

Report No 3

Town Promotion and Tourism Committee Thursday 5 December 2013

Malmesbury In Bloom – 2014

1 Purpose of the Report

- 1.1 To invite the committee to agree to hold the Malmesbury In Bloom Community Competition again in 2014
- 1.2 To invite the committee to agree to hold a presentation evening for this event at a date to be agreed later in the year, and to allocate a budget for refreshments and possible prizes.
- 1.3 Local businesses are invited to sponsor floral displays in and around the town to compliment those paid for by this committee.

2 Background

- 2.1 Each year the T P & T committee runs 2 competitions for the Community entitled "Malmesbury in Bloom".
 - 2.1.1 A competition is run to encourage as many members of the local community, both residents and business enterprises to contribute to the local environment with a wide variety of planting. A prominent local horticulturalist is invited to judge the entries against a list of criteria, and awards are given for the winners in each category.

The Competition Categories are:

- 1 Containers, Window Box/Hanging Basket
- 2 Courtyard Garden
- 3 Small Garden (less than 10m x 10m)
- 4 Large Garden (more than 10m x 10m)
- 5 Street/Road or Area
- 6 Hotel/Pub/Restaurant/Commercial Premises
- 7 Wild Flower Area
- 8 A vegetable Area

2.1.2 A Painting Competition is run for children from the local schools and prizes be awarded.

2.1.3 Sponsorship from local businesses and organizations has been sort to supplement the cost of Town Council plantings around the town.

Last year (2013) Sponsorship for the town planting totalling £1475 was received from:-

Civil Trust	£75	Cross Hayes
Gardening Club	£100	War Memorial
Hilditch	£200	Tetbury Hill Roundabout
David Hendry	£200	Tetbury Hill Roundabout
Cherry Tree	£50	Market Cross
Ian Nurden	£50	Market Cross
Res Assoc	£50	?
St Paul W/Out	£50	?
Sweetnam& Bradley	£100	Bottom of Abbey Steps
Rotary	£200	Mirror
Old Bell	£200	Old Bell
Warden & Freeman	£200	Kings Wall junction

3 Proposal

- 3.1 That this committee consider holding the Malmesbury In Bloom competition again this year, using the categories as outlined above.
- 3.2 That the competition be promoted and publicised widely as soon as possible, to give as many members of the community a chance to plan their entries early.

3.3 To seek sponsorship both for the competition and to supplement the cost of plantings within the town carried out by the Town Council. Letters should be sent soon after Christmas.

3.4 To allocate of budget of £1,600 to pay for floral displays in the town.

3.5 To allocate of budget of £150 to pay for refreshments & prizes for the presentation evening.

4 Financial Implications

4.1 The Committee's contribution to the towns' floral displays will be £1,600

4.2 The cost of the presentation evening refreshments and prizes will be £150

Cllr Sue Poole

Chair T P & T

Nov 2013