

WYMONDHAM IN BLOOM



Wymondham in Bloom 2019 Portfolio

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Introduction

2019 is the first year that Wymondham has ever taken part in Anglia in Bloom (as far as we know). We came along to the launch event in Norwich this April and were convinced by the other participants to go for it and sign up straight away, despite the short amount of time before judging day. Since then we've done our best to reach out all across the community and get people actively involved. We've not only taken stock of all the green activities already going on in town but have also added new projects to the mix.

Names and roles of team

Kim Carsok – Coordinator

Paula Gorst – Volunteer

Ann Rostron – Chair of Greening Wymondham

Kevin Hurn – Mayor of Wymondham

John Beckett – Warden of Toll's Meadow

Kevin Finch – Ashleigh School Farm Teacher

Annette James – Town Councillor and Robert Kett Court Garden Club Volunteer

Information on the community

Wymondham is a historic market town and civil parish in Norfolk about 10 miles southwest of Norwich, just off the A11 road from Norwich to London. The town covers an area of around 17 square miles and has a population of 14,405 (2011 census).

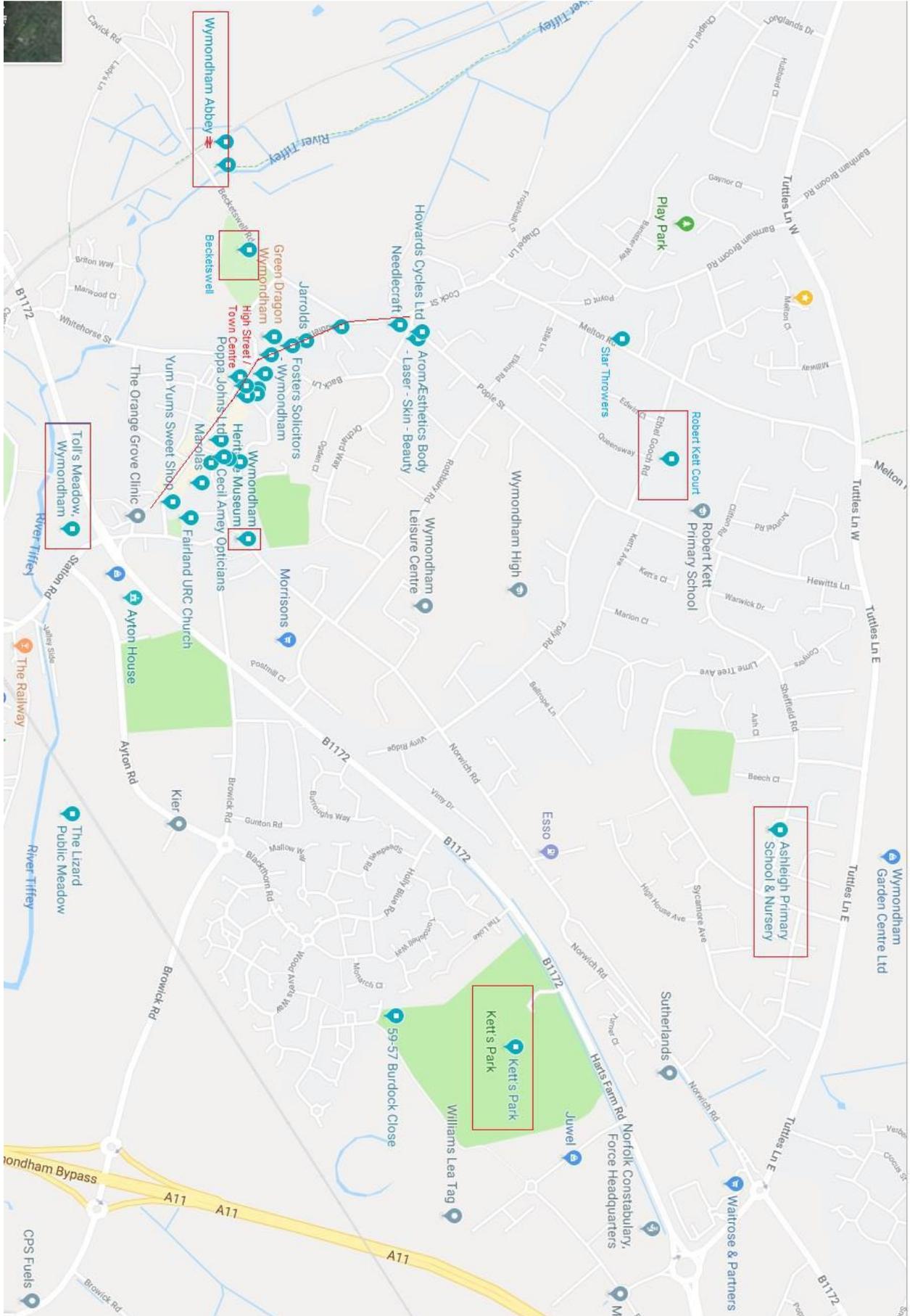
Much of the charm of Wymondham is derived from the historic buildings. In the town centre, there is a market cross, which is now used as a Tourist Information Centre and is owned by the Town Council. The original building was destroyed in the Great Fire of Wymondham in 1615; the present building was rebuilt between 1617–18. Much of the spectacular Abbey was built in the 15th century, although it began as a monastery in 1107. The nearby Green Dragon pub dates back to the 14th century and the adjacent Becket's Chapel was founded in 1174.

