at home.

Batting's Garden a small tranquil garden, tucked away from a busy residential road, has 50 % more wildflower turf laid than previous years. Interest from residents has also inspired the forming of a local 'Friends' group.

Involving local community groups such as Farnham Rivers Group, work has started to create a nature walkway through overgrown poor-quality scrub at Riverside.

West Street Cemetery has benefited from the planting of 100 feathers of native woodland mix supporting the existing mature, mainly evergreen trees.

In 2022 we nurtured:-

- 55,000 plug plants
- 80 sunflowers
- 30,000 spring bulbs
- 90% bulbs in floral displays are reused by community groups
- 250 hanging baskets (made up by volunteers)
- 100 planters and troughs planted
- 11 schools took part in hanging basket making workshops
- 5 horticultural workshops took place in secondary schools



Tree planting at West Street Cemetery with Potters gate school



Specimen tree delivery



Bloomin' Kids artwork



Preparing for wildflower turf

Farnham in Bloom is passionate about helping the local environment, strengthening biodiversity and supporting Farnham Town Council's aim of becoming a carbon neutral council by 2030.

Care is taken, when choosing the plants for summer and spring bedding, that single headed flowers are chosen to support pollinating insects.

There has been an increase in residents wanting to help to clean up their local areas. We have lent out numerous litter pickers to residents

to collect litter near where they live. Twice a year and to mark the British Spring Clean campaign, we hold a litter pick event with a list of over 80 residents invited to take part. Groups of Scouts, Brownies and schools have also arranged litter picks. These elements supplemented over 50

regular Bloomin' Litter volunteers who are insured and supplied with high vis vests and litter pickers.

Graffiti, fly and sticker posting issues have increased so we have contracted an external cleaning company to do extra cleans.

- 56 days graffiti cleaning
- 200 pickers lent out
- 200 bags of rubbish collected
- 14 bus stops deep cleaned by specialised company



Tree planting with schools

Mulching with soil improver from a local contractor and home-grown compost from garden waste is used on the beds to lock in moisture and reduce the need for watering.

River water is used for watering hanging baskets and planters. Peat free compost has been used for a number of years and all baskets and troughs have reservoirs, so watering is limited and no water is wasted.

We have expanded the range of low noise electric tools to further reduce the impact on

the environment. We also have a range of vehicles that run on CNG gas.

Pathway improvement have taken place in Gostrey Meadow and Green Lane Cemetery to improve access.

This year, the annual Sustainability Festival in Gostrey Meadow saw 500 visitors attend with 15 stalls representing our community and open spaces 'friends of' groups offering advice and ideas on how to reduce our impact on the earth and resources.

Men in Sheds, a group for those interested in making and repairing, undertake projects for other community groups and organisations. This year, Farnham in Bloom, have asked them to build giant bug hotels to increase biodiversity in the Cemeteries.



Farnham in Bloom team and range of low impact vehicles and equipment



Clearing working party at Riverside

- No mow May
- Ivy left to grow on cemetery wall
- No chemical use
- Reusing of pots and trays
- Use of water butts



Community Participation



Bloomin' Friends potting on

Community is always at the forefront of Farnham in Bloom and 2022 is no exception.

The community and volunteers have once again come together to help and support residents, businesses, families and schools to bloom again after the last few difficult years.

A new Community Garden has grown from volunteers at Badshot Lea Bloomers and provides allotment and growing areas, a pond, polytunnels and equipment sheds. Local school children, residents and Duke of Edinburgh students have all helped alongside volunteers to make this a thriving new community space.

Space2Grow, an acre site near the Bishop's Meadow, continues to provide a valuable outdoor space to a variety of groups and has been supported with wildflower turf to finish off a pond project. This has enhanced the environment around their newly installed pond deck.

Schools have again been enthusiastic to get involved in Farnham in bloom activities and events this year after restrictions have been lifted. We welcomed 11 schools to the nursery to make up hanging baskets and learn about plants, flowers and how to take care of them. Schools



Bloomin' Community Fair

have also entered competitions such as Schools' Best Garden and Tallest Sunflower and Largest Pumpkin.

