

Dear Parish Clerk,

At South & South East in Bloom, we take immense pride in our active participation in the prestigious Britain in Bloom Campaign, a celebration of the beauty and vitality of our landscapes.

We understand the powerful role our Parishes play in shaping the identity and culture of British Life. A few years ago, we introduced a unique initiative designed specifically for Parishes, inviting them to join us. This program has not only fostered a surge in community involvement but has proved to have strengthened our unwavering commitment to nurturing community spirit as well as improving the health and wellbeing of people within our region.

Over the years, the essence of Bloom has been transformed significantly. It has moved away from a narrow focus on lavish and sometimes unsustainable floral displays to embrace a broader and more meaningful mission. Today, we highlight the importance of environmental initiatives encouraging deep and meaningful engagement within our communities promoting shared responsibility among local residents and enthusiastic volunteers. This approach underscores our belief that sustainable practices, paired with active community participation, are vital for enhancing the charm and resilience of our neighbourhoods.

We are dedicated to the encouragement of creating vibrant, inviting places with the need to acknowledge the amazing results achieved by volunteer groups and others.

Should this be of interest and if you would like more information I please let me know. I enclose an assessment sheet for your perusal.

Best Wishes,

Ian White

South & Southeast in Bloom Trustee, Ambassador & Judge