The residents of Wymondham are a wonderful blend of all ages. There are excellent schools at all levels, making the area popular for those with young families. Several new build housing estates have popped up in recent years, bringing an influx of commuters employed in Norwich or down the A11 towards Cambridge. The Wymondham area also has many local employers on the industrial estate and the high street as well. Senior citizens enjoy life in Wymondham too with a range of clubs and community groups keeping everyone busy and connected. The care homes in town are also rated highly and many have beautiful gardens.

Information on themes

As this is our first year entering Anglia in Bloom, and we only decided to participate in April, our theme is "Just do it". We've encouraged businesses to try and create floral displays to reflect their business and have pushed people to publicise their support for Wymondham in Bloom. We hope that the recognition from participants this year will breed enthusiasm to choose and abide by a common theme for 2020.

Map of Wymondham



Ashleigh School Farm A2, A3, B1, C2, C3
Special Category Entry – Best Young Peoples Project (aged under 12 years)

At a local primary school, they have created a wonderful farm where the children learn about growing flowers, fruit and vegetables as well as raising livestock and where food comes from. The Ashleigh School Farm has raised beds, a poly tunnel, a chicken coop, an orchard and an outdoor classroom. Children from various age groups have different sections they work on. The farm is funded through donations and sales of plants which the children grow.



Ashleigh School Farm Orchard, poly tunnel and raised beds 17 June 2019

Council Flower Planters A1, A2

The Council have planted up their planters throughout the town with a variety of summer bedding flowers and foliage.



Robert Kett Court Housing with Care A3, C3

A 93-year-old resident at Robert Kett Court called Owen was keen to set up a garden club with his neighbours. His daughter Annette helped him to plant a range of tomato plants which they sold to raise funds for the club. She then reached out to the Wymondham in Bloom committee with the idea of jazzing up the dining area courtyard with flowers to make it a nice outdoor space for residents to enjoy their meals. Together we organised the “Bloom Community Weedathon” which brought a group of volunteers in to pull up weeds and add new flower pots. Several of the donated flower pots were painted by local children in bright colours and cheerful designs. All of the plants and compost used were donated by people who had heard about Owen’s garden club from social media posts.



*Volunteers and residents admiring garden – finished potted plants – Owen planting up kid's painted planters
22 June 2019 Community Weedathon event*

Star Throwers Cancer Support Charity A3, C3

During the Community Weedathon we also sent volunteers to Star Throwers, a local charity which supports cancer patients and their carers with holistic therapies. Their garden was planted up by volunteers in the past and parts of the entrance area had become quite overgrown with weeds. Our team dug deep and cleared a huge patch, much to the relief of their regular volunteer gardener. She was also pleased that bringing in the volunteers allowed her to make new contacts with fellow gardeners willing to volunteer together in future, thereby starting a new small volunteer garden club at Star Throwers. In 2020 we hope to help them build raised beds for a vegetable garden.



Donated plants & borrowed tools



Volunteers at work 22 June 2019



Weeds cleared away

Toll's Meadow Natural Area A5, B1 Special Category Nomination - Biodiversity

Toll's Meadow is an area 4.5 acres (1.82 hectares) of species rich, wet meadow and woodland situated in a gentle valley either side of the River Tiffey on the southwestern side of Wymondham. It is designated as a Local Nature Reserve and County Wildlife Site (Ref: No 2131) and is owned by Wymondham Town Council. A pedestrian Right of Way crosses the site between London Road (B1172) and Cemetery Lane and there is a circular path around the reserve. This is suitable for wheelchairs and people with disabilities.

The site is managed for nature conservation, public enjoyment and educational purposes by a local volunteer warden, John Beckett. The management work is carried out according to a conservation management plan by specialist conservation contractors and volunteer work parties. The warden works closely with South Norfolk Councils Countryside Rangers, Norfolk Wildlife Trust and Natural England on the conservation management.

The site also comprises of several shallow drainage ditches that support bank voles and common shrews. But Water voles are the most prized inhabitant and can be seen swimming and feeding along the whole length of the river and bank they have been seen by members of the working parties. and the public. You can often see kingfishers, herons, muntjck and roe deer, and a wide variety of small birds. Occasionally a hare has been spotted.

Habitat description: For the purposes of description, the site is divided roughly into habitat areas by its footpaths and the River Tiffey which flows from east to west through the middle of the site.

There is a shady fringe of trees and scrub in drier soil conditions along the southern boundary. The ground flora is species is dominated by nettle with abundant ivy and includes occasional dog's mercury, enchanter's nightshade, ground ivy, red companion, ground elder and abundant great willowherb. Tree species are dominated by semi-mature sycamore with occasional hawthorn, Prunes sp., elder and several horse-chestnut seedlings.

