

# Community in Bloom

**RHS BRITAIN  
IN BLOOM**

# What is RHS Britain in Bloom?

The Royal Horticultural Society's Britain in Bloom campaign is one of the largest horticultural campaigns in Europe, involving over a thousand communities across the United Kingdom each year.

Participating communities create lasting improvements to the local environment for the benefit of those that live, work and visit there – today and in the future.

The campaign runs year-round, and communities can be involved for as long as they like. Communities first participate in their region/nation "in Bloom" and from there they can be nominated to participate in the UK Finals.

There are 18 regions/nations running "in Bloom" campaigns and they are:

**Anglia in Bloom**  
**Beautiful Scotland**  
**Cumbria in Bloom**  
**East Midlands in Bloom**  
**Floral Guernsey**  
**Heart of England in Bloom**  
**Isle of Man in Bloom**  
**Jersey in Bloom**  
**London in Bloom**  
**Northumbria in Bloom**

**North West in Bloom**  
**South in Bloom**  
**South East in Bloom**  
**South West in Bloom**  
**Thames & Chilterns in Bloom**  
**Translink Ulster in Bloom**  
**Wales in Bloom**  
**Yorkshire in Bloom**



# A unique opportunity for our communities



RHS Britain in Bloom is the only campaign which takes such an integrated approach to community improvement, and employs horticulture as its foundation.

Participating communities are asked to focus their initiatives around RHS Britain in Bloom's three core pillars of:

- **Horticultural Achievement**
- **Environmental Responsibility**
- **Community Participation.**

This means "in Bloom" communities tackle everything from litter, graffiti and anti-social behaviour through to conservation, sustainability and improving horticultural standards – not to mention the positive impact on sense of place, and community spirit and pride.

# Who can get involved?



Everyone! RHS Britain in Bloom is an inclusive campaign and any community – no matter how small or large – can get involved.

To take part in Britain in Bloom you need to enter your whole community, not just part of it, and you enter into the category which corresponds to your size based on electoral roll.

The only exception to having to enter the whole community is the Urban Communities category.\* For example, you could enter Bristol in the appropriate category or you could enter Clifton Village (Bristol) as an Urban Community.

\* For smaller community groups there's the ***It's Your Neighbourhood*** programme.

# Support for participants

All “in Bloom” groups receive the following support from the RHS:

- A helpful **support pack** (a guide for participants)
- The chance to draw on the experiences of other local communities through a strong Britain in Bloom network
- Access to a network of 3,000 local gardening clubs and horticultural societies offering **support and expertise**
- **Product offers** from selected suppliers
- A quarterly community **gardening review magazine**
- Special access to **expert RHS advisors’ individual advice**
- Access to a vast array of **information and helpful tools on the RHS website:**
  - **The Plant Selector** (helping you choose appropriate plants for your area)
  - **The Plant Finder** (everything you need to know about a plant including how to care for it and where to buy it)
  - **Month by Month guide** to what to do in the garden
  - Guide to **organic and sustainable gardening**
  - Guide to **composting**
  - Guide to **wildlife gardening**.

In addition “in Bloom” groups have access to valuable support from their region/nation organisers.

**Full details of the campaign and case studies from previous participants are available on the website on [www.rhs.org.uk/britaininbloom](http://www.rhs.org.uk/britaininbloom)**

**If you would like to receive additional information in the post or via e-mail please email [britaininbloom@rhs.org.uk](mailto:britaininbloom@rhs.org.uk)**

# What are the benefits?

- **Cleaner and greener** surroundings
- Creating **a sense of community** through improvement of public spaces and positive interaction between community members
- An increase in **civic pride** and sense of **community empowerment** by engaging people in the improvement of their own community
- **Safer** environments for the enjoyment of locals
- **Long term improvement for the environment** by addressing issues such as sustainability, resource management, conservation, litter, graffiti etc.
- **Reduction in anti-social behaviour**
- **Positive effect on the local economy** such as increased commercial enterprise and tourism
- **Regeneration** of run down and/or disadvantaged areas.

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[www.rhs.org.uk/britaininbloom](http://www.rhs.org.uk/britaininbloom)



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