



ROMFORD BID

Working Together

PRESS RELEASE: FOR IMMEDIATE RELEASE

Title: London in Bloom

It was a pleasure to welcome Iain Boulton to Romford today. Iain came along to judge us on our entries for London in Bloom! We should hear in September how we got on!

Iain spent two hours with BID Director Mrs Julie Frost talking about the work of Romford BID as well as going on a tour of the BID area. They were joined by Cllr Judith Holt (Romford Town Ward) and Mr Tom Stobbart, BID Chair.

Romford BID have recently installed 124 hanging baskets throughout the town to bring some much-needed colour to the centre as the full reopening of society approaches. The BID also joined forces with Havering Council to deliver beautiful planters in South Street and Victoria Road.

The arrival of visitors to the town today provided the BID with an ideal opportunity to unveil its new 'Welcome to Romford' signage opposite the entrance to Romford Station; a message complemented rather nicely by the Living Wall installation.

Commenting on the London in Bloom competition, Julie admitted that winning an award would represent a big vote of confidence in the town centre which, like others around the country, has been brutally impacted by the pandemic. She said, "I want to help Romford to shake off the enforced lethargy of the past eighteen months and unleash all that pent up creative/entrepreneurial energy that has made our town so famous. A London in Bloom award would announce that we are very much BACK!"

Cllr Judith Holt said "It is wonderful to see the way these floral displays have enhanced and brightened up Romford. I look forward to continuing to work with Romford BID, especially to promote the heritage of Romford."

As the night-time economy begins to open further, Romford BID would love to see any photos you take in front of the living wall so do tag them in any social media posts or email photos to hello@romfordbid.co.uk



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