There is another area of broad-leaved trees and willow scrub in damper soil along the western boundary. The tree species are dominated by sycamore with occasional lime and ash and willow species including crack willow, white willow and goat willow. Elder is occasional in the understorey and the ground flora includes frequent nettle, bramble, great willowherb, creeping buttercup and ground ivy with occasional hedge woundwort, red campion, cleavers, garlic mustard, greater plantain, herb robert and annual meadow-grass.

There is a large, area of species-rich, marshy grassland in the open areas, the vegetation is dense and dominated by great willowherb. Meadowsweet and common reed are abundant with frequent reed canary-grass, redshank, marsh horsetail, nettle, common fleabane, water mint and greater bird's foot-trefoil. Other species include occasional purple loosestrife, tufted vetch, marsh thistle, creeping thistle, lesser burdock, common valerian, hogweed, marsh marigold, water figwort, water forget-me-not, soft rush, meadow buttercup, lesser stitchwort, common sorrel, fool's watercress, clustered dock, false oat-grass, meadow foxtail and yorkshire fog. Occasional small patches of willow scrub include osier, grey willow and almond willow. A small stand of Southern Marsh Orchids can be seen in this area.

An area overgrown with mainly coarse vegetation in the north-east corner of the site. This corner is dominated by large stands of nettle and includes abundant common fleabane and great willowherb, frequent meadowsweet and redshank and occasional broad-leaved dock, white dead-nettle, hedge bindweed and large bindweed. In the south of this area on the north bank of the river, there is a tiny piece of dry grassland of a calcareous nature, with species including frequent yarrow, silverweed and meadow saxifrage and occasional common knapweed, hedge bedstraw, common cat's-ear, hoary plantain, ribwort plantain, germander speedwell and welted thistle.

The other large area of meadow is of mature wet grassland. This area is similar to the other large meadow but wetter and more species-rich. Species include abundant common fleabane, Early Marsh Orchids, ragged robin, marsh marigold, sorrel, marsh thistle, nettle and great willowherb with frequent water mint, redshank, hedge bindweed and large bindweed. There is a wetter area in the middle which is dominated by reed sweet-grass and common reed. To the west is an area of dense willow scrub including some large crack willows and nettles and elder scrub along the riverbank.

There is a strip of coarse vegetation, trees and shrubs along the eastern boundary. The ground flora is dominated by nettle with frequent water mint and occasional common fleabane and great willowherb. Along the boundary, the species include aspen, hawthorn, field maple, elder and willow species.

The River Tiffey – This is an oligotrophic river flowing over a substrate of gravel. A species growing in the water is water plantain. The banks are overgrown with coarse vegetation which is dominated by great willowherb and abundant common reed, hemp agrimony, water fig wort and includes frequent hedge bindweed, cleavers, hop, meadowsweet, redshank and broad-leaved dock and occasional meadow vetchling and mugwort.

Other notable species: frogs and common lizard, birds – whitethroat, goldcrest, thrush, blackcap, Butterflies – ringlet, large tortishell, peacock, meadow brown, large white and common blue.

On Sunday, 30th June an open day was held at Toll's Meadow. Guided tours were given helping visitors to learn to spot flowers and other species.



Group on Toll's Meadow guided tour 30th June 2019



Flower identification checklist



Meadowsweet with label



Volunteer at work

Kett's Park Woodland Walk A5, B1

This is the second year of Greening Wymondham's management project at Kett's Park Wood and they continue making great progress in its improvement. The wood having been unmanaged since it was planted twenty years ago, had become overgrown and all of one age limiting biodiversity and restricting access. Volunteers are selectively thinning out trees, coppicing and pollarding, to open up the wood, giving existing trees light and space to flourish and allow an 'understory' of other plants to grow. Unfortunately, most of the ash trees have needed to be felled, due to Ash Dieback, but this has also given an opportunity by allowing new planting to create a multi age structure supporting greater biodiversity. The Town Council have also agreed to leave an area of grass, the field side of the wood uncut over the summer, again to create a wildlife habitat that gives a transition into the wood. Volunteers meet twice monthly between October and March (avoiding the bird nesting season) gaining insight into woodland management and learning new skills like hedge laying.

The newly surfaced woodland footpath was opened by the Deputy Town Mayor, Jack Hornby on Saturday 1 June. It was a lovely sunny day and the event attracted about 60 people including wheelchair users and families with pushchairs.

Ann Rostron, Chair of Greening Wymondham thanked the Contractors NCL and LH Contractors and the two main funders, the European Rural Development Fund and the Town Council, with contributions from the Big Lottery Fund, Waitrose and Persimmon Homes. She said that the project had been made possible as a joint effort between the Town Council and the Greening Wymondham Committee, supporters and volunteers.

Before he cut the red ribbon, Councillor Hornby said that as a local resident he regularly used the footpath and played in the woods as a child. He had found that the path was frequently a muddy bath in the winter months and very difficult to use. It was pleasing that the Town Council had been able to work with Greening Wymondham and local contractors to get the footpath re-surfaced. Greening Wymondham had decorated the trees with streamers and provided drinks and cakes. People enjoyed walking through the wood and were shown what the woodland management project has achieved over the last two years. There was much interest in Moot Hill the Ancient Monument adjoining the site and it is hoped that it can be made accessible to the public sometime in the future.



