

THE LAUNCH OF BURY IN BLOOM 1988

Last year's launch of Bury in Bloom was the first occasion that the Borough Council had entered the town in the Beautiful Britain Competition. I said that it was our aim for the town to win first time round. Many doubted that such a thing could happen, or thought it a tall order entering an unknown National Competition.

Bury in Bloom, encouraged by the Borough Council and the Bury Society, captured the imagination of the town, and through goodwill and the co-operation of residents, young and old, firms and commerce proved that the organisers' high expectations were a self-fulfilling prophesy.

Bury looked at it's best and was judged not only the region's but England's Best Floral Town in 1987.

This year we begin from a very different position. Our town's profile is higher and it is Bury St. Edmunds which, in 1988, is defending the title of England's Best Floral Town plus the community which had, from a national perspective, the correct attitude towards litter abatement - the Keep Britain Tidy Trophy.

These two honours, justly gained, are our assets and we have to capitalize on them in as many imaginative and diversifying ways in order to defend and retain them. There are only two dangers which we must guard ourselves against, apathy and complacency. We can set the pace for Bury in Bloom 1988 by your example and encouragement for others to follow. Sixteen thousand entry forms will reach every household of the town - last year's entries were up on the previous year but I do appeal for more enthusiasm from the Industrial sector and for more residential areas to enter.

Two new prizes are added to the list this year. The Bury Building Society Trophy for the Best School Entry (young people are our biggest asset), and a trophy for the Best New Entry from any Category. Entries to the Tourist Information Office by the end of June. Judging in July. The best entries judged will form the backbone support for the Floral Route for the judging of Bury's entry for Britain in Bloom, which begins about mid July.

We would welcome information of any new development schemes reaching fruition or any landscaping schemes.

This launch was followed by three mini launches in the second week of March, focussing in on particular areas of trade and commerce.

Bury in Bloom is about visual order, and this means addressing the problem of litter. It does not matter how many street sweepers we have or how many schemes we deploy, Litter Abatement, in the final analysis, is simply an attitude of mind - we need to encourage everyone to Keep Bury Tidy, and in so doing, contribute to Keep Britain Tidy.

We shall be looking for more sponsorship in the following areas:-

Cathedral Precinct

Eastgate Street from Angel Hill to Broadway

Parkway and Tayfen Road

Northgate Street

Let us have the motto BLOOMS ON EVERY BUILDING FOR 1988, with the aim of Bury St. Edmunds winning Britain in Bloom 1988. It can be done because Bury St. Edmunds proves to be about a people who are determined to succeed, a people who are dedicated to the place where they live and work, a people who can deliver and present their town with style for all to come and admire.

LET US NOW GO FOR DOUBLE TOP!!

Mike Amies
Chairman, Bury in Bloom