

# COMMUNITY & AWARENESS

Awareness of Bloom activities is raised through different channels. We aim to involve members of the community of all ages and this includes chatting to passers-by whilst we are out gardening. Helpful comments are often received!

## Media

Regular articles in our monthly magazine **Goring Gap News** keep residents up to date and help to explain what we hope to achieve with our various projects, as well as raising the profile of Bloom.

Our local paper, the **Henley Standard**, gives us regular coverage and we have built up a good relationship with the local reporter who often comes to Goring to see what we are up to.

In 2017 we were filmed for the **BBC2 TV programme 'Britain in Bloom'** and the Goring episode was aired in May 2018. We received not only local but (inter)national coverage! It was an interesting experience, and we were interviewed on **local radio** as well as by the press. As a result of the show, a lady from the USA visited us in 2019 to see the village. The programme is often repeated and we know because people tell us they have seen it.

Specific events are promoted through **posters**, entries in the **GGN** and local e-newsletter **Genie**, as well as on our **website (goringgapinbloom.org.uk)** and our **Facebook page**.

## Logo



Our logo, designed by one of our talented members, is based on a sunflower as we grow quite a lot of these plants around the village. We like to think their cheery bright colour reflects the ethos of our Bloom group. We use the logo on all our communications and have it on the back of our bright green high vis vests, so that passers-by can identify the volunteers when they are working. Often all they can see is our rear!





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## Community events

We participate in local events such as the **Get Involved Fair** and the **Twinning Country Fair**, which often results in getting new volunteers. The **plant sales** are always a good profile raiser as well as money spinner.



The **Gap Festival** takes place every 2 years where we participate in the **Open Gardens** and other activities. In 2022 the festival coincided with the Queen's Platinum Jubilee weekend and it was a very busy time. We had a plant sale at the entrance to Rest Harrow, one of the open gardens, and at Nun's Acre river garden, with its lovely Thameside location, half the proceeds of the refreshment sales were donated to Bloom, giving a welcome boost to funds.

## Education

Education about plants and gardening can take many forms, not all of it conventional and



some of it disguised as fun. We work with adults and children, such as the primary school pupils and the cubs, to share our enthusiasm for Bloom.



We also strive to inform the public, not only locals but the many visitors to Goring who are interested in what the group is doing. Permanent interpretation panels have been installed at some of the sites, to replace the home-made laminated posters used previously. These are expensive, so it is a long-term project. Janet and Stephanie also do an illustrated presentation about Goring in Bloom called *Digging for Gold* which they deliver to local groups such as the Greenfingers Club, the Macular Group and Probus. One knock-on effect of publicity is that we get requests for advice from gardeners in other places. A group in the next

village of Cholsey, having seen what we had done to the land around the telephone exchange, were inspired to tackle their own weed-infested BT site and asked us how we did it. A visit was duly made and their project is now underway.