Grand reopening of the Kett's Park Woodland Walk with newly laid hogin path - 1 June 2019 - Flyer

The Lizard Pastures A5, B1

The Lizard is the name of both an area of land and a road situated in East Wymondham. The Lizard Pastures, which includes the Oxford Common, are managed by The Lizard Charity, whose written documents go back over 200 years, but it appears that the public have had the right to use the land for perhaps hundreds of years before that. The Lizard is designated both a Conservation Area and a County Wildlife Site.

The Lizard Pastures consists of the land stretching from opposite the Railway pub and the A11, which is divided into three areas:

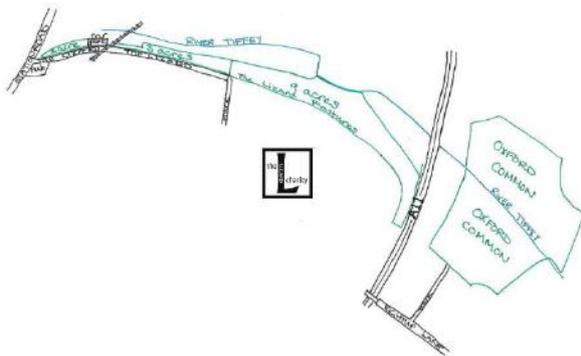
1. A strip of land (nearly 1 acre) running alongside The Lizard Road, from opposite the Railway pub to the railway arch including The Lizard Car Park, leading to ...
2. A wider strip of land (nearly 3 acres) running from the railway arch, alongside the whole length of the rest of The Lizard Road, leading to ...
3. The main Lizard Pastures, accessed through a black gate (approximately 9 acres), running down to the A11 road.

The main meadow, the 9 Acres, and approximately half of the 3 acres are part of The Lizard and Wades Pit County Wildlife Site and are managed by the Trustees with advice from Norfolk Wildlife Trust.

Oxford Common, (which is not a common) is an area of 3 fields, approximately 32 acres, lying to the east of The Lizard Pastures from which it is now divided by the A11 road. It is bounded by the Silfield Nature Reserve to the east, and the disused Wymondham to Forncett to line to the north, open fields to the west and Rightup Lane to the South.

Oxford Common is currently farmed by a tenant, and thus provides the income to allow The Lizard Charity to maintain the Lizard pastures for the people of Wymondham. There is a public footpath forming a loop to and from Rightup Lane and the trustees are hoping to establish more public access in the future.

On the Lizard pastures a variety of flower and other plant species can be seen, including: bee orchids, fritillaries, southern marsh orchids, ragged robin, parasol mushrooms, harebells, ladys smock, hips haws and hops. Birds, butterflies and many other insect and animal species thrive in this natural area. This year the volunteers created a bug hotel from found materials.



Lizard Map – Spring 2019 Blooms – Bug Hotel

Allotments A3

Wymondham Town Council has one allotment site which is situated off Chapel Lane originally containing an 8-allotment plot. Following negotiations with the owner of adjoining land an additional 60 plots were opened in October 2007. Some are full 10 rod plots with others being approx. half sized at 5 rod. A further section of plots has been opened, raising the total number to 111. Demand has been high and even after filling all the new allotments there is still an extensive

waiting list. Hard standing parking areas have been installed and water is available through large 750 gallon storage containers.



Mayor opening new allotments at Chapel Lane site



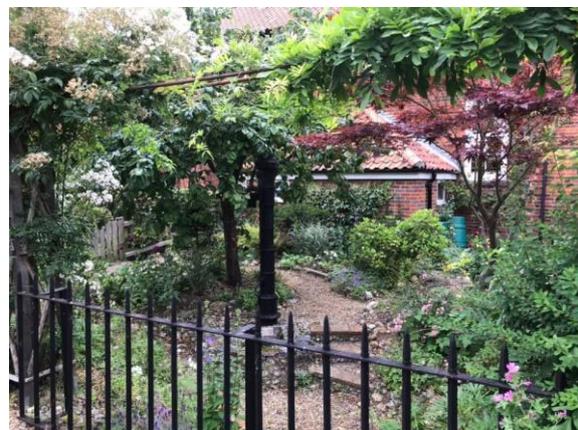
Allotments being cultivated

Bridewell (Museum) B3

The first Bridewell in Wymondham dates from 1619 when the basement of an old medieval house, on the site of the existing Bridewell and museum, was used as a dungeon. Prisoners were kept in chains in the darkness. In 1779, leading prison reformer John Howard visited Wymondham Bridewell during a national tour of English prisons. He described it as ‘one of the vilest prisons in England’.

