



PRESS RELEASE

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Upton upon Severn awarded Silver Gilt at 2016 RHS Britain in Bloom Awards

**The village also receives a special award for battling back after
devastating floods**

Last night, Upton upon Severn scooped a Silver Gilt award in the Large Village category at the prestigious Royal Horticultural Society (RHS) Britain in Bloom UK Finals Awards Ceremony in Birmingham. The event was hosted by TV Gardening Expert Chris Beardshaw.

Upton upon Severn, which represented the Heart of England region, was one of only six areas from across the UK chosen to compete in the Large Village category of the awards. Upton upon Severn's medal, the second highest available, confirms its position as one of the greenest and most beautiful large villages in the country.

The village was further honored by RHS judges who awarded it the first ever 'RHS Britain in Bloom Award for Overcoming Adversity'. The award was given in recognition of the way the community pulled together to combat the effects of flooding.

Speaking about the awards, Jackie Surtees, Chairman of Upton upon Severn in Bloom said: "We are very excited about our success in RHS Britain in Bloom. We get great satisfaction from all the work we do; we know it is appreciated by both residents of and visitors to Upton upon Severn, and the award is the icing on the cake!"

"The preparation for both the regional and UK Britain in Bloom Finals was carried out with co-operation from Local Authorities and all others involved. Upton in Bloom meets weekly for an hour or so in various sites around the town - with seven or eight people, that means seven or eight hours of work, which makes a real difference to the town."

The RHS Britain in Bloom Awards ceremony celebrates the huge contribution made by the 300,000 Bloom volunteers whose hard work and dedication help transform what are often grey and unloved areas into greener, cleaner and more beautiful spaces for everyone to enjoy.

Over the summer, teams of RHS judges travelled the length and breadth of the country to see the 72 finalists' Bloom campaigns to determine who would lift the top prizes. Each finalist was assessed against three key criteria: community participation, environmental responsibility and of course, horticultural achievement.

Chairman of the UK Judging Panel, Roger Burnett said: "This has been a truly outstanding year for Britain in Bloom with local communities devoting tremendous amounts of time and effort into greening grey areas and sharing the many health and social benefits of horticulture.

"The judges were very impressed by the way communities refused to let the many challenges they faced hold them back. The finalists' desire and determination to make their environment as green and pleasant as possible was truly humbling.

"We as judges are privileged to have a front row seat to see Britain in Bloom volunteers change the lives of thousands through their work. And it's fitting that their efforts are recognised and celebrated."

The 72 Britain in Bloom finalists were vying for Gold, Silver Gilt, Silver or Bronze medals, category winner awards and discretionary awards for achieving excellence in particular fields.

For the first time the RHS introduced a special award to recognise areas that have overcome adversity, such as flooding or vandalism.

Ahoghill in Ulster secured the ultimate community gardening prize when it was named the 2016 RHS Britain in Bloom Champion of Champions. The award means that Ahoghill is arguably the cleanest, greenest and most beautiful place in the United Kingdom.

The full results of the RHS Britain in Bloom UK Finals Awards are listed below.

- Ends -

For more information, pictures or to arrange interviews please contact Garfield Myrie on 020 7821 3060 / 07590 930 047 or garfieldmyrie@rhs.org.uk / Claire Weaver on 020 7821 3043 or claireweaver@rhs.org.uk

For more information about RHS Britain in Bloom visit www.rhs.org.uk/communities

Britain in Bloom with the RHS 2016 UK Finals Awards:

ENTRY	CATEGORY	REGION / NATION	AWARD
Aberdeen	City	Scotland	Gold & Category Winner
Ahoghill	Champion of Champion (Small Town)	Ulster	Gold & Category Winner
Amersham	Town	Thames & Chilterns	Silver Gilt
Barwick in Elmet	Large Village	Yorkshire	Gold
Beer	Large Village	South West	Silver Gilt
Belfast City	Large City	Ulster	Gold
Bellingham	Village	Northumbria	Gold
Birmingham	Champion of Champion (Large City)	Heart of England	Gold
Bournemouth	Coastal over 12k	South & South East	Gold

