



About RHS Britain in Bloom

Organised by the Royal Horticultural Society (RHS), Britain in Bloom is one of Europe's largest horticultural campaigns, involving over a thousand communities each year and creating lasting improvements to local environments for the benefit of residents, workers and visitors.

Throughout the last five decades Britain in Bloom has been part of the UK's cultural and horticultural landscape, inspiring millions of people. The campaign involves up to 300,000 volunteers across the UK, who donate 11.7 million hours to projects that benefit the wider community*.

The RHS became the organising body for Britain in Bloom in 2001. The charity, along with the 16 "in Bloom" Regions and Nations, has introduced a number of developments. One of these was the launch of the Champion of Champions category in 2006, which recognises sustained high achievers at the UK finals level (please see online hub for finalists for more information).

The RHS also introduced the It's Your Neighbourhood (IYN) scheme in 2006, which today has more than 2,000 groups signed up. The scheme is non-competitive and free to enter and supports small volunteer-led community groups interested in 'greening up' their local area. Many IYN groups go on to become involved in the wider Bloom campaign and we recommend that Bloom groups support their local IYN groups as much as possible. For further information about the IYN scheme please refer to the online hub for finalists: www.rhs.org.uk/forbloomfinalists

The ongoing popularity of Britain in Bloom can be understood through the real and lasting benefits that the campaign provides. Research shows that participants see not only cleaner and greener environments, but also reductions in crime and anti-social behaviour, renewed economic activity and increased pride of place.

In tough economic times, the campaign is well placed to support communities, providing an invaluable source of ideas and inspiration for thousands of volunteers across the UK. Participating communities use their campaigns to add value to existing activities, to attract additional funds to their area and improve quality of life in towns, cities and villages.

* Statistics taken from the 2015 UK-wide Bloom survey. To receive a copy of the survey, please contact the communities team.