Howard’s recommendations led to the building of a new Wymondham Bridewell, following the design of Sir Thomas Beevor who produced a ‘new model prison’ blueprint. It opened in 1785 for men and women. Innovations included each prisoner having his or her own cell and men and women being kept separately from each other. The Bridewell closed in 1825 but reopened as the Norfolk Women’s Penitentiary in 1832. Prior to opening as the Wymondham Heritage Museum in 1996, the building had served as a prison 1785-1878, a police station 1850-1963 and a courthouse 1879-1992.

The courtyard garden was originally the exercise yard for the new Bridewell and later became the airing yard for the Women’s Prison Laundry. It has been transformed with box hedging, ferns, flowers, shrubs and climbing roses. Landscaping includes historic artefacts such as a local millstone and an iron pump formerly used to lay the dust on the roads. It provides a pleasant area to just sit and relax after your visit to the museum.



Museum Courtyard Garden 1st July 2019

Fairland Church Dementia-Friendly Garden C3

The Wymondham Dementia Support Group has created a Dementia Friendly Garden sited upon land adjoining Fairland United Reform Church. They encourage members to take an active part with the flower beds and vegetables. It also provides a delightful setting for quiet reflection.

Town Centre Business Floral Display competition A1, A4, C5

For the last three years, the Wymondham in Bloom project was exclusively dedicated to a floral display competition amongst businesses along the main streets in the town centre. In 2019 it has been the core of efforts for our volunteers, especially in convincing the businesses to get involved and securing a council grant to cover some of the costs.

In 2018 the number of businesses who participated in the competition had decreased significantly. So for 2019 we decided to enter Anglia in Bloom to boost their motivation to join in. We also attracted new volunteers to go out and speak to everyone about the goals of the Bloom campaign and have managed to convince more than 50 businesses to take part.

There has been a huge variety in the floral display planting, from tiny alpine flowers in stacking cups outside the toy shop to enormous traditional hanging baskets. A pasta shop has planted a plethora of herbs and used every inch of her tiny shop front to display them. An estate agent planted flowers in a doll house painted in the colours of their branding. A pub has converted old kegs into durable planters. The coffee shop has planted up a giant cup and saucer and a tea shop has a number of tea pots growing flowers as well. A department store created a recycling themed hanging planter made from old food tins.

The floral display competition will be judged on the same day as our Anglia in Bloom judging, by the local Wymondham Garden Club. 6 of the 70+ members will go round in two judging teams and visit every participating business, scoring them on a range of criteria. We will also create a Facebook photo album of every entry to get a public vote on the entries. Winners' certificates will be presented on 27th July at our town's Norfolk Day event called "Destination Wymondham".

In order to raise awareness of the floral displays amongst the general public, we are creating a flower trail scavenger hunt for children to do during the summer holidays. Stamps will be stationed around town for them to collect on a paper and completed trails will be exchangeable for a prize.



Town centre businesses with floral displays June 2019

Town Centre Recycling Bins B2

The Town Council have installed recycling bins in the town centre in place of some of the general rubbish bins. This allows for tourists and residents on the go to recycle their snack and drinks containers instead of them going to landfill.



Automated basket watering systems B2

In the town centre a few of the businesses have installed automated basket watering systems. These provide a regular drip top up of water which significantly reduces the waste from water going straight through baskets on to the ground when dispensed from watering cans.



Water Refill Scheme B2

Greening Wymondham is on a mission to make refilling water bottles as easy, convenient and cheap as possible, by introducing Refill Stations in Wymondham. An exciting Refill Scheme has launched which encourages participating restaurants, cafes, and other businesses to sign up to the free Refill app and put a sticker in their window alerting passers-by to the fact they're welcome to fill up their bottle with tap water for free. The average adult buys more than 3 plastic water bottles every week - a startling 175 bottles every year per person. Refill UK has an App anyone can download for finding free water refill stations.

Priory Gardens Park (Middleton Street) A2, A5

The boutique park in the town centre called Priory Gardens is a lovely green space filled with a mixture of plants. Many are sustainable perennials and in the summer the council fills up the border beds with a variety of bedding plants on a colourful theme. *Photos here from early June 2019.*



War Memorial and WWI Commemorative Bench A1, B5

The First World War Memorial in the form of a stone obelisk was unveiled in Town Green on 24 July 1921. The memorial commemorates 143 local servicemen who fell in the First World War, 43 men who fell in the Second World War, and 3 civilians killed during the Second World War by enemy action. The memorial stands within an area of decorative paving surrounded by a border for planting (later addition). It is a Grade II listed structure on the National Heritage List and was recently awarded 'Best Kept War Memorial'.

As part of the centenary commemorations a new WWI "Tommy Bench" has been installed next to the war memorial. This allows pedestrians to have a rest in view of the memorial and ring of flowers.



War Memorial and WWI Commemorative Bench 30 June 2019

Heritage Rail Station A4, B3

The current Wymondham Abbey railway station, opened in 1999, is the southern terminus of passenger services on the Mid-Norfolk Heritage Railway line towards Dereham. The station has a lovely well-kept garden with a variety of flowers enjoyed by train enthusiasts of all ages.



