

Report to the Environment Committee, 8th January 2025

Sunflower Seed Giveaway and Tallest Sunflower Competition

Overview

Faversham Town Council aims to engage the community and promote environmental awareness by organising a sunflower seed giveaway and a fun competition to find the tallest sunflower grown in town. This initiative encourages residents to cultivate their gardens or outdoor spaces, promoting a sense of community and connection with nature.

How It Works

1. Seed Procurement

Allocate a budget of approximately £200 to purchase 4,000 sunflower seeds.

2. Seed Distribution

- Distribute sunflower seeds to the public during the Easter event on 19th April and at additional locations throughout the town.
- Provide seeds to primary schools in Faversham to encourage participation among young gardeners.

3. Competition Categories and Prizes

- Three prizes will be awarded for the tallest sunflowers:
 1. One for sunflowers grown in the ground.
 2. One for sunflowers grown in a pot.
 3. One specifically for primary school participants.

4. Planting and Growing:

- Participants are encouraged to plant their seeds in their gardens, pots, or community spaces during April/May.
- Regular care tips will be shared via the Council's website and social media to support growers throughout the season.

5. Competition Details:

- Participants will measure their sunflowers as they grow, aiming to achieve the tallest bloom.
- A designated date will be announced for final measurements, where participants will submit photos and the height of their sunflowers.

- Entries can be made online or by visiting the Town Hall, with clear guidelines on how to measure and photograph the sunflowers.

6. Judging and Prizes:

- A panel of judges will review submissions to confirm the tallest sunflower.
- Prizes will be awarded to the top three tallest sunflowers, with certificates for all participants.
- Winners will be announced at a community event or via the Council's social media platforms.

Benefits:

- Encourages gardening and outdoor activities, promoting mental well-being and environmental stewardship.
- Brings the community together in a light-hearted, inclusive competition.
- Adds visual appeal to the town with beautiful sunflowers blooming in gardens and public spaces.

Promotional Activities:

- Launch the campaign with a public announcement and photo opportunity at a Council event.
- Share progress stories, gardening tips, and fun facts about sunflowers on social media to maintain engagement.
- Feature the winners in a local newsletter or press release to celebrate their achievement and inspire others.

This initiative will provide a simple yet effective way to brighten Faversham, both visually and in spirit, as residents participate in growing these cheerful flowers.

Louise Bareham
Town Clerk
2nd January 2025