Bute	Coastal up to 12k	Scotland	Silver Gilt
Canterbury	Small City	South & South East	Gold
Castlecaulfield	Village	Ulster	Gold & Joint Category Winner
City of London	Town	London	Silver Gilt
Cleethorpes	Champion of Champion (Coastal over 12k)	East Midlands	Silver Gilt
Colchester	Small City	Anglia	Silver Gilt
Coleraine	Large Town	Ulster	Gold & Category Winner
Colwyn Bay	Large Town	Wales	Silver Gilt
Congleton	Large Town	North West	Gold
Corbridge	Small Town	Northumbria	Gold
Dalston	Large Village	Cumbria	Silver Gilt
Deal	Coastal over 12k	South & South East	Silver Gilt
Derry	Small City	Ulster	Gold
Dufftown	Large Village	Scotland	Silver Gilt
Durham	Champion of Champion (Large Town)	Northumbria	Gold
Elswick	Village	North West	Gold & Joint Category Winner
Evington	Urban Community	East Midlands	Silver
Exeter	Small City	South West	Silver Gilt
Exmouth	Coastal over 12k	South West	Silver Gilt
Farnham	Large Town	South & South East	Silver Gilt
Filey	Coastal up to 12k	Yorkshire	Gold
Fordham	Village	Anglia	Silver Gilt
Freckleton	Small Town	North West	Gold & Category Winner
Gogarth (Llandudno)	Urban Community	Wales	Silver Gilt
Great Yarmouth	Urban Community	Anglia	Silver Gilt
Haddington	Town	Scotland	Gold & Category Winner
Harrogate	Small City	Yorkshire	Gold & Category Winner

Hillsborough	Large Village	Ulster	Gold & Category Winner
Immingham	Town	East Midlands	Gold
Kendal	Large Town	Cumbria	Silver Gilt
Kippax	Urban Community	Yorkshire	Gold & Category Winner
London Borough of Ealing	Large City	London	Silver Gilt
London Borough of Havering	City	London	Silver Gilt
London Borough of Tower Hamlets	City	London	Silver Gilt
Loughborough	Small City	East Midlands	Gold
Lytham	Champion of Champion (Coastal up to 12k)	North West	Gold
Mablethorpe	Coastal up to 12k	East Midlands	Silver
Mancroft, The Lanes	Urban Community	Anglia	Silver
Market Harborough	Large Town	East Midlands	Gold
Mathern with Pwllmeyric & Mounton	Village	Wales	Silver Gilt
Middleton by Wirksworth	Village	East Midlands	Silver Gilt
Midsomer Norton	Town	South West	Silver Gilt
Newcastle	Coastal up to 12k	Ulster	Silver Gilt
Oldham	City	North West	Gold
Perth	Large Town	Scotland	Gold
Portishead	Large Town	South West	Gold
Rugby	Small City	Heart of England	Gold
Ryde	Large Town	South & South East	Silver Gilt
Silloth-on-Solway	Coastal up to 12k	Cumbria	Silver Gilt
Southport	Coastal over 12k	North West	Gold & Category Winner
St Brelade	Coastal up to 12k	Jersey	Gold & Category Winner
St George	Urban Community	South West	Silver
St Martin	Town	Guernsey	Silver Gilt

St Peter Port	Coastal over 12k	Guernsey	Gold
St Pierre du Bois	Champion of Champion (Coastal up to 12k)	Guernsey	Gold
St Saviour	Small Town	Jersey	Silver Gilt
Studley	Small Town	Heart of England	Silver Gilt
Tenby	Coastal up to 12k	Wales	Silver Gilt
Upton upon Severn	Large Village	Heart of England	Silver Gilt
Walthamstow Village	Urban Community	London	Silver Gilt
Whitehead	Small Town	Ulster	Silver Gilt
Wigan	Large City	North West	Gold & Category Winner
Wisbech	Large Town	Anglia	Gold

Britain in Bloom with the RHS Discretionary Awards:

Award	Entry
RHS Britain in Bloom Young People's Award	Kippax, Yorkshire
RHS Britain in Bloom Conservation and Wildlife Award	London Borough of Tower Hamlets
RHS Britain in Bloom Environment Award	Wigan, North West
RHS Britain in Bloom Heritage Award	Hillsborough, Ulster
RHS Britain in Bloom Public Park Award	Lytham Park View for You, North West and Duthie Park, Aberdeen – joint winners
RHS Britain in Bloom Community Champion Award	Margaret Cox, Tower Hamlets
RHS Britain in Bloom Community Champion Award	Patricia Flag, Midsomer Norton
RHS Britain in Bloom Community Champion Award	Anne Fraser, Dufftown
RHS Britain in Bloom Community Champion Award	Pam Grant, Harrogate
RHS Britain in Bloom Community Champion Award	Paul Hayhurst, Elswick
RHS Britain in Bloom Community Champion Award	Bill Jefferson OBE, Silloth on Solway
RHS Britain in Bloom Community Champion Award	Bernie McKenna, Castlecaulfield
RHS Britain in Bloom Community Champion Award	Pauline Morris, Southport
RHS Britain in Bloom Community Champion Award	Paul Myers, Midsomer Norton
RHS Britain in Bloom Community Champion Award	Andy Rush, Loughborough
RHS Britain in Bloom Community Champion Award	Jackie Surtees, Upton on Severn

