

Press Release

SBW hails floral displays as blooming marvellous

2 September 2011



Roger Harrington, SBW's Managing Director, with (left to right) Winnie Thomas, Maureen Rouse and Averil Baldwin of Westbourne in Bloom.

Blooming marvellous!

That's the verdict of one of Westbourne in Bloom's key sponsors after organisers chose a new colour scheme for this year's floral displays.

Soft pinks, mauves and purples have replaced the bright reds and yellows of previous years.

Roger Harrington, Managing Director of Sembcorp Bournemouth Water (SBW), described the results as "spectacular."

He added: "The organisers of this display around Westbourne should be very proud to have done such a fantastic job with so much commitment on their part to make it happen.

"The natural and beautiful colours of all the flowers must really give great enjoyment to local people and visitors.

"I am very pleased that as a local company serving the community we have been able to help make this possible."

Maureen Rouse, Chairman of Westbourne in Bloom, said the new colour scheme had gone down a storm with sponsors, businesses and the public.

"They are delighted and we have received many compliments," she said.

Maureen added: "Westbourne in Bloom costs an enormous amount of money which the committee have to raise as well as seek sponsorship and collect donations.

"We are truly grateful to have Sembcorp Bournemouth Water as one of our sponsors and thank Mr Harrington, and his team, for their continued support."

SBW has supported Westbourne in Bloom since 1998.