

Rochdale Youth Service “Middleton in Bloom Project”

Rochdale Youth Service staff have supported a group of young people to lead in entering Middleton Township in the Northwest in Bloom Competition, by creating a working party and community action group. The “In Bloom” project has enabled the whole community to come together for a common goal of showcasing and improving the environment in Middleton. By starting this project, we have been able to put together lots of different individual groups and share, skills, knowledge, abilities and help each other out. We have strong links with schools, housing, voluntary sector, community centres, churches, allotments, community gardens and much more.

This project has enabled young people and children to make decisions and be a part of other decisions made in their area, reducing, vandalism and anti-social behaviour. What we are especially proud of is our sense of community and through our action days, we have been able, not only to work on areas on our route for the judges to see, but to help out other community groups in terms of our young volunteers.

We are especially proud of helping out our groups with dementia, disabilities and elderly residents and our community action days where young people identify areas and we improve them. Through our clean up days and action days, we constantly recruit more volunteers and young people and children challenge their peers about keeping the environment clean, helping our next generation learn to take more pride in where they live. It has given the community a sense of purpose, a social outlet. In one sense the “In Bloom” project is not about flowers but about bringing people together and this project has done this. Each year we aim to improve and find new ways of ensuring everyone has access to take part in this competition.

For further information contact:

Caroline Wolfenden

Head of Corporate Policy, Performance and Improvement – Rochdale Council

Caroline.Wolfenden@Rochdale.gov.uk | Tel: 01796 924 734