

Bracknell businesses contribute to floral success

Bracknell Regeneration Partnership (BRP) and the borough council are celebrating their win in the Britain in Bloom competition this month.

The borough was awarded the Silver Gilt Award certificate in the large town/small city category in the Thames and Chilterns regional heats, Change Bracknell reports.

The award marks Bracknell's fourth win in a row, in addition to which the borough was also awarded a Highly Commended certificate for community involvement.

Helen Barnett, Marketing Manager for BRP, told Change Bracknell that the award recognised "the commitment, creativity and pride" shown by the team.

"The 2006 campaign owes much of this success to the generous support of Bracknell local businesses – who, with BRP, added [£] 50,000 to the flower pot," she revealed.

Cllr Iain McCracken, executive member for leisure and corporate services, added that the result was "fantastic news".

He said: "The team achieved wonders despite the restrictions this year and all credit must go to borough staff for their efforts to give us a colourful town centre."

In light of the recent water shortages, the judges awarded marks for water conservation measures and Bracknell's watering outside of peak sunlight hours, use of water retention granules and Mediterranean plants that require less water all contributed to the town's success.

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