



# ROMFORD BID

## Working Together

PRESS RELEASE: FOR IMMEDIATE RELEASE

Title: Romford BID receive two awards at London in Bloom

Joining London in Bloom trustees, judges and contestants for their 'virtual' awards ceremony yesterday, Romford BID Director Julie Frost was delighted that the organisation picked up two awards for its work in the Town Centre.

The first award was a silver in the 'Living Wall' category for the Romford BID's collaborative effort to spruce up the area outside Romford Station. Financed by the BID, the Romford Living Wall was designed and delivered by partners Windowflowers Limited and eos Lighting Solutions. Local people chose the living wall as part of the BID funded Illusionarium trail and this forms part of the official trail that launched this week. <https://www.nocollective.co.uk/illusionarium/4595196593>

Lee Barham, Director and Co-Founder of eos Lighting Solutions said "This award is excellent recognition for the work that Romford BID is doing: we are so proud to be a part of the project and to help positively affect our local area. Green walls are reported to impact our natural environments, well-being, and health. They are also known for boosting biodiversity, improving air quality, and providing much-needed habitats for local wildlife and insect communities. The right light plays a crucial role in the success of a green wall; our design sympathetically lights the greenery with a controlled light designed to encourage growth and limit light pollution – an additional benefit for the area. The green wall at Romford station is an attractive addition to the urbanscape, which we hope will bring a little spark of joy to commuters and locals alike".

The second award came in the 'Business Improvement District of the Year' category and saw the Romford BID itself recognised with a silver gilt for its efforts overall in helping to brighten up central Romford.

Commenting on the London in Bloom competition, Julie admitted she was so excited to have received these two awards which really do represent a big vote of confidence in the town centre. She said, "Coming out of the lockdown, I pledged that the BID would do whatever it could to inspire renewed hope and confidence into our town centre. By bringing a splash of colour through hanging baskets, our living wall and the street planters the darkness of the pandemic has been definitely banished by the newness of life in bloom!"

Reading the report given by judge Dr Iain Boulton he commented that Romford is a very hard-landscaped town centre, where large-scale areas of soft horticulture, or places where this could be created, are limited, but the BID and businesses have worked hard to insert appropriate soft landscaping where feasible, or to improve and enhance what's already there with more colour, form and variety. He congratulated all concerned.

Romford BID would like to encourage people to join in with the Illusionarium trail of light and illusion that is running from now until 7<sup>th</sup> November. As you come to see the living wall, they would love to see any photos you take in front of it so do tag them in any social media posts or email photos to [hello@romfordbid.co.uk](mailto:hello@romfordbid.co.uk)



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