Wymondham Abbey Heritage Rail Station Garden June 2019

Abbey B3

The Abbey was built as a Benedictine monastery (founded in 1107). In the 16th century Henry VIII ordered that Wymondham and many other monasteries be demolished and the stone repurposed, however part of the building survived, and still stands today. The ruins of the monastery are also still accessible and make for a lovely place to walk or have a picnic.

Within the Abbey grounds there are areas of wild grass and flowers as well as tended roses and raised beds filled with herbs. In 2007 the Abbey had a 900 year celebration and Peter Beales Roses named a rose after it. This is a climbing rose of average vigour with gently scented, double bright salmon pink flowers. Growth is pliable and well dressed in mid to bright green foliage.



Wymondham Abbey Herb Garden and view from above June 2019

Becketswell Meadow A5

A very popular green space along the River Tiffey is Becketswell Meadow. It is located very near the Wymondham Abbey Heritage Railway Station and provides an incredible view of Wymondham Abbey. Many residents walk their dogs daily along this path and children enjoy the area as well. Both dogs and children enjoy a splash in the shallow river. Following the path into town towards Damgate Street allows walkers to enjoy several lovely residential gardens too.



Becketswell Meadow during Jazz Picnic 24 June 2019

Tiffey Valley Walk & MNR Railway Path A5

The Mid-Norfolk Railway path is a 600m stretch of footpath close to the Wymondham Allotments that runs directly beside the Mid Norfolk heritage railway line. It is owned by the MNR who have given permissive access to the general public. It was originally created in 1998 by the late Horace Wilkinson as part of a vision of a larger county walk. It enables a walk from one side of Wymondham through the town and out through open countryside to the Kimberley Hall Estate, a 'Capability' Brown designed parkland.

The footpath begins as a spur off part of the Tiffey Valley walk (from Becketswell to Chapel Bell), just past the boardwalk section. Here, through a wooden entrance, it drops down to the rail line and continues beside it, under the B1135 road bridge, beside the allotments and sewerage works and then joins a public footpath a few meters further on, as it passes under the railway bridge.

In 2017 this small but important section of path was in serious threat of closure. Path clearance by Norfolk County Council had ceased due to budgetary constraints and the MNR, due to their large ongoing infrastructure projects, were not able to divert funds or personnel to maintain it. Thus the MNR were going to close the footpath. This would have been a disaster as it would effectively have severed the Tiffey Valley Walk in two with no practical alternative route to access the Public Rights of Way (PROW) network leading to the Kimberley Estate.

Greening Wymondham along with the Wymondham Heritage Society, Wymondham Nature Group, and The Ramblers and Friends of the Tiffey Valley raised a petition to hold a meeting with the MNR. This meeting was chaired by the then Mayor, Robert Savage, and resulted in the MNR agreeing to Greening Wymondham's proposal to make improvements to the footpath, and take on the management and maintenance to ensure that the path remained open.

Work undertaken along the path by Greening Wymondham so far includes the clearing of vegetation to greatly widen the path, the planting of primroses, native bluebells and hedging. We have also installed bat and bird boxes and planted of a small area of wildflowers.

Green Dragon Pub Garden B3 Special Category Entry – Best Commercial Area

One of the oldest pubs in England, The Green Dragon has been serving some of the finest ales since c1371. Sharing Church Street with Wymondham's beautiful Abbey, this road is a historic landmark.

The building may be old but the modern Green Dragon team like renovation and innovation. The garden never stands still and always offers something new for the guests. This year they have replaced the strawberry sink with a petunia rockery and the former tulip garden under the tree is now an alpine area. They have built 2 garden features into the border corners which had been neglected. The tropical plants still include bananas and pomegranates but new editions are the clerodendrum from West Africa originally and ruellia, or Mexican petunia brought back from Langkawi as a cutting, and iochroma from a cutting taken in Sri Lanka. The hanging baskets and wall displays change every year. They have replaced annuals at the front with trailing fuchsias and geraniums to give a longer display. Petunias have been planted along the drive. The beloved 20-year-old lantana grown from a cutting taken in Turkey is always a talking point due to the fascinating colour changes in the flowers throughout the year. A new shrubbery section in front of the deck gives us extra colour. There are at least 24 hanging baskets in the garden. The roses and brugmansia provide a little scent as well as colour. They have tried to use every space possible and some plants

have been brought forward to flower early while others have been planted late to keep the colour going into late autumn. The gardener aims to provide a colourful and interesting setting for outdoor customers and for the passing visitors to the town.



