



Press Release.

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INEXETER SELECTED TO REPRESENT SOUTH WEST IN 2024 RHS BRITAIN IN BLOOM UK COMPETITION

InExeter, the business improvement district for the city, is delighted to announce its selection to represent the south west in the BIDS category of the 2024 RHS Britain in Bloom UK competition.

This recognition follows three successful years of participation in the South West in Bloom competition, where InExeter received Silver Gilt twice, a gold, and topped the BID category last year.

InExeter continually strives to make Exeter a greener city, with more than 140 hanging baskets funded across the city and over 30 square meters of planting, including barrier baskets, tubs, planters and flower beds. This greenery not only enhances the aesthetics of the city but also encourages dwell time in cafes, restaurants, and shops while softening the cityscape.

Overseeing the planting and landscaping efforts at InExeter is Mattie Richardson, Projects Manager. Regarding the project, Mattie states, *"We work in collaboration with city partners to create attractive spaces in the city. We are focused on sustainable, local solutions that are both aesthetically pleasing and environmentally friendly. We are proud to deliver year-round planting initiatives, including summer and winter planting, and to work closely with a local family-run nursery on the outskirts of Exeter."*

Nicola Wheeler, CEO at InExeter, comments, *"As the business improvement district for Exeter City Centre, InExeter is committed to supporting and championing local businesses. This includes investing in streetscape and public realm improvements to unite communities and attract visitors to the city. We are thrilled to lead the way for BIDs in the south west."*

The judges are expected to visit in the summer, during which they will tour the city centre, including newly installed parklets on Fore Street and Musgrave Row. These parklets, funded by InExeter through the Shared Prosperity Fund, will offer seating and greenery to create mini retreats in the city, inviting visitors to linger and enjoy the surroundings.



InExeter provide over 140 hanging baskets across the city and look after over 30 square metres of planting including barrier baskets, tubs, planters and flower beds all thanks to funding by businesses.