



Cumbria
in *Bloom*
"growing neighbourhoods"



Pride in your Community

With so much talk about spending cuts, "The Big Society", and a sense of being disconnected from being able to improve things, it is timely to blow the trumpet of Cumbria in Bloom. For over 25 years it has sought to get people to make the best visual improvement to their surroundings for the enjoyment and uplift of residents and visitors. This has had huge benefits for Cumbria's tourism, for regeneration in towns like Workington and Whitehaven and also with helping smaller communities typified by Kirkby Stephen who have worked hard to revitalise their own economies.

While floral and horticultural improvement is the visual achievement of effort, the underlying benefit is the harnessing of individual input which is multiplied several fold when groups and communities come together. Finance is not the main requirement as in the saying, "*Where's there a will, there's a way*".

Cumbria in Bloom, a registered charity that exists purely for local enhancement and supported by local volunteers, has not sat on its hands but has worked hard to keep its purpose relevant and in ways that should permit people in all situations to get involved and get satisfaction from seeing the fruit of their efforts. Cumbria in Bloom has schemes suitable for small groups of people who just feel they can make a difference with their immediate surroundings, eg hamlet, street or group of houses. This scheme is part of a national movement called, "It's Your Neighbourhood". This is non competitive but receives assessment from specialists who can support and advise. The traditional Cumbria in Bloom Competition continues; however, it has been renamed this year, Pride in your Community Competition to emphasise the real purpose and encourage those who felt excluded because they thought it was a glorified flower show. To help with this, the judging criteria for Villages have been simplified so that communities can stand out because they take a "can do" approach and tackle what they feel able to rather feeling they have to meet all the criteria to make it worthwhile.

Cumbria in Bloom wants the whole county to enjoy showing how its people and communities are prepared to make a difference, no matter how small. So for further information please contact:

Mrs. Elizabeth Auld
Administrator
Bannerdate
Unthank
Dalston
Carlisle
Cumbria
CA5 7BA

Telephone: 01228 710128

Email: lizauld@btinternet.com