



Registered Charity No: 1117828

Administrator;
Elizabeth Auld
Bannerdale
Unthank
Dalston
Carlisle
CA5 7BA

Contacts:
Tel: 01228 710128
Email: lizauld@btinternet.com
Website: www.cumbria-in-bloom.org.uk

February 2012

CUMBRIA IN BLOOM PRIDE IN YOUR COMMUNITY 2012 GUIDELINES FOR VILLAGE PARTICIPANTS

Judging Guidelines

Cumbria in Bloom judges the competition on standards appropriate for the Cumbria competition.

Awards are made according to the standard attained and can range from gold, silver gilt, silver and bronze. Special Awards are given for outstanding achievements see the special category sheet for details. All entrants receive recognition at the awards ceremony.

For entrants aspiring to become finalists in the Britain in Bloom the standard must meet the more exacting standards of the RHS Britain in Bloom competition.

We want the event to be enjoyable to the volunteers. Your entry can be as detailed as you wish and can meet the objectives that you choose. You will always have the choice on whether you wish to be considered as a finalist representative.

You will not be expected to meet all the objectives in this guide.

How the competition is judged.

There are three aspects to the competition:

- Community - Active group work
- Environment – How the area looks and care for wild features/creatures
- Horticultural – Gardening

What the Judges are looking for!

Judges will be looking for the best and show only your best.

Choose a route that avoids unattractive features

Provide a route list to identify the main features and detail what has been done

Provide a portfolio or folder to enhance your presentation and show evidence of year-round activities and events.

Show photos of before the project starts.

Show photos of projects that can-not be seen on the day.

Show how the community is involved and what events you hold.

If possible include the media to record the event/judging.

Horticulture

In this section the judges will be looking for your year-round achievements in horticulture (including conservation and natural areas) focusing on.

- Impact
- Horticultural practice
- Residential and community gardening
- Business and commercial areas and premises
- Green spaces

Consideration will be given to

- choice of plants,
- colour and design,
- special features,
- maintenance,
- Creative ideas,
- Quality of plants,
- is it affordable long term,
- the amount of new planting.
- The impact and appearance of front gardens,
- use of allotments,
- community gardens and who and how they are cared for

Where businesses are present judges will be looking for

- Are these areas actively involved in the initiatives of the local bloom campaign?
- Are their efforts in keeping with the overall efforts of the campaign?
- Do they show support for the campaign's goals of improvement/enhancement?
- Support can include: sponsoring displays/planters,
- actively engaging in horticultural efforts on their own premises,
- funding bloom initiatives,
- volunteering/participating in local bloom activities etc.

Floral displays are an important part of the in Bloom Campaign, but **must be proportionate** to the areas of sustainable planting and permanent landscaping within the entry. Floral displays may be present in a number of locations but typically, displays will be located in:

- Publicly owned areas, including parks, publicly owned buildings, roadside areas and roundabouts.
- Housing and residential areas, residential homes, schools, allotments etc.
- Shopping areas, business areas and premises, commercial premises, public houses, hotels, garages, and transport terminals such as bus and train stations.

Judges will wish to see permanent/sustainable planting initiatives as well. Landscaped areas with permanent plantings could include any of the areas outlined above as well as:

- Woodlands, copse, shelterbelts, verges, parks, public open spaces
- Business parks, industrial estates
- Screen planting, near factories/industrial areas, eyesores, vacant premises/plots etc.
- Amenity planting near residential areas, car parks, shopping areas

Environment

In this section the judges will be looking for your year-round achievements.

- Conservation and biodiversity
- Resource management
- Local heritage
- Local environmental quality
- Pride of place

Wildlife areas and natural habitats:

Show that efforts are being made to preserve and maintain these areas. Show the activities to educate the community and encourage them to visit these areas. Show the plans to re-introduce or restore these areas where they have disappeared or been damaged.

Recycling;

Minimising demand placed on natural resources; minimising or where possible eliminating any harmful impact on the environment. What have you done to promote the use of recycled products? e.g. Compost

Pride of Place:

Management and development of local heritage and/or identity, such as natural heritage, community landmarks/icons, other heritage sites etc. Activities to show care for heritage.

Absence of litter, graffiti, dog fouling. Evidence of events to bring awareness to banish grot.

Well maintained street furniture, signage, art in the landscape, fences, way-marking, interpretation, hard landscaping.

Community Participation

In this section the judges will be looking for your year-round achievements.

- Development and continuity
- Communication and education
- Community involvement
- Year-round involvement
- Funding and support

The judges will be looking for campaigns which:

- Evidence thoughtful planning of how to maintain the improvements they make and how to develop in the future.
- Have an effective communication and education programme evidenced by the level of awareness and understanding in the community as well as by physical evidence such as informative signs and displays, press clippings, publicity materials etc.
- Evidence a broad base of community involvement across all ages, ethnic and/or religious backgrounds, socio-economic groups with a particular effort to engage young people/schools/colleges as appropriate to their community.
- Have a year-round programme of activity to keep their community engaged and at its best throughout the year (not just spring/summer displays and activities).
- Have secured funding/sponsorship and/or support for their activities and the support of government, commercial, corporate, business sectors for their campaign

Examples of what you might do to prepare for judging

The Guidelines and examples that are contained in the Its Your Neighbourhood documents attached are all appropriate for the competition. You should read these with this guide to help you prepare.

Remember you do not have to meet all these objectives to enter Cumbria in Bloom Pride in Your Community Competition. Your aim is to show the Pride and Care that your community groups take to look after and enhance your local environment.

You can obtain more information from the web site www.cumbria-in-bloom.org.uk and the link with the Britain in Bloom website.



**RHS BRITAIN
IN BLOOM**



Patrons: The Lord Cavendish of Furness DL Mrs Olive Clarke OBE, JP, DL. Mr Peter Howarth, Mr Eric Robson DL