Inspired by winning the Mayor's Special Award in 2021 Farnham Heath End School has continued to work with Farnham in Bloom developing their courtyard garden by incorporating:-

- Five horticultural workshops to students
- A donated greenhouse
- Supplying water equipment
- Laying wildflower turf
- Planting spring and summer bulbs
- Planting floral displays

The group have engaged very well during the year and got stuck-in with the practical work and gained some great gardening knowledge. They chose a selection of plants beneficial to wildlife and attractive to pollinators.

The students have all grown in confidence, learnt new skills and improved an important school space for other students and staff to appreciate.



Green Flag for Gostrey Meadow



Spring litter pick



Community Participation



Hanging baskets going up

An old tree stump in Gostrey Meadow provided the perfect reason to create a new carpet bed. Local school children entered a 'Design a carpet bed' competition for the second year with the theme of Pollination. The winning design featured a colourful butterfly design. The design was recreated perfectly by a plant supplier for all to enjoy.

Over 10 local schools took part in the Schools Hanging Basket competition. The workshops took place at our nursery for the first time since 2019 and the groups made up baskets with a range of colourful plants provided. One basket for each school will be displayed in Central car park for judging in the School Hanging Basket competition. Other schools competitions included the largest sunflower, Schools Garden Competition and the largest pumpkin.

Supporting our diverse community is a priority for Farnham in Bloom and an example of this was a tree was planted in Rowledge School to mark the Holocaust Memorial Day with a tree guard commissioned from sculptor Simon Gudgeon.



Badshot Lea Community garden

Many families in and around Farnham have welcomed Ukrainian Refugees and two women have been employed by Farnham Town Council to help with the planting of troughs and planters in the town. This experience is valuable to them to help learn new skills, meet new people and help their English. We are also delighted to have some extra pairs of hands at our busy time.

Community Facts and Figures

- Farnham in Bloom supports over 50 community groups
- 28,000 volunteer hours
- Over 10 schools were provided with materials to create hanging baskets
- 10 Secret Garden Categories
- Allotment show held with Music in the Meadow
- Greenhouse Open Day showcased the 250 hanging baskets made up by volunteers



Farnham in Bloom launch 2022

Sponsorship is vital to the success of Farnham in Bloom and we are delighted that for the second year The Patio Black Spot Removal Company Ltd is our Principal sponsor.

Selling their products nationally and internationally, The Patio Black Spot Removal Company started their business 10 years ago near Farnham and have many local and loyal customers.

This established Farnham business has been helping people make the most of their gardens for many years and supporting Farnham in Bloom is a great fit for them.



In addition, we have three Gold sponsors and six Silver sponsors. Our sponsorship income has increased this year and we have found that businesses are keen to support local activities and see the benefit Farnham in Bloom has to the wider community.

- £25,000 of sponsorship income
- Over new 10 businesses have sponsored Farnham in Bloom for the first time.
- Over 800 followers on Farnham in Bloom dedicated Twitter and Instagram pages
- 15 Farnham in Bloom press releases issued
- Over 80 people attended the launch of Farnham in Bloom

Our aims and aspirations for 2023

- Expand biodiversity in Farnham's green spaces
- Continue working with all schools especially secondary schools to offer sessions in horticulture
- Expand our tree planting programme with Surrey County Council and other local authorities. Tree planting has been given an annual budget by Farnham Town Council and with additional sponsorship from groups and individuals, we will plant many more trees.
- Develop the Riverside walk with the help of Farnham Rivers and Farnham Biodiversity Group.

Previous results

- Gold in the S&SEiB Town Centre category eleven times
- Gold in the S&SEiB Large Town category ten 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
- Gold in S&SEiB Cemetery category for West Street and Badshot Lea Cemeteries.
- Gold in the RHS Britain in Bloom Awards and Joint Category Winner in 2017
- Gold in the RHS Britain in Bloom Awards and Category winner in 2019
- A Green Flag awarded to Gostrey Meadow in 2021



Gostrey Meadow and Cemeteries

Gostrey Meadow

Farnham Town Council took over the management of Gostrey Meadow two years ago and there has been a number of improvements since then. In 2021, Gostrey Meadow was awarded a Green Flag.

Horticulture

- New sections of wildflower turf has been laid to attract a range of different pollinating insects.
- Old and poor-quality shrubs have been cleared to make way for seasonal bedding plants and sustainable perennial planting.
- A recently planted yew hedging provides secure nesting for wildlife.

