



ROMFORD BID

Working Together

PRESS RELEASE: FOR IMMEDIATE RELEASE

Title: Romford in bloom again

Once again, this year Romford BID have enlisted the help of Windowflowers Limited to bring some colour to Romford by installing 120 hanging baskets across the town. They can be seen in South Street, Victoria Road, Western Road, High Street and Market Place and as the weeks continue the blooms and colour will improve.

Windowflowers is a family owned and managed horticultural nursery founded in 1947, specialising in the provision of plants and flowers to luxury hotels, offices and local authorities. They grow over one million plants each year which they use to plant over five miles of windowboxes and twenty thousand hanging baskets.

In addition to the hanging baskets, they have installed a living wall opposite Romford Station to welcome people to Romford. 30 fibreglass planters positioned in five rows form a living wall type display filled with a mixture of evergreen plants including ivy, ferns and heuchera.

Thomas Kluza from Windowflowers Limited said, *"We are delighted to work in the Romford Business Improvement District again. We are aiming to maximise the floral impact of our displays for as long as possible into the season. We hope that these will bring cheer to all the businesses, residents and visitors to Romford and look forward to strengthening our ties with the BID management"*.

Kathryn Charlton-Colbear from Network Rail said, *"It has been a pleasure to work with Romford BID on the Living Wall and lighting scheme, which will enhance the area for the local Community"*.

The hanging baskets, living wall and planters that are also in the town are maintained and watered every few days by Windowflowers Limited to ensure they continue to grow and flourish through the seasons.

Julie Frost BID Director said, "Like the slowly unfurling petals of the summer flowers on display in our hanging baskets, the nation is inching its way towards the final lifting of restrictions. When this day does come, I want Romford to be positively bursting with life and colour! I want the town centre to be a living tribute to our town's triumph over the pandemic. This is the message I will be taking to the 2021 London In Bloom competition as part the BID/town centre nomination at this prestigious annual event."

With the success of the crowdfunding campaign for Pocket Parks last month, do watch out for more green space, flowers, and colour over the coming months.

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