RHS Britain in Bloom Community Champion Award	Ken Windibank, Portishead
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RHS Britain in Bloom Award for Overcoming Adversity 2016:

Award	Entry
RHS Britain in Bloom Award for Overcoming Adversity	Aberdeen, Scotland
RHS Britain in Bloom Award for Overcoming Adversity	Castlecaulfield, Ulster
RHS Britain in Bloom Award for Overcoming Adversity	Corbridge, Northumbria
RHS Britain in Bloom Award for Overcoming Adversity	Kendal, Cumbria
RHS Britain in Bloom Award for Overcoming Adversity	Guinea Gardens, Edgbaston, Heart of England
RHS Britain in Bloom Award for Overcoming Adversity	Upton upon Severn, Heart of England

Notes to the Editor:

Britain in Bloom with the RHS

- UK's biggest community gardening campaign involves up to 300,000 passionate local volunteers who work year-round to keep our neighbourhoods and streets green, clean and thriving.
- Bloom was started by the British Tourist Authority as a way to attract visitors to the UK through floral displays. In 2001, the RHS took over as organisers and have developed the campaign to include greater focus on community participation and environmental responsibility.
- In 2006, the RHS launched a new grass roots level for Bloom – It's Your Neighbourhood (IYN) – which is aimed at small volunteer groups (such as youth groups, 'Friends of' groups, etc.) and has grown from 342 to nearly 2,300 groups.
- Since 1964, Bloom has evolved from what many saw as a rural hanging basket competition to a major socio-environmental campaign that is improving villages, towns and cities across the UK

Medal Awards

Gold (Overall 170–200 points; 85% and above)

Outstanding

An exceptionally high standard demonstrated throughout. A consistent approach that demonstrates best practice, continuing development and sustainable effort. Meets all of the judging criteria and scores very highly in every section of the marking sheet.

Silver Gilt (Overall 150–169 points; 75–84%)

Very Good

A high-standard entry that meets virtually all of the judging criteria and includes sections of exceptionally high standards. Exemplifies best practice in multiple areas and demonstrates very high potential for continuing development and sustainable effort.

Silver (Overall 120–149 points; 60–74%)

Good

Considered to be an above-average entry that meets many of the judging criteria. The entry will include more than one sub-section that demonstrates exceptionally high standards. In particular, the entry will demonstrate a clear potential to improve in several areas and for sustainable effort.

Bronze (Overall 100-119 points; 50-59%)

Average

An average entry that meets some but not necessarily all of the judging criteria. The entry will include at least one subsection that demonstrates a very high standard but the standards will not be consistent throughout. There will be some evidence of the potential to improve and of the ability to

sustain effort.

No award (Overall 0-99 points; 0-49%)

Fair

The entry may have a number of good merits and may have done very well in its category in the region; however, the entry has not met the judging criteria to a national standard. The entry is not sufficiently developed to achieve any of the RHS Britain in Bloom medals.

About the RHS

The Royal Horticultural Society was founded in 1804 by Sir Joseph Banks and John Wedgwood to inspire passion and excellence in the science, art and practice of horticulture. Our vision is to enrich everyone's life through plants, and make the UK a greener, healthier, happier and more beautiful place. We believe everyone in every village, town and city should benefit from growing plants to enhance lives, build stronger, healthier, happier communities and create better places to live.

We held our first flower shows in 1820, were granted a Royal Charter in 1861 and acquired RHS Garden Wisley, our flagship garden, in 1903. From our first meetings in a small room off London's Piccadilly, we have grown to become the world's largest gardening charity. At our gardens and shows and through our scientific research, publications, libraries and our education and community programmes we inspire a passion for gardening and growing plants, promote the value of gardens, demonstrate how gardening is good for us and explain the vital roles that plants undertake.

The RHS is committed to bring the joy of gardening to millions more people, inspire the next generation of gardeners and invest in the future to safeguard a £10.4 billion industry employing more than 300,000 people. We are entirely funded by our members, visitors and supporters. RHS membership is for anyone with an interest in gardening. Support the RHS and help us secure a healthy future for gardening. For more information call: 020 3176 5820, or visit www.rhs.org.uk/join

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