Environment

- Flower beds have been mulched with soil improver locking in moisture and reducing the need for watering.
- Water from the river is used to water plants, baskets and planters.
- Refurbishment programme has included enhancement to pathways to improve access and new electricity and water points.
- New information signs have been produced to Welcome visitors.
- Professor Angela Gurnell, a national expert in hydrology, geomorphology and plant ecology has advised on steps to enhance the River Wey running through Gostrey Meadow.
- Both the Farnham Rivers Management Committee (FRMC) and the The Wey Landscape Partnership work closely together.



- Farnham Biodiversity Group has worked with Farnham Town Council to develop a Biodiversity Action Plan for Farnham.
 - Litter picking and graffiti removal is carried out on a regular basis.
- ### Community
- The design a carpet bed competition ran for the second year and the winning design will be showcased in July.
 - A Jubilee themed design was created for the second carpet bed and a third is being installed in memory of Sir Ray Tindle CBE DL.

- An active events programme takes place in Gostrey Meadow. The Music in the Meadow weekly summer live music event is popular and attended regularly by 500 + visitors.
- A Friends of Gostrey Meadow group has cleared, weeded and improved flower beds along Union Road.
- Gostrey Meadow can now be hired out by businesses such as a coffee van, and ice cream seller and for large scale community events.
- The old bowls pavilion has been taken down and discussions continue about plans to have a community café, improved toilets and play area.

West Street Cemetery

This is our largest cemetery with many graves of note including Mike Hawthorn (UK's first Formula 1 world champion), the 20th Century architect Harold Falkner, Charles Borelli (co-founder of the Old Farnham Society) and Sir Ray Tindle (first Freeman of Farnham and the founder of the Farnham Herald). There are many features including the Garden of Reflection, the chapel and the historical old section.

Horticulture

- A large area of wildflowers has been renewed this year and continues to attract a range of pollinating insects and provides a green corridor to Bishop's Meadow.
- Grass is regularly cut to ensure safe access to graves.
- The Garden of Reflection is planted with sustainable shrubs and plants, seasonal bedding and re-used spring bulbs.
- A tree survey has been undertaken this year and tree works are scheduled in the summer and autumn.

Environment

- The listed cemetery gates are being refurbished and repaired by a blacksmith with new railing to be installed later this year.
- An ongoing maintenance programme has included refurbishment work to two pathways in the old section in 2022.
- 130 different species of moths have been recorded in a recent survey.
- Ivy and brambles are left to grow on the old wall to provide ideal habitats for insects.

- Large bug hotels have been produced by the Men in Sheds group at Space2grow.

Community

- A Friends of West Street Cemetery group has continued to grow.
- A local Primary School, volunteers and staff members of a local business planted 150 trees in March to form a copse.
- A local business nearby supports Farnham in Bloom and their staff use the cemetery grounds to exercise at lunchtime.



Badshot Lea Cemetery

Badshot Lea is our small cemetery in Badshot Lea and is located on Badshot Lea Road near a mixed residential and business park. There is a small lay-by for two cars. Further parking can be found along the roadside. This cemetery has a large covering of trees and a mixture of wildflower areas and more formal planting.

Horticulture

- A large area of established wildflowers continues to attract a range of pollinating insects.
- Bedding plants nurtured from plugs are used to provide a floral display at the entrance to the cemetery.

Environment

- Grass is regularly cut to ensure safe access to graves.



- Refurbishment programme has included enhancement to pathways to improve access.
- New bird and bat boxes have been introduced this year.
- The perimeter fence has been painted by a community pay back scheme.
- Local residents and office workers use the Cemetery as a walk through to enjoy the peaceful setting.
- A memorial tree provides a space for friends and relatives of loved ones to hang memorials.

Notes



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Farnham in Bloom

PRINCIPAL Sponsor



GOLD Sponsors

- BBS Ltd
- Pivot Ltd
- Squire's Garden Centre

SILVER Sponsors

- Bush Hotel
- Continental Landscapes
- Farnham Institute Charity
- Hamilton's Tea House
- Net Technical Solutions
- Wildflower Turf

101 Collectors' Records

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In loving memory of

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Thank you for your support