

## **LEAMINGTON IN BLOOM update – Jan 2023**

Previous meeting of the group was held on 2<sup>nd</sup> November 2022.

### 1. Simon Richardson – WDC Green Spaces

Simon attended the meeting to discuss colour and flower choices for the Floral Trains for 2023. It was agreed that the main national event for 2023 will be the Coronation in May and the Trains should pay tribute to that. The plants chosen for 2022 were red, white and blue to represent the Platinum Jubilee so members did not wish to repeat this but still wished to promote 'royal' colours. Therefore, the group decided on purple and gold.

Having spent some time looking through the plant catalogue and with the advice of Simon, the plants chosen were as follows:

- Dark purple Petunias
- Gold African Marigolds
- Yellow compact Bidens

It was also agreed to bring forward the planting up and launching of the Floral Trains to the first half of June 2023. Plants come via Baginton's nursery now. Half the plants to be supplied as plugs for the schools to use, half to be supplied as grown on plants for planting up the carriages. 30 plants will be offered to each school/care home which wishes to participate.

### 2. Review of Presentation Evening – 19<sup>th</sup> October 2022

The evening went well with the Mayor in attendance presenting winners with their certificates. Tea and cake was available, there was a display of winning photos plus photos of LiB activities throughout 2022 and a group photograph was taken outside the Town Hall.

A press release went to the Courier and the Observer – full page coverage in the Courier. Photos were also used on Town Council social media and LiB social media. Copies of photos of winners with the Mayor were sent to the winners for use on their promotional materials where appropriate.

### 3. Calendar 2023

The calendar design had been signed off by members and 100 copies had been printed. They are now available for sale at £3/copy via the TIC in the Pump Rooms. Advertised via social media, local press, LiB website and posters in the Leamington Spa parks' noticeboards.

Complimentary copies have gone to those whose photos feature in the Calendar and the owner of Cambridge Villa Hotel has had 15 copies for his guests.

4. Magazine 2023

Annabel Rainbow is currently compiling ideas and articles for next year's Magazine. Needs introduction from the Mayor. Draft layout has been circulated to LiB members. Publication is due in Feb 2023.

Belvoir Estate Agents to be approached for sponsorship.

5. New Member

One of the LiB members nominated a new member for the group – Rob Bell. Rob is a local Leamington gardener and is keen to get involved. Members unanimously agreed to Rob attending the next scheduled meeting which is due on 17<sup>th</sup> January at 6pm via Zoom.