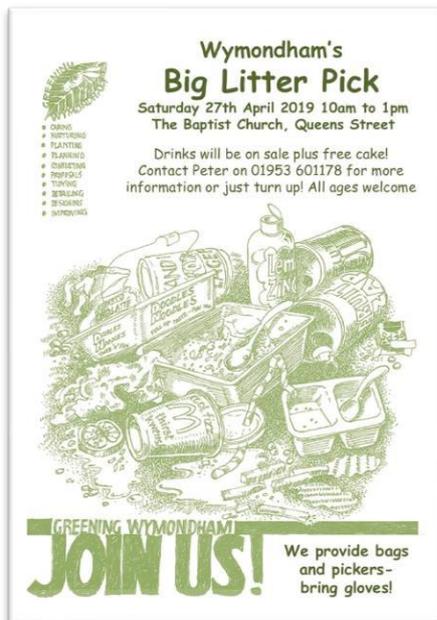
Green Dragon Pub view from the street May 2019



Green Dragon Pub back garden June 2019

Litter Picking B4

Greening Wymondham regularly organises litter picking events. On 27th April, despite high winds and heavy rain, they managed to get 60 litter pickers to turn up as part of the “Big Litter Pick” event. That day they filled approximately 50 bags of litter as well as some larger items including part of a car bumper, a broken pushchair and a tyre. They also inspired many locals to do their own litter picking around their homes and this was discussed in community Facebook groups. The Big Autumn Litter Pick will be held on Saturday 21st September.



Big Litter Pick flyer April 2019



Big Litter Pick volunteers and litter pile 27 April 2019

Dog Waste Bins & Campaign B4

A huge number of Wymondham residents are dog owners and the council maintains special dog waste bins at all the popular dog walking locations. There has also been a recent campaign by a local dog park Centre Paws where residents are given stickers for their domestic rubbish bins saying they are a 'bagged dog poo friendly bin'.



Priory Gardens dog waste bin June 2019



Bin sticker example April 2019

Press Coverage C2

We have written monthly press releases for the local magazines and newspapers giving updates on our progress with Wymondham in Bloom. Every month these have resulted in articles being printed and we have definitely gained much more recognition of the project as a result. Print publications have included Wymondham Magazine, About Wymondham and the Wymondham & Attleborough Mercury.

NEWS: continued.

WYMONDHAM TOWN CENTRE BLOOMING MARVELLOUS



June was an exciting month for the Wymondham in Bloom Campaign. One by one, businesses in the town centre have hung up their baskets and potted up planters of all shapes and sizes. Now nearly 60 of them have confirmed their participation for this year. By Judging Day on Tuesday 10th July it's expected that number will rise even higher due to the buzz around the humble flowers – and not just from the happy bees!

The team has also been active in the community by volunteering to help clear weeds locally. The long-neglected path between the Back Lane Car Park and the White Hart pub was tackled first, with new landscaper Kieran Bullen leading the charge to transform the overgrown area. Having worked as a professional gardener prior to taking on the pub lease, he has impressive plans to beautify the back garden and busy communal pathway.

Next a group of volunteers joined together for the Bloom Community Weedathon on Saturday 22nd June. Tools and gloves at the ready, they set upon the weeds at Robert Kett Court and Star Throwers for a day of sociable volunteering in a lovely outdoor setting.

July is the big month for Wymondham in Bloom and the highlight will be Judging Day. Volunteers, businesses and council staff will all work together to get the town ready. An expert judging panel supported by the Wymondham Garden Club will visit each business participating in the floral display competition and score them in criteria such as impact, creativity, plant care and use of space. The general public will also be invited to vote for their favourites on Facebook.

The Anglia in Bloom judging tour will also take place on Tuesday 10th July. The RHS Judges will be taken around a variety of Wymondham's green spaces, including Toll's Meadow, Becketswell, Kett's Park/Woodland Walk, Priory Gardens and more. Following all the judging activities a flower trail activity will be produced for children. They will be able to search through the floral displays in town and collect stamps for a prize. The trail will be available from Saturday 27th July – the date of the Destination Wymondham event coinciding with Norfolk Day.

If you'd like to get involved or have a community project idea, contact Kimberly Caisak, Coordinator of Wymondham in Bloom, at kj2@btinternet.com

Wymondham Magazine clippings 29 June 2019

NEWS: continued.

WEEDATHON PREPARES THE GROUND FOR WYMONDHAM IN BLOOM

Over 20 volunteers came together on 22nd June to prepare the gardens of Star Throwers cancer support centre and Robert Kett Court housing with care scheme for the 2019 Anglia in Bloom competition.

The Weedathon was organized by Town Team's Kim Caisak, assisted by Town Councillor Annette James, whose father Owen James is a resident at Robert Kett Court. Kim and Annette met when Kim bought some of Owen's home grown tomato plants at a recent fund raising plant sale for his new residents' gardening club.

Kim needed community projects for the competition and Annette knew Robert Kett Court's Manager, Liz Rayman desperately wanted to revamp a courtyard garden for residents' enjoyment. Liz said "The support has been amazing and Wymondham has really come together to help us. We are overwhelmed by everyone's kindness".

Donations from individuals and Wymondham Garden Centre of compost, plants and pots, including containers hand painted by children looked after by local



childminder Jane Mitchell, were used to make both gardens tidy and welcoming. Robert Kett provided a hearty well deserved lunch for all the volunteers.

