



SHAFTESBURY SNOWDROPS

DIAMOND JUBILEE COMMUNITY LEGACY

Report 2017 - 2018

The Snowdrop Project is now 6 years old! We planted the first official Diamond Jubilee snowdrops in the grounds of the Trinity Centre on March 25th 2012. The First Festival and blooming of the snowdrops was in 2013. In 2018 the Festival format has evolved into "Snowdrop Season" inviting more people to visit the town over a period of 7 weeks but keeping the core activity in half term week.

Community Snowdrops:

Last year we welcomed Christopher Horsfall a well-respected snowdrop gardener onto our team, Chris has negotiated to buy several 1000 snowdrops from local estates for us; these will be planted in consultation with the Town Council later this summer. We also have good stocks growing and multiplying at the community farm and hope to see these thrive for our future use.

♥ **Father's Day – June 18^t** we invited everyone to join us at the Library garden planting more snowdrops around the building, we had music and cake and also joined with community groups across the country celebrating the life of the late Jo Cox MP; the planting in 2018 will be in the Queen Mother's Garden.

Heritage Snowdrops: Securing our legacy

The unique, community owned, Shaftesbury collection of rare and unusual snowdrops continued to grow with generous donations from many respected nurseries from around the country. The collection was again re-potted by our team over a week in the summer – this allows us to inspect the health of the bulbs and isolate any that we are unhappy with to ensure that any disease is not spread. We were fortunate to secure a 10 year lease on a small nursery space in the town and the snowdrops are now in one of three home locations. We are able to maintain the Shaftesbury Heritage Collection through generous sponsorship and physical assistance from BV Dairy. Emma Thick our head Galanthophile (from the gardens at Thenford) was approached to lend some snowdrops from Lord Heseltine's collection to the RHS Early Spring Show: Emma offered snowdrops from Shaftesbury for the Kensington installation too. This resulted in the RHS enquiring about the nature of the project and then extending an unprecedented invitation to Shaftesbury to have a free stand at the show in their halls in Kensington.



Shaftesbury's Community Development Trust

Swans Yard, High Street, Shaftesbury, Dorset SP78JQ T: 01747 300174 E: info@ShaftesburySnowdrops.org www.ShaftesburySnowdrops.org Charity No. 1063757

Developing the snowdrop legacy for Shaftesbury

We represented Shaftesbury at a stand at the RHS early spring show in Kensington, this was made possible through sponsorship from BV dairy and a grant from Shaftesbury Town Council. Our small team of volunteers worked long days to raise the profile of Shaftesbury as a winter destination with the 1000's of visitors we met there. We generated a real buzz for 2019; please see the attached report.

The February Season

The Study Day in 2018 again saw delegates from America and the EU joined by UK and European coach groups. In addition we welcomed tour groups during the season to visit the snowdrops and enjoy Shaftesbury.

Snowdrop Central – This year we handed Snowdrop Central to the TIC and were delighted with the support we had from David Taylor and his team. The pop-up shop was open for the season from January till Easter.

Pop-Up Gallery – a joint experiment with local artists and artisans, thanks to Adam Zombory Moldovan we took over the empty ZMMA office and shop on the High Street and although we were open for limited hours we enjoyed some success it was lovely to be there; we are delighted the shop is now let as a florist.

The Snowdrop Lantern Parade: The Snowdrop Lantern Parade was led this year by the Mayor of Shaftesbury, Cllr John Lewer. Lanterns were made and carried in the parade by the Rainbows, Steps in Time dance side and members of the public who attended the lantern making workshops earlier that afternoon. Galanthus the Snowdrop Dragon made an appearance again this year, sporting a new pair of wings and even breathing smoke! Our thanks go to all who helped to make the parade another great success, especially Jerome Swan, Charlie Turnbull, The Trinity Trust, Shaftesbury's Rotary Club, Cliff Skey, Sam Skey, Claire Ryley, Penny-Jane Swift, Peter Rush and last but not least the fabulous team of Dragon Wranglers at Virginia Hayward for providing transport and a lair for Galanthus since last year's parade.

Community Impact

- ♥ **Organisations who directly benefit from the Snowdrop Season: The Arts Centre: The Abbey Museum & Garden: The Library, The Gold Hill Museum: The Trinity Trust; The Springhead Trust.**
- ♥ **Shaftesbury's High Street traders and Tourism based businesses.*see comment for Chair of Chamber**
- ♥ **Our thanks to Shaftesbury Town Council: the councillors, office team and the grounds staff for their essential ongoing support and careful maintenance of the snowdrops in public areas.**

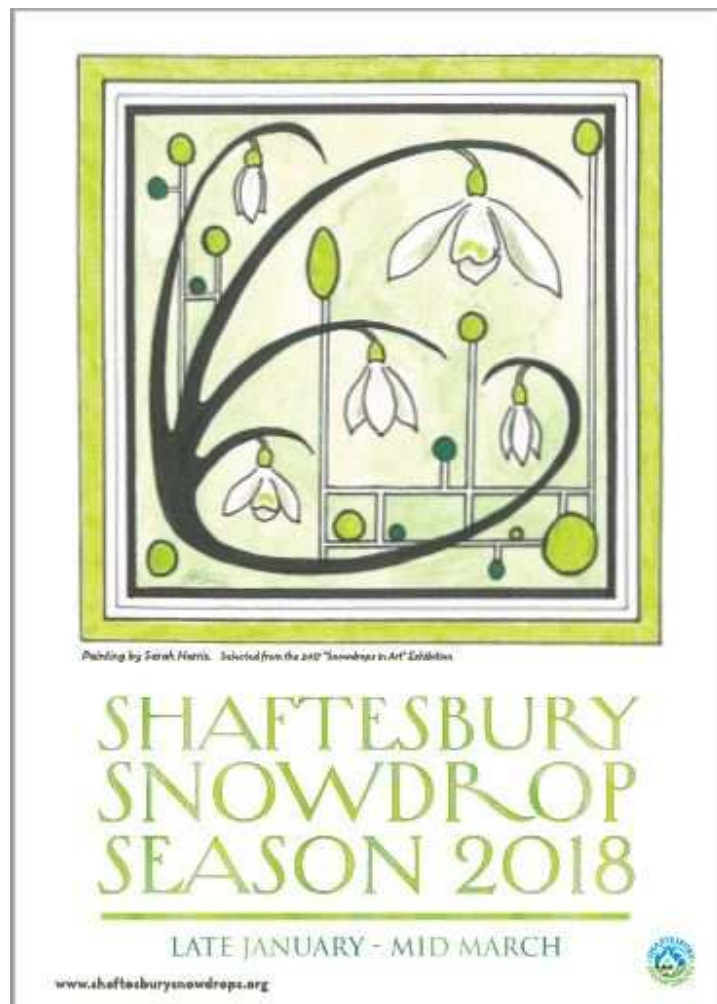
*It is difficult to calculate the exact economic effect but we can clearly see an increase in visitors during what would normally be a dormant period. What is more we are seeing international visitors as the reputation continues to grow.



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The Shaftesbury Snowdrop Project is always open to welcoming new members – please contact info@ShaftesburySnowdrops.org for more information.



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