

# Be inspired: a path of action and achievement

## Celebrating and supporting Lauder in Bloom's journey to becoming a UK Britain in Bloom finalist

"Although it will be a huge challenge for us, we are proud to be given this opportunity for Lauder's wonderful community spirit to be showcased to the UK Britain in Bloom judges this summer. It's our first time at this level and we're feeling a mix of "eekkkk" and "ooooo!" *Ray Theedam Parry, Lauder in Bloom.*

All the work Lauder in Bloom have done to beautify their town has not gone unnoticed - in fact, it's the complete opposite! In 2024, they were nominated by Keep Scotland Beautiful to represent Scotland in the UK RHS Britain in Bloom finals competition for the very first time.



In 2023, Lauder in Bloom were recognised for their fantastic achievements and efforts over the year with a Beautiful Scotland gold medal certificate, won the Best Large Village Award and a further two discretionary awards: the David Welch Memorial Award for Something Special and the Keep Scotland Beautiful Award.



### Celebrating 10 years

Lauder in Bloom celebrated their 10<sup>th</sup> anniversary in 2023.

Watch the video of their journey over the past decade [here](#)

The group work diligently throughout the year, running events like the woolly poppy display for Remembrance Day and creating a festive Lauder for Christmas. Alongside occasional events, they hold regular litter picks with the aptly named Lauder's Waste Warriors, as well as regular gardening sessions. Lauder in Bloom are keen to promote gardening as a low-cost, accessible activity which everyone can participate in.

## Beautiful Scotland keeps them motivated

“Beautiful Scotland gives us and our community a common goal to work towards, showing we care about where we live. This national recognition really helps to keep us all motivated throughout the year” *Ray Theedam Parry, Lauder in Bloom*



The group is out in all weathers; rain or shine, they are out giving up their time to make Lauder look loved. Through this level of commitment and motivation, Lauder in Bloom have proven to be a pillar of the community.

Lauder in Bloom is supported by Keep Scotland Beautiful, locals and businesses. Strong relationships with local businesses have been built since the group's conception. To encourage locals to use local businesses, the group ran a campaign called Shop Local, which was incredibly welcomed by struggling shop-owners during the pandemic. In turn, businesses support Lauder in Bloom through sponsoring hanging baskets placed on their shopfronts.



Lauder in Bloom have a committed team of volunteers, recognisable through their friendly attitude, polo shirts and waistcoats. The Lauder in Bloom uniform was created with the aim of not only being a fashionable bit of kit but helping create a sense of identity for Lauder in Bloom volunteers. When locals see the green tabards, they look forward to their town blooming for another year.

If you would like to learn more about Lauder in Bloom, please click [here](#).

If you would like to learn more about Beautiful Scotland and your group would like to get involved, please visit [www.keeptoscotlandbeautiful.org/beautifulscotland](http://www.keeptoscotlandbeautiful.org/beautifulscotland).