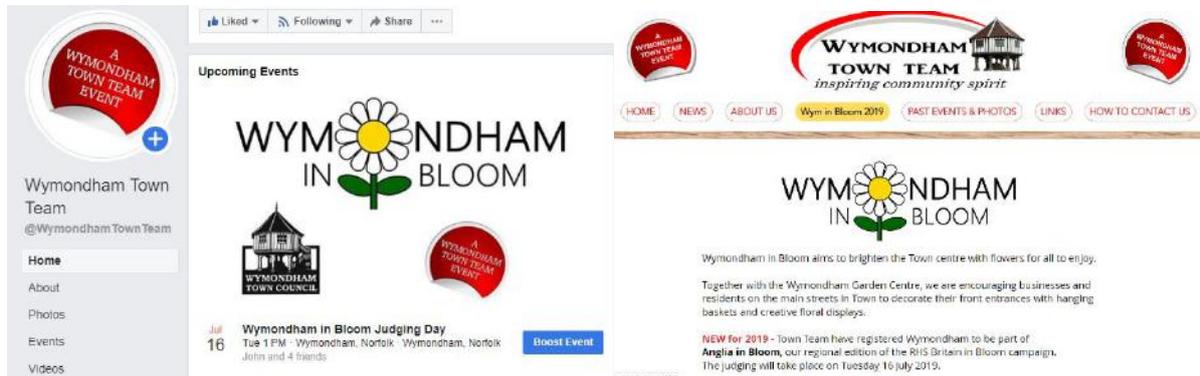
"I'm delighted to have helped make today happen" commented Annette. "It was great to see my dad, other residents and staff actively involved. The volunteers have made such a difference to the look of the courtyard, we cannot thank them enough".

Read more about the Wymondham in Bloom campaign later this issue.

Social Media & Website C2

The Wymondham Town Team Facebook account has more than 1,300 followers and we have been regularly posting about the progress with Wymondham in Bloom. Businesses who have put up floral displays are highlighted with photos tagged to their business accounts. The Bloom Community Weedathon was set up as an event on Facebook and Judging Day is also a calendar event there. Our posts are shared to community groups with thousands of members and regularly receive dozens of

likes and shares. Participants have agreed that many more people are talking about Wymondham in Bloom than ever before. Town Team also have also built a new website this year and have a dedicated page for Wymondham in Bloom. The page gives an overview of the project and highlights supporting businesses.



Town Team Facebook page and website June 2019

Radio C2

Radio Wymondham has given Wymondham in Bloom a couple of shoutouts and we also took part in a programme on Radio Norfolk. The Treasure Quest broadcast on 23rd June. For it the presenter followed a cryptic clue about Wymondham in Bloom and found her next clue in one of our hanging baskets. We spoke for a few minutes about our floral display competition and hopefully raised some awareness around Norfolk for tourists to come and have a look at the flowers.



Radio Norfolk clip advert June 2019



VOLUNTEERS NEEDED!

Saturday, 22nd June – 10:30-2:30

Bloom Community Weedathon

Robert Kett Court Assisted Living and Star Throwers Cancer Support Charity need lots of help sorting out their gardens. We're getting together for a sociable day of volunteer gardening at these two sites. Ideally bring your own gloves and tools. Any donations of plants, seeds, compost, garden décor etc would be most welcome!

Robert Kett Court – Ethel Gooch Road
Star Throwers – 30 Melton Road

Tuesday, 16th July

Anglia in Bloom Judging Day

In preparation for judging day, we would like to get Wymondham looking as tidy and blooming as possible. Volunteers can help us get ready with litter picking, weeding, cleaning, painting, dead heading, planting and more.

Please email wymbloom@gmail.com or contact Town Team on Facebook to get in touch. We'd love to hear from you!



Flyer seeking volunteers June 2019

Flyers C2

For the business floral display competition we prepared flyers and signup forms and distributed these to more than 100 businesses on the high street in person. This also involved the creation of a logo which we have used across all our WiB branding throughout the campaign. Additionally flyers and signup sheets were sent via email or facebook messenger as needed.

We also prepared a small flyer asking for volunteers to help us with the Bloom Community Weedathon and preparations for judging day. These were displayed at several local pubs and the two Weedathon sites. They were also posted on social media and shared by our local MP George Freeman.

Lastly, we created mini flyer signs to be stuck in the floral displays around town, ensuring that all the general public seeing the flowers will know that they are part of the WiB campaign.

Goals for the future C1

We expect that 2020 will be the year Wymondham truly blooms across the town. Next year will see the return of our biennial Open Gardens event which attracts more than 1,000 visitors. Greening Wymondham has secured a pot of funding for a large-scale tree planting initiative aimed at capturing carbon. We would also like to expand our Wymondham in Bloom project to add more community gardening projects and get even more businesses on board with the summer display competition.

We are seeking sponsorship from businesses and requesting further grants from local authorities to fund some of the project ideas below:

- Screening plants around the perimeter of vacant property across from rail station.
- Green wall(s) or wall-mounted semicircle baskets in town centre areas that need brightening up such as the public toilets in Market Street car park.
- Barrel planters filled with sustainable perennials near frequently used but neglected benches.
- Bee-friendly wildflower seeds sown on verges or other inaccessible grass (and save council on mowing costs)
- Improve or add plants on roundabouts.

Organisationally we hope to establish an official committee for Wymondham in Bloom, with representatives from the Garden Club, the Council, Town Team and Greening Wymondham.