

Pride of the Borough

Members Newsletter

October 2024



Pride of the Borough Oadby & Wigston

Dear member

It's getting colder and the nights are drawing in, so I suppose I have to admit it's Autumn. It's a time of getting in your harvest (I hope your vegetable growing was more successful than mine this year which was very mixed).

It is also a time when we can reflect back over the summer and our achievements, especially in East Midlands in Bloom. Our achievements were recognised in awards presented at the EMiB Awards ceremony and then celebrated at our own recent Awards & Celebration evening. So with great pleasure I am pleased to share the following with you.....

East Midlands in Bloom

We are delighted to have achieved a Gold Award. Our 14th consecutive award at this level which shows a consistent level of standard.



O&W Portfolio 2024

Don't forget you can see pictures and read all about the many environmentally based activities that take place across our borough in our portfolio at <https://potb.org.uk/east-midlands-in-bloom/previous-portfolios/>



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Each year the judges can recognise something that they felt was worthy of note and this year the judges award went to Elliott Hall for the wide range of activities they offer.

We are honoured that our judges were so enamoured with all the community work they saw that they pushed for O&W to be put forward as the EMiB regional entry into the new **National** RHS Community Engagement Award. The criteria required a single project to be featured and that was Elliott Hall for Youth and Community who were recognized with an Outstanding Award.



We have been successful over the past 21 years in being chosen as the best in our region for a number of discretionary awards. But one award has, until this year, eluded us. It is perhaps one of the hardest to achieve especially in a largely built-up area with 3 distinct town centres, not forgetting that our judging route is around 9 miles long! That award is for the Least Littered entry into EMiB 2024.



Just some of the many volunteers and representatives of groups who have been out, in all weathers, collecting litter to keep our streets looking good. Recognition also goes to council staff involved in sweeping streets, picking litter, emptying bins.

This is an award belonging to all those who help keep our borough looking at its best.

Membership Matters;

We may be 10 months into the year, but we are pleased to welcome new members who have recently purchased cards knowing the great value and that the rewards can easily be greater than the purchase cost.

Business Offer changes

We are pleased to report the following additions

In Wigston

- The Joy of Chocolate.~ A free chocolate with a hot chocolate drink
- Waggsy. ~ 10% off when £10 spent
- Leicester Mobility ~ 10% off anything in the shop

In Oadby,

- Zephys have amended their offer to Buy traditional breakfast with a pot of tea for £6:50

We are planning to have the 2025 card available from 1st December, all existing members will be contacted.

3rd Saturday work mornings

Meeting at regular locations is proving to be successful, not only do people know where to meet us, but we are better able plan our work.

We meet at 9:30am and our next scheduled dates are:

- Peace Memorial Park on 19th October
- Blaby Road Park on 16th November
- Ellis Park on 21st December

Don't forget, we always finish with tea/coffee and biscuits and an opportunity to chat to each other.



Pride of the Borough also need your help.

We are actively looking for some help with our membership scheme. The tasks can include

- Design & purchase membership cards.
- Produce information packs, application forms, publicity updates including monthly Newsletter email to members and ensure our membership website page is up to date.
- Ensure that contact with businesses who support us is maintained, updating their offers as applicable.
- Work with others to develop new business supporters.
- Maintain the selling points and subsequent collection of forms and ensure an accurate, privacy compliant, record of members (on shared spreadsheet).
- Organise printing and distribution of renewal invites.

If this is of interest, please get in touch for more information and a chat.