

UPTON UPON SEVERN Heart of England Large Village, SILVER GILT



Upton's history is closely linked to trade on the River Severn when in early days it was a major port serving Hereford and Monmouth. To this day the river is still the focal point of the town hosting festivals and regattas along its banks. The in Bloom group have helped to enhance the waterfront and town bringing a splash of colour for the many visitors and residents alike.

SUMMER JUDGING Floral Displays

The judges were particularly impressed with:

- The overall impression of Upton is one that it has embraced the Bloom ethos
- The traders in Upton had great enthusiasm for the Bloom, which has helped to enhance the shopping area, in particular the public houses
- The floral bed of the Severn Trow with its own interpretation of Local Routes
- The excellent displays associated with the waterfront and other displays the in Bloom group have been involved with
- Barbara's colourful garden all grown from seed and a good fundraiser.

Areas suggested for future development:

- Continue the good quality of the displays
- Continue to encourage gardens to enter the local competition like John Little
- Consider permanent landscaping around some of the boat features using suitable plants to enhance the feature
- Encourage young people to design or get involved in the floral features.

Permanent Landscaping, Including Shrubs

The judges were particularly impressed with:

- The Old Churchyard which acts as a focal point for the local community
- The grounds of Berrow Court and the new properties of New Street
- The memorial tree planting of golden beech at the cemetery.

Areas suggested for future development:

- The removal and replanting of dead trees along the riverbank
- The area around the sensory garden is known as a problem area and hopefully Matthew Wilson will be able to suggest some good ideas for planting
- Consider adding some permanent planting to the tubs along the waterfront.

Local Agenda 21 and Sustainable Development

The judges were particularly impressed with:

- It was good to read the various conservation areas in the portfolio
- The waste management and recycling at the Upton site and the amounts recycled
- The automatic watering systems around Upton and "Florrie". The campaign to make Upton plastic bag free.

Areas suggested for future development:

- The judges would have liked to visit at close quarters one of the conservation sites to fully understand the management of the site.

Local Environmental Quality

The judges were particularly impressed with:

- The overall cleanliness around the town
- The litter picking by the community and the mural painted by pupils from Hanley Castle High School.

Areas suggested for future development:

- Keep up the high standards.

Public Awareness

The judges were particularly impressed with:

- Communication through the media, newsletters and posters
- The amount of sponsorship for its size and the many fundraising events.

Areas suggested for future development:

- Consider some signage on waterfront barrier basket, for example maintained by Upton in Bloom
- Consider environmental grants such as Awards for All for